

*McCarthy & King Marketing brings professional marketing communications and content creation services to each step in your sales process.*

## Your Sales Process

Let us support your sales team and sales process with a complete end-to-end Sales Lead System.

### Lead Generation

Give your sales team a steady stream of new leads using direct marketing and a combination of online and offline marketing.

### Lead Capture

Save administrative time by automating your lead capture and response handling process using landing pages, PURLs and QR Codes.

### Lead Qualification

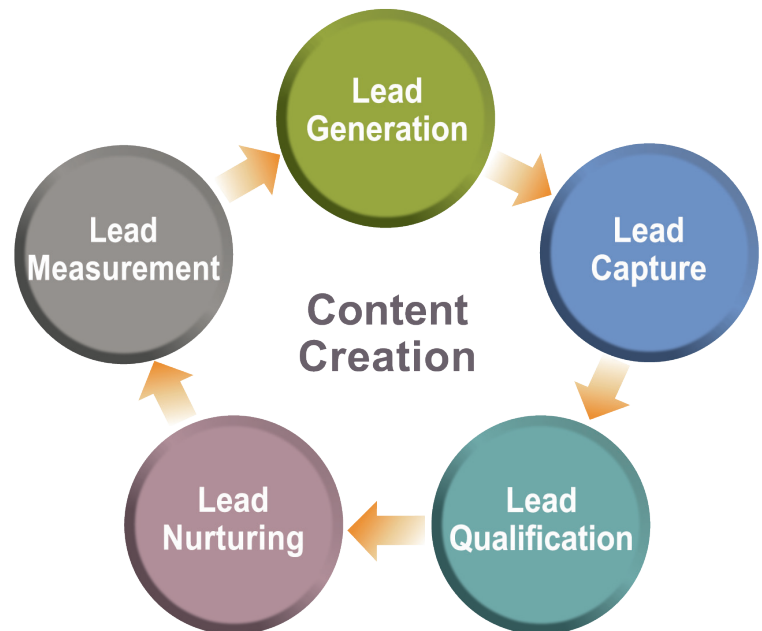
Find out which of your leads are worth your follow-up time and effort with lead qualification by telephone and online surveys.

### Lead Nurturing

Keep your prospects engaged and informed with an email "drip" series, an email newsletter and follow-up postcards.

### Lead Measurement

Make better, smarter marketing decisions with response and conversion data collected from every marketing program you implement.



## Our Creative Services

Let our creative team of writers, designers and web specialists develop marketing materials and marketing content to support your sales process.

### Marketing Creative

Full-service direct response marketing and online creative services:

- Direct mail, sales letters and postcards
- Email blasts and drip emails
- Advertising – online and print
- Websites and landing pages

### Content Creative

Educational and engaging content to build your reputation and credibility:

- White papers and special reports
- Tip sheets and how-to brochures
- Blog posts and articles
- Interviews and case studies
- Newsletter writing and editing
- Webinars and PowerPoint presentations