



3/2/2010

To: Prospective Customer

Hello:

Thank you for your interest in employing Mercury Leads as the source of your business leads.

This document describes our qualifications for your search engine optimization, search engine marketing and pay-per-click (SEO/SEM and PPC) needs

Please review it at your leisure and call so we can ensure your business gets all the sales and profits it can from the Internet.

If you have any questions please do not hesitate to call.

Sincerely,
Mercury Leads, Inc.

A handwritten signature in black ink that reads 'Michael A. Cordova'.

Michael Cordova
Managing Partner
(303) 744-2178

INTRODUCTION

This document contains some relevant information about Mercury Leads' qualifications in working with you as an online marketing partner. It contains information about our services and successes so you have an idea of what we can do for you and your company. It is a lot of information, but if you are going to work with us you need to know who we are, what we can do for you and how we go about it. I feel that the time spent here will provide you the answers and information necessary for you to make a decision regarding who to partner with in this endeavor.

The processes described herein are all about increasing profits. You can increase sales substantially and still not see many profits if you pay too much in advertising costs for those sales. *Our methods allow you to reduce your lead acquisition costs.*

Note that if you receive this document in pdf format you may have to copy and paste the links included in this document that span across multiple lines in order to go to their associated web page.

MERCURY LEADS BACKGROUND

Mercury Leads is a sales lead generation company formed for the purpose of combining best-practices in direct marketing and Internet marketing (to include SEO, SEM and PPC) for the purpose of delivering your company high-quality, actionable sales opportunities. The principals are Thomas Link, Paul Plvan and Michael Cordova.

Thomas Link and Paul Plvan have over 35 years of direct marketing and business management experience with some of the most recognized online properties and worldwide companies.

Michael Cordova's (SEO) and Internet marketing experience dates back to 1996 (note that the Internet as we know it was formed in 1995). Since then he has consistently achieved # 1 rankings (not just the first page) for the most income-producing keywords of many clients since the inception of the Internet.

We are a solution agnostic marketing firm that focuses all efforts on presenting *targeted persuasive content* to your *ideal prospects when they are ready to buy and at the places they go to make these purchases*. We do this with a targeted message based on the thoughts and emotions that *trigger the purchase response* in these ideal prospects. We create customized marketing plans for our customers that consist of the online and offline marketing channels best suited for their particular company's ideal prospects.

Please visit our website for more information about:

Our strategies:

<http://www.mercuryleads.com/strategy-for-b2b-sales-marketing.asp>

The marketing channels we incorporate into our solutions:

<http://www.mercuryleads.com/execution-internet-marketing-direct-marketing.asp>

SEO SUCCESSES

This article, dated 11/14/2007 is highly recommended. It describes the importance and ...

The Role of B2B SEO In The Buying Cycle:

<http://www.searchnewz.com/topstory/news/sn-2-20071114TheRoleofB2BSEOintheBuyingCycle.html>

Note that in the table below, 21stsoft.com is a partner of ours and owned by Michael Cordova. *Our SEO successes are at the top of the industry.*

Search Term	Website	Search Engine	Ranking
Sales lead generation	Mercuryleads.com	Google	1
Sales lead generation	Mercuryleads.com	MSN	1
Software development web development	21stsoft.com	Google	1
software development and web design	21stsoft.com	Google	1, 2

PPC SUCCESSES

Mercury Leads has also experienced exceptional Pay-Per-Click (PPC) results. A snapshot of these results are in the image below. This is a summary of our conversions as of 11/8/2007:

Keyword	Clicks	Impr.	CTR	Cost	Conv. Rate	Cost/Conv.
[lead generation]	48	1,589	3.02%	\$361.79	33.33%	\$22.61
sales lead	35	3,492	1.00%	\$260.33	22.86%	\$32.54
b2b leads	12	346	3.46%	\$81.49	50.00%	\$13.58
[b2b marketing]	10	671	1.49%	\$80.66	20.00%	\$40.33

Note the following about this chart of Mercury Leads PPC campaign results:

