



# Zoomerang

"One-Month to Basics" Project

Lead-Gen Initiative

Jess Wells

March 9, 2006

- ❖ Impact the lead-generation goal for March 2006 by driving 'cold' Basics to sign up for a one-month subscription

## ❖ Zoomerang Basic Survey on Upgrade Behavior, Q405:

- 31% said they would prefer to “pay one month at a time”
- 31% said they use the product once or twice per year
- 58% said they were not aware there was a \$75/1-month option = **opportunity**

- ❖ Alert them to the one-month opportunity
- ❖ Describe the advantages of zPro over Basic
- ❖ Mention the product enhancements coming soon
- ❖ Also give them the option of a reduced (\$449) annual
- ❖ Broadcast to all Basics prior to Feb. 1<sup>st</sup>, to not disturb those who are in the “most apt to upgrade” timeframe (first 30 days)

***Total Emails to broadcast: 30,564***

*= Opt in Basics between Jan. 1, 2004 and Feb. 1st, 2006*

## *178 (One-Month) Signups*

*Jan. '05 306      Jan. '06 350*

*Feb. '05 285      Feb. '06 324*

*March '05 360*

*178s were 24% of total signups in 2005. Goal is 1,300 for March = 312 will be 178s without the campaign but last year we hit 360 in March.*

*An info-offer should generate .5% response rate =  $30,564 \times 0.5\% = 152$  leads.*

*This is not an info-offer and research has pointed out that Basics need zPro sporadically: this campaign may not be at the exact moment that they need the product for those one-off projects.*

***Success: 75-100 signups over the expected level***

 *Easiest way to ask, Fastest way to know.™*

## Get Zoomerang zPro for \$75!

Did you know you can get a one-month subscription to Zoomerang zPro for just \$75?

Upgrading enables you to:

- > Send surveys and see results from an **unlimited number of recipients**
- > Access survey results for an **unlimited period of time**
- > Take advantage of new, **subscriber-only content** including white papers and webcasts on using surveys for business advantages
- > Use **advanced analytics** to view the feedback

And with dedicated Zoomerang zPro customer support phone numbers, getting started is fast and easy. In addition, Zoomerang zPro enables you to customize your survey look and feel by including your corporate branding.

[Upgrade here!](#)

When you upgrade to a one-month subscription, your login, password and surveys remain the same, but you will have a more powerful Zoomerang at your fingertips.

Upgrade and discover Zoomerang zPro!

Sincerely,

The Zoomerang Team



[Upgrade today](#) to access the advanced features of the industry's leading online survey service.