

Managed Marketing Tools *by Smile-Vision*

Managed Marketing Tools (MMT) is a customized, web-based program that helps businesses get more for their marketing dollar by assigning a unique “ad-tracking” phone numbers to marketing campaigns.

Stop Wasting Money on Marketing!

Frequently, businesses waste 50% to 70% of marketing revenue because they don't monitor their incoming calls!

Managed Marketing Tools end that waste!

Managed Marketing tools program pricing

[Click here](#) to receive an application and get started with Managed Marketing Tools

Ad-tracking phone numbers record and monitor your responses to ads

Receive your first ad-tracking phone number and 200 minutes of incoming calls. **Monthly fee: \$78.** Additional lines are \$25 per month. Additional minutes are ten cents. There is no setup fee or cancellation penalty. Telephone support is unlimited. (You get 200 minutes of incoming calls with every 3 numbers)

The following Q&A will help you understand how MMT works:

Q: Which businesses should be using Managed Marketing Tools?

A: Any business where a gateway for new clients is the telephone.

Q: Making changes to advertising headlines, copy or media can make a big difference in return rates. How does MMT help me compare those differences?

A: MMT provides an online dashboard which compares the results.

Q: We use Google Ad-Words. How can I know if a specific ad directed prospects to my web site and then caused them to call our business?

A: MMT will setup a “proxy” site for each campaign that looks exactly like your own site, but replaces the contact phone number with a unique tracking number for that ad.

Q: We have internal employees and/or external salespeople recommending our services to prospects, how can we measure their success in referring clients?

A: Give each of you ambassadors a unique number and MMT will tally the number of and record the calls they generate.

Q: Can I make immediate and personal contact with people who fill out an on-line form?

A: MMT can ring your phone when prospects fill out an on-line form. You can call them back right then – while they are thinking of you.

Q: Occasionally, my receptionist is too busy to answer an incoming call from a prospect and the opportunity is lost. How can we catch more of those calls?

A: Calls can be automatically forwarded after two or three rings to another number and then to another until it is answered.

Q: Many calls come in during off hours when no one is available to respond. Those calls get lost. How can we get more business from those calls?

A: Calls may be forwarded to a cell phone or any other number during off hours. Even if the caller hangs up, there is a record of the call and the number called from for follow up purposes.

Q: When calls are missed, the callers get a generic message, their enthusiasm wanes, they hang up and I lose the potential business. How do I connect with these prospects?

A: A unique message of any length may be recorded for each campaign to engage callers and encourage them to leave a message.

Q: When new prospects call, how can we know which ad got them to call so we can lead the conversation in the right direction?

A: Upon answering a call, staff members will hear a short "whisper" message to alert them to the source of the call.

Q: How can we train our phone team to improve their performance when we currently do not know what they are saying to prospects?

A: Prospects calling the unique tracking numbers are told they may be recorded for training purposes. MMT records the conversation, giving managers the opportunity to review and then improve staff phone performance.

Q: Do you provide telephone coaching?

A: Yes. We will make telephone coaching available to you.

Q: Can I listen to call recordings at any time? If I could, I would review it prior to crafting a proposal for a better close rate.

A: Call recordings are never deleted. You will have download them whenever you need them.

Q: How else can MMT help me improve the effectiveness of my marketing?

A: You may also elect to join Marketing Mastermind, sponsored by Managed Marketing Tools. This is a group of like-minded businesses in different marketing areas that will share their marketing experiences during monthly on-line meetings.

Q: I am not a marketing expert. Can MMT help me draft and place campaigns?

A: Yes. MMT has access to the expertise necessary to help you create and place ads.

Q: Do I need to change my current phone system?

A: No! No changes in your current system are required. However, you might want to make a cell phone or an extra land-line available to incoming calls, depending on your needs.

Q: I do not have the time or patience to set this up. Can you do it for me?

A: Yes! MMT will setup and maintain your system for you as part of the service. Just fill in a few facts on our [application](#) or speak with us on the phone about your needs.

Q: How about updating or changing my system? Who will do that?

A: MMT will make all changes to your system for you. Simply send an E-mail with your requested changes to MMT, and they will be made promptly at no extra charge.

Q: Do I have to log onto a web site to get my call information?

A: No. While you will always have all of your tracking information and recorded calls available on your secure MMT web site, you can also have all the information sent to you via E-mail.

Q: Is Managed Marketing Tools worth the money?

A: MMT will immediately pay for itself in the form of better results from your marketing.

Q: How do I find out more or get started?

A: To get started, [click here](#) to download an application or call 617-600-3359. An MMT representative will get back to you with a proposal promptly.

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Contact Smile-Vision with questions:

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