DRIVE
CREATIVE
AGENCY

LEAD GENERATION SOLUTION FOR B2B BRANDS

We bring you quality leads to solve your sales and marketing challenges.

You invest in marketing for one purpose - to grow your business. And when you hire an agency, you expect quality leads that turn into new customers. However, if you don't have a fully-integrated approach to marketing, the results can feel underwhelming.

We identified that many businesses didn't have the internal systems, bandwidth, and capabilities to support their goals of driving more leads and turning them into new customers. Simply put, their lead generation is not predictable. Our solution? Simple. Provide our clients with a simple, but comprehensive approach to marketing that assists in converting leads at every stage of the funnel.

www.DriveCreativeAgency.com 425 S. Main St., Rochester, MI 48307 248.579.9972

With Our Lead Generation Solution, You Will Be Able To:

- ☆ Have a more predictable, stable, and less time consuming lead generation solution
- ☆ Identify the leads we are driving to your company in real-time
- ☆ Monitor your leads through each phase of your sales process
- ☆ Set automations that alleviate your sales team from time-consuming tasks
- ☆ Increase the close percentage of new leads
- ☆ Convert lost opportunities into new customers
- ☆ Keep track of every single contact that your business has made contact with
- ☆ Stay in contact with current customers and lower churn rate
- ☆ Create drip marketing campaigns to stay top-of-mind with customers and prospects

We do the heavy lifting on the strategy and marketing end so your sales team can focus on what they do best - closing deals.

A Full-Scope of Our Services

- BRANDING
- WEBSITE DESIGN & DEV
- MARKETING AUTOMATION
- CONTENT CREATION
- SEARCH ENGINE OPTIMIZATION
- DIGITAL MARKETING
- SOCIAL MEDIA
- VIDEO & PHOTO
- GRAPHIC DESIGN

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OUR 3-STEP LEAD GENERATION PROCESS

Step 1 DISCOVER & ASSESS

We discuss what your end goal is and then assess if your current brand, website, and marketing channels are on par with generating leads or if it needs improvement.

- ☆ **Review of current brand / messaging**
- ☆ **Assess website from a technical, marketing, and SEO standpoint**
- ☆ **Audit of current website traffic and strategy**
- ☆ **Review of marketing content**
- ☆ **Discuss short term and long time goals and define KPIs**
- ☆ **Create proposal and strategy based on results of the assessment**

Step 2 EXECUTE THE PLAN

Taking what we have learned in step 1, we move into the execution phase.

- ☆ **Improve marketing message to relate with target audience**
- ☆ **Update website to be more marketable**
- ☆ **Employ on-page SEO to website for increase visibility**
- ☆ **Set-up of advertising channels** (Adwords, LinkedIn paid, YouTube Ads, etc)
- ☆ **Creation of new engaging content and lead generation magnets**
- ☆ **Integration of Automated Marketing Software/CRM**
- ☆ **Build-out of automated campaigns**

Step 3 ADVERTISING & LEAD GENERATION

After your brand, website, and content are tight, we are ready to start driving you leads.

- ☆ **Launch of paid advertising campaigns to drive targeted audience to website and lead magnets**
- ☆ **Launch of campaigns to automate administrative sales and marketing tasks**
- ☆ **Launch of off-page SEO campaign to steadily increase organic search visibility**
- ☆ **Utilize CRM as a lead capture to track all leads and sales activity we bring to you**

ONGOING SUPPORT

We are here for the long-haul. We offer our clients ongoing campaigns, content creation, strategy, consultation, website support and more. We are a full-service digital marketing and creative firm and are happy to work with you in a capacity that best suits your business' needs.

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SERVICE LEVELS TO SUPPORT ANY SIZE B2B BRAND

We understand not every business is one-size-fits-all. Our three-tiered service approach for lead generation supports our clients based on where they are at, what their goals are and what level of service they would like from us.

Tier 1 DIY {STARTER}

Our DIY tier is as it sounds, do-it-yourself. We are a Keap certified partner and give you the ability to purchase Keap through our partner portal. We are happy to also offer consultation during the on-boarding process.

- ☆ **License to automated marketing software**
- ☆ **Access to blue-print funnels**
- ☆ **Access to automated marketing learning center**
- ☆ **Consultation and coaching** (optional additional fee)

Tier 2 BUILD OUT {INTERMEDIATE}

This is for clients who need some up-front support but have the means of handling their marketing after the systems and game plan has been created.

