

A horizontal band of light streaks in shades of red, orange, and yellow, creating a sense of motion and energy.

CROSS-CHANNEL LEAD NURTURING



MARKETING AUTOMATION IS SLOW...

- You have to find people to manage it.
- Those people have to learn it.
- They have to build and test campaigns workflows.
- They have to build and test campaign communications – emails, web pages, direct mail, SMS.
- They have to run and manage the campaigns.
- They have to figure out how to measure ROI.

Meanwhile, you're spending hundreds, if not thousands of dollars a month for marketing automation software that's just sitting there,

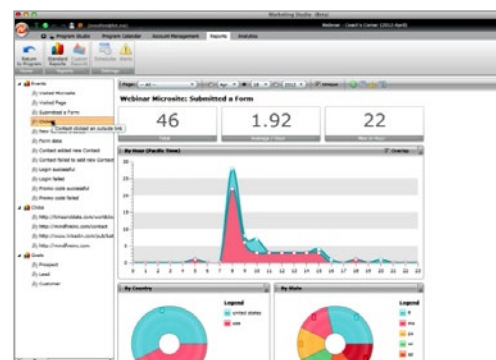
WITH NO REVENUE.

Go **FAST** with **ZUZA** Campaigns™

OUR TEAM DOES IT ALL FOR YOU

COMPARE YOUR TIME AND COST	WITH MARKETING AUTOMATION	WITH ZUZA Campaigns
Select a marketing automation platform	Weeks to months	NO TIME
Learn how to use the platform	Weeks to months	NO TIME
Learn how to build lead nurturing workflows	Several months	NO TIME
Build and test lead nurturing workflows	Hours to days per campaign	NO TIME
Build and test campaign communications	Hours to days per campaign	NO TIME
Run and measure campaigns	Hours to days per campaign	NO TIME
Subscription costs	Hundreds-to-thousands of dollars per month	As low as \$199 per month
Hidden costs	Hundreds of wasted staff hours	NONE

Stop wasting time with marketing automation.
 Start nurturing leads instantly with **ZUZA Campaigns**.



ZUZA Campaigns ROI Dashboard

PRICING

CROSS CHANNEL LEAD NURTURING CAMPAIGNS	SINGLE EVENT CAMPAIGN \$1295	SHORT TERM DRIP CAMPAIGN \$1995* (OR \$199/MO WITH A 12-MONTH COMMITMENT)	LONG TERM DRIP CAMPAIGN \$499/MO* (REQUIRES A 24-MONTH COMMITMENT)
Contacts	1000	2000	6000
Outbounds (choose from direct mail, email, SMS and social media)	2	4	18
Microsites (inbound)	<ul style="list-style-type: none"> • 1 site • up to four pages • personalized and generic 	<ul style="list-style-type: none"> • 3 sites • up to four pages each • personalized and generic 	<ul style="list-style-type: none"> • 12 sites • up to four pages each • personalized and generic
Follow up outbound touches (direct mail, email, SMS and social media   )	1 each	3 each	12 each
Cross-channel campaign: Email, direct mail, SMS, social media, microsites, landing pages with forms and CTAs Personalized URLs Personalized QR codes Campaign Dashboard Campaign set-up and management Content marketing workflow Contact list management	Included	Included	Included
OPTIONAL ADD-ONS			
Contacts	\$50 per additional 1000 (\$50 per month with subscriptions)		
Outbound touches, setup	\$150 per additional element (one-time cost on Long Term Drip Campaign)		
Microsites with follow-up emails	\$200 per additional site and emails		
Additional emails	\$25 per additional 1000 (\$25 per month with subscriptions)		
Additional SMS	\$120 per 1000 (\$120 per month with subscriptions)		
Voice calls	\$6 setup fee per line, plus \$0.07/minute		
Additional features and workflow customization	\$150 per hour		
Printing & postage	Additional; pricing quoted separately		
Content creation and design	Can be quoted separately upon request		

Stop hassling with complex marketing automation platforms.
Hand it off to **ZUZA Campaigns™** and start lead nurturing.



Marketing | Printing | Mailing

LEARN MORE: 800.350.9411 | info@zuzamam.com | zuzamam.com