

SOBI Leads Management

Lead creation, management & pay to view leads for SOBI2

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Joomla Extensions, Training & Priority Support ...

OVERVIEW

Overview

SOBI2 is typically used as a Directory management solution. Scores of online Joomla based Business directories rely on SOBI as the backbone of their system. Several models are used to monetize SOBI business listings like Paid listings (with integration with systems like AEC), Paid Extra fields (core SOBI feature) to name a few.

One major missing piece which has been there in the general online Business directory business model is 'Pay per lead' or the ability to charge listing owners for the leads that the listing generates for them. This model has been used with great success by many of the major online directories in the past.

The SOBI Leads extension brings this great feature to your very own SOBI installation.

SOBI Leads Plugin & Component

The plugin shows a contact form below the SOBI listing. The user visiting the listing can use this form to contact the owner of the listing. Once the form is submitted a database entry is made storing all the lead information & a email is sent to the listing owner telling him that a new lead has been added against his listing.

The owner of the listing needs to have some 'Credits' to view the details of the lead. Currently we are using the 'Vodes' extension to let the owner buy credits using Paypal.

The admin can configure number of free leads that the owner can view before he needs to buy credits. He can also configure the number of credits needed to view a listing.



The Future

Currently using the 'Vodes' system to manage credits, the future will see us doing an AEC micro integration as well as building our own credits system with support for other payment gateways. The AEC micro integration will allow you to automatically assign credits to users according to their membership type in AEC. We are also planning a Sugar CRM & Sales Force integration to push leads directly to a CRM system .

SCREENSHOTS

Contact Owner Button

Show 'Contact Owner' button below the SOBI listing via SOBI plugin

Home → Doctors → General Physician → shweta SOB₁₂

SOBI2 Search Add Entry

Classic Bamboo Furnishings Pvt. Ltd. shastri rd 411032 WaySearch INDIA

Date added: 2010-04-17 17:50:39 Hits: 21

CONTACT OWNER

Contact Form

Clicking the contact button opens up a contact form which can be used to contact the owner of the listing.

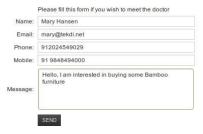
Home → Doctors → General Physician → shweta SOB₁₂

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shastri rd 411032 WaySearch INDIA

Date added: 2010-04-17 17:50:39 Hits: 21



Thank you message

Once the user submits the form, he is shown a thank you message & a notification email is sent to the listing owner that he has received a Lead on the site & that he needs to $\begin{tabular}{l} \blacksquare \\ \tiny Date \ added: 2010-04-17 \ 17:50:39 \ \ Hits: 21 \end{tabular}$ login to see it.

Home → Doctors → General Physician → shweta

SOB₁₂

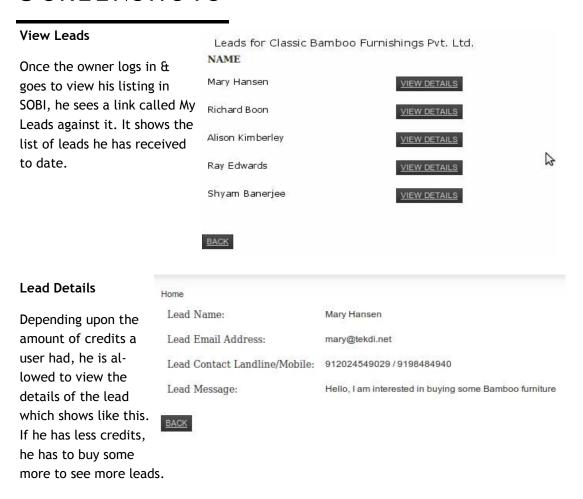
SOBI2 Search Add Entry

Classic Bamboo Furnishings Pvt. Ltd.

shastri rd 411032 WaySearch INDIA

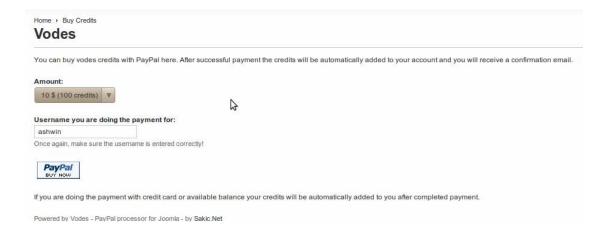
Thank you for contacting Classic Bamboo Furnishings Pvt. Ltd. We shall get back to you shorly regarding this Inquiry

SCREENSHOTS



Vodes Extension to Buy Credits

We have integrated with Vodes, a free extension that lets you buy credits using Paypal. The user can buy the credits he needs to unlock any leads using the Vodes extension.



SCREENSHOTS

Credits Balance

When logged in, the owner can also see his credit balance on the site.

You Have 19 Credits





THANK YOU

Thank you for taking the time to go through our pre release brochure for the SOBI2 Leads extension. We hope you like it. We are in the final stages of Beta testing currently & are open to feedback from patrons like you to improve our extensions!