

From Lead Inquiry to Customer Engagement: What Really Happens Post-Click and Post-Call?

MODERATOR:

- Neal Polachek, Board Advisor, BuzzBoard, Inc.

SPEAKERS:

- Matt Booth, CEO, Connectivity
- Fred Frantz, Director – Affiliate & Aggregation Management, Gragg Advertising
- Dale Leatherwood, Managing Director, Business Development & Marketing, Sparkroom

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What Happens After the Click?



26 Leads for 26 Schools

24 Days

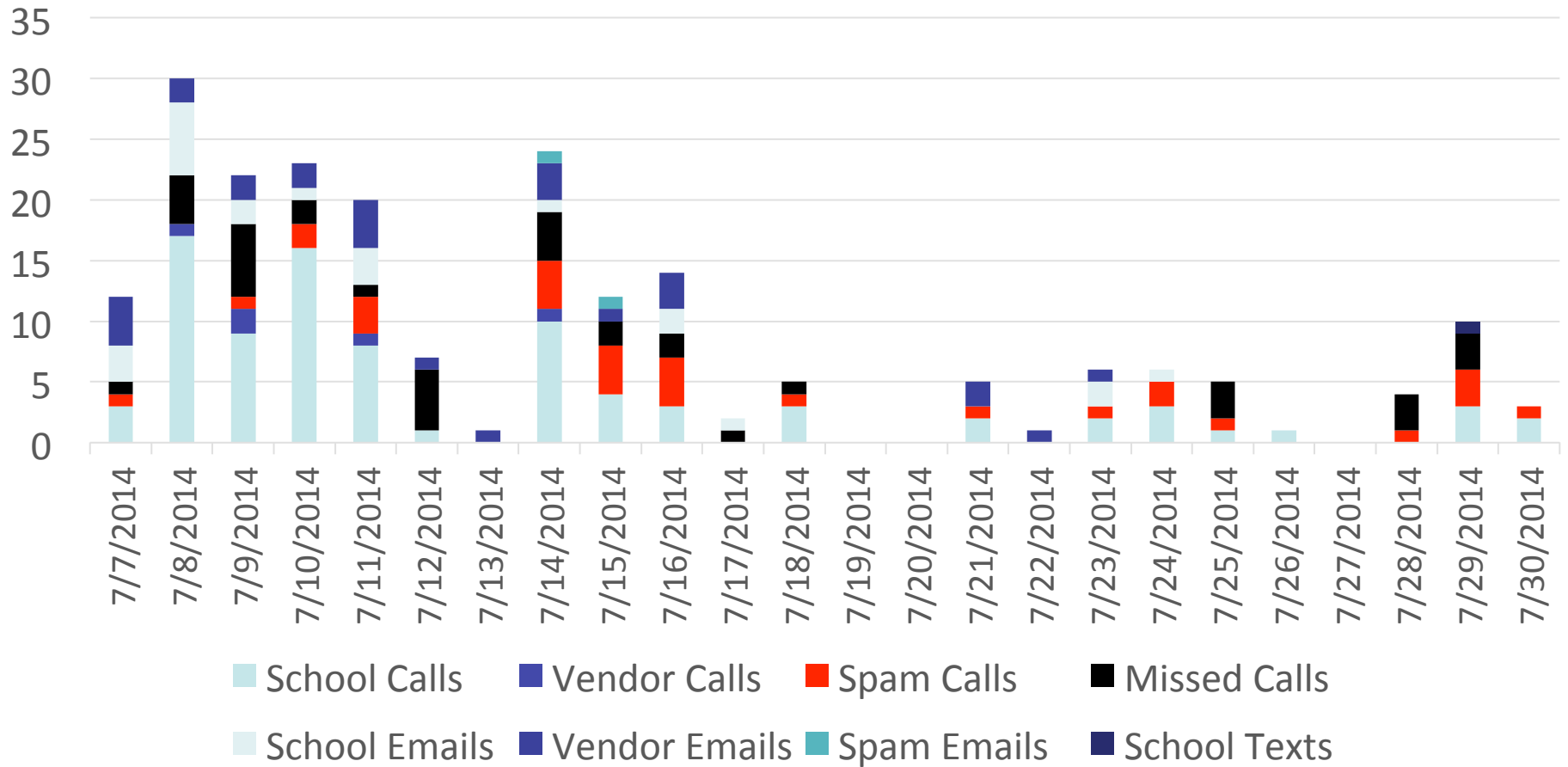
161 Calls

51 Emails

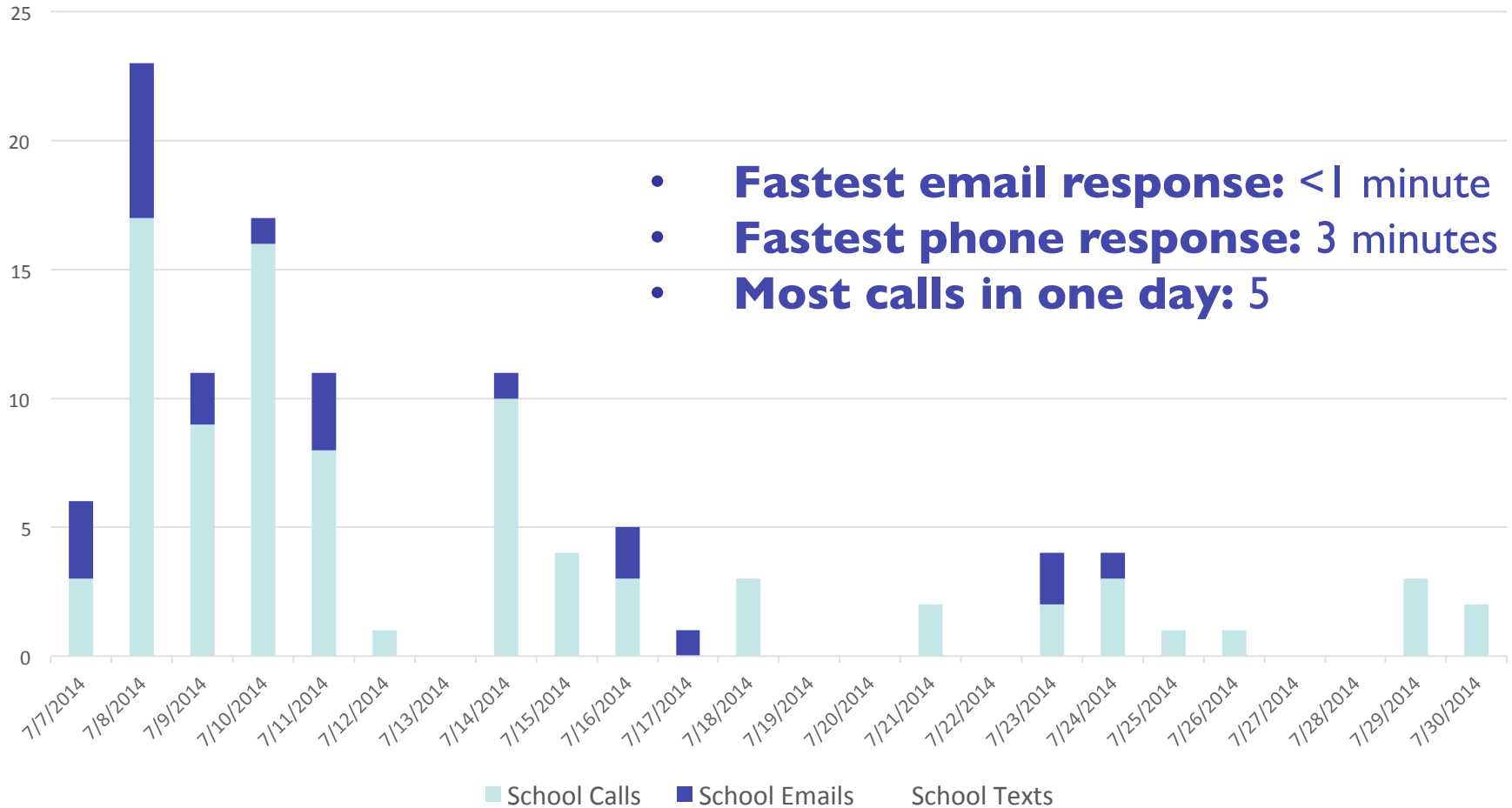
1 Text

**7 Leads
Filtered Out**
(assumed lead verification)

All Communications to Test Leads



Communications from Schools



- **Fastest email response: <1 minute**
- **Fastest phone response: 3 minutes**
- **Most calls in one day: 5**

