

An Analysis of Leadbird's Lead Generation Platform at Unity Bank

Reaching New & Small Businesses

Today, new and small businesses (SMB) work competitively in a national and global marketplace. Effectively reaching them has continued to remain a challenge for many B2B service providers. Leadbird solves this problem with a data centric, automated lead generation platform. Unity bank serves as a strong example of Leadbird's lead generation platform coupled with a multi-channel marketing program.



Unity bank is a financial service company headquartered in Clinton, New Jersey. They provide financial services to retail, corporate and small business customers through its 17 retail service centers locations in New Jersey and Pennsylvania.

The company, through the Bank, conducts a traditional and community-oriented commercial banking business, and offers services, including personal and business checking accounts and time deposits, money market accounts and regular savings accounts.



Leadbird is a B2B lead generation platform focused on connecting business service providers with brand new businesses real-time. We produce our own data and utilize it to produce local new businesses across the country. The data is industry segmented and geo-tagged, therefore, businesses can pick their own target markets. Leadbird generates attractive potential clients for businesses based on predictive analytics.

Businesses always need to justify their marketing spend. By focusing on real-time data and targeted new businesses leads, Leadbird finds higher quality prospects for your business. After using Leadbird's platform, Unity Bank was able to improve their new business conversation rate. Utilizing our B2B lead generation platform will led to more prospects for your business.

PRACTICES:

Unity Bank uses our data to target new businesses in the serviceable markets where their branches are located. Within the Leadbird platform, they reach these new businesses with a simple postcard, curated by the bank with an attractive offer to consider establishing their banking services with them on a local community basis.

Leadbird provides the bank a monthly report with the prospect data referencing each record that was mailed a postcard.

Once the bank receives the report, the data is broken up by branch and sent out to respective branch managers. Each branch manager, using the report data, calls the new businesses owner who received the targeted postcard to review and confirm receipt of the offer.

CONCLUSION:

It is challenging to find and reach new businesses on a local level. The time and money and lack of attribution make it difficult to justify the advertising spend. However, with an automated, data-driven platform in effect, it provides an attractive ROI for each new client. Leadbird has proven results and success for business service providers looking to reach more new businesses. More specifically, New Jersey-based Unity Bank has been an example of success through strategic lead generation. Overall, Leadbird blends simplicity, data and automation in a cost-effective platform.

Using Leadbird

Leadbird is simple to setup requiring 10 minutes for the initial process. The rest is automated., At the end of the month, Leadbird generates a report of the businesses your postcard was mailed to including their contact details if available.

- Step 1.** Sign up. Complete your company profile.
- Step 2.** Create and upload your postcard with offer.
We'll do this for you at your option.
- Step 3.** Select data filters and trigger events (*e.g. New Businesses*).
- Step 4.** Purchase a subscription starting at \$30. Cancel anytime.
- Step 5.** Go. Leadbird is fully automated and will run sending targeted postcards each month up to your subscription based on the matched leads.