



Lead Generation Proposal

Proposal for

September 11, 2010

Debt Settlement Lead Generation, Media, and Call Center

16501 Ventura Boulevard
Suite 500
Encino, CA 91436

877 905 7800
www.IonicMedia.com
Obsessed With Results



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EXECUTIVE SUMMARY

WHAT IONIC MEDIA CAN DO FOR YOU

Overview

- Ionic Media provides integrated marketing solutions that combine online and offline marketing programs to optimize the overall goals and objectives for our clients.
- Online marketing channels include any e-marketing campaigns or programs; search engine optimization (SEO), pay-per-click, affiliate marketing, email, and banner to latest web related channels for webinar, blog, RSS, podcast, and Internet TV.
- Offline marketing channels are direct mail, DRTV, voice broadcasting, trade shows, public relations, and telemarketing.

Objectives

- Generate consumer leads for NDS' lead aggregator client
- Implement system of lead accountability

Goals

- Deliver 1,000 leads from multiple sources to determine efficacy

Integrated Lead Program

- We acquire quality leads from multiple sources:
- DRTV (Live transfer)
- Voice Broadcasting (live transfer)
- Telemarketing (live transfer)
- Internet (real time postable)
- PPC Advertising (real time postable)



Strategy

Since we typically market our leads to retailers, we've identified retail pricing for debt settlement. These are all based on volumes and such.

Lead Type	Retail Price
DRTV Live Transfer	\$70
Voice Broadcasting Live Transfer	\$50
Telemarketing Live Transfer	\$60
Internet (real time postable)	\$40
PPC Advertising	\$60

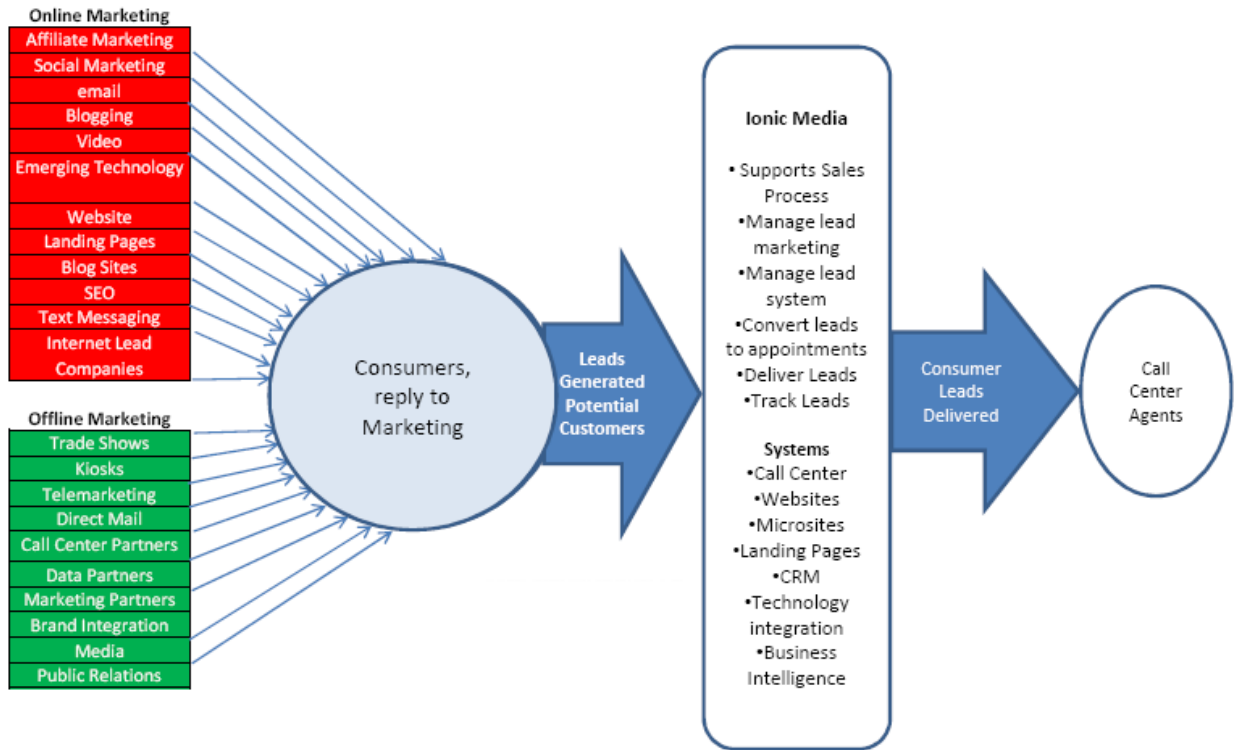
For the purpose of this test, we intend to generate 1,000 leads from sources that provide live transfer or real time posts of less than 90 minutes :

- Internet (real time postable)
- Voice broadcast (live transfer)
- Telemarketing (live transfer)
- PPC (real time postable)

Lead Test Volume	% of Volume	1,000
Internet (real time postable)	50.0%	500
Voice Broadcasting Live Transfer	25.0%	250
Telemarketing Live Transfer	12.5%	125
PPC (real time postable)	12.5%	125
TOTAL	100%	1,000

- Wholesale lead pricing will be a blended \$35 per lead
- 50% Cash in Advance/ 50% Cash on delivery

Lead Generation Programs



WORKING TOGETHER



Proposed Team

Client Partner: Jeff Bender
Managing Director: Brad Turner

Estimated Costs

Lead Generation Pricing	Cost
1,000 leads for testing debt settlement leads	\$35,000
50% cash in advance, 50% paid upon receipt	

Awards

In addition, over the years we've been recognized for our client work. Here are a few of the awards we've received:



#1 PPC Agency Worldwide
#2 Web Design Agency
#5 SEO Agency



Inc. 500 Winner
2007 (642% Growth)
Inc. Magazine



Hot 100 #7 in 2005
Fastest Growing Companies in
America
Entrepreneur Magazine

PRELIMINARY LETTER OF ENGAGEMENT

If this meets with your approval, please sign below.

Client:	Agency: Ionic Media
Signature	Signature
Printed Name and Title	Printed Name and Title
Date	Date