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Lead Generation Manager

View Whitepaper

Introduction

It is difficult to imagine a profitable business without automating the process of working with clients, job seekers and customers. But, the solutions offered on the market often cannot meet the demand for high-quality information, and users of such services buy a pig in a poke, receive leads with outdated contact information, find irrelevant leads, or are simply left with nothing because they cannot find the specific audience they need.

Over the past few years, there has been an increase in demand to attract target audiences through online advertising. The total cost of online advertising is growing every year by 25–30% and in 2019 exceeded the cost of classic media marketing. Analysts predict digital marketing spending will continue to climb, reaching $ 300 billion by the end of 2020.

Today internet marketing is a powerful tool for promoting goods and services. Also, this industry is one of the areas that use creative technologies and the latest implementation methods.

The buying process has changed, and companies are forced to adapt to the current realities, using more and more modern automation technologies to promote their products. Companies that do not want to lose customers need an innovative product that will help them use the latest advertising tools that increase their reach to their target audience and get a higher ROI (Return on Investment).

One of the main drivers of internet marketing growth is mobile advertising. In 2017, its share was about 54% of the total. As a result, companies have seen an increased demand for chatbots. Research shows that leading foreign companies are already using or planning to start using chatbots soon and by 2022, the share of companies using chatbots will be over 95%. Company representatives believe that the use of this technology will ease interaction with customers and will bring the service provided to a new level.

Lead generation market problems

Not every organization can afford to pay for marketing or marketing agency services, and without a professional approach, there is a high risk of spending its advertising budget and not getting the expected result. We have tried to identify the most important market problems:

Lack of transparency in pricing

When contacting a marketing agency, the business owner does not always understand what is included in the base cost. It is possible that in the course of product promotion, the final cost of services will be increased.

High cost of attracting a potential client

Not every business owner will be able to describe a portrait of the target audience so that you can make a productive change. In the absence of a competent approach and skills for conducting advertising campaigns, there is a great risk of spending the advertising budget and not achieving the desired result.

Lack of a centralized regulatory mechanism

Currently, many advertising campaign tools work from each other. This complicates the management process, from launch to collecting conversion information and resulting ROI.

Difficulty reaching the desired client

Turning to inexperienced marketers, a business owner may not get the desired result due to the specifics of the product or the difficulty of choosing the target audience.

Increased operating costs

The large number of intermediaries between the target client and the business inevitably leads to higher transaction costs. Due to the large number of intermediaries, business owners face difficulties in calculating the actual costs of driving traffic and target customers.

Fraud

Lack of transparency between the business and the target customer is driving the growth of fraudulent (falsified applications). This problem is especially relevant if payment for product promotion is made based on the number of applications left or completed forms on the site.

Outdated and non-functional interfaces

A user who has no experience with the office of any advertising campaign spends a lot of time studying the interface and awkward tutorials. Very often, such services are created for specialists with experience in this field, losing sight of users who have a great desire to manage their advertising, but, unfortunately, have no experience. Besides, the selected service may not have the necessary functionality (lack of integration modules, the complexity of information analysis) due to weak and non-transparent analytics.

Lead relevance

Maintaining the current state of the master database is very difficult due to the lack of a single point of entry for information and time for analysis. The marketing staff could do the same job, but after the work is done, this database may become irrelevant.

LEAD GENERATION MANAGER platform solves all the above problems and is an innovative product that will help you achieve the desired results and take your business to the next level of income.

Our mission is to replace outdated lead generation methods with new ones that reflect the realities of today's business. We strive to provide the most needed and most requested and high-quality data with constant updating of information. We also want to change the approach to working with data providers, taking into account their interests and motives in selling and keeping their information up to date.

What is it?

Lead Generation Manager is the world's first decentralized lead search and generation service that provides high-quality leads through the use of blockchain technology and crowdsourcing data collection methods.

The idea of decentralization at the heart of Lead Generation Manager solves the above problems by engaging tens of thousands of people from all over the world.

