Meridian Services

Pay Per Call Direct Mail

www.MerchantFinancingLeads.com

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888-693-3330

Benefits of Pay Per Call Marketing:

- **Exclusive Inbound Leads:** Provide exclusive inbound calls from business owners inquiring about a merchant cash advance or working capital for their Business.

- **Risk free Marketing:** Take the risk out of direct mail marketing by providing you a guaranteed # of inbound responders on every campaign.

- **Real Time Tracking:** Provide you access to real time tracking and reporting so you can measure the success of each campaign and hold your sales reps accountable.

How we do it:

- **Tested and Proven Mail Pieces-** with 25 years experience developing marketing programs for a variety of financial service firms we know how to generate qualified inbound responses.

- **Targeted business lists-** we mail to business's with at least $350,000 or more in annual revenue and have been in business 1 year plus.

- **Constant Testing, measuring and refinement-** The best mail pieces wear out, and eventually stop drawing response. On a Pay per Call, if the mail doesn't work, we eat the cost. Therefore we are always testing new creative selections and bringing the champion creative mail pieces to market for our clients.

Expectations

- 100 Inbound Call Campaign

- From the inbounds you should be able to get 25 – 35 applications.

- For every 100 inbound calls , you should expect to fund 3-10 deals.

- Average Amount Funded = $22,000

Sample Mail Pieces- the secret sauce

- Official Postal Indicia

- Tri-Fold Check Letter- Color Version

- Tri-Fold Letter with credit card

- Spanish Version

- Seasonal Pieces- Tax Time Version

- Special Event Pieces- Super bowl, World Series, Kentucky Derby etc.

We use a USPS approve Official Postal Indicia- not a "Bulk Postage Meter"

MAILED FROM ZIP CODE 22116

PRESORTED STANDARD

U.S. POSTAGE PAID PERMIT NO. 518

UNITED STATES MAIL

Sample Call Tracking Report

Client Name	Caller ID	Caller Name	Orig Number	Orig City	Orig State	Dest Number	Mins
Joes Pizza	1-734-709-xxxx	Anonomous	1-734-709-xxxx	Ann Arbor	MI	1-212-xxx-xxxx	1
Brooklyn Auto Repair	1-718-778-xxxx	Anonomous	1-718-778-xxxx	Brooklyn	NY	1-212-xxx-xxxx	4.7
Fresco café	1-831-423-xxxx	Anonomous	1-831-423-xxxx	Santa Cruz	CA	1-212-xxx-xxxx	0
Hollister Dry Cleaning	1-831-636-xxxx	Anonomous	1-831-636-xxxx	Hollister	CA	1-212-xxx-xxxx	2.5
Macks Auto Detail	1-917-721-xxxx	Anonomous	1-917-721-xxxx	New York	NY	1-212-xxx-xxxx	5.9
Fido's Pet Grooming	1-313-646-xxxx	Anonomous	1-313-646-xxxx	Detroitzn4	MI	1-212-xxx-xxxx	2.2
Northern Star Bowling	1-716-876-xxxx	Anonomous	1-716-876-xxxx	Buffalo	NY	1-212-xxx-xxxx	5.9

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Cash Advance Leads

Pay Per Call Direct Mail Leads: Let us generate qualified inbound calls from business owners who do a minimum of 350,000 annual sales and have been in business 1 year plus. These leads are priced on a Pay per Call basis. We guarantee a minimum number of calls with every campaign.

UCC Lists: UCC lists are the hottest and most effective telemarketing lists for merchant cash advance companies! These lists are of actual people who have taken out advances. You can select the time frame from when these advances were taken out.

Business Owner Lists: We provide nationwide coverage of Business to Business lists targeting small business owners who process $10,000 or more in credit card receipts / month.

Next Steps

- Determine the # of leads you need and provide us with your company name and address for the mail piece. Also we will need a phone number to direct all inbound calls. Preferably the phone # is to a hunt group.

- We will create and account for you and send you invoice to fund your account. You need to pay the invoice to fund your account and begin the process.

- Upon payment we create a custom Mail Piece specific for your company and assign an 800 Call Tracking #.

- Our direct mailers are always dropped first class on a Friday to ensure calls start the following Monday/ Tuesday.

- Allow 3-5 days for initial set up. This allows time to create and approve your mail piece, compile the data and set up call tracking . Follow up campaigns can be fulfilled within 48 hours.