

On the 12th day of Christmas my true love gave to me... 25,000+ leads

Every morning, we walk into the brick building nestled in the Northeast neighborhood of Minneapolis, and head up the stairs where the Prospectr Marketing headquarters sits. We make a large cup of coffee (what can we say, we're coffee people), and settle into the desk with the picture of our family perched next to the monitor. As the computer slowly wakes up, we begin to think about what will be accomplished that day. Regardless of the tasks to be checked off the list as the hour hand turns to 6, they will all center around one thing: Helping our clients businesses succeed.

As we near the 365th day of this routine, we're able to see what the accumulation of all these mornings has accomplished. With 20 people in our office on any given day, we are constantly collaborating and coming up with new ways to help our customers succeed. Writing compelling creative copy, organizing and cleaning our millions of contact databases, and meeting in the conference room over our ping-pong table to devise a marketing 'hook' for a new client are just a few of the things we would be doing if you stopped in to say hello (which you should do if you are in Minneapolis, it's warm in here and there's coffee!).

The partnerships we have sustained over the last 11 years, and the new ones we take on each month, are truly the lifeblood of Prospectr Marketing and the reason we do what we do. So, as we reflect on 2017, we will let their results speak for themselves. What our partners need is market awareness and qualified leads, so their company can stand out against competition and close new business that will turn into loyal customers.

This year, we have created 271,094,859 brand impressions of individuals who became aware of our customer's company directly from our marketing efforts. Some of these decision makers became immediate actionable leads, and they all create invaluable market awareness ultimately reflecting in bottom line growth as those decision makers develop needs and begin to make buying decisions in months and years to come.

Prospectr Marketing's main goal is, and has always been, to generate the highest quality leads possible. This year we generated an astonishing 25,483 leads - That's over 25,000 prospects that are decision-maker level titles, in our client's target market, with a verified need for their services.

2018 is sure to be another great year, and we are excited to see what is in store for our company and our partners as we continue to work together in growth. Stay tuned!