- ☆ **License to automated marketing software**
- ☆ **Access to blue-print funnels**
- ☆ **Access to automated marketing learning center**
- ☆ **Consultation & coaching** (included for duration of project)
- ☆ **Data import to software**
- ☆ **Marketing & sales automation strategy**
- ☆ **Marketing & sales automation setup**
- ☆ **Branding, website, videography, and other creative support**

Tier 3 LEAD GENERATION {ADVANCED}

Our lead generation tier is for clients who are looking for a full-service approach to lead generation and marketing automation.

- ☆ **License to automated marketing software**
- ☆ **Access to blue-print funnels**
- ☆ **Access to automated marketing learning center**
- ☆ **Data import to software**
- ☆ **Marketing & sales automation strategy**
- ☆ **Marketing & sales automation setup**
- ☆ **SEO to increase your brand exposure & organic website visitors from Google**
- ☆ **Full digital marketing campaign execution to drive new leads**

Contact Drive Today for a Free Marketing Consultation 248.579.9972

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What Some of Our Clients Are Saying About Drive Creative Agency

> VIEW MORE REVIEWS ON GOOGLE AND FACEBOOK @DRIVEMI

"The team at Drive has been great to work with and made a big impact on our business. After redesigning our website to position us better in our industry, they employed an SEO campaign to drive traffic to our website. I was skeptical at first until we started receiving bids for projects in the markets they said they were targeting. I really couldn't be happier based on the budget we are spending and the return we are getting off of this."