More and more modern lead generation mechanisms collect information into a single database, followed by constant updating and checking the data for relevance. In addition, every action by each participant is recorded in a complete history log to ensure a fair distribution of revenue from the sale of data to end customers. Customers can search the database according to various criteria depending on their business needs. Moreover, they get immediate notification whenever information changes or updates on any lead they have purchased. Such customer searches can be performed in the database, as well as through placing a search order to be performed by our team.

These technologies and techniques make Lead Generation Manager an indispensable lead generation tool with the most accurate data for any type of business. Data providers gain a unique model for fair distribution of data revenue through a transparent and proven economy.

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Technology

Decentralized lead generation technology is based on crowdsourced data.It operates in the following way:

Crowdsourcing. Data collection.

The essence of the Lead Generation Manager crowdsourcing data collection technology is to use the mechanism of decentralized data submission to the platform by an unlimited number of participants who automatically add new public data to the system or execute a pre-placed order for finding leads.
Crowdsourcing includes the following undeniable advantages over the used data analysis method:

1.   Width and depth of coverage.

While data analysis focuses on specific websites or even some parts of them, crowdsourcing knows no boundaries. New content is automatically added to the system as members browse the original sites with the plugin enabled.

2.   Relevance of Data.

Parsing large sites is an expensive undertaking that requires huge amounts of traffic and time. Constantly updating data through parsing increases costs. Crowdsourcing solves this problem as tens of thousands of contributors do the work themselves and provide valuable data for the business as they see demand through pre-placed orders.

Participants

Participants use our technological capabilities (a plugin for searching for verified data and a participant's personal account for interacting with the platform, accepting and fulfilling orders) to add new data to the system for further operation.

Today we can offer our users an extension for any chosen browser. Information about all new data is added to the system for its further use in the system. Several users can upload the same data to the system. In such cases, the distribution of income will be determined – by the contradiction control system. The contradiction control system will take into account the ratings of depositors' accounts, the history of the added data, the number of positive and negative reviews about the before provided data, the number of sales and refunds.

The transaction history will be stored on the blockchain, ensuring a fair distribution of the profits from the sale of data to participants

Clients

These customers can use LGM tokens to place an order on the market, buy data for lead generation purposes, verify data, use postal services, and search for technologies through the site. The value of the token for services will be calculated based on the current rate of the LGM token in relation to the US dollar.

Allocation of data revenue

Revenue is distributed automatically using smart contracts. The revenue distribution model for selling data collected by participants looks like this:
• 30% of sales revenue goes to the platform to support a permanent maintenance network;
* 70% of the sales revenue is distributed among the participants, the exact details are taken into account by the before mentioned weighted system. The algorithm in question is applied to each individual data block. A single data unit is an information in a data set for a specific potential buyer.

Contradiction control system

The control system comes into play when revenue must be distributed among several participants. It takes into account the following parameters:

• Time and date of adding specific information to the system;
* Contributor activity: the contributor's value in adding and updating data in the general stream of activity of the entire network;
• How much data collected by the contributor was acquired;
• How many returns and complaints does the depositor have;

• Data download source and channel (via extension or manually);
* The qualitative and quantitative weight of information fields in the data and a specific lead during customer purchases.

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How does it work?

The Lead Generation Manager lead generation platform is designed to maximize the automation of all processes for creating and launching advertising campaigns. LEAD GENERATION MANAGER has a user-friendly and intuitive interface, which is supported by a clear system of interactive prompts to ease learning the service.
To start using the service, each user must register in a personal user or agency account – it depends on who is running the advertising campaign (for security purposes, 2fa authorization will be used). After registration, you must provide the most detailed information about the company profile.

For user

Description of the working mechanism and existing advertising campaigns of the business.

For agent

Create a new user for your client and provide as detailed information as possible about their company.

After providing information about the company profile, the user can start creating an advertising campaign, depending on the selected sales channel, using one of the presented tools or all at once:

- Landing page
- Contextual advertising
- Advertising on social networks

- Banner Advertising
- Creating a chat bot
- Custom advertising

During the launch of the service, the user can choose for which audience his product will be advertised – the client base collected by the Lead Generation Manager platform, his own client base or the number of ad impressions, depending on the selected settings.

