



## Commence Introduces New Lead Generation Program

**Eatontown, NJ January 5, 2022** --- Commence Corporation a leading provider of Customer Relationship Management software (CRM) has announced the introduction of a new lead generation service. “CRM and lead generation are a natural fit says Larry Caretsky, president of Commence Corporation. Everyone needs more leads, but very often small to mid-size companies are not prepared to execute effective marketing campaigns that drive new business opportunities. Some don’t have the tools they need to build campaigns while others do not have the expertise on staff to execute them. Let’s face it. Designing a series of effective marketing campaigns is no easy task and requires not only the marketing tools for creation and distribution of the campaigns, but a high degree of marketing expertise to insure the target audience is identified and the message clearly illustrates what you do better than everyone else. Like popular bulk e-mail marketing programs Commence CRM offers the tools to build and distribute campaigns continued Caretsky, but we discovered that the tools were underutilized, so we surveyed our customers and discovered that the main challenge was two-fold. First, they did not have the expertise to design professional marketing campaigns and secondly, they were unsure of the message they wanted to send. Furthermore, they did not have lead lists to send to. Our new lead generation service is designed to fill this gap by coupling our CRM marketing tools with experienced marketing professionals that can help with following”.

- Provide and filter a list of several thousand prospects based on the company’s specific criteria
- Automatically import the prospects into the CRM system
- Design and create a series of professional campaigns and distribute them on a pre-determined schedule
- Rank and score each prospect based on number of opens and those that clicked on a call to action
- Create auto responders based on the above
- Provide instant access to each new prospect allowing your sales staff to engage and move the process forward

Marketing and lead generation is a critical component to the success of any company large or small, but the creation of successful marketing campaigns requires the skills and expertise that many companies do not have on board. Commences lead generation tools and services can help you to successfully compete in your industry and grow your business. Visit [www.commence.com](http://www.commence.com) services tab to learn more or call 877-266-6362.

### About Commence Corporation

Commence provides a suite of CRM applications for lead management, sales, marketing, customer service and project management. The software is coupled with an array of professional services for lead generation and sales and marketing enablement. Commence CRM is browser based and offers mobile access making your data accessible 24/7 from any device and at any time. The product is used in more than a dozen countries and numerous industries around the world.