

Internet Lead Handling Best Practices

- 1 **Response Time: 5 Minutes or Less**
- 2 **Three Method Attack: eMail / Initial Phone Call / Text Message (Opt-In)**
- 3 **Video Email / Text Message Engaging Call To Actions**
- 4 **Use Digital Retailing Strategy**
- 5 **45-75 Process (Phone/Email/Text)**
- 6 **Target Email / Text Marketing**
- 7 **Incorporate Current Advertising Promotions**
- 8 **Management Involvement**