

Reinventing Lead Generation for New Consumer Behaviors with Michael Ferree, in latest First Contact Podcast Episode

What a wild ride it's been for our show this year! NobelBiz is launching episode 10 of First Contact Podcast: Stories of the Call Center.

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EINPresswire.com/ -- For our last

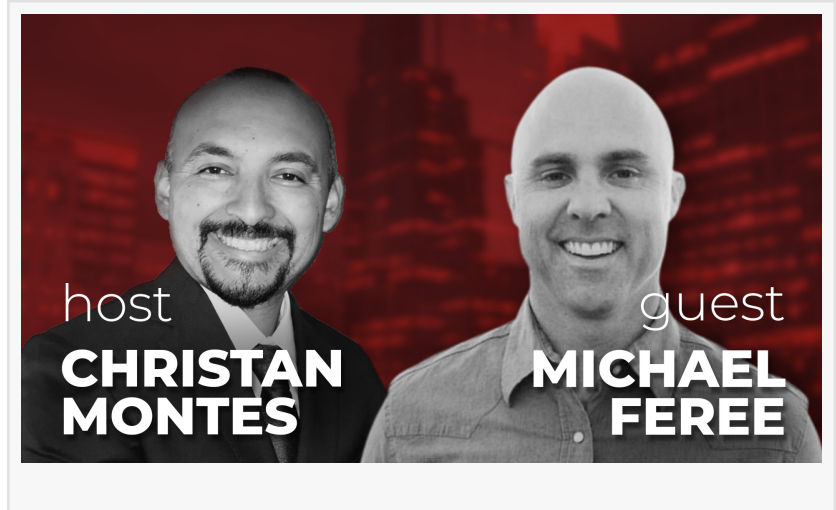
episode of Season 2, Michael Ferree joined our host Christian Montes, for a

meaningful and informative

conversation on performance

marketing, lead generation, growing an

event company through a pandemic, the overlaps of lead generation, and contact center strategies and so much more!



“

Lead generation is a mindset where, you are working either with third-party vendors or partnerships on driving traffic or calls for that matter, on a per performance basis.”

Michael Ferree

What makes the difference between irresponsible spending on massive budgets and the wise investment of a reasonable marketing budget? The simple answer is: lead generation.

Michael is the Founder & CEO of Lead Generation World and Contact.io, a performance marketing industry leader, podcaster, and event manager. Michael Ferree has spent over a decade in the performance marketing industry as both a buyer and a generator of Internet leads.

He is an industry connoisseur, leading two major events in the contact center space - Lead Generation World and Contact.io. Beyond this, his expertise and connections in the lead gen space make him THE person to talk to regarding this much-debated and controversial topic.

So let's hear what he has to say - this is First Contact, Stories of the Call Center, [episode 10](#) of Season 2 with Michael Ferree, where you will learn about:

What Is Lead Generation & What Is Its Purpose

How to be Successful at Generating Leads

How to Get People to Answer Your Call

Becoming an Event Manager 2 Months Before a Pandemic

Putting the Focus on Event Exhibitor

How to Get People to Come to an Event

FIRST CONTACT: Stories of the Call Center

Reinventing Lead Generation for New Consumer Behaviors

EPISODE 10
Season 2



nobel**biz**
Contact Center Technology

[NobelBiz](#) is a Contact Center software and voice carrier provider that has grown to serve Contact Centers globally.

Being more an extension of its clients' services, rather than a direct vendor, the company combines multiple carrier systems into a single unified network with worldwide backups.

NobelBiz also offers advanced [Omnichannel](#) software solutions that handle text (email, webchat, SMS), social media, and voice in a single interface.

The NobelBiz webinar series aims to deliver monthly information-rich episodes that can teach you how to improve your Contact Center business.

Are you a proud member of the Contact Center industry? Do you want to impart your knowledge to our viewers? Do you know anyone who fits these criteria? Email us at mirela.otea@nobelbiz.com and let's set up a meeting.

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