

## **Onboarding 1**

Hi [name],

Thanks for registering for the Kompass business directory!

The Kompass database has more than 6 million visitors every month, from 69 countries across the globe. With over 26 million profiles browsed every month, your free listing will improve your company's visibility and drive prospects right to your door (or inbox!).

We appreciate your decision to join the Kompass database, and we hope you'll stop by the site to fill out your directory information sometime soon. Thanks again, and happy prospecting!

Best,

[Name]

## **Onboarding 2**

Hi [name],

Thanks again for registering with the Kompass directory. We wanted to get in touch with you to give you a few pointers on how to get the best results out of your listing.

When you [log in](#) to the directory, you'll find fields for your company address, web address, and information on your business executives. You can also include a company summary and a description of your business activities.

It goes without saying that you'll get the best results out of the enhanced visibility of the Kompass database by entering your business information as fully and accurately as possible. But while you're at it, it'll help to keep a few things in mind:

- Make sure to include contact information if you want to drive leads with your Kompass account.
- Include your website address to make sure visitors to your site will be as well-informed as possible.

- And don't forget to include some carefully-chosen keywords in your company summary. Make sure you show up in search results by employing SEO best practices!

Feel free to contact us if you run into any problems entering your vital information. All the best of luck, and happy prospecting!

Thanks,

[Name]

### **Onboarding 3**

Hi [name],

How are you liking the Kompass directory so far? We hope you've managed to drive some traffic to your site and make a few more sales already!

When you're working on B2B lead generation, your most effective digital tools are email and SEO. You use email to proactively reach out to customers, and you use SEO best practices to improve your search rankings and organically attract potential prospects to your site.

Since you're interested in improving your lead generation, we thought you might like to hear a little about some of the tools Kompass has to offer. Take a look and see if any of these sound like tools you'd find valuable:

- **Booster**—Simply put, Booster improves your company profiles search rankings in the Kompass directory. And as a side effect of that, you'll improve your SEO rankings across the web, scooping up more organic traffic and driving quote-hungry prospects right to your inbox. [Learn more](#) about Booster on our site!
- **EasyBusiness**—Having trouble finding the right leads? With EasyBusiness, you can get full access to the Kompass database, allowing you to find targeted decision-makers in a matter of seconds. Cut out the hassle of trawling the web for contact information only to end up with a lot of faulty email addresses. With our locally sourced database and verification from our offices, you can be sure to find the *right* leads in the shortest time possible. If that sounds good to you, [take a look at EasyBusiness!](#)
- **EasyList**—So you're finding the leads but you still have to enter lead information manually. With EasyList, that's not a problem anymore. Get instant, easy downloads, and make sure you never lose a lead from a simple typo. Streamline with EasyList, and [check it out](#) on our site!

We hope the Kompass directory is already helping you attract new prospects, and we hope we can help you even more in the future. Take a look at any of the tools you find interesting, and as always feel free to contact us with any comments or questions. Good luck, and happy prospecting!

Thanks,

[Name]

### **Easybusiness 1**

Hi [name],

It's good to see you're interested in EasyBusiness! We wanted to get in touch with you and let you know a little more about our service.

With access to over 10.5 million companies and 60 search criteria when you sign up for EasyBusiness, you'll be able to find leads quickly. Find contact information, access to decision-makers, and directly contact prospects with our directory.

If you're tired of all the guesswork and hassle of tracking down leads, you know how valuable it can be to find everything you're looking for all in one place. Lise, the sales manager with one of our clients, says, "Access to detailed search criteria is key because I am looking for detail and precision." EasyBusiness gives you the detailed criteria you need to find the targeted leads you need as fast as you need them.

Interested? Try out a [demo](#) to see how you like it, and for a limited time save 10% with your subscription. Contact us with any questions or comments!

Best,

[Name]

### **Easybusiness 2**

Hi [name],

Have you taken the time to check out EasyBusiness yet? If you're swimming in sales right now, maybe you don't need it, but if you think business could be better you should stop by the site before the 10% discount ends.

"Simply put, I want a comprehensive, yet straightforward global business information database," says Franck, the marketing manager with one of our clients. With the EasyBusiness database, you can find the relevant information without wasting time with any distracting extras. Generate the leads you need so you can get the sales you want.

So is business *really* as good as it could be right now? How about setting up a [demo](#) or getting in touch with our team? We'd be happy to hear from you (before it's too late)!

Best,

[Name]

**Easylist 1**

Hi [name],

Thanks for your interest in EasyList! If you're having problems with your sales and prospecting, what do you need? You need leads, you need them fast, and you need them targeted. With EasyList, you can find those email addresses

What's the biggest problem you have with email prospecting? If you're like a lot of sales teams around the world, I can tell you already: it's *finding* the right email addresses to make the sale. Marketing manager Alissia says, "My emailing campaigns get better open and click rates thanks to the direct email addresses. I save time and money!"

So what do you get with EasyList? You get:

- Precise targeting through our database, which is locally sourced and verified from our offices.
- 13 search criteria to help you find the leads that work for you.
- Target executives and decision-makers directly—no guesswork or complicated searches!
- Instant information downloads for instant contacts.

[Learn more](#) about EasyList here. Find everything you need to know. There are no subscriptions with EasyList, and you get your leads downloaded *instantly*. Get in touch to find out more!

Thanks,

[Name]

## **Easylist 2**

Hi [name],

Have you already tried out a few downloads from EasyList? If you have, great! If not, we wanted to invite you to try it out.

Pierre, CEO with one of our clients, says, "I need access to a straightforward tool to look for prospects locally and abroad!" EasyList *is* that tool.

With EasyList, you can download contact information for your leads easily, instantly, and straightforwardly. You don't have to worry about the hassle of getting together your prospect list by hand with some complicated system. Streamline your lead generation and get to selling!

How about [trying out a few downloads](#) today? Enter the promo code EASYLIST10 and get a 10% discount for a limited time. Happy selling, and we hope to see you on our site!

Thanks,

[Name]

## **Booster 1**

Hi [name],

Thanks for checking out our Booster solution! With more than 6 million visitors per month from 69 countries across the globe, there's plenty of opportunity to attract business through our database. So don't you want to do the most you can to improve your profile's performance?

When you boost your Kompas directory listing, you get:

- Priority positioning in our database.
- A monthly activity report so you can monitor how your company profile is performing.

- Improved SEO and website traffic.

And most importantly, you'll get quotation requests from prospects coming directly to you. (Don't take our word for it, either: marketing and sales manager David tells us, "I now receive a lot more relevant quotation requests after subscribing to your Booster offer.")

Does that sound like something you'd be interested in? Contact us or [visit the site](#) if it does!

Best,

[Name]

## **Booster 2**

Hi [name],

How's your online visibility? Is it all it could be?

"Booster has strengthened my online visibility and potential prospects can now find me a lot more easily," marketing manager Lucas tells us. If you're not getting quote requests as often as you'd like, maybe you need to beef up your web presence.

Improve your visibility on the Kompass database and you'll improve your SEO rankings across the web. Are you ready to have your prospects coming to you? Contact us now or [visit us](#) if you want to stay a step ahead of the competition!

Best,

[Name]

## **Onboarding End**

Hi [name],

Thanks for adding your information to the Kompass directory! With over 6 million visitors per month, we hope our directory will drive plenty of web traffic right to your site. We just wanted to thank you for allowing us to feature your company profile.

If you're satisfied with your results, please take a moment to leave a review on [Facebook](#) or Google reviews. We'd sure appreciate it!

Thanks again,

[Name]