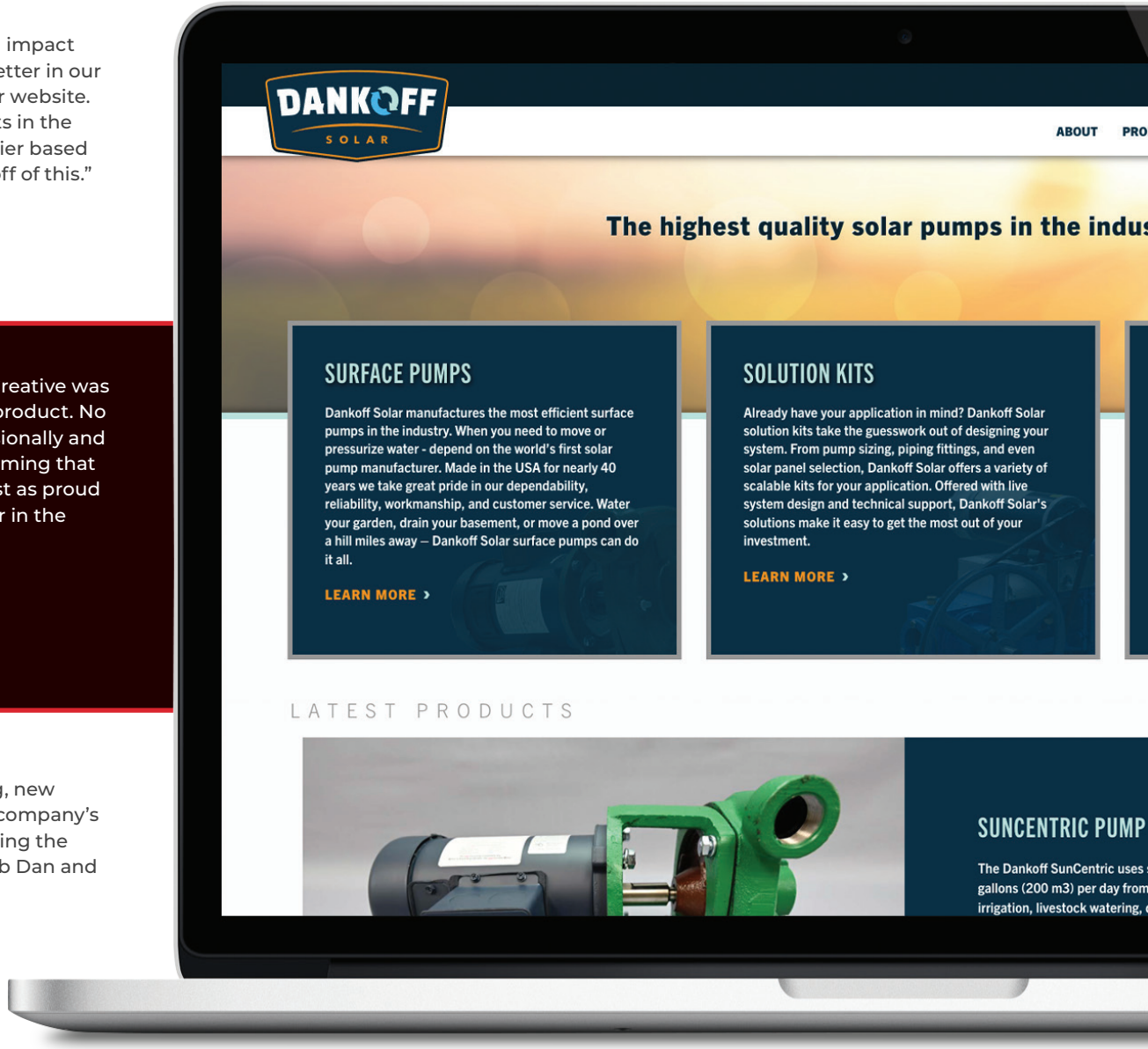
Heidi Heinrich
RJ STACEY

"The most important aspect of my experience with Drive Creative was their desire and effort to make me satisfied with the final product. No request was too big or small, was always answered professionally and in a timely manner, and without the common nickel and diming that most service providers rely on to be profitable. They are just as proud of the final product as I am, and that makes them a partner in the journey. Will work with them again."

Neal Bacoski
DANKOFF SOLAR PUMPS

"Drive Creative did a great job for our company. The rebranding, new website, and video work came out great and helped bring our company's brand and vision to be more customer-centric, while also bringing the brand cohesion that our internal team was looking for. Great job Dan and team - I will recommend Drive Creative to others."

Darrell Krause
IDP.COM



These Are Some of the Great Companies We Work With

SIEMENS

TOWER INTERNATIONAL

IDP INTERNATIONAL DOOR PRODUCTS

ENDOCORP

RJ STACEY Pipeline Services

TRICO

SCHWAB INDUSTRIES, INC.

ALEVASTORES

eMatrix Custom Battery Systems Launch Faster.

iag infrastructure ASSOCIATES GROUP

DANKOFF SOLAR

CRYSTAL FILTRATION CO.

HRC HUBBELL, ROTH & CLARK, INC

Opus PACKAGING

PROGRESSIVE IRRIGATION MANAGING THE ELEMENTS

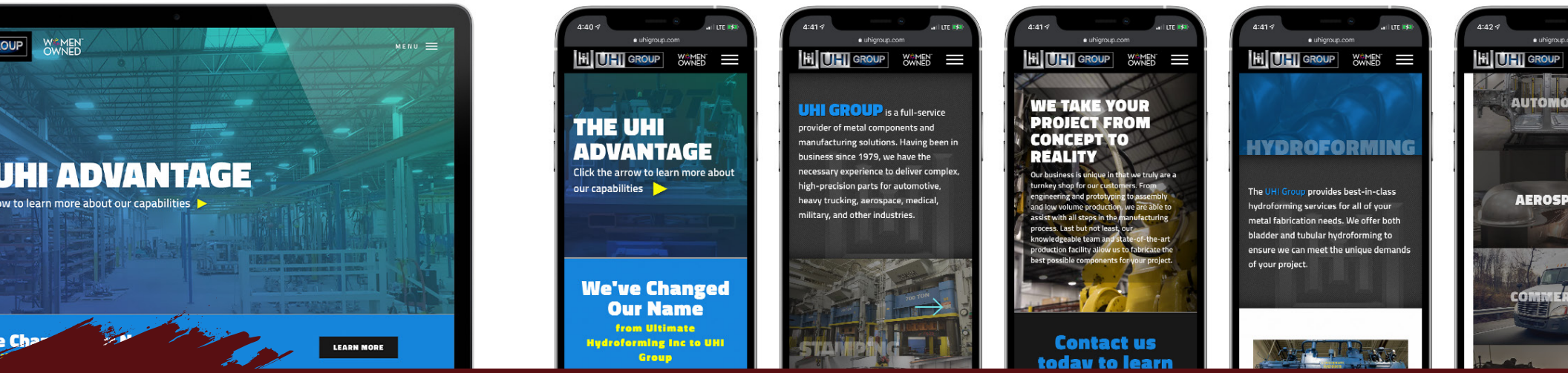
Pharma STRATEGIES

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UHI GROUP

ZeroHour PARTS

FUUZ CONNECT. TRANSFORM. EXTEND.



Ready to Get Started?
Have More Questions?
Need a Little More Guidance?

We're here for you and we'll make it easy. Use any one of the options below to set up your free consultation today with Drive's sales team.

By phone: **(248) 579-9972**

By email: **marketing@drivecreativeagency.com**

Through Our Website: **www.DriveCreativeAgency.com**

Via Calendly: **https://calendly.com/corey-drive/lead-generation**