



White Paper

lead capture &
autoresponders

Lead Capture & Autoresponders

Executive Summary

The key to online marketing is to build a “list” of contacts that includes your customers and prospects. Lead capture forms are the easiest and most efficient way to build this list. comF5’s eMarketEngine enables you, among other things, to quickly build a webpage that showcases your product or service offering and includes a lead capture form. Once the contact information is captured with the eMarketEngine tools, you can then easily design a customized email marketing campaign with autoresponders directed at your qualified list. Using a competitive offering would require at least two or more services from separate vendors and would cost you significantly more per month.

comF5’s eMarketEngine has several other components that integrate into a complete marketing tool kit: video publishing, personalized video messaging, web template publishing, email campaigning, and more, all of which provide one easy to use solution for all of your online marketing needs.

Using comF5’s advanced integrated marketing platform has numerous benefits including:

- Automated sales management process
- All-in-one cost effective marketing
- Personalized video messaging for better relationships with prospects and customers

All of which lead to increased sales and lower costs for your business.

Building your list is the key to today’s online marketing and promotion

Online marketers often pay six dollars or more for a qualified email address. If you haven’t started collecting your customers’ email addresses you need to start immediately

Definitions

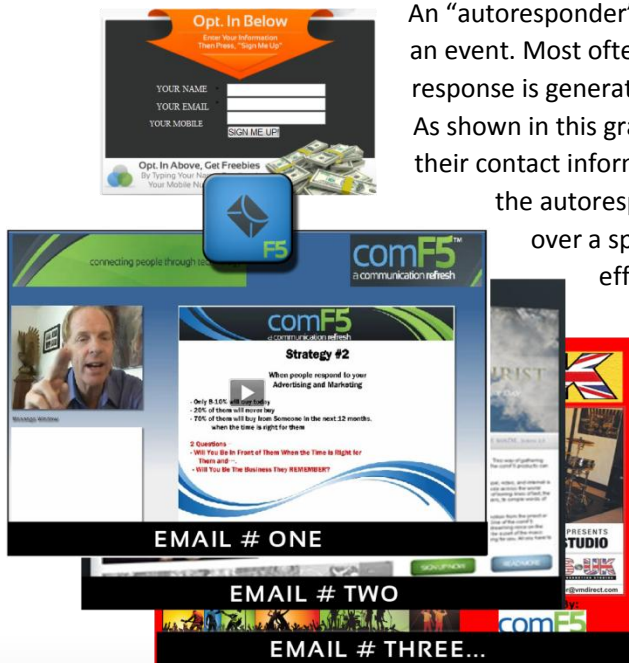
What is a lead capture page?



A lead capture page is nothing more than a form asking for a person's contact information. As you can see from the adjacent graphic, this webpage has a video that explains the user's product or service and a form for the prospective customer to fill in. Advanced marketing platforms like comF5's eMarketEngine facilitate

the ability for the user to create and automate the flow of information directly from the lead capture form into the sales pipeline. Once your pipeline is in place, you simply promote your offering with the use of autoresponders and other campaigning tools and the eMarketEngine does the rest.

What is an autoresponder?



An "autoresponder" is simply an automated email based upon an event. Most often an autoresponder or automated email response is generated when a name gets added to a list.

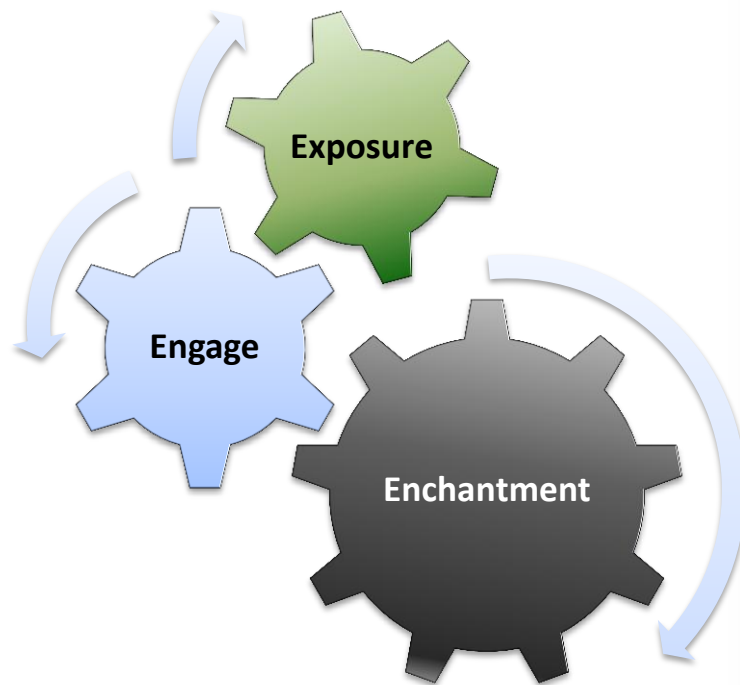
As shown in this graphic, when someone fills out the form their contact information will be added to a list. Once added, the autoresponder email or series of emails get sent

over a specified time frame. Autoresponders are effective tools to automate the sales

campaign process because, as advertisers tell us, it takes at least seven impressions before information "sticks" with a prospect. Using our autoresponder and email campaigning tools, you can design a series of sales emails that will automatically generate once a person enters their contact information.

Customer Acquisition and Retention Process

Online marketing and promotion is a life-cycle process that has the following steps:



In order to consummate the sale of your product or service, you first need **Exposure**. Once you have a prospect interested, you start a process of **Engagement**. Once they become a customer, you want them to be **Enchanted** with your product or service so they continue to buy and recommend your product or service to their friends and family.

How do you effectively and efficiently progress through this life-cycle? The eMarketEngine, which includes lead capture and autoresponder tools, can help you achieve success each step of the way by enabling you to:

1. Capture a prospect's contact information to start a series of marketing emails
2. Obtain more detailed information from qualified prospects with a more in-depth lead capture form.
3. Enchant new customers with an autoresponder that gives them a discount or other promotion for being a loyal customer.