After launching an advertising campaign, the platform user monitors the effectiveness of the launched advertising campaign through his personal account and, if desired, disables or enables new components.

If the platform registers a lead, information about it is entered into the platform's CRM system and into the general customer database, marked with the category in which the user advertised his product.

Please note that payment for the service can be made on any website.

An alternative example of the work:

1. Some "state fund" is looking for an opportunity to establish contact with the diaspora of a country in a foreign country. After registering with the Lead Generation Manager, a Foundation employee searches the database, but this search fails as the search is over-specialized. The system invites him to place a search order, so he indicates the required criteria and assigns a reward of 100 LGM. These tokens were purchased by him earlier.

2. The order has been placed and the criteria are described in the smart contract.

3. The search will be carried out by contributors interested in receiving tokens. They can use their own tools or ours to search social networks, directories, etc.

4. The client can verify how adequate the search was by looking at identified but incomplete data.

5. After the data provided by one or more contributors are selected, the reward provided for in the smart contract is distributed. The data remains in the system for future use.

The platform that connects depositors with customers is based on blockchain technology and smart contracts, guaranteeing a fair distribution of income between all parties.

In the event of any disputable situation, the latter will be resolved by arbitration. There will also be a system for assessing and rating agents for those agents who fulfil the order for the supply of data (leads).

The value of lead generation

There are currently several broad channels for generating leads. These are SEO, paid traffic, social media, and the use of lead generation services such as LEAD GENERATION MANAGER. These channels overlap, but it is currently recommended to use all of them to reach the entire potential audience.
In the Lead Generation Manager, the customer's sales department determines the criteria by which Leads can be purchased (for example, industry, geo position, business size, etc.) and buys the required number of leads (which include information such as names, email addresses, phone numbers, company and job titles, etc.).

For example:

a) Find men 35–45 years old in the state of New York who owns Audi cars;
b) Find marketing and sales managers in companies in the Northwest of the United States that produce food.
Sample Order: Find female yoga instructors who live in Crown Heights, Brooklyn.
Reward: 10,000 tokens for 100 people found.
Search for performance indicators
Lead Generation Manager empowers clients to automate the most mundane tasks by allowing them to find candidates' contact information by viewing jobseeker profiles on LinkedIn or Facebook.

For this, three of the modules presented can be used:

• database search (by filtering candidates according to the required criteria)
• marketplace (with its help the labor efforts of a professional can be saved as much as possible)
• Technology identification module – after the companies using the required technologies are found, it will be possible to contact the professionals of the companies working with the required technologies.

The service is useful for freelancers to find clients, as well as for startups and other IEOs to find investors, consultants and funds.

