

# THE COST OF DIY *Lead Generation*

Managing your own outbound and inbound lead generation programs may cost more than you think.

## Three things you will need to spend money on



OVERHEAD



STAFF



TOOLS

Below is a breakdown of the costs that will occur when you choose to run outbound and inbound lead generation programs on your own.

How much it would cost you for a

# 12-Month period!

### OVERHEAD

**\$13,437**

9 Full-time employees

BENEFITS - COMPANY COVERING 83% FOR ONE PERSON \$1,493  
Life insurance, health coverage, dental plan, etc.

DIALER/CRM \$1,800  
Salesforce.com

MARKETING AUTOMATION TOOL \$24,000  
Pardot - Pro Package

SEO \$3,726  
Google.com  
Screamingfrog  
Bright Local  
Moz

DATABASE \$5,805  
LinkedIn Premium  
Hoovers  
SalesGenie

### STAFF

**\$471,000**

Full-time employees

SALES MANAGEMENT \$140,000

SOCIAL MEDIA MANAGER \$39,000

GRAPHIC DESIGNER \$36,000

QUALITY ASSURANCE \$39,000

DIGITAL STRATEGIST \$60,000

WEB DEVELOPER \$46,000

INSIDE SALES \$36,000

OPERATIONS \$39,000

COPYWRITER \$36,000

### TOOLS

**\$35,331**

You will find that letting Abstrakt handle your lead generation would cost you only a mere fraction of doing it yourself. Our program delivers the same, if not more, features and benefits as offered by the tools listed here.

Working with our experienced staff means shorter training times and faster execution of best practices, with zero overhead or cost for tools.

SOURCE: GLASSDOOR, PAYSACLE AND INDEED

# Grand Total \$519,768