SERVICE DIRECT
Select Program Enrollment

Service Direct Select Program Overview

Now that you've enrolled in our Select Program, your Service Direct Lead Generation experience will rise to the next level with more high-quality, dynamic Leads designed to convert!

Service Direct Select Campaigns are designed to enhance your existing Marketplace Lead Generation experience by driving more qualified Leads directly to you. To do this, our team creates one or more Service Area-specific websites—called Microsites—customized for your business. Through these Microsites, customers will be able to find and connect with you directly, which will bring you even more of the Leads you want!

How do Customers Connect through Select Campaigns?

Each of your Microsites will have a unique Tracking Number that immediately forwards all calls directly to a phone number or numbers of your choosing in real time. When a customer seeking your services reaches your Select Campaign Microsite and clicks that number, your own phone will ring—cutting out the middleman altogether! Even better, by having a specific Tracking Number for each Campaign, we are able to increase transparency by tracking performance on a Campaign-by-Campaign basis, providing you with more insight with every call.

Your Microsites will also include a Form that potential customers can fill out when seeking your services. When someone enters a submission into the Form the details will be sent to any and all email addresses you choose to provide in your Lead Delivery Settings.

What Results Should I Expect?

At Service Direct, we have spent over 15 years researching the best way to bring you high-quality Leads that convert.

Your Select Campaigns include location and Service Category-specific website content and a proprietary keyword and search ad strategy designed to generate more new customer Leads. Select Campaigns are customized to your unique service offerings and value propositions, providing a high likelihood of conversion and more Leads for your business!

2X LEAD VOLUME

One average, our Select clients receive twice as many Leads once their Campaigns are fully optimized.

15% MORE LIKELY TO BOOK

Potential customers research your company exclusively, so when they call they are more likely to book.

What Are the Similarities and Differences Between My Current Marketplace Campaigns and These New Select Campaigns?

What is the Same?

- Exclusive, real-time Leads
- Same flexibility and control of Cost Per Lead and Service Area on a per Campaign basis.
- Same Lead access and management through mySD Lead Manager to update Lead and Job Status, manage Leads, and Submit for Review.

What is Different?

How Customers Find You

- With Select, potential customers find your optimized Campaign Microsites directly from a search in a major search engine. These calls and form submissions are sent directly to you, resulting in unique Leads specific to your business.
- With Marketplace, potential customers come from a variety of top-tier Publishing Partners.

Lead Review Submission

- Your Lead Review submission window for all leads will increase from 7 days to 30 days.

Customized Strategy for Your Business

- With Select your company will have ads, Microsites, and content each customized to your business, positioning your company as a leader in your Service Category.

Greater Level of Support

- A dedicated Onboarding Specialist for the first 90 days.
- Scheduled check-ins after the first 30, 60, and 90 days.
- Access to a direct line to our Support team with live phone and email support.
- Ability to schedule an optimization call at any time to review your account and improve performance.
- Access to **Select Support Meeting Calendar**.

Select Campaigns and Service Categories

We offer Select Campaigns in Service Categories where we have a proven track record of driving high quality, high-converting Leads. Your Onboarding Specialist helps determine which Select Campaigns make sense for your business.

Select Campaigns and Service Areas

We work with you to create a Service Area map, and your potential customers will see this map displayed on each custom Microsite to ensure complete clarity of your Service Area.

You can get in touch with our **Support Team** if you would like to expand or decrease your Service Area map.

Learn more: Service Area FAQ

Select Campaigns and Ad Schedules

Just like with your Marketplace Campaigns, you have the ability to specify an Ad Schedule for your Select Microsites. Remember that limiting the hours and days that you wish to receive calls will limit the Leads we are able to bring to your company.

Remember that even though we only run your ads during your Ad Schedule, a potential customer may have saved your Campaign Tracking Phone Number at some other time and still choose to call you outside your Ad Schedule hours.

Learn more: Campaign Ad Schedules

Select Program Pricing

Your one time enrollment cost and your monthly subscription are based on factors including your advertised Service Categories, the number of Microsites, and more. Just like with Marketplace, you are always in control of your Cost Per Lead with your Select Campaigns.

