



**Lead Generation Proposal Tracker**

1.20.2026

**Context:**

This project explores the development of a targeted lead generation strategy for the meetings and group travel segment, with a focus on proactive, outbound approaches.

The effort includes evaluating specialized vendors skilled in conducting direct outreach, such as cold calls, in-person engagement, and relationship-driven prospecting, to generate qualified leads and expand our pipeline.

**Goal:**

Identify 3rd party vendors capable of scalable, effective tactics that complement existing sales efforts and support long-term growth in group and meetings business.

Vendor	Name	Status	Proposal:	Notes:
Otsego, Inc. d/b/a Strategic Database Research	Jonathan Nathanson President jnathanson@strategicdatabase.com 561.395.8807  Peter Miller pmiller@strategicdatabase.com  www.strategicdatabase.com	Intro call: 12/9/2025 Proposal: 12/18/2025	SDR - Florida Keys Lead Gen Sales Support Prop	Vendor understood the assignment and was responsive, provided a proposal that met our needs the best in timely manner.
Blue Interactive Agency	Peter Brooke CEO peter.brooke@speaktoblue.com  https://blueinteractiveagency.com/	Intro call: 12/9/2025 Proposal: 12/19/2025	The_Florida_Keys_&_Key_West_Digital_Marketing	Vendor understood the original assignment, but upon review noted he is unable to fulfill exactly what was requested and proposed an alternate service and scope, which we don't need.
FlatWorld Solutions	Gaurab Banerjee Business Development gaurab.banerjee@flatworldsolutions.com 609 917 9167  Nitesh Kumar CEO nitesh.kumar@flatworldsolutions.com  http://www.flatworldsolutions.com/	Intro Call: 1/22/2025 Proposal: 1/16/2025	FWS Proposal_The Florida Keys & Key West.pdf	Vendor understood the assignment, was initially responsive with requests for clarification and additional information, but needed an extended deadline to submit a proposal. The scope in the proposal aligned with our needs.

Comparison	Setup / database setup	6-month Program Cost	6-month Media Cost	Total
Strategic Database Research	\$1,500.00	\$18,900.00	\$0.00	\$20,400.00
Blue Interactive Agency	\$0.00	\$39,000.00	\$45,000.00	\$84,000.00
FlatWorld Solutions	\$2,000.00	\$34,416.00	n/a	\$36,416.00

**Recommendation:**

Based on responsiveness, clear understanding of the project scope, our business model, and alignment with our lead generation objectives, Strategic Database Research is recommended for this initiative.

Their proposal delivers the requested services at a reasonable cost (\$20,400 for setup and six months) and aligns best with our needs.

# Proposal – Lead Generation Support for –



The Florida Keys & Key West  
... come as you are<sup>®</sup>



## About Us – The Flatworld Story



**10+**  
global delivery  
centers  
serve Fortune  
500 &  
Fortune  
100 companies



**15+**  
distinct  
industries  
are served



**20+**  
years of  
experience.  
Our clientele  
spreads  
across 100+  
countries



**60+%**  
revenue  
comes from  
customer  
relationships  
older than  
5 years



**10+**  
US based  
Senior  
Executives  
  
We are here for  
Transition,  
Training &  
Support



**5500**  
+  
trained and  
experienced  
employees  
serving  
global  
customers



**100M+**  
in cost  
savings for  
clients per  
annum



**Flatworld**  
Solutions  
UNLOCK WINNING WAYS

# Flatworld's Contact Center Capabilities

 Inbound Call Center

 Telemarketing

 Chat Support

 Technical Support

 Outbound Call Center

 Email Support

 Business Process as a Service

 Quality Monitoring

 CCTV Monitoring

## 24/7 Support for

 Customer Acquisition

 Customer Support & Service

 Managing Loyalty Programs

 Customer Retention

 Handling Back-Office Tasks

 Customer Feedback & Surveys

 Handling Alerts

 Virtual Assistants

 Quality Assurance & Monitoring

# Language Capabilities



Cantonese



Spanish



German



Portuguese



Arabic



French

1

Support provided in over 6 + foreign languages

2

Team of native speakers

3

Unmatched accuracy and localization

4

Streamlined quality control systems

5

Time zone advantage and **24/7x365** workdays

# Transition Process Flow



# Engagement Model



## Requirement Capture & Initial Goal Setting

- Efficient Assessment & Project Planning.



## Collaborative Hiring Approach

- Rigorous Pre-screening.
- Client interviews
- Right fit ensures better results



## Knowledge Transfer & Nesting

- Train-the-Trainer approach.
- Agent Certifications.
- FWS to take care of future training.
- Nesting for shorter Learning Curve & better retention..



## Project Management & Governance

- Dedicated Project Management
- Dedicated Performance Management
- Daily, Weekly Performance Reviews

01

02

03

04



## AI & Automation Powerhouse

- In-house AI & Automation Division developing AI tools & pathbreaking solutions.
- Proactive approach in identifying & proposing solutions.



