

Build a Better Sales Pipeline

With Digital Transformation

OPPORTUNITY

A rapidly-growing nationwide client sought to add digitally-sourced leads to the sales team's lead flow.

CHALLENGE

In order to effectively compete in the marketplace and increase sales, the client wanted a turnkey, real-time, automated, digital solution added to their lead mix, fast. The challenge was maintaining a successful direct mail lead generation strategy and expediting a stable, digitally integrated solution.

SOLUTION

RGI was quick to respond, and created a strategic solution to build a better sales pipeline through digital transformation.

(1) RGI conceptually built a white-labeled platform for the sales team to order and automate digital leads. RGI chose Facebook as the primary social media platform for the ad buys. The lead generation platform took **3 months** to build.

(2) As a first-to-market innovator of the Cost Per Lead (CPL) pricing model in direct marketing, RGI leveraged this same approach and applied it to the client's digital sales strategy in order to maximize consistent lead flow.

IMPLEMENTATION

Within the first year, the platform effectively delivered tens of thousands of leads to strategically grow their business nationwide. RGI also provided sales support and traveled across the country, on the client's behalf, to train, build awareness, and promote the white-labeled lead generation platform to their salesforce.

RESULTS

**3**

Months to
Build and
Launch a
Lead Platform

**12**

Month Digital
LeadGen
Campaign

**50K**

High Quality
Leads
Generated