Learn more: Select Program Pricing

Quick Tips for Success

RESPONSIVENESS IS CRITICAL

The ability to answer Phone Leads quickly and response to Form Leads quickly is critical to success. When it comes to missed calls, 80% of callers will not leave a message, and 85% of un-answered calls never call back. So, prepare your team to respond to missed Phone Call Leads or emails from Form Leads promptly.

TRACK LEAD PROGRESS

Track Lead Progress for all Billable Leads in mySD Lead Manager to improve accuracy of your Lead Performance Metrics and to improve our ability to optimize your Campaigns for higher quality Leads.

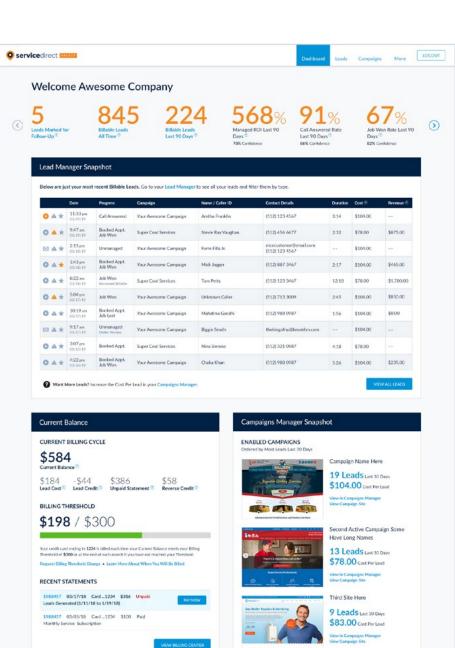### DON'T PAUSE AND ENABLE YOUR CAMPAIGNS TOO FREQUENTLY

Sometimes it makes sense to Pause your Campaigns but doing so too frequently will negatively impact the performance of your Campaigns. If you do Pause a Campaign, then be sure to set Enable For Future Date.
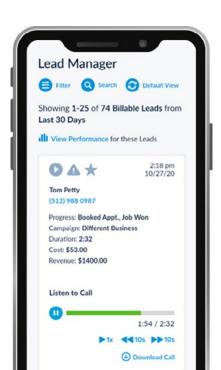
CUSTOMIZE YOUR CAMPAIGN SETTINGS

If you are wanting to adjust the volume of Leads, consider changing your Cost Per Lead (higher CPLs result in more Leads, lower CPLs result in fewer Leads). If you want to adjust the hours you are receiving Leads, try adding an Ad Schedule so that your ads only run during your hours of operation.

GIVE IT SOME TIME

Give the program at least 3 months to ramp up to its full potential. Since each of your Campaigns are custom to your services and location, there is an optimization period and our team continually works to improve performance.
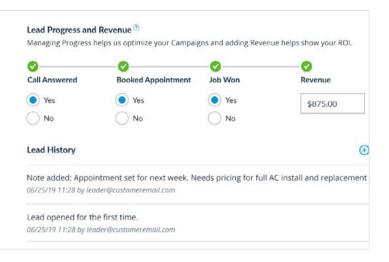
Service Direct Best Practices

MANAGING YOUR LEADS

Track Lead Progress

Review and manage your Leads in your mySD Lead Manager. The more Leads you manage, the more accurate your Lead Performance Metrics will be. Based on the performance data we can better optimize your Campaigns to generate more profitable leads.

Learn more: Managing Your Leads

Learn more: Using the Lead Manager

Submit Leads for Review

You only pay for Leads from new potential customers. Our Lead Review process ensures that you can flag Leads you believe should be Non-Billable.

You are able to Submit A Lead for Review if...

- The call is answered.
- The Lead was generated in the Last 30 Days.
- Call Recording was enabled at the time the Phone Lead was received.
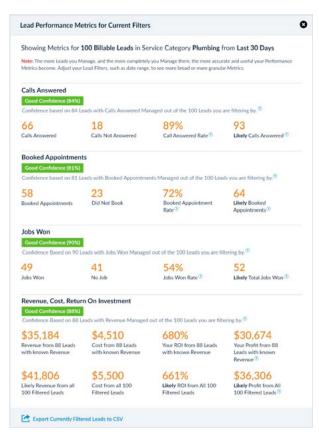- The Lead has not previously been Submitted for Review.

