

## Select and deliver any digital brochure in seconds **Couldn't be simpler**



### At a Glance

**Fast:** brochure information delivered in seconds

**Economical:** no print, no post

**Direct:** delivered to the right person - straight to their inbox

**Instant:** strike while the iron's hot

**Tracking:** Excellent tracking facilities

### Speed up the sales process from 1-2 weeks to 1-2 days.

Whether you are a sales person, manager or MD, you will know that often, making a sales call will result in the person on the other end of the phone requesting some information. So you pack up, frank or stamp an envelope and post a copy of the corporate brochure or a couple of product fact sheets and call them back in a couple of days, only to get the answer: "No, I don't seem to have received it, can you send it again?" Annoying? Frustrating? Time consuming? Not any more - the Lighthouse eBrochure will completely remove the hassle from the follow-up procedure.

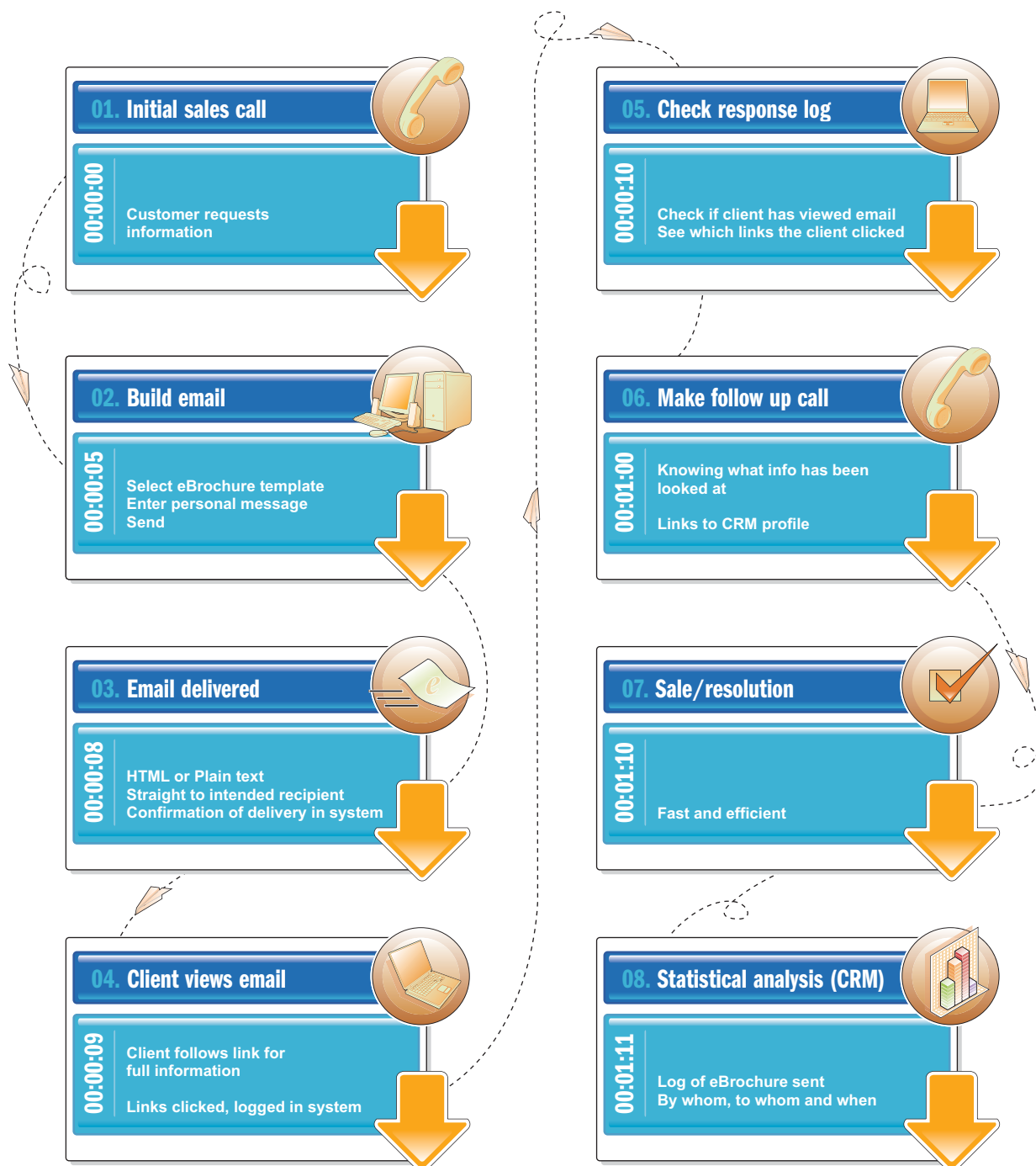


An eMarketing solution from **Lighthouse**  
For a 30 day trial click [www.ebrochure.lighthouseuk.net](http://www.ebrochure.lighthouseuk.net)



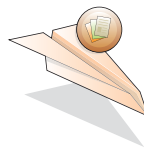


# The Lighthouse eBrochure **How it works**





## Making follow-up so much easier



### Admin Anywhere

As long as they can connect to the internet, anyone in your sales team can easily send an eBrochure themselves from anywhere in the world at any time. This will reduce sales support requirements and administration – perfect for both internal telesales and external/remote sales force.

### Free upgrades

As with all Lighthouse solutions we are constantly developing new features and benefits. A small annual licence fee means that you automatically benefit from these upgrades without having to download or install anything.

### Unlimited eBrochures

From a single corporate overview to a suite of detailed product specifications, the system can contain as many eBrochures as you like. And with no print costs to think about, you can afford to produce a wider range to suit individual markets, products or services.





## Taking delay and hassle out of the sales process



### Creative design

Each eBrochure is designed by our creative team who have the experience and capabilities to create, build and implement solutions that directly support our client's objectives, whether they are revenue generation or brand awareness.