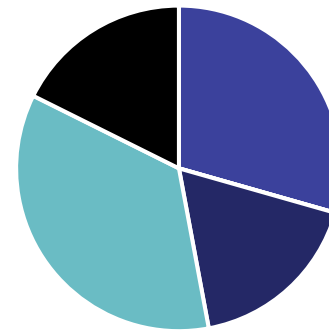
School Response Times

Inquiries Submitted Before 5pm ET



■ < 1 hr ■ 1-4 hrs ■ 4-12 hrs

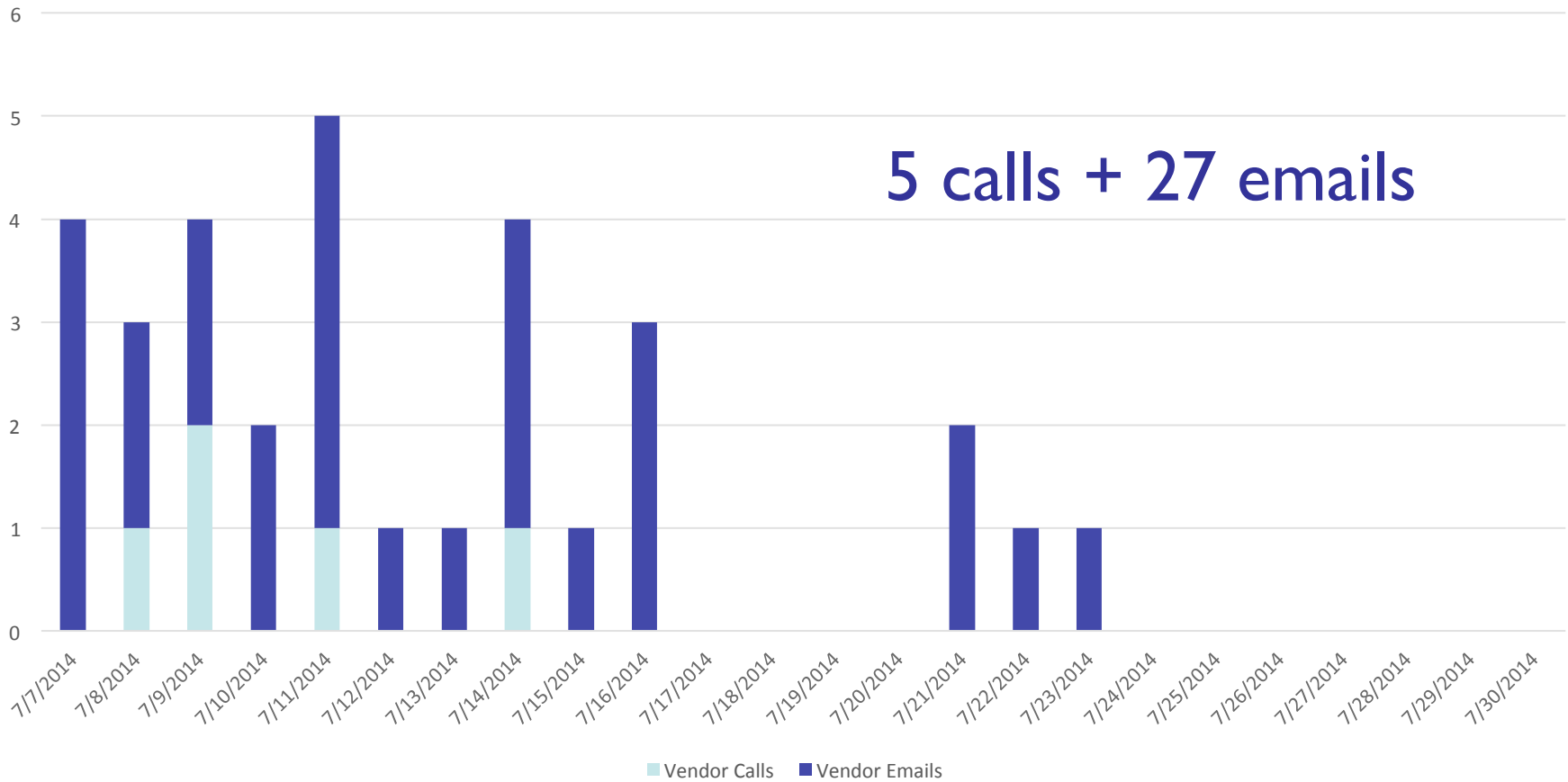
Inquiries Submitted After 5pm ET



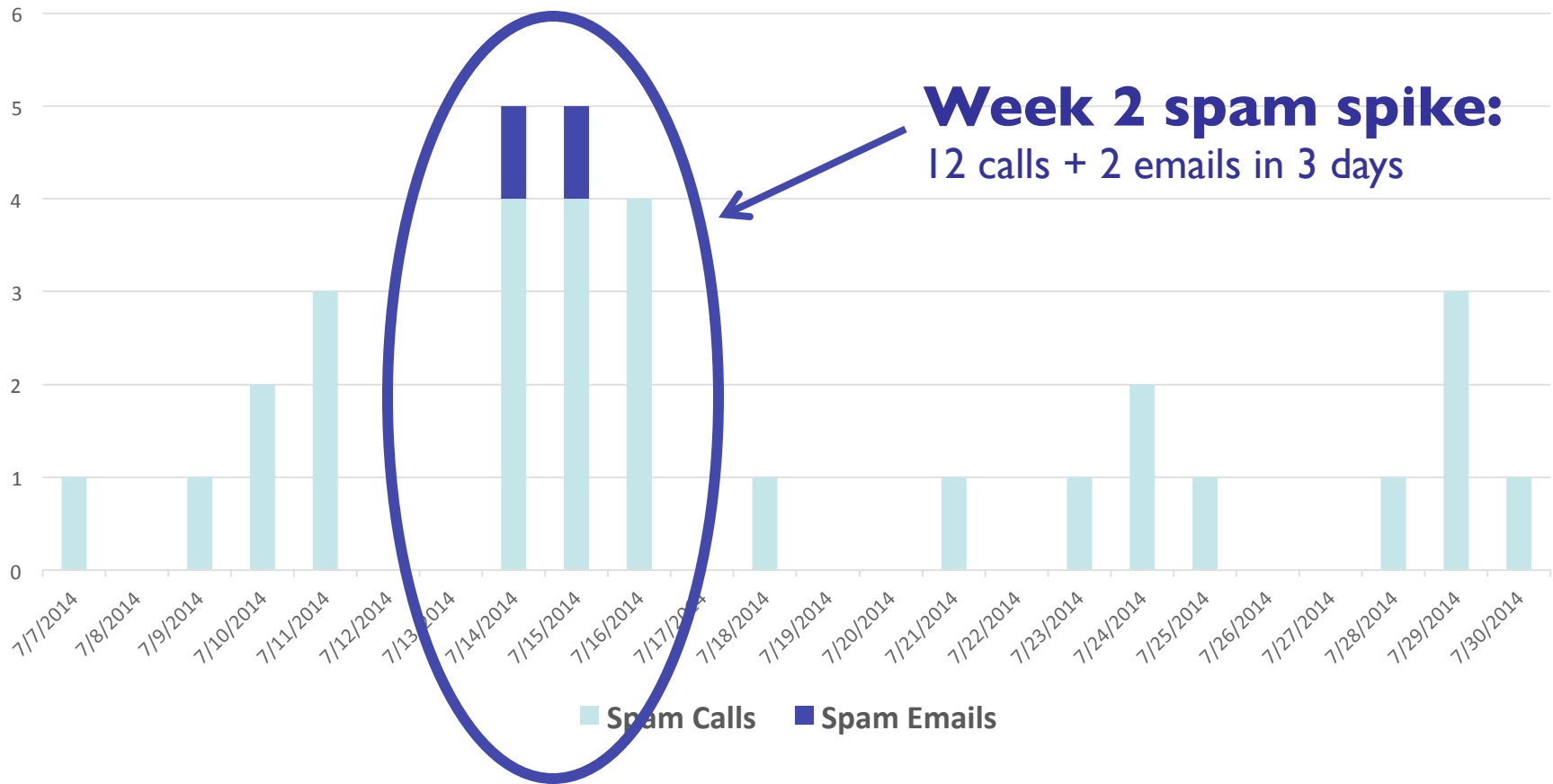
■ < 1 hr ■ 12-18 hrs ■ 18-24 hrs ■ > 24 hrs

