



## **Commence Realizes Significant Growth with Lead Generation Services**

**Eatontown, NJ January 17, 2023** - Several months ago Commence Corporation a CRM software and Lead Generation company announced a new business development service designed to help small to mid-size businesses tackle the challenge of building top of mind awareness and generating new business opportunities. Since the announcement the company has realized significant growth with this new offering.

“Our customers were struggling to design and distribute consistent marketing campaigns that built brand recognition and generated more new business opportunities says Larry Caretsky, president of Commence Corporation. While we provided the tools to address this in our CRM software, we discovered that the system was under-utilized because our customers did not have the resources or expertise to design and execute the programs necessary to address this critical need.

“We saw a gap here said Larry Caretsky, president of Commence Corporation and we realized that we had had the marketing tools and expertise to help our customers build and distribute professionally designed marketing templates and landing pages to generate new business. What customers like most about this offering is that we do everything for them starting with outlining what makes them different and unique from competitive alternatives. In many cases the customer did not have a prospect list to mail to, so we acquired it for them. Next, the Commence team goes to work and designs a series of marketing templates for the first six months each with a call to action such as get a free sample, download a white paper or select a coupon for a discount on your purchase. The mailers are distributed by Commence every other week to build consistency along with auto responders that place the customer in front of their prospects for a third time every month. Another unique part of the Commence Lead Generation services is that the CRM system not only houses the new leads, but scores them as well. Most services simply report who opened or deleted the mailer, Commence, rates and scores each lead based on their behavior. If they opened the mailer they get 2 points, if they clicked on a call to action 3 points and if they filled out a form to schedule a call, they get 5 points. This is fully integrated to the Commence CRM marketing application allowing the sales staff to watch the progress of each lead and follow-up on the most promising new opportunities”.

“It's an exciting time for us and our customers continued Caretsky. Our product and services are significantly impacting the growth and success of our customers and at the same time really differentiating Commence CRM from alternatives services”.

### **About Commence Corporation**

Commence provides an “All in One” CRM solution with a suite of applications for account management, lead management, sales, help desk ticketing and project management. The software is coupled with an array of professional services for sales and marketing enablement and lead generation. This cloud-based offering is ideal for small to mid-size businesses that need a robust yet affordable solution that easy to implement and utilize.