## Analytics & Reporting

- Power BI Based reporting
- Customized reporting template
- Intuitive Analytics
- On-Demand actionable intelligence



## Quality Assurance

- Ongoing QA Audits,
- Regular Feedback & coaching
- Automated QA Tool
- Weekly Calibrations with Client
- Customizable QA Metrics & Scorecard

07

06

05

**Company Overview:** Visit Florida Keys & Key West is the official tourism organisation for the Florida Keys, responsible for promoting travel and curated experiences across the island chain from Key Largo to Key West. The organisation highlights the destination's natural beauty, outdoor recreation, cultural attractions, events, and accommodations through its official destination platform. Its mission is to inspire visitation, support local hospitality partners, and provide comprehensive planning resources while preserving the unique environment and lifestyle of the Florida Keys.

**Objective:** To generate and qualify top-of-funnel MICE leads (excluding group leisure travel) for Florida Keys hotel properties by engaging corporate and association meeting planners, and to seamlessly transition qualified opportunities to the client's sales team for further nurturing and closure.

## Key Requirements:

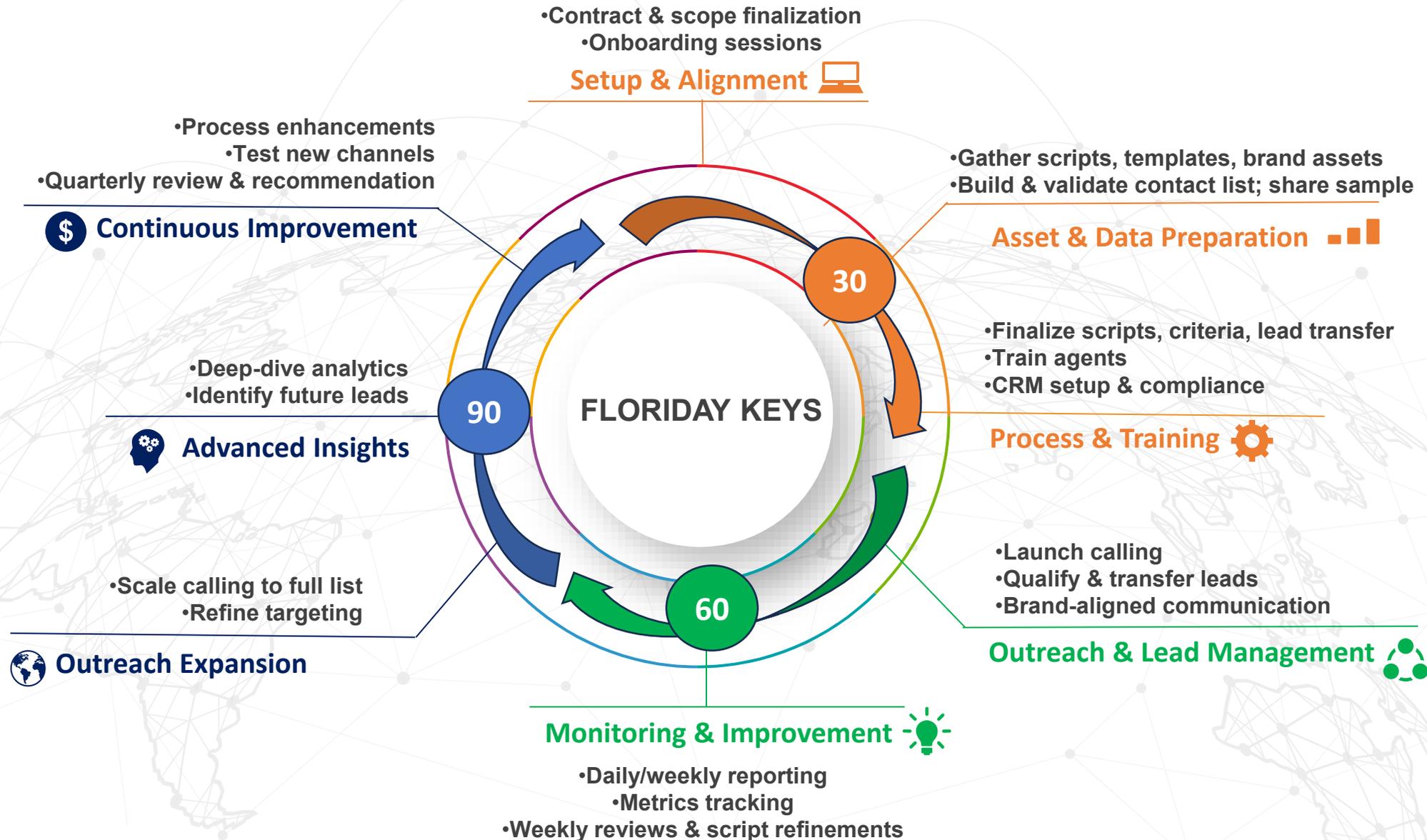
- Source and build a targeted database of corporate and association meeting planners (no client-provided lead list).
- Execute outbound calling as the primary engagement channel, with limited reliance on email or in-person outreach.
- Qualify leads based on event requirements, including room block size (minimum 10 rooms/night up to 150–200 rooms), timing, and intent.
- Transfer qualified leads to the client's sales team via hot transfers or scheduled appointments.
- Represent the Visit Florida Keys brand consistently across all touchpoints (email signatures, messaging, collateral).
- Provide regular reporting, insights, and feedback to support continuous optimization.
- Operate as a seamless extension of the client's internal team, not as a traditional outsourced vendor.

## Target Markets

