



Straight North Releases Lead Validation Infographic

Straight North Publishes Infographic to Explain Importance of Lead Validation in Internet Marketing

DOWNERS GROVE, IL, USA, January 14, 2015 /EINPresswire.com/ -- Straight North, LLC, a leading Internet marketing agency headquartered in west-Suburban Chicago, has published an infographic illustrating how the underused process of lead validation drastically improves results for SEO, PPC and other Internet marketing campaigns.

Lead validation is the process of separating sales leads from other types of inquiries that come into a company through its Internet marketing campaigns. Straight North maintains a staff of analysts who listen to all inbound client phone calls and read each online form submission, allowing them to identify and report on true sales leads in near real time.

Based on the agency's lead validation tracking, on average 45% of campaign inquiries are not sales leads, but rather customer service inquiries, sales solicitations, phone misdials, incomplete or empty forms, or something else. Most campaign reporting lumps all inquiries together, leading clients to believe their campaigns generate substantially more sales leads than they actually do.

"Without lead validation, companies seriously overestimate the effectiveness of their Internet marketing activities," says Joseph Cahill, Straight North's Chief Strategy Officer. "Unfortunately, most agencies don't validate and most clients aren't even aware it can be done. We created the infographic to quickly show companies what validation is and why it's important."

See the lead validation infographic here: <http://www.straightnorth.com/infographics/lead-validation/>

About Straight North

Straight North (www.straightnorth.com) is an Internet marketing agency specializing in SEO, PPC and responsive lead-generation websites.

We help small and middle market firms generate high volume, high quality sales leads. Our campaigns feature creative, long-term strategic thinking and energetic execution incorporating our unique system of real-time lead validation and reporting.

Ian Stevenson
Straight North
(866) 779-7675
[email us here](#)

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