

The Cost of DIY Lead Generation

Find out how much it would normally cost to set up and run a fully managed, cross-channel lead generation program on your own.

You always have the option to run your lead generation campaign internally. That option, however, isn't always the best if you want to be smart with your marketing budget. In putting together a lead generation program, there are four things you will need to spend on - **DATA, TOOLS, STAFF** and **OVERHEAD**.

To save you the time and effort of researching and asking around, we've put together a breakdown of these costs you will incur should you choose to run a lead generation program on your own. You will see how much it would cost you for a 12-month period, which is the typical length of a pilot program offered by most lead generation service providers.

You will find that letting Callbox handle your lead generation would cost you only a mere fraction of doing it yourself. The **Callbox Lead Management Program** delivers the same, if not more, features and benefits as offered by the tools listed here. Working with our experienced staff means shorter training times and faster execution of best practices,

Data

\$15k annually

Data

\$2k records at **\$1/record**
= **\$2k + \$400/month** access fee for continuous replacement and update

- Data.com
- Hoovers
- Zoominfo
- InsideView
- LinkedIn Sales Navigator

Data Researcher

\$8k part-time at **\$54k/year**

- Analyze competitors
- Find best-fit companies and accounts to include in marketing / sales programs
- Identify relevant decision makers
- Profile, clean, and update marketing contacts database

MarTech

\$35k annually

Marketing Automation Tool

starts at **\$1k-\$3k / month** for up to 10k contacts + 50/user/month

- HubSpot
- Marketo
- Pardot
- Eloqua
- ActiveCampaign
- Salesforce Marketing Cloud
- Others

PPC, Digital Advertising Tracker & Management Tools

starts at **\$450 / month**

- Optmyzr
- SEMrush PPC Toolkit
- WordStream
- Kenshoo
- AdEspresso

Chat Tool

starts at **\$59 / user / month**

- Intercom
- Zendesk
- LiveChat
- Drift
- Olark
- HubSpot Live Chat

Content Tools: Video, Design, SEO analysis

starts at **\$1250 / month**

- Adobe After Effects
- Canva
- Wideo, Powtoon
- Vidyard, Wistia
- BuzzSumo

Webinar App

starts at **\$50 / month**

- GoToWebinar
- GoToMeeting
- Zoom

Staff / Expertise

\$92k annually

Sales Development Representative

full-time at **\$48k** per year

- Respond, engage and qualify leads
- Reach out to potential customers
- Nurture leads
- Schedule appointments and demos

Email Marketing Specialist

\$10k part-time at **\$66k/year**

- Create and execute email marketing and nurturing campaigns

Social Media Marketing Specialist

\$7.5k part-time at **\$50k/year**

- Create and execute social media marketing campaigns
- Social media profiling and prospecting

Marketing Content Writer

\$7k part-time at **\$48k/year**

- Copywriting, content creation
- Optimize content for different channels

Client Success Manager

\$12k part-time at **\$75k** per year

- Manage campaigns
- Develop marketing strategies
- Analyze campaign data and metrics
- Oversee process

Marketing Quality Assurance Analyst

\$7.5k part-time at **\$50k** per year

- Oversee quality procedures, standards and specifications
- Monitor performance
- Determine training needs

Reference: Glassdoor

Overhead

\$28k annually

- Hiring
- Onboarding and Training
- Benefits
- Utilities

Reference: <https://www.sba.gov/blog/how-much-does-employee-cost-you>

GRAND TOTAL
\$170,000
annually

Close deals and grow your
business without the DIY
headaches.

CONTACT US

CALL

USA +1 888.810.7464
UK +44 207.442.5066
Australia +61 2 9037 2248
New Zealand +64 9.9143122
Singapore +65 3159.1112
Malaysia +60 3.9212.5776
Hong Kong +852 3.6786708

EMAIL

info@callboxinc.com
sales@callboxinc.com

VISIT

www.callboxinc.com