Token LGM

The service will be able to reduce the costs of searching and validating the audience required for the business. Such a search will be carried out by the agent upon request. The agent will be motivated to receive an ERC20 LGM token for the work performed and accepted.
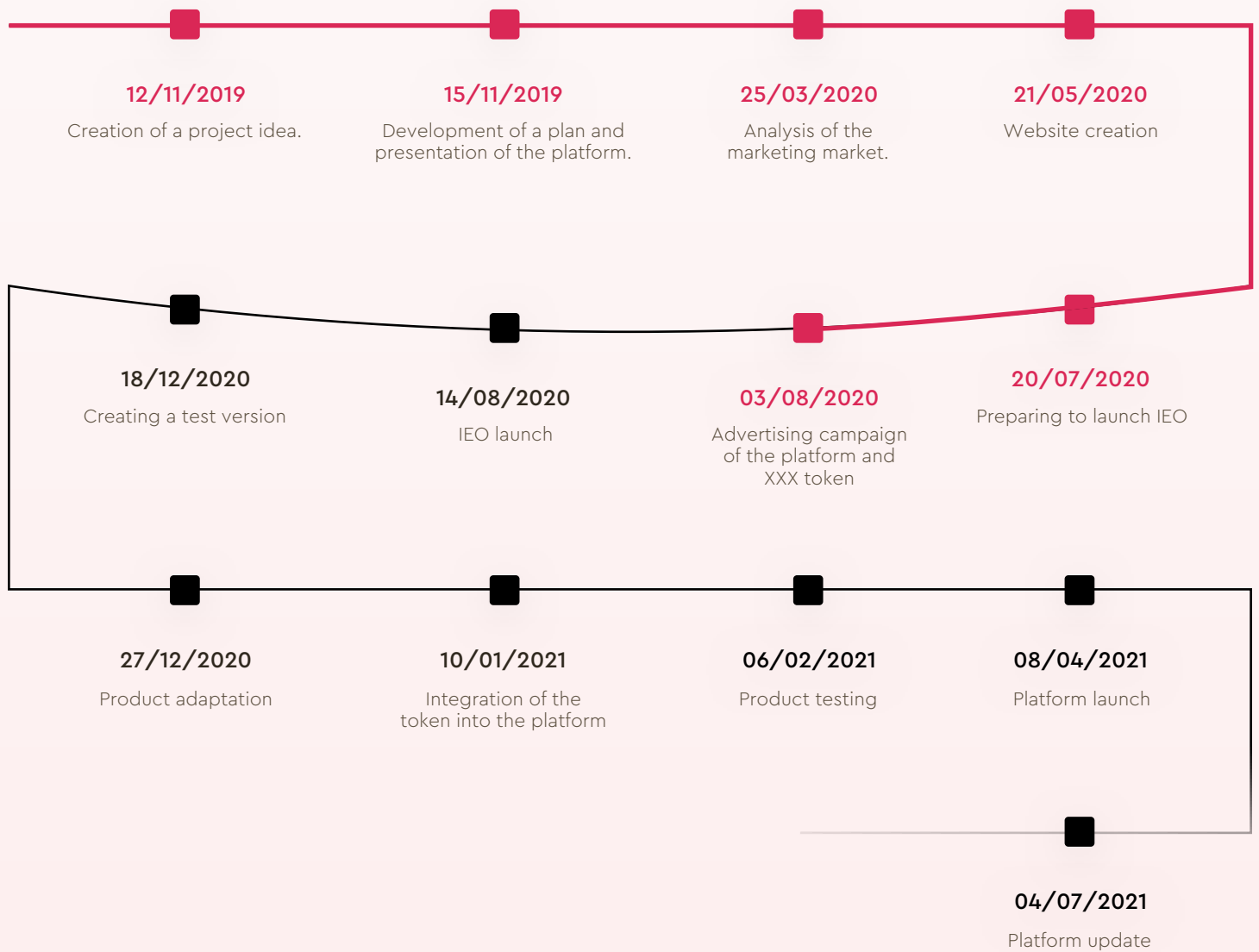LGM tokens are used in the system for internal accounting between clients, platform and participants, as well on reward users for adding data to the system and updating them. It is during the pre-sale that the initial distribution of tokens will take place. Members receive tokens to add new data to the system, which, in turn, are purchased by other users. All members receive immediate internal credits for adding new data to the system. These credits can be spent within the system to find the necessary contacts, verify data, use postal services, place an order on the market, use the technology search service, establish communication with the professionals responsible for these technologies in the indicated companies.

Token distribution

IEO

10 000 000

Airdrop
will be freezed till
20/09/2020

5 000 000

Staking Pool

5 000 000

Team
will be freezed till
01/12/2020

1 000 000

Total: 21 000 000 / Starting Price 100 sat

Road map

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12/11/2019
Creation of a project idea.

15/11/2019
Development of a plan and presentation of the platform.

25/03/2020
Analysis of the marketing market.

21/05/2020
Website creation

18/12/2020
Creating a test version

14/08/2020
IEO launch

03/08/2020
Advertising campaign of the platform and XXX token

20/07/2020
Preparing to launch IEO

27/12/2020
Product adaptation

10/01/2021
Integration of the token into the platform

06/02/2021
Product testing

08/04/2021
Platform launch

04/07/2021
Platform update

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