



Engagement Marketing

POWERED BY ENERGY BPO

Expanding Beyond Calls



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The Outbound Challenge

iOS 26 Impact

New technology makes outbound marketing more difficult

Market Reality

Traditional cold calling strategies are becoming more costly

Compliance Burden

Increasing regulations make outbound campaigns riskier and more expensive to maintain compliance



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The Solution: Engagement Marketing

EnergyBPO's revolutionary approach turns the traditional model upside down. Instead of chasing prospects, we create magnetic inbound experiences that draw customers to you.

01

Text First

Initiate conversations through SMS with targeted, compliant messaging

03

Transfer Partners

Seamlessly route qualified leads to your specialized teams using current consumers of other vertically integrated partners like subscription, internet and Insurance services

02

Convert to Calls

Transform engaged text conversations into high-quality inbound calls





Expand Your Reach Across Industries

Convert customers by vertically integrating with affiliate partners in industries like home warranty, insurance, internet, and home security—plus hundreds more.



Social Media Scale

Drive millions of targeted visitors to custom landing pages through precision social media advertising campaigns.



SMS Engagement

Strategic text messaging campaigns that start conversations and build interest before transitioning to voice calls.

Triple-Channel Approach



Insurance

Insurance

These customers already have verified payment histories and active monthly billing. Transfer partnerships let agencies cross-sell energy and related services, adding value to established accounts.



Internet Providers

Internet users also rely on electricity and gas. Pairing these essential services creates a natural, high-conversion fit for transfer partnerships.



Subscription Services

Subscribers are accustomed to recurring payments and bundled services. Transfer programs between compatible offerings increase retention and lifetime value for both partners.

Examples of Industries We Partner With for Transfers

We connect compatible industries whose customers share service needs, creating stronger results for every partner.



Call Transfer Excellence

Our sophisticated call transfer system connects your qualified leads with your sales teams at the perfect moment when they're engaged and ready to buy.

1

Warm Transfer

Connect hot leads directly to our specialized sales representatives who know what they are looking for

2

Higher Conversions

Achieve better close rates with pre-engaged, qualified prospects. Currently at overall conversion rate of 24%

3

Better usage and Net sales

Currently seeing a 30% or better net sale average than our current outbound dialing services



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Compliance You Can Trust

EnergyBPO maintains the highest standards of compliance and consumer protection, just as we always have.

Every Lead Comes With a **TrustedForm** Integration

- Verifies when and where a lead gave consent.
- Records proof at form submission.
- Creates a certificate with timestamp and webpage.
- Connects to CRM to track compliance.
- Protects against TCPA violations.

Every Lead Comes With a **TrustedForm** Affidavit

- Legal proof that consent is valid.
- Issued by ActiveProspect.
- Confirms time, IP, and form details.
- Used for audits or legal defense.
- Serves as verified evidence of opt-in.

DNC Compliance

Full Do Not Call registry management and adherence across all channels

Insurance Policy

All clients will be backed by our 1 million dollar TCPA insurance policy for protection at the highest level

Industry Standards

Meeting and exceeding all regulatory requirements in subscription, internet, and insurance verticals



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The Partnership Advantage

Scale Together

Partner with us to rapidly scale your customer acquisition while we handle the complex engagement marketing infrastructure

- Proven transfer protocols
- Dedicated account management
- Performance tracking

Risk Mitigation

Energy BPO is committed to provide the strongest risk controls and consistent compliance

- We ensure reliable compliance through our trained agents, processes, and documentation
- Our team is trained on the most current regulations and proper handling of data
- We make it happen for our clients — ethically, legally and effectively



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Market Transformation

The Future is Engagement Marketing

While competitors struggle with outdated outbound strategies, Engagement Marketing positions you at the forefront of customer acquisition evolution. Transform your approach before your competition does.



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Ready to Scale?



- **Partner with EnergyBPO**
Join our transfer program and access millions of engaged prospects
- **Launch Your Campaign**
Start converting text conversations into high-value inbound calls
- **Scale Your Success**
Grow your business with compliant, sustainable customer acquisition

Contact EnergyBPO today to discuss your Engagement Marketing partnership opportunity.



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