

SLC IOD Technology

Immediately assure the information needs of your prospects and customers while accelerating sales cycles with Signature Lead Company's IOD Technology.

The real power of the Internet is that companies can intermingle with their clients and future prospects in a significantly more cost proficient way.

SLC has developed a method to make the most of the Internet's advantages by allowing your prospects and clients to instantly receive information on how your products and services can solve their current needs.

Our **IOD (Info-On-Demand)** applications are auto-response generators that enable you to offer a more "Personalized Offering" to website visitors by using web forms to instantly provide information most relevant to each visitor. This information is sent to either our PURL server which will then dynamically create an individual microsite marketing campaign or our eBrochure server which would create a personalized landing page and an individualized PDF that can also be sent either by email or as a follow up direct mail piece.

Decreasing your sales cycle couldn't be easier with IOD. While your prospects and clients are dynamically creating their own micro-campaigns with our IOD application, our marketing intelligence platform will automatically introduce them to the salesman/office most relevant to them by vertical, product interests, location of prospect and more. As soon as the prospect hits submit, the site is built. Then they will also receive a follow up email with their site address for further reference which will automatically match the salesman to the needs of the prospect which then delivers his "Signature Contact" on the email and landing pages. Within seconds, your salesman/office will receive an email with the prospects contact information and will also know exactly what that client needs are in regards with your products and services. This lead information can also be copied and sent to the corporate management team for follow up with the sales force, a CRM or any other third party application.

One Stop, Personalized Service For Your 1:1 Marketing Needs

133 Basil Street • Encinitas, CA 92024 • 619 840 1539 • www.signatureleadcompany.com



Every Time.

Here are a few ideas of what you can accomplish with SLC's IOD applications:

Universities- Development of an automated system to create customized printed school information brochures for prospective students. A prospective student enters information into a web form and based on this information collected, a customized PDF is generated with the student's name, specific information, and photos about the major, extra-curricular activity, ethnicity and type of student he selected. Then, the student then can either have a personalized landing page or receive an email with a link to their customized PDF in less than two minutes. Printed brochures are automatically batched and mailed to the student's home which also allow the University to communicate to the parents of the prospected students.



Sales Companies- Development of a personalized lead generation solution.

Most sales companies use enhancements for their websites for SEO (Search Engine Optimization) and SEM (Search Engine Marketing). These efforts can fall short as they do drive prospects to your website but in most cases they come in, look around, then leave. The system only gives you an IP address; no other information about the prospect. Instead of driving the prospects to your site or a normal landing page, direct them to information that will drive them to fill out a simple form that will produce a personalized microsite with stages, that will allow that prospect to "Self Qualify" themselves for your products and services and instantly connect that prospect to a salesman or office. In stage two of this campaign, offer a personalized survey that will allow you to know exactly what that prospect needs and once filled out, it will provide the answers to that prospect immediately. These answers are then sent to your salesman or offices as they will provide the most pertinent information of those clients' current needs, allowing you to connect and shorten the informational needs of that prospect and sales cycle by days or even weeks.

Catalogers- Development of automated and personalized catalogs delivered by landing pages, email or print, to current and future prospects.

A prospect chooses from a webform all products of interests, this information is collected and then will produce an eBrochure catalog personalized for your prospect within minutes. If requested by the prospect or your choice, the "Print Ready" catalog can also be sent to print (on demand) then off to your prospects mailbox. No need to spend upfront dollars to purchase, print and store thousands of catalogs that can easily be outdated when you add additional product or at year end, have to throw away the "Unused" printed material. Catalogers can now provide what each prospects wants while saving costs on the upfront purchases and re-route those dollars to other significant areas of your business.



About us

SLC provides its clients with a full range of data, printing and print related services. From innovative digital printing solutions and services that increase response, reduce costs, and result in more successful print communication strategies, commercial printing services, web based print vendor services to over one million promotional product ideas.

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