

Boxpilot



How to Market like the Big Players

Without the Big Player Resources



The Vision



Every B2B company wants
an **easy, predictable**
process to bring in leads
and turn them into sales.



The Reality

Based on our research,
less than 5% of companies
have this. For most, the
process is **frustrating** and
unpredictable.



The Big Players



Usually only the big companies are able to truly accomplish this.

Why can't everyone else keep up?



Execution

It's hard because building a predictable marketing and sales process is all about **execution**... and there are so many moving parts!



Resource Constraints

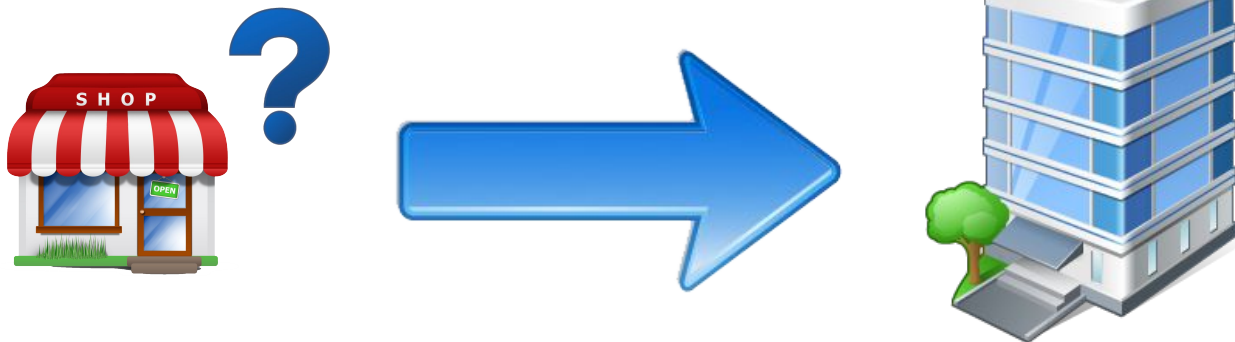


So many details, systems, staff are needed..
most companies don't have **nearly enough**
resources to execute it all properly.



The Big Question

So how can you market like the big players do,
but **without** the big player resources?



Secret Weapon

The answer starts with
what you really need –
a **secret weapon**.

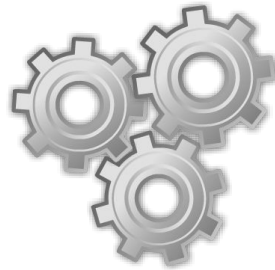
A tactical advantage that
puts you on equal footing
with the big players.



The Formula



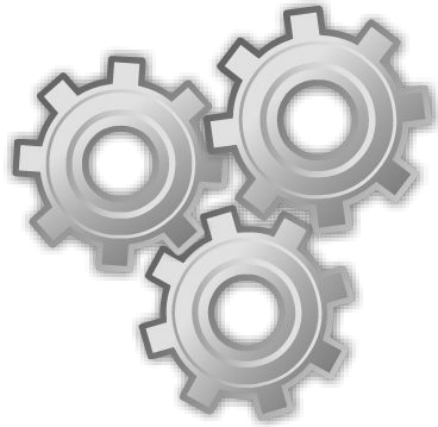
But the right secret weapon **must**
have **three pieces** for it to succeed...





First, it needs to have a way to build **content, lists** and **strategy** fast and inexpensively, but also brilliantly.





Second, it must have a way to **automate** and **systematize** the process that is easy and hands-free, but also measurable and intelligent.

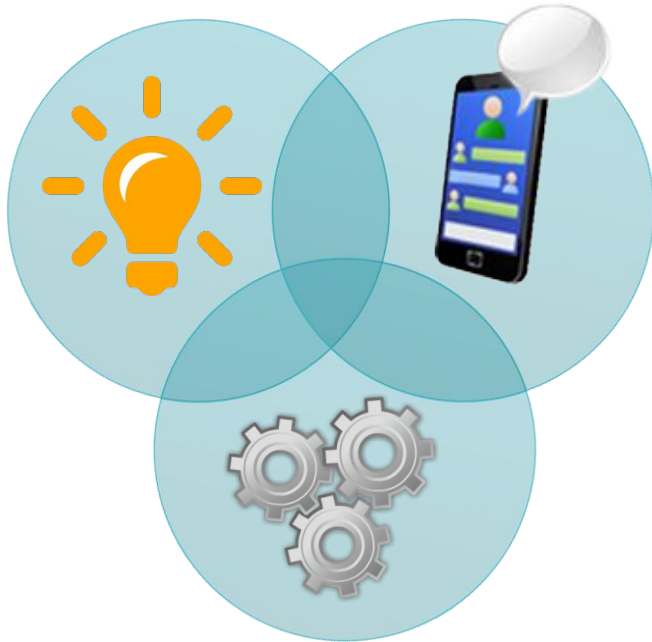




Third, it must have a way to build **real human connections** as part of the process, to build deep relationships so competitors can't take business away.



The Formula



So, the secret weapon needs to have all **three pieces** working together in unison, but without the costly infrastructure that the big companies have.



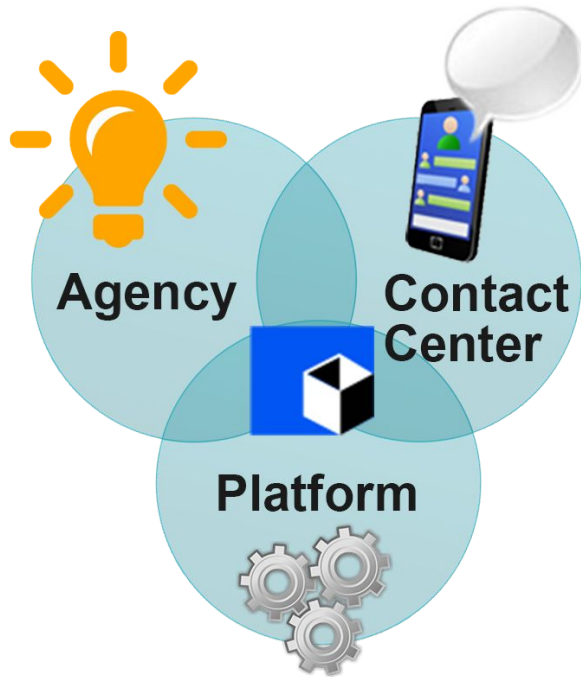
The Answer



At Boxpilot, we have all **three pieces** working together...



The Boxpilot Advantage



We're a full-service B2B marketing agency, with a powerful automation platform, and an efficient in-house contact center, built-in.



Your Full-Cycle System



We're your fully managed, full-cycle, funnel execution system – an **easy, predictable** process that brings in leads for you and turns them into:

- ✓ Sales-ready opportunities
- ✓ Appointments
- ✓ More sales and profits.

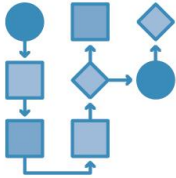




**Here's how
it works...**



Strategy, Content, Lists



First, our strategy experts build customized **contacting plans** for you.



Then we build **content magnets** (like case studies, white papers, etc.)



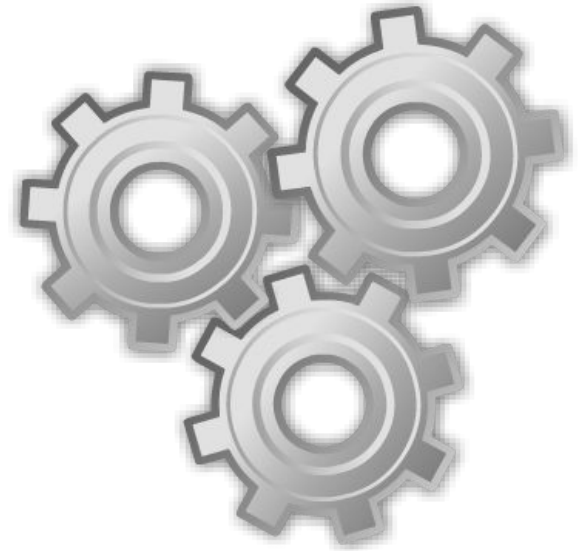
And we custom-build target **lists** for you.



Automation Platform



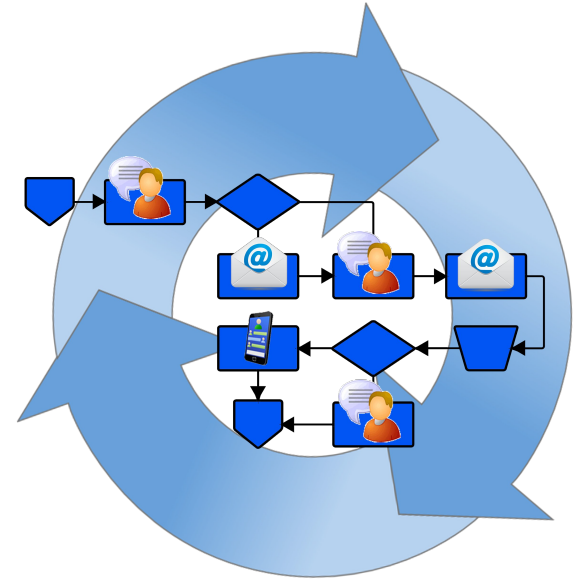
Then, we set you up on our **industry leading** marketing automation platform. We program the contacting plans into it and manage them for you.



Funnel Execution

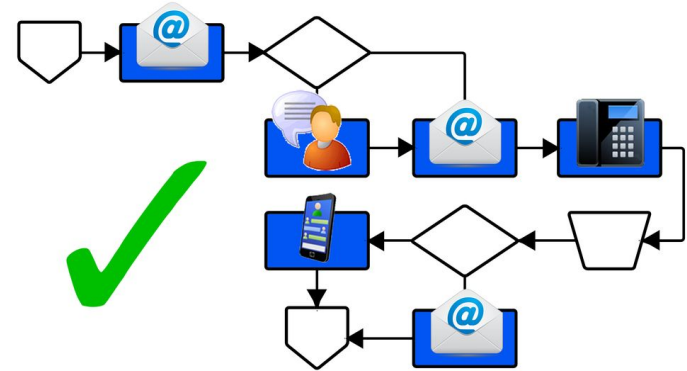
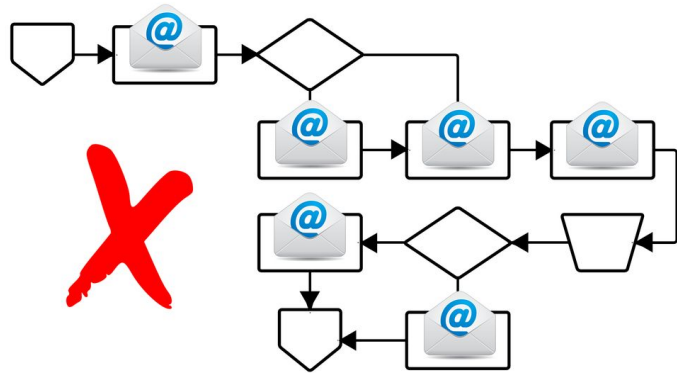
Then, we execute the ongoing **sequence** of lead generation and nurturing touches.

With content magnets, compelling copy and powerful engagement, we qualify and move prospects down your funnel.



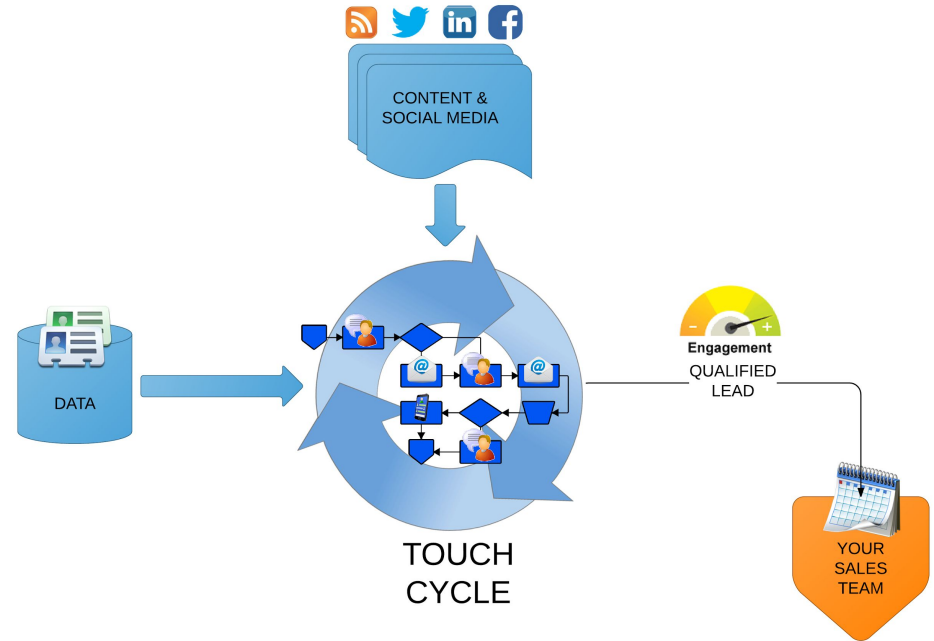
Human Connections

Instead of just using email alone, **human connections** are also used in the process, including live voice, guided voicemail, texting, and social media touches.



Lead Scoring & Triggers

We set up triggers and lead scoring, so we're making touches with each person at exactly the right time, with the right mix of media, **every time.**



Hands-Free Engagement



Engagement



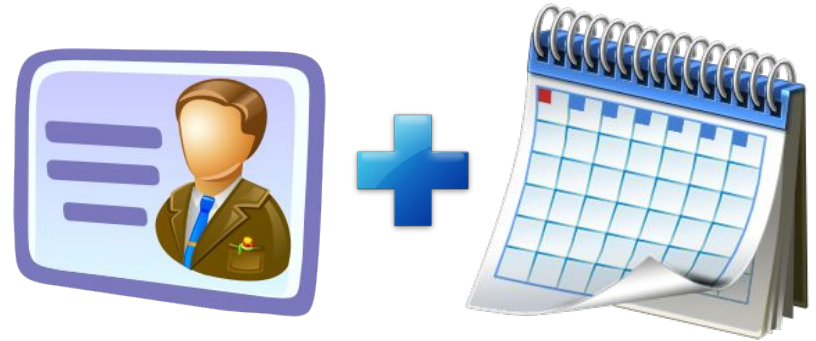
Our mix of media touches are executed entirely by us and build deep human connections, in your voice, that are highly **engaging**.

It's hands-free – so you don't worry about anything!



Leads & Appointments

The leads get nurtured until they are **sales-ready**. Then we either hand them off to your sales team, or we schedule the **demos** or **appointments** for your team directly.



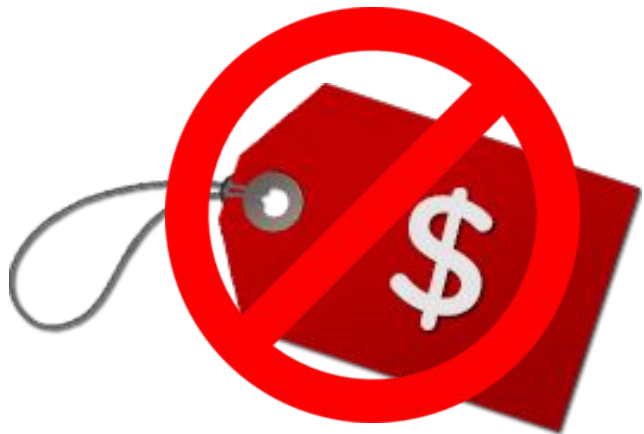
More Sales & Profits



Then you and your team
close the sales, increasing
revenue and earning
more **profits!**



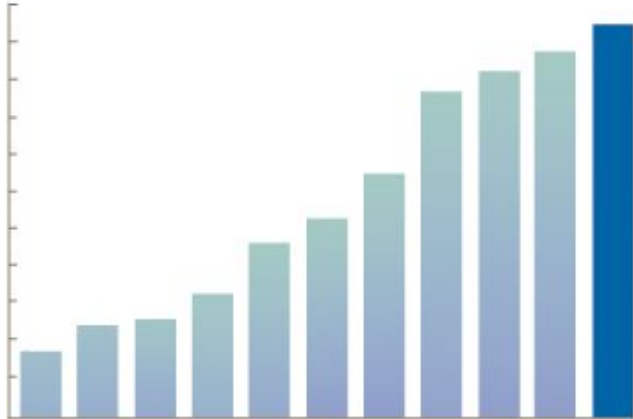
Without the Infrastructure



And with our highly efficient approach, we enable you to have all this **without** the costs, infrastructure and staff that the big players have.



Scalable for Growth



And we enable you to **scale quickly** as your company grows, because our full set of resources are working as part of your team.



In Summary

We move new leads across your sales funnel and bring them to your sales team.

We are your full-cycle, fully-managed funnel execution system. A smart, efficient, tactical process from **start to finish**.



Benefits You Get



- ✓ A no-hassle sales and marketing process
- ✓ A steady stream of leads and appointments
- ✓ More sales and profits
- ✓ All the resources without the overhead
- ✓ Scales with you as your company grows





**Here's how
it's priced...**



Our Pricing Philosophy



Fair, simple, easy. Fully on-demand. Access to the same big player resources – on a pay-as-you-go basis.

	Boxpilot	Other Firms
No Minimum Purchase	✓	✗
No Mystery Setup Fees	✓	✗
No Commitments	✓	✗
No Term Contracts	✓	✗



Automation Platform



Our packages are designed to suit your specific budget, market size and growth objectives.



Bootstrap
\$500/mo



Professional
\$750/mo



Advanced
\$1,000/mo



Expert
\$2,000/mo



Package Comparison



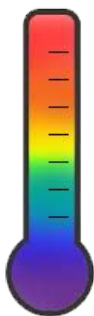
	Bootstrap	Professional	Advanced	Expert
Package Price	\$500/mo	\$750/mo	\$1,000/mo	\$2,000/mo
Names Included	Up to 999	Up to 9,999	Up to 49,999	50,000+
Email Touches	5,000	20,000	50,000	100,000
Specialist Hours	2 hrs/mo	5 hrs/mo	7 hrs/mo	10 hrs/mo

- ❑ Additional email sending is \$10.00 per 1,000 emails sent per month with no maximum.
- ❑ Additional stored records are \$10.00 per 1,000 records.



Voice Touches

Highest
Touch



Lowest
Touch

Full Voice Touch

Rapid Outbound Phone™

Full Guided Voicemail™

Quick Guided Voicemail™

Full-Service Autodialer

Price per Name

Batch

Triggered

\$5.00

\$5.50

\$3.50

\$4.00

\$2.50

\$3.00

\$1.50

\$2.00

\$1.00

\$1.50

- ❑ All calling is done by North America-based callers.
- ❑ Volume discounts are available for bulk pre-purchase.



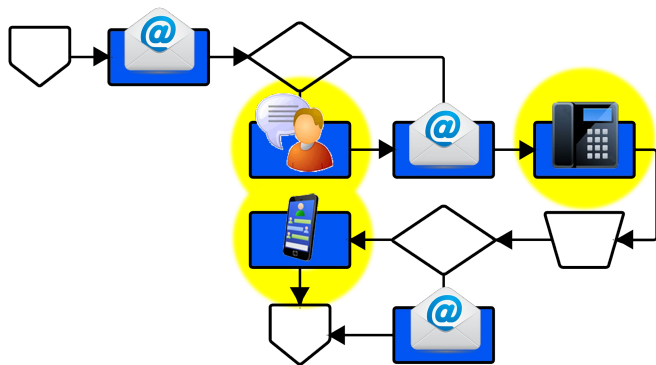
Text Touches

	Price per Text Sent	
	# Type Known	# Type Unknown
Standard Text Touch	\$1.50	\$2.00
Advanced Text Touch	\$3.00	\$3.50

- ❑ Standard Text Touch includes the ability to send in body of text: links to websites, phone number for tap dial-back.
- ❑ Advanced Text Touch includes the ability to include merge fields, including customized pURLs for click-thru tracking.
- ❑ Volume discounts are available for bulk pre-purchase.



Efficient & Effective



You only pay for the meaningful touches, like calls and texts, that get **triggered** as your contacting plan unfolds – saving you money.

Emails are **included** in your subscription, and we never exceed your monthly budget.



Our Specialists



To support all the parts of your programs, our team of specialists are dedicated to you monthly, or fully **on-demand**, no need to hire, onboard, or manage.

- ❑ Program Strategy
- ❑ Contacting Plan Creation
- ❑ Content Creation
- ❑ Social Media Distribution
- ❑ List Building
- ❑ Appointment Setting
- ❑ Inbound Response
- ❑ Data Integration Services
- ❑ Project Management
- ❑ Automation Programming



Supplement Your Team



Our “Monthly Retainer Packages” give you dedicated resources to use every month without the need to hire.

	Bronze	Silver	Gold	Platinum
Hours/mo included	5 hrs/mo	10 hrs/mo	20 hrs/mo	40 hrs/mo
Cost per Month	\$445	\$795	\$1,495	\$2,795

- ❑ Hours each month include time and focus of any contributing Boxpilot Program Specialist working on your programs.
- ❑ You get a full suite of talented individuals dedicated to your programs.



Resources As Needed



Our “On-Demand Retainer Packages” give you access to our team of Specialists only as needed.

	Basic	Starter	Pro	Pro Plus	Expert
Hours included	10 hours	25 hours	40 hours	60 hours	100 hours
Cost	\$995	\$2,275	\$3,365	\$4,495	\$6,685

- ❑ Hours include time and focus of any contributing Boxpilot Program Specialist working on your programs.
- ❑ You get a full suite of talented individuals dedicated to your programs.



The Right Experience



We've learned the strategies from our big company clients, and now you benefit from that experience.



Proven Success



Our proven track record of success speaks for itself:

- 20+ years in operation
- 20 million+ touches, 20,000+ multi-touch programs
- 1,200+ clients: Leading SMB to Fortune 100 firms



Choose Your Next Step...



Watch this [video](#)
to learn more.



Get our [guide](#) to
getting started



Or call us at
(866) 340-0994



