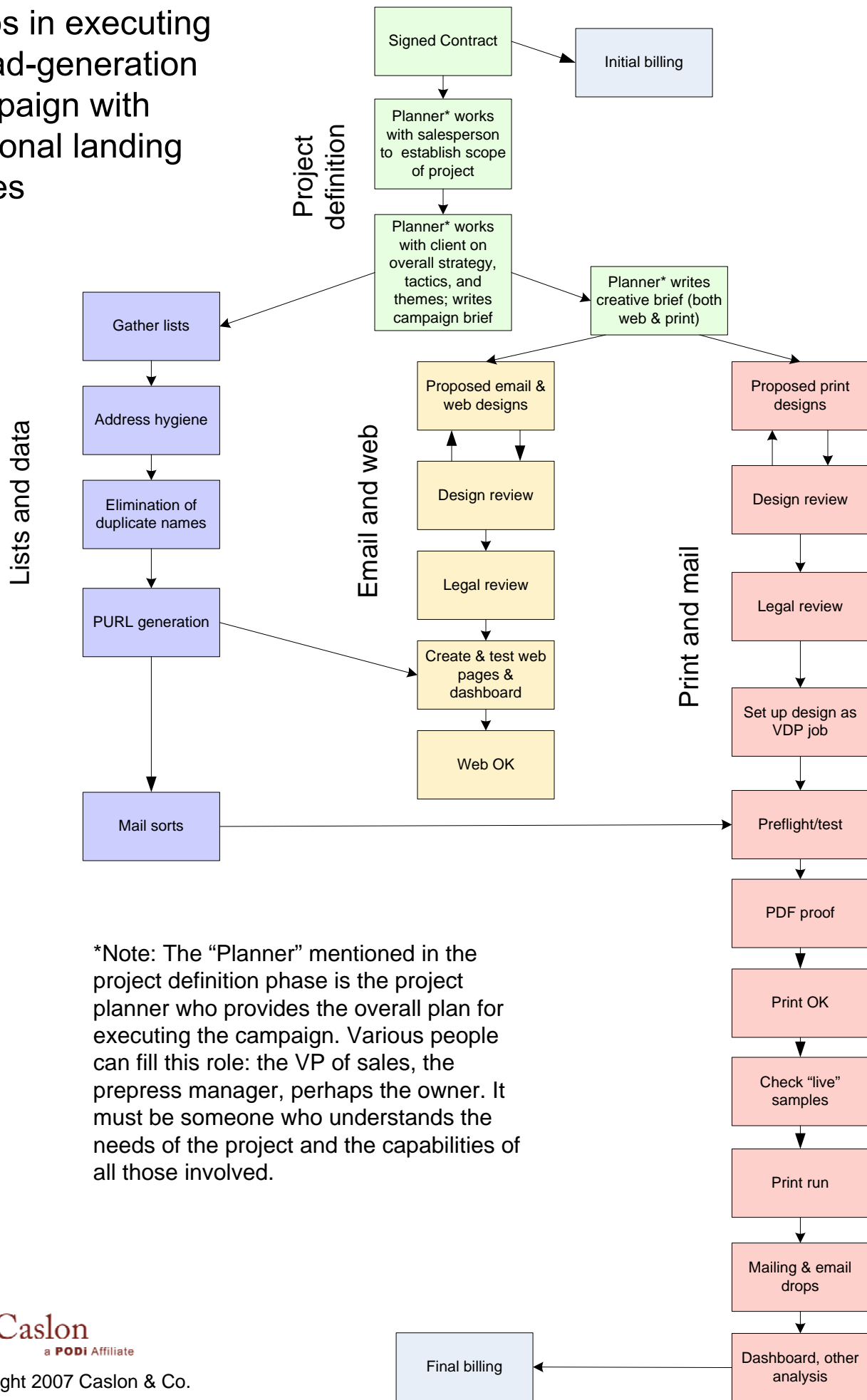


Steps in executing a lead-generation campaign with personal landing pages



*Note: The “Planner” mentioned in the project definition phase is the project planner who provides the overall plan for executing the campaign. Various people can fill this role: the VP of sales, the prepress manager, perhaps the owner. It must be someone who understands the needs of the project and the capabilities of all those involved.