

Second Touch

Second Touch extends the value of your NetLine Lead Source program, as your first step in lead nurturing. By automatically following up on your initial lead generation activity, Second Touch reinforces your brand and continues to build awareness on your offerings.

Second Touch campaigns run for the duration of your Lead Source program and can be applied to one or all of your offers.

Second Touch quickly identifies HOT prospects soon after they have registered while helping you create interactive opportunities with 'warm' prospects.

Expand reach and brand awareness in a first step to lead nurturing prospects.

Features

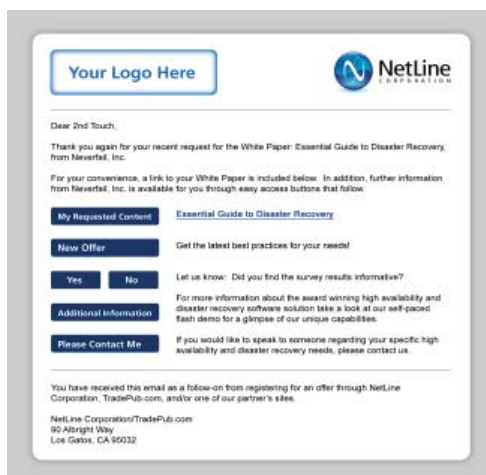
- Set interval 1, 2, or 3 days after original request.
- Create interactive contact opportunities.
- "Contact Me" requests go directly to your designated staff via real-time Hot Lead Alerts.
- Obtain feedback through simple yes/no questions.
- Prominent branding using your logo.
- Content re-delivery via eMail.

Benefits

- Re-engage after first contact.
- Increase downloads with additional offers.
- Reinforce awareness, stimulate interest in brand/business solutions.

The NetLine Advantage

Along with the NetLine Second Touch product, NetLine Intelligent Lead Nurturing, and NetLine Distributed Solutions, extend the value of your Lead Generation programs. For more information on NetLine Second Touch, call NetLine to speak with a programs expert: 408.340.2200, or visit www.NetLine.com



Example: Customized follow up eMail.