



**FEATURED COMPANY  
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# Poole Consulting

## **SAM POOLE - FOUNDER/OWNER**

### **My Job Description:**

I offer professional marketing services to companies in various industries, including the building industry. My services include brand and marketing strategy development, as well as website design, Google ads management, social media marketing, content marketing, search engine optimisation (SEO), and graphic design.

### **When you Joined L2B and Why?**

I have used Leads 2 Business for approximately 5 years while providing marketing services to a prominent bird proofing company in Cape Town. We subscribed to Leads 2 Business, because we recognised that they provide an incredibly valuable resource for anyone looking for quality leads within the building industry. Their service comprises a massive database of information relating to both ongoing and completed construction projects, including contact information for all professionals involved in these projects. Project information is updated daily, so the information provided is current. Making use of this impressive database has been instrumental when it comes to client acquisition.

### **How do you use L2B for your Business?**

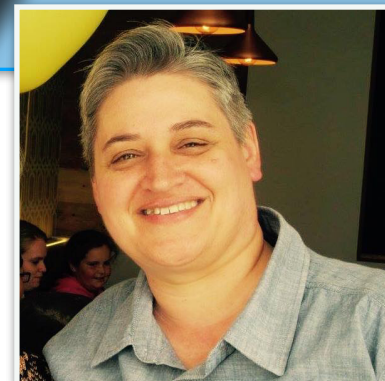
When targeting a specific type of service provider/professional, we have found the database search tool incredibly useful. It allows us to search for service providers/professionals in a specific province/region and the results include all of the contact information needed to get in touch with decision-makers directly.

### **Life philosophy**

I believe that, no matter what kind of service you offer or industry you operate in, the most important thing, above all, is that you provide value to your clients.

### **And so to finish ...**

While working as the Sales & Marketing Co-ordinator for an earthmoving plant and equipment company, I created a monthly internal newsletter to help boost staff moral and ensure that everyone in the company was working towards a common vision/goal. To add some humour to it, I dedicated a portion of the newsletter to fictional stories based on popular TV shows, using the staff as characters and the working environment as the setting. These stories became so popular that, when the newsletters were handed out at the end of each month, the staff would sit together in their respective departments at lunch with one of the team appointed to read the story aloud for everyone to enjoy.



## **Contact Details :**

**Cell :**

+27 83 642 6445

**Email :**

sam@poole-consulting.com

**Website:**

[www.poole-consulting.com](http://www.poole-consulting.com)



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