



Debt Monster Social Leads – Guidance Notes For Packagers

Lead Overview

- 1** We have worked with many different packaging companies and Insolvency professionals up and down the country over the past few years.
- 2** We have generated leads through social media and other web based platforms. We have positioned ourselves in the lead supplier market differently to some other lead gen companies who sell their leads at £30+.
- 3** Our leads are priced way below our competitors. This does not necessarily mean the quality is lower, it just means that because we generate on a large scale we can afford to make less of a margin on each order.
- 4** All the leads generated come with: name, number and email address. Every single lead has generated has gone through the front end of the funnel and expressed that they need help with their debts, they have then opted in to receive a phone call from your company.
- 5** (We know that some lead gen companies sell these leads at £30+). Our funnel does not stop there. Around 25% of the leads then go on to fill out the "more criteria" back end form. These customers leave their: Debt level, number of creditors, employment status and the best time for your company to contact them.
- 6** Of all of our past and present clients, we typically see a conversion to verified of between 5-8%. This conversion can of course depend on a number of factors; School holidays, weather, time of year, time of month and of course how you work these leads internally. We cannot play god and control the elements or time of year but we can give you the best practice on how best to treat these leads so you get the most out of them.



Flow – (we don't mean to sound like we are teaching you to suck eggs)

But.....Below is the recommended flow of how to work the Debt Monster live debt leads.

