

Local Marketing Stars Posts MCA Lead Generation Case Study

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Local Marketing Stars offers a description of its case study of Merchant Cash Advance company. The New York based firm describes its methods and techniques to increase the client's leads.

New York NY: Local Marketing Stars and Oguz Konar are pleased to announce the release of a recent case study. The Merchant Cash Advance, MCA lead generation efforts The company contacted Local Marketing Stars because of a serious problem with their marketing. The case study explains the baseline level of MCA and the steps that were taken to significantly increase the effectiveness of their lead generation efforts. At the beginning of the campaign, MCA relied on trade shows, word-of-mouth and direct mail marketing in order to get leads.

MCA had been experiencing a progressive drop in their direct mail response over the last eighteen months, in spite of placing an expenditure of approximately \$84k monthly. In addition to the drop in response, the quality of the response was also declining. The Merchant Cash Advance firm hired another marketing firm who used Google paid advertising. After two months, almost no results were achieved.

Merchant Cash is a service which is in demand, so LMS determined that the decline was likely due to targeting and audience. The professional team analyzed the various marketing campaigns which had been utilized. The target audience in each of these remained the same. The determination was made to go outside of that marketing plan to reach a fresh audience. All leads collected through trade shows were used to create a customized and personalized six sequence email marketing campaign.

Additional tweaks and techniques were applied as needed, and the response has substantially improved across ninety days of testing. The cost per lead is significantly lower. Local Marketing accepts only three to four new clients monthly in order to achieve exponential growth in leads for customers. Clients who are small business owners, professionals or entrepreneurs who want to boost the number of highly qualified leads and new clients, will find the techniques effective.

For more information about them, visit the web pages at <https://localmarketingstars.com/case-studies/>.

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For more information about Local Marketing Stars, contact the company here: Local Marketing Stars Oguz Konar (866) 669-7128 info@localmarketingstars.com 54 West 40th St. New York NY 10018

Local Marketing Stars

Website: <https://localmarketingstars.com/case-studies/>

Email: info@localmarketingstars.com

Phone: (866) 669-7128