For post 5pm submissions:
40% of initial contact within 60 minutes was achieved by email

Communications from Vendors



Spam Calls & Emails

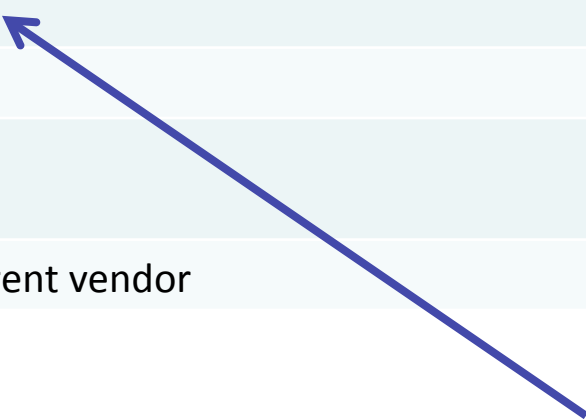


Spam Calls:

- Call from different school (45 minutes after lead submitted)
- Lots from travel industry: Win 7 day vacation, Win 7 night cruise, Vegas Vacations, Free Bahamas cruise, request to complete airline survey, Jennifer from Caribbean Cruise Lines
- Free business wireless processing equipment (repeated)
- Vote for best sports team
- Wrong number (multiple)
- Chase alert: your SNAP account ending in 7892 received a \$189 deposit
- Government benefits, “You may be approved for low government loans”
- Repeated beeping tone, hold music, fax machine
- Non-English speaking & heavily accented, often with lots of background noise (multiple)
- Arrow Pest
- “Please hold for some important information”
- Text to stop future texts

Spam Emails

July 8	Healthcare jobs
July 10	Job search
July 11 (x3) + July 12 + July 14 + July 15 + July 16	Tempe jobs
July 14 + July 15	Email from different vendor



**22 minutes
after lead
submitted!**

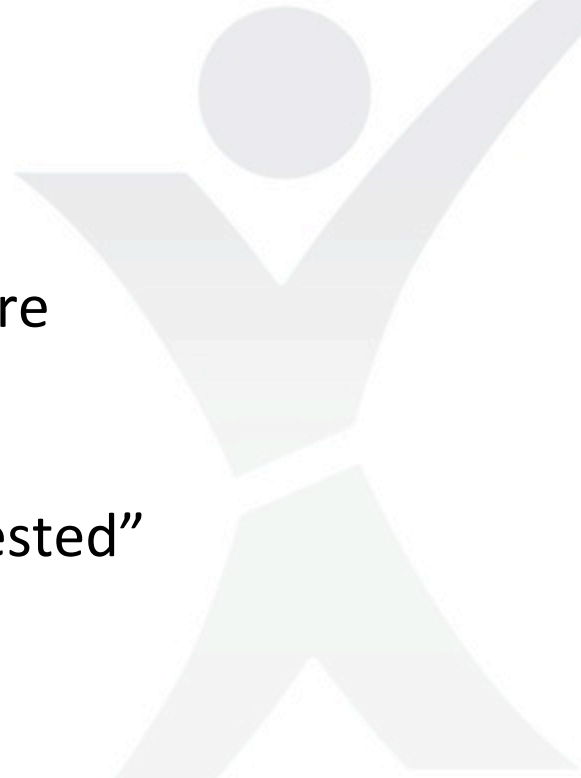
Additional Notes

The Good:

- Some reps seemed to deeply care

And The Not So Good:

- Calls continued after “not interested”
- Asked to wait for next advisor
- Delay with background noise



Call to Action:
**It's time to respect
student prospects**

