

**Wordcount: 403**

**“The Times They Aren’t A-Changin’.” THEY’VE CHANGED.**

Successful marketing is a blend of art and science.

Great experiences don’t just happen on their own. They are systematically and carefully planned, taking into consideration every individual customer touchpoint. LPI Media helps some of the largest companies in the nation [OR: is set to help.... OR: strives to help...] build deeper relationships with their customers.

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Old tricks won’t work in a world with a nine-second attention span. Our newly data-driven world demands Actionable and Real-world tactics for customer engagement, client acquisition, and retention marketing.

So, how do you build real, long-lasting relationships with people that drive purchases?

One unique way is the use of Mobile Click-to-Call. It’s been found to increase productivity up to 130%. When it comes to outbound dialing, the human element is always the slowest link in the chain. Improve your outbound dialing productivity. More calls made; achieve more sales in less time.

Another option is Mobile Search Calls. A 2015 Call Intelligence Index report from Invoca found Mobile Search Calls to have 30 To 50 Percent Conversion Rates, with most coming from Mobile. The data indicated that 75 percent of calls to businesses come from smartphones.

The report stated that “more than 32 million phone calls placed to businesses across 40 industries in 2014.” The analysis determined that mobile marketing (search and Display Banners - Mobile or Internet) was responsible for roughly 54 percent of all calls to businesses. It is noteworthy to see that 45 percent of calls to businesses came from a mobile search.

Whether your company plan is to use CPL Marketing, or CPM Marketing, or CPM... depends upon your objectives, target, and what your media partners are willing to do for you. Some advertisers have been found to prefer to buy CPC versus CPM; they believe they only pay when someone is interested enough in the message to want more info.

Whatever Marketing strategy you determine is best for your company, the most important thing is to have high quality, unbiased third-party-verified information, and support. LPI Media can help you quickly cut through the maze. No more unicorns-and-rainbows superstition... . just real data.

The LPI Media system is the perfect way to communicate marketing needs with your customers. Whether you want to do broad based advertising or run targeted marketing campaigns on your self-service channel, our solutions can help.

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