### Direct delivery

Delivering brochures via email means that you can be sure that the right person receives the right information straight away – without waiting for the postal delays or things getting lost in the post.

### Strike while the iron is hot

By sending the information straight after the sales call, you can be sure that the recipient is still well aware of your proposal when they receive the information. So you never lose the impetus of the opportunity and sales figures should improve.

### No software required

Because the system is a hosted service you don't need to install software. To send an eBrochure or see if a customer has viewed the email or clicked a link, simply log on and view your account.

### No programming knowledge required

As with all of our solutions, eBrochure is designed to be easy to use by anyone, even those with the most basic computing skills – if you can connect to the internet or send an email, you can use our systems.

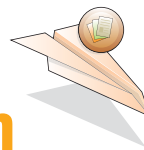
### Consistency of corporate image

Unlike sending a standard email, eBrochure provides the flexibility to personalise the message but ensures that the look is consistent with your corporate image.





## A must for any sales operation



Almost anyone can benefit from using eBrochure to send out information. However, the most beneficial usage is for those companies with a sales-based operation, typically making a telesales call, then following up with information and closing with a sale or appointment.

### For example

#### Telesales organisations

The eBrochure system is a service that could be offered to clients, allowing you to reduce the length of the sales process and improve the results of a client campaign. eBrochure allows you to send the appropriate information on behalf of the client instantly and then make the follow-up call.

#### Media advertising

Particularly useful with ad space selling where the majority of sales come from volume proactive calls. Usually this would result in sending a media pack and scheduling an additional follow up call at a later date - at which point, even if the prospect has actually received and read your information, impetus may have been lost.

Sending an eBrochure as a media pack there and then ensures that you strike while the iron is hot, with the prospect receiving information immediately, giving you the possibility of discussing specific parts during the same call. Or by tracking which links a user has clicked - and when - you can time your follow-up call more accurately and concentrate on the items you know have been looked at.

