**COMPARE THE COST OF A LEAD**

We have asked our clients to share with us what they have been spending per lead before they discovered what WestShore Marketing Group could do for them.

Recently, there was a client who spent $20,000 on a trade show that produced approximately 100 business card leads for their sales people to follow up on. Of the 100 business card leads only 10%, which is a typical average, were usable, closable leads. That averages out to be $2,000 per lead.

After polling our clients we have compiled information which is quite staggering but not surprising to us. The average cost per lead for usable and closable leads that meet the criteria using traditional methods such as sales calls, trade shows, direct mail etc… The price per lead was $3,995.00

We also polled our clients and received the following information that is also staggering but not surprising to us. The cost per usable and closable sales leads from WestShore Marketing Group has been $467.50.

The cost of traditional methods of advertising by our clients was more than 8-½ times higher vs the WestShore Marketing group results. Another way to look at it is that clients were able to cut their marketing budget by more than 850% to obtain the same amount of leads as they had in the past.