



## **LTT Lead Generation System – don't miss out on genuine sales leads for leather cleaning & repair**

Due to the unprecedented amount of referrals we are now receiving we are expanding our lead generation system to deal more effectively with direct job referrals.

Our postcode referral scheme will provide a direct link between yourselves and customers requiring leather cleaning and repairs creating genuine leads for work. These can also be used to your advantage for further services that you offer.

Recent referrals have led to a South East based technician converting leads into well over £5,000.00 work, another based in Yorkshire has converted leads into over £3,500.00.

Single jobs have been worth between £70.00 and £795.00 so one job could pay for a years entry.

We have also taken note from consumers that they prefer to deal directly with technicians rather than through a third party. So we are now offering the opportunity for them to contact you direct via our website

### **How does it work?**

Each postcode district (HG1, PO3, CM3, CM1 etc.) will be sold in the following categories:

#### **Leather Cleaning Specialist**

(you can also include your Carpet & Upholstery Cleaning services here)

#### **Leather Repair or Restoration Technician**

**Car Detailer** who specializes in leather interiors

Each postcode district will **only** be sold to 2 technicians in each category.

## **What will you get?**

You will have an individual page that the consumer will access directly from their postcode entry displaying information about all the services that you offer together with details of all professional qualifications and trade memberships that you have. There will also be a direct link to your website from this page. A reciprocal link to our website is compulsory as this will make the scheme more attractive to search engines and generate more hits.

Please note: It is not necessary to have a website to be part of this scheme

## **What does it cost?**

The cost for each postcode district will be between £2.00 and £5.00 per month depending on demographics and statistical information from our website and current referral database

There will also be an administration fee of £25.00 per order (no matter how many postcodes are purchased) this is payable each time you order or reorder.

Postcode Districts may be purchased for periods of 3, 6 or 9, 12 months and can be renewed on expiry.

## **Our Commitment to you**

LTT are now in talks with most leading leather manufacturers about care and repair systems for the leather they supply. This information will be passed to their retailers who in turn will encourage customers to look for LTT trained technicians and cleaners to help with their cleaning and repair problems. This will promote our website and referral system through both word of mouth and website presence. Links will be in place with these manufacturers in the near future.

Ongoing SEO work and outside promotion of our website are being carried out on an ongoing basis to strengthen our internet presence.

Consumers visiting our site will be encouraged to visit their own postcode and also adjacent ones in order to give them a wider choice. The benefit of this to you is that by strategic purchasing you can cover a wider area for less cost.