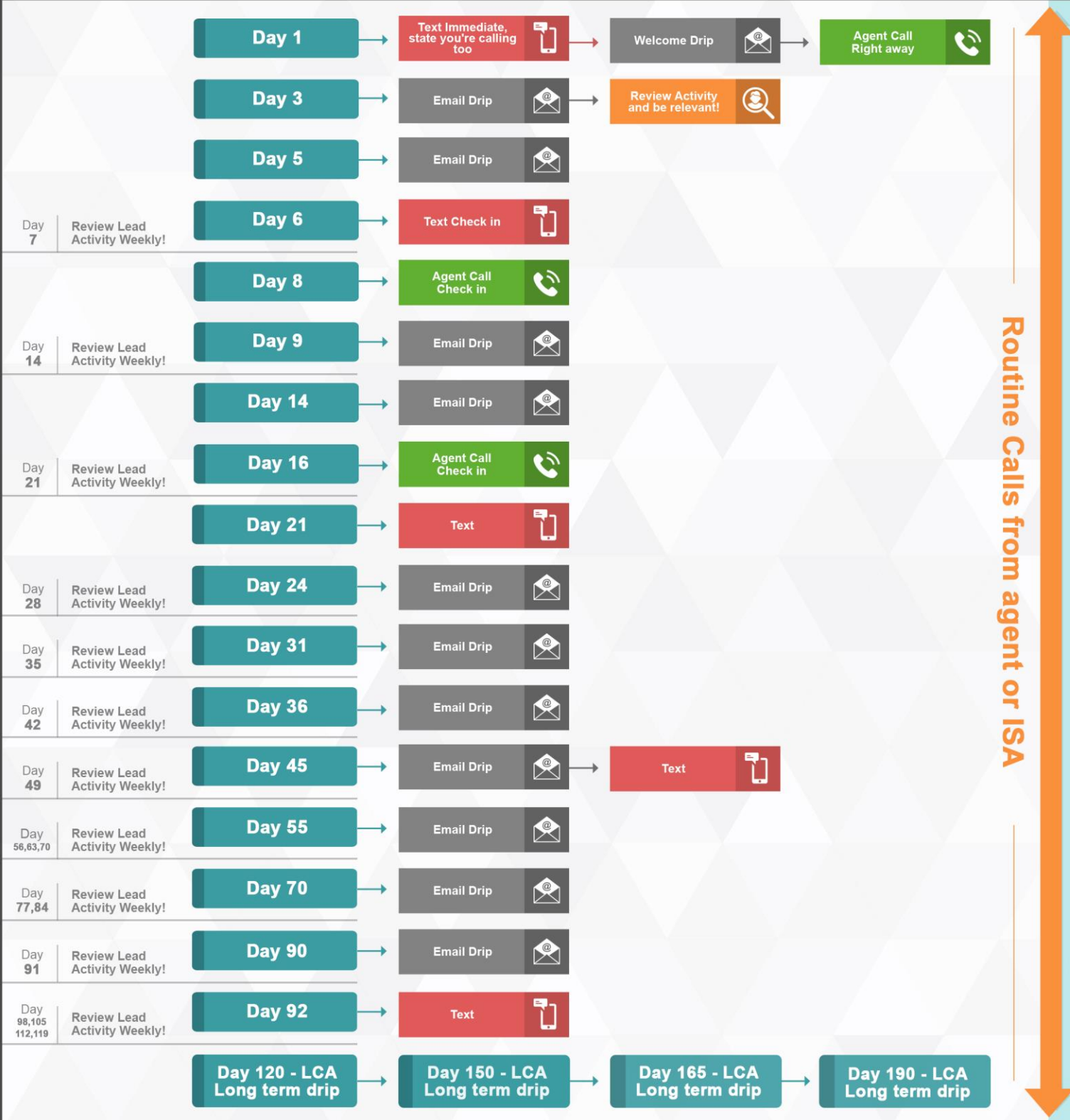




LEAD FOLLOW UP PLAN

by Professor Barry Jenkins



LEAD FOLLOW UP PLAN

Theme: Subtle Persistence

Remember we have 'actionable intelligence' with the leads search behavior AND ads bringing them back to our site! If we stay persistent, we will be top of mind and close the sale!

