

Expert Client Services

NetLine provides the best customer service in the industry, receiving many accolades from our customers. NetLine's Client Services team has been called the "Customer Advocate Team." They bring expertise in Lead Generation and Online Marketing campaigns to every engagement.

At NetLine, each client is assigned a dedicated Client Services representative. Our expert Client Services representatives establish a NetLine best-practices guideline tailored to meet your program needs, and work closely with you through the lifecycle of each program, from the initial campaign kick-off call to program monitoring and reporting. Our Client Services representatives also train customers on the use of our Customer Data Center.



Example: NetLine reporting and analysis.

Custom Content Services

NetLine Client Services representatives align your program needs with NetLine Content Services to generate specialized, targeted content designed to increase the performance of your Online Marketing programs. From white paper editorial services to, custom landing pages, micro-sites, and NetLine partner generated online editorials, NetLine Content Services works closely with your dedicated Client Services representative to support your custom content services needs.

"While running different Lead Source programs with NetLine my experience has been extremely positive. Their Client Services support sets them apart from other vendors as they pro-actively schedule 'check-up' meetings for our campaigns which have proven to be of tremendous value as they continually optimize our promotions for increased results, while taking great care to ensure integrity of the leads fulfilled to our campaigns."

*Bailey Cross, Online Marketing Specialist
Concur Technologies*

Features

Dedicated Through the Lifecycle of the Program

- Co-ordinate campaign kick-off call.
- Drive campaign optimization/status calls.
- Facilitate reporting of leads and campaign performance (via e-mail, spreadsheet, or Customer Data Center).
- Deliver end-of-campaign lead analysis and reporting.
- Provides complete campaign lifecycle monitoring and reporting.
- Train on use of NetLine's Customer Data Center.

Benefits

Experts in Lead Generation and Online Marketing Programs

- Knowledgeable in Lead Generation and Online Marketing industry trends.
- Experienced in executing successful campaigns.
- Wide range of industry and technology backgrounds.
- Driven to meet customer expectations.

Focused on Best-Practice Guidelines

- Establishes style and format for greatest impact.
- Guides positioning and messaging for optimal results.
- Recommends customized registration questions for lead qualifying.
- Supports comparative industry campaign performance data.
- Identifies target geographic and niche audiences.
- Follows industry standard rules and regulation (like CAN-SPAN).

NetLine dedicated Client Services representatives, enable you to quickly scale your team to meet your Lead Generation, Demand Generation and Online Marketing initiatives. For more information visit, www.NetLine.com or call NetLine to speak with a programs expert 408.340.2200