

Vote for Your Favourite B2B Lead Generation Tools
B2B marketers take action to share their insights

October 4, 2006 – Toronto, ON – What are the most popular, affordable, and user friendly [B2B lead generation tools](#)? Direct Impact Marketing is inviting B2B marketers to voice their opinion and share their expertise about the lead generation tools they use most. Direct Impact Marketing is asking marketers to complete an [online survey](#), found at <http://www.surveymonkey.com/s.asp?u=561102653676>. It takes only a few minutes to fill out and its results will be used to identify the best lead generation tools in the industry.

The results will be compiled and presented by Robert Lesser, Direct Impact Marketing's President, at the **MarketingSherpa B-to-B Demand Generation Summit** in Boston and San Francisco this fall. Direct Impact Marketing will also share the survey results with each respondent via email. A directory of lead generation tools will be published on the LeadGenTools.com community.

"It is important that we share our knowledge and experience with one another in the small but dispersed B2B marketing community," says Robert Lesser, President of Direct Impact Marketing. "We need to know what lead generation tools rank highly with B2B marketers. This survey will provide the industry with the information needed to make the best decisions about lead generation tools."

About Direct Impact Marketing Inc.

Direct Impact Marketing Inc. offers outsourced [B2B lead generation services](#) as well as acting as the publisher of the LeadGenTools.com community (to go live on October 9, 2006). This free B2B Community provides marketers with a directory and peer reviews of affordable and user-friendly lead generation tools found nowhere else on the web, and as nominated by B2B marketers.

The services division of Direct Impact Marketing is an innovative outsourcer providing B2B lead generation services for marketing and sales executives. Leveraging industry best practices in lead generation along with customizing CRM tools, Direct Impact Marketing is focused on providing on-demand inside telesales and direct marketing teams.

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