

PoliceOne specializes in connecting law enforcement buyers with companies and products. We allow readers to request follow-up from our sponsors in multiple different ways, detailed below in the description of our two distinct types of sales leads. Here is an overview of the two and a recommendation for following up with each.

Lead Types

1. Direct Lead/Info Request:

These are hot leads from readers who **specifically** requested your company contact them. They are the result of the reader researching your products or company within our product categories, which means they are clear in their intent that you follow up with additional product or purchase information. These should be followed up with right away.

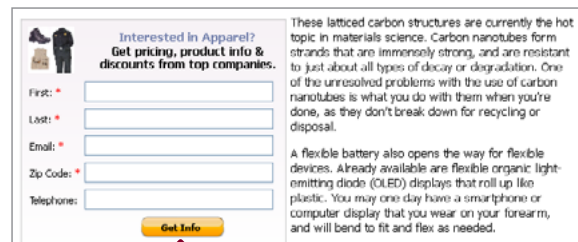
Example



2. Category Lead:

These are leads from readers who have expressed a clear interest in a **category of products**, with the understanding that they are making themselves eligible to be contacted by relevant distributors and manufacturers. The forms that generate these leads appear within Articles and Non-sponsored Press Releases that are associated with specific product categories. As a sponsor of the Category, you are receiving their submission – along with all other sponsors.

Example



Recommendations for Lead Follow-up

Because our two lead types differ in origin, we strongly recommend following up with each differently and in a manner that matches their request:

Direct Lead/Info Request:

Contact reader right away, referencing the fact they submitted a request for information on PoliceOne.com, and find out if they are interested in purchasing or want product information.

Category Lead:

Because the reader is only indicating interest in a category of products – not your specific products – they will not expect a follow up that suggests they requested info from you alone and will likely be confused if approached in that manner. (eg. “We heard you submitted a request to be contacted by us at X COMPANY. Which of our products are you interested in?”)

However, they have knowingly expressed an interest in receiving contact regarding product information from companies like yours, so your follow-up should be welcome. We suggest an approach along these lines:

“We are advertising partners with PoliceOne and they let us know that you submitted a form indicating interest in Police Apparel. Here is what we do (provide links if applicable). Are you interested in learning more?”

In addition to direct follow up, these leads are ideal as additions to any email marketing lists you have.