- *The very high conversion rates* - this is the percentage of people that complete the form after visiting it
- A conversion to us is a form completion
- We close about 25% of the visitors that complete the forms
- An average sales lead generation job is roughly \$12,000
- Paying \$52 - \$160 for a \$12,000 sale is extremely cost-effective for us
- At a cost of roughly \$1,000 we have obtained roughly \$500,000 in sales using Google Adwords

SEO, WEB DESIGN PROCESS FOR A NEW WEBSITE

Here is a brief list of our SEO processes and web design. They prepare the site to be the *sales engine* that we need in order to be successful in all subsequent marketing campaigns both online and offline. Note that if you don't perform all of these processes then *you can't expect optimal results.*

- You'll complete 3 checklists:
 - a web design checklist
 - an ideal prospect checklist, and
 - a unique selling proposition checklist

This allows us to elucidate:

- your company's strengths
- your ideal prospects pain points
- your ideal prospects purchasing process
- the emotions surrounding your ideal prospects decision to purchase

We need this information so we can target your ideal prospects when they are ready to buy - the point of it all.

- We create a new high-quality web design so you'll be recognized as an authority in your industry. This effort ensures that:
 - the code is SEO optimized and error free
 - the web pages are structured to present your SEO optimized content before all other code and content on the page
 - the pages meet strict usability standards to increase site conversions
 - the aesthetics are extremely high-quality and fit within your industry (a news site shouldn't look like a makeup site).
- We'll perform a keyword analysis that extracts keywords from the following places:
 - the keywords you give us to start with
 - keywords from your competitor's websites
 - keywords that your competitors are paying for in PPC ad campaigns - obviously important to them
 - keywords that have been used in the last few months in Internet searchesWe'll finally select the keywords based on those that trigger the purchasing emotions of your ideal prospects when they are ready to buy - and those that have the least competition.
- We'll design persuasive conversion funnels with calls to action that immediately attract visitors attention to highly targeted offerings, then convince them to convert (buy, call, complete a form, email you...). This persuasive content can include testimonials, associations, degrees, awards, BBB Online Reliability logos, etc.
- The new text, image and sometimes flash content we next will jointly create is SEO optimized to attract the search engine traffic and your ideal prospects when they are ready to buy
- This new content will also adhere to industry standard usability guidelines to ensure maximal conversions
- We'll orchestrate a PPC campaign to complete the last stage of website content creation. After usually 1 - 2 months we'll take the successful keywords, ads and landing page content from the PPC campaign and integrate it all back into the website. *Now we know we have a site that will sell!*
- Lastly we'll perform the Internet marketing that lets the Internet know your site is there. The organic SEO focus is in the targeted keywords and persuasive sales-oriented content. If we don't perform this step then you effectively have an unlisted phone number.
- The timeframes to expect SEO searches and results to kick in are directly dependent on how much effort and cost are spent in the Internet marketing campaign. Roughly, if you spend \$500 a month then it can take an estimated 4 - 8 months. If you spend \$1,000 to \$3,000 a month you can expect results in 30 - 90 days that last for many more months.

EXTRA PROCESSES REQUIRED IF YOU HAVE AN EXISTING WEBSITE

Before we update your existing website we need to perform a detailed SEO analysis on it as well as a usability analysis. If we don't do this then there is a great possibility that any and all changes to the website *will be for naught*. This site analysis *ensures* that changes to the website *will be effective* in bringing your ideal prospects to the website, and that when they get there, there is a maximum possibility for them to convert into paying customers.

IN CLOSING

We are an SEO, Internet marketing, and direct marketing organization – a sales lead generation company. Our focus is on creating high-quality, actionable sales opportunities. We analyze, then understand your ideal prospects in order to develop a solid channel-agnostic marketing plan that will increase your company's profits through the most appropriate online and offline marketing channels.

Note that we don't do art for art's sake SEO. We don't just get a list of keywords from you then try to get you ranked for those keywords.

Please review all of this, think about it, and then call when you'd like to discuss your needs for SEO, SEM, PPC or direct marketing sales lead generation.

Thanks for reading, and I look forward to discussing your marketing plan soon.