The Cost of DIY Lead Generation

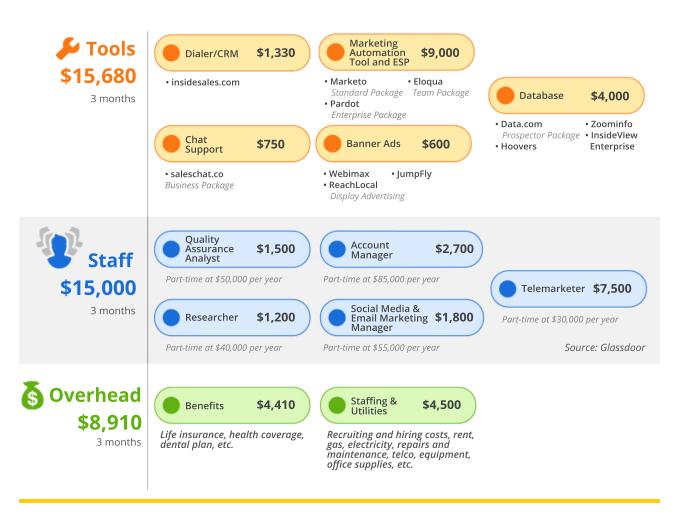## HOW MUCH IT WOULD COST TO RUN A LEAD GENERATION PROGRAM ON YOUR OWN

You always have the option to run your lead generation campaign internally. That option, however, isn't always the best if you want to be smart with your marketing budget. In putting together a lead generation program, there are three things you will need to spend on - **TOOLS**, **STAFF** and **OVERHEAD**.

To save you the time and effort of researching and asking around, we've put together a breakdown of these costs you will incur should you choose to run a lead generation program on your own. You will see how much it would cost you for a 3-month period, which is the typical length of a pilot program offered by lead generation service providers such as Callbox.

You will find that letting Callbox handle your lead generation would cost you only a mere fraction of doing it yourself. The **Callbox Lead Management 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 practically zero overhead cost.

TOOLS + STAFF + OVERHEAD
LEAD GEN PROGRAM

🔧 Tools
$15,680
3 months

Dialer/CRM — **$1,330**
• insidesales.com

Marketing Automation Tool and ESP — **$9,000**
• Marketo   • Eloqua
  Standard Package   *Team Package*
• Pardot
  Enterprise Package

Database — **$4,000**
• Data.com   • Zoominfo
  Prospector Package • InsideView
• Hoovers   Enterprise

Chat Support — **$750**
• saleschat.co
Business Package

Banner Ads — **$600**
• Webimax   • JumpFly
• ReachLocal
  Display Advertising

👥 Staff
$15,000
3 months

Quality Assurance Analyst — **$1,500**
Part-time at $50,000 per year

Account Manager — **$2,700**
Part-time at $85,000 per year

Telemarketer **$7,500**

Researcher — **$1,200**
Part-time at $40,000 per year

Social Media & Email Marketing Manager — **$1,800**
Part-time at $55,000 per year

Part-time at $30,000 per year

Source: Glassdoor

💰 Overhead
$8,910
3 months

Benefits — **$4,410**
Life insurance, health coverage, dental plan, etc.

Staffing & Utilities — **$4,500**
Recruiting and hiring costs, rent, gas, electricity, repairs and maintenance, telco, equipment, office supplies, etc.

GRAND TOTAL
$39,290