

Your Business Development Team's GDPR Package

This package is designed to review your lead generation strategy and update it ensuring you are compliant with the new regulations. This will include:

- 1. Strategy and planning:** To be successful the activity requires accuracy and clarity in terms of the nature of your main opportunities and target markets. This stage will include a review and mutual discussion to create the following:
 - A clear definition of your target markets
 - An analysis of the current opportunities for growth
 - Recommended campaign priorities
 - Recommended direct marketing tactics
- 2. Campaign perpetration and set up:** Once the strategy is agreed we will set up and enable the new activities, for example we will look at:
 - Purchasing additional data lists based on the target markets identified
 - Creating e-mail campaign plan to ensure you are providing helpful and relevant information to your contacts
 - Setting up a campaign plan for new tactics such as direct mail campaigns or digital advertising
- 3. Strategy implementation and follow up:** This stage will include the implementation of the new activities as well as following up on all campaigns. To ensure that you are kept informed at all time we will provide the following:
 - Activity KPIs
 - Detailed response spreadsheet
 - Monthly results and data charts
 - Regular communication

Contact us for more information:

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