



# GetVendors.com launches local lead generation contest

GetVendors.com, August 02, 2007

URL: <http://www.pr9.net/business/marketing/6038august.html>

*Today, GetVendors.com has launched the local lead generation contest to bring forth various online/offline approaches used by small businesses for effective local lead generation. Be it home improvement leads, real estate leads or events/wedding business leads, we want to hear from the small businesses how they are generating leads from offline as well as online channels. The most creative channel will win the prize.*

PR9.NET August 02, 2007 - San Mateo, CA - While evaluating various entries for the local lead generation contest, although judges will evaluate the channel for effectiveness, far more importance will be given to creativity of the approach. More details are available at <http://www.getvendors.com/local-lead-generation/?p=3>

Small business marketing is going through a transition phase - Internet is no longer something one "connects to" and then "disconnects" to get on with "real life". There is no such thing as real world against virtual world. Myspace/Facebook generation is redefining the word "consumer". What does this mean to marketing? Nobody knows. Will this be end of "push", "mass scale" marketing, will participatory or user controlling/spreading word about a service will be the order of day or the information clouds will redefine marketing from "spreading of ideas" to just "having the right ideas that users self-discover". Or is this new online ecosystem is just "Second Life" for users and still the real world transactions are happening through the age old ways? Unless and until we find out from real world stories about what approach is working, nobody is really in a position to make authoritative statement about marketing tactics for this new world. Therefore, we are hosting a contest to hear the trial and error runs from the bellweathers. We are sure that these stories of small business lead generation can be easily extrapolated to other lead generation markets including mature markets such as home services leads or mortgage leads.

With this contest we are inviting all the small businesses to share ideas, experiences, and success with little tricks of the online/offline marketing play. Even if someone has not gone beyond traditional local marketing channels, we believe it will be very useful for to track the discussion in this contest. Already we had participation from more than 25 small businesses and some of the ideas they have mentioned such as this one are very interesting - "I did this for one month - on University Avenue I fed expired parking meters as a courtesy and left a note on the windshield. I got 6 clients one of them large enough that I now hired two tele marketers". We are looking forward to success of the contest and getting very valuable and actionable local lead generation domain insight for small businesses such as handyman, plumbers, real estate agents, and wedding vendors.

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## About GetVendors.com

Founded by UC-Berkeley alumni, GetVendors.com is a start up company based in Foster City, California. GetVendors.com was recently mentioned in the Wall Street Journal, New York Times, San Jose Business Journal, Oakland Tribune, and Sacramento Bee. With its exponential rise in user base, especially among busy office staff members and working mothers, GetVendors.com is well positioned to become a driving force in reshaping the way users find service providers. The American Association of Web Masters has also recently awarded a Gold Web Award to GetVendors.com

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