

 Client Terrain Hunting™ | Client Terrain Hunting VS Everyone Else

Service Attributes	Client Terrain Hunting™	Regional Event	National Event	Webinar	Email Campaign	White Paper	Inbound Marketing (display, search, etc)	Lead Scoring and Lead Contact Acceleration (Connect2Sell & TechTarget)	Telemarketing (in-house or out-sourced to 3rd party)	Content Marketing Service (TechTarget, UBM, etc)	Social Media Campaign
Budget	\$15,000	\$3-5,000	\$30-\$100K	\$1-\$20K	\$0-\$1K	\$0-\$15K	\$1-\$15K	\$8-\$35K	\$0-\$10K	\$10-\$50K	\$1-\$15K
Total Budget If Must Add Telemarketing To Generate Meetings	\$15,000	\$15,000	\$40-120K	\$6-\$30K	\$5-\$10K	\$5-\$25K	\$6-\$25K	\$8-\$35K	\$0-\$10K	\$15-\$60K	\$6-\$10K
If Don't Add Telemarketing How Is ROI Measured?	Revenue	Attendees	Booth Visitors	Visitors	Open Rate Click Rate	Readers	Viewers	Revenue	Revenue	Viewers	Likes and Comments
Prep Time	None	6-8 Weeks	8-12 Weeks	8-12 Weeks	1-4 Weeks	4-12 Weeks	2-6 Weeks	2-4 Weeks	2-4 Weeks	2-6 Weeks	2-4 Weeks
Time From Launch To Meetings Being Set	1 Week	4-6 Weeks	2-4 Weeks	4-6 Weeks	1-4 Weeks	1-4 Weeks	1-4 Weeks	1 Week	1 Week	1-4 Weeks	1-2 Weeks
Average Number of Participants	50-250	20-50	150-300	30-500	30-400	30-400	100-100K	30-400	30-500	30-500	100-100K
Percent of Participants That will Meet With Sales	20%	10-20%	5%	5%	5%	5%	5%	6-7%	5%	5%	5%
Average Number of Meetings	30	3-10	10-20	10-20	5-20	5-20	5-20	7-20	10-20	10-20	5-20
Guaranteed Minimum Meetings	8	None (only guaranteed if pay 3rd party telemarketing \$15K for 20 meetings)	None (only guaranteed if pay 3rd party telemarketing \$15K for 20 meetings)	None (only guaranteed if pay 3rd party telemarketing \$15K for 20 meetings)	None (only guaranteed if pay 3rd party telemarketing \$15K for 20 meetings)	None (only guaranteed if pay 3rd party telemarketing \$15K for 20 meetings)	None (only guaranteed if pay 3rd party telemarketing \$15K for 20 meetings)	None (only guaranteed if pay 3rd party telemarketing \$15K for 20 meetings)	None (only guaranteed if pay 3rd party telemarketing \$15K for 20 meetings)	None (only guaranteed if pay 3rd party telemarketing \$15K for 20 meetings)	None (only guaranteed if pay 3rd party telemarketing \$15K for 20 meetings)
100% Turnkey?	Yes	No	No	No	No	No	No	No	No	No	No
Average Pipeline Generated	\$2.1M	\$150K	\$500K-\$2M	\$50K-\$1M	\$50K-\$500K	\$50K-\$1M	\$50K-\$500K	Unknown, But Likely \$50K-\$1M	\$50K-\$1M	\$50K-\$1M	\$50K-\$500K
Revenue Related ROI	\$133: \$1 Pipeline	\$10-\$30: \$1 Pipeline	\$10-\$50: \$1 Pipeline	\$10-\$50: \$1 Pipeline	\$10-\$83 : \$1 Pipeline	\$10-\$100 : \$1 Pipeline	\$10-\$83 : \$1 Pipeline	\$6-\$28: \$1 Pipeline	\$10-\$100: \$1 Pipeline	\$6-\$16: \$1 Pipeline	\$10-\$100 : \$1 Pipeline
Key Value	Speed, Ease, Number of Meetings and Amount of Pipeline	Small Number of Participants, But Relatively Strong Conversion to Meetings	Community Exposure, Potential For Large List of Targets	Community Exposure, Potential For Large List of Targets	Cheap, Easy, and Good PR	Cheap, Easy, and Good PR	Cheap and Easy - Although Rarely Exposes To CXO/VP's	Lots of Dials - But Not More Meetings. According to Connect2Sell, Only 2-3% More efficient than other 3rd party telemarketers	Cheap, Easy, and Know Company Well	Community Exposure, Potential For Large List of Targets	Cheap and Easy - Although Rarely Exposes To CXO/VP's