

# Face-to-Face: The Business Generator

A comparative media study of sales leads performance, key strengths and ROI

We did a study with a slick technique called 'Implicit Response Technique'.

Our 'IRT' study measured how business professionals rated different media platforms *and* how much they held that belief.

Actually it's more than slick, it's *awesome* and so are the results!

As a bonus we've also sprinkled some other headline statistics we found out as well.



## Fact #1 Return On Investment



**80%**

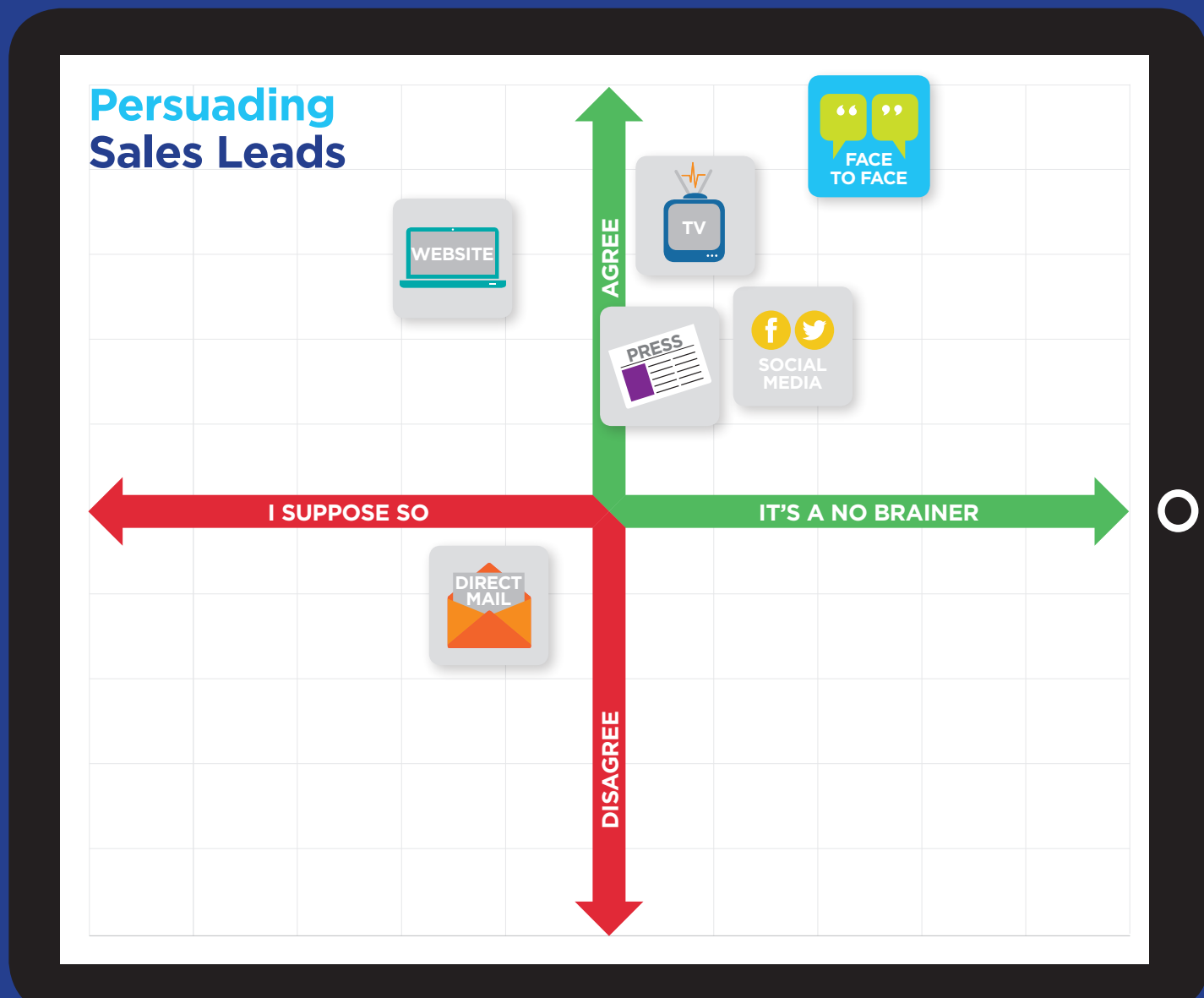
agree that face-to-face delivers better ROI than other media.

## Fact #2 Exhibition Rockstars



**86%**

of business directors agree that exhibitions are the second most effective means of generating sales leads after a company's own website.



## Fact #3 Easy Street



**87%**

of business directors agree it is easier to communicate with people face-to-face than on the phone or email.

## Fact #4 More Meetings = More Money



**80%**

agree that a person spends more money with people or companies they have met face-to-face.



Compared to other media, face-to-face marketing is more **front-of-mind** for the **quality of targeting** and the **personal touch** which leads to a strong association with ROI.\*

\*That is a proven fact.

For more facts, statistics and verified analysis of our research (including the exact response times and respondent profiles!) and to view the animated cartoon please visit: [www.facetime.org.uk/generator](http://www.facetime.org.uk/generator)

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