Learn more: Submitting a Lead for Review

Learn more: Billable vs Non-Billable Leads

Understanding Lead Performance Metrics

Gain valuable insights into your Campaign performance, Lead quality, and your return on marketing investment with Lead Performance Metrics. Lead Performance Metrics also influence the way we optimize your Campaigns. These additional data points help us focus on generating more of the types of Leads that are working for you.

Some key metrics you are able to see in real-time:

- Call Answer Rate
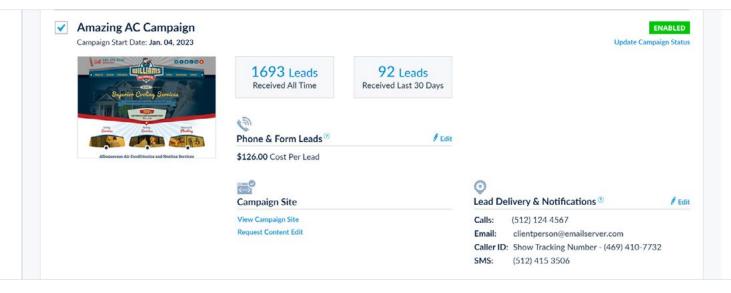- Booked Appointment Rate
- Job Won Rate

Note:
Lead Performance Metrics are only as accurate as your ability to manage your Leads and track Lead Progress in mySD Lead Manager.

Learn more: Understanding Lead Performance Metrics

MANAGING YOUR CAMPAIGNS

Each Campaign is created to generate quality, exclusive Leads for a specific Service Category in a specific Service Area. You can review and manage your Campaigns in mySD Campaigns Manager and below are some tips on what you can do to improve their performance.

Adjust Your Cost Per Lead

In general, raising your Cost Per Lead (CPL) will result in an increase of Leads while lowering it will decrease Lead Volume. The CPL is managed on a per Campaign basis and can be changed in mySD Campaigns Manager.

Adjust Campaign Status

Pausing your Campaigns too often can negatively impact Campaign performance. To adjust Lead volume, consider lowering your Cost Per Lead, or try adding an Ad Schedule. If you do Pause Campaigns, then be sure to set Enable For Future Date.

Adjust Lead Delivery Settings

Check that you have your Lead Delivery settings optimized by ensuring that calls, emails, and text alerts are going to the right places.

Updating Your Microsites

For Select Campaigns, updating your Microsite(s) with your latest offers, awards or information will help continue to improve their conversion rates. The following assets are critical in increasing your conversion rate, and ultimately the number of Leads generated per Campaign.

- Add/Update Service Offerings
- Add Testimonials
- Add Photos of Completed Work
- Add/Update Licensing or Certification Information
- Add/Update Company Awards and Recognition

Learn more: Using Campaigns Manager

ACCOUNT SETTINGS

Add Additional mySD Users

You can add multiple Users to your mySD account.

- Add Billing contacts to help manage Billing activities.
- Add Marketing contacts to help manage Lead Progress.
- Add more Users who can respond to incoming Leads.

Customize Notification Settings By User

User-specific notifications enable the right notifications to be delivered to the right people on your team.

Learn more: Managing Users & Notifications

WANT MORE LEADS?

If you want more Leads from the Service Direct Select program, consider the following:

- Add Campaigns for any new Service Categories that your company is now offering.
- Add Marketplace Campaigns in all Service Categories to get more Leads from our Lead Partner Network.
- Expand the targeting for your Service Area.
- Increase the Cost Per Lead for your Campaigns.

Learn more: Growing Your Service Direct Account

GET HELP

- Get 24/7 answers via the Help Center articles and our Service Direct Chat.
- Email us at support@servicedirect.com or open a Support Ticket.
- Schedule a Phone Call with one of our team members.

Learn more: How to Get Help