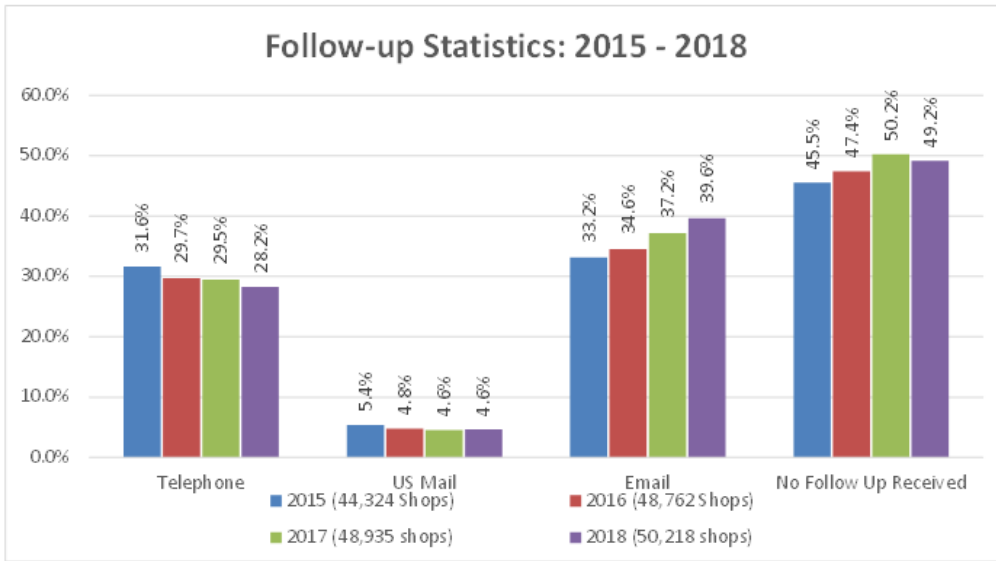


FOLLOW UP TRENDS

Out of 50,218 shops conducted in 2018...



Phone

2nd most popular method of follow-up

Email

Fastest & least costly method of follow-up

Mail

Least used but most emotionally impactful method of follow-up

Few sales are made on the first contact!

yet Only 39.6% of prospects received an email after their visit

Only 3.4% received a call, note, and email follow-up

and 49.2% never received any kind of follow up

AN INTEGRATED APPROACH FOR LEAD CONVERSION AND RESIDENT RETENTION

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