

The Cost of DIY Lead Generation

HOW MUCH IT WOULD COST TO RUN A 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 three things you will need to spend on - **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 3-month period, which is the typical length of a pilot program offered by lead generation service providers such as Callbox.

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, with practically zero overhead cost.



Tools \$15,680

3 months

Dialer/CRM \$1,330

• insidesales.com

Marketing Automation Tool and ESP \$9,000

• Marketo Standard Package
• Pardot Enterprise Package
• Eloqua Team Package

Chat Support \$750

• saleschat.co Business Package

Banner Ads \$600

• Webimax
• ReachLocal Display Advertising
• JumpFly

Database \$4,000

• Data.com Prospector Package
• Hoovers
• Zoominfo
• InsideView Enterprise

Staff \$15,000

3 months

Quality Assurance Analyst \$1,500

Part-time at \$50,000 per year

Account Manager \$2,700

Part-time at \$85,000 per year

Researcher \$1,200

Part-time at \$40,000 per year

Social Media & Email Marketing Manager \$1,800

Part-time at \$55,000 per year

Telemarketer \$7,500

Part-time at \$30,000 per year

Source: Glassdoor

Overhead \$8,910

3 months

Benefits \$4,410

Life insurance, health coverage, dental plan, etc.

Staffing & Utilities \$4,500

Recruiting and hiring costs, rent, gas, electricity, repairs and maintenance, telco, equipment, office supplies, etc.

**GRAND TOTAL PER QUARTER
\$39,290**

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 3.2772.7370

HONG KONG +852 3.6786708

EMAIL

info@callboxinc.com
sales@callboxinc.com


LEAD MANAGEMENT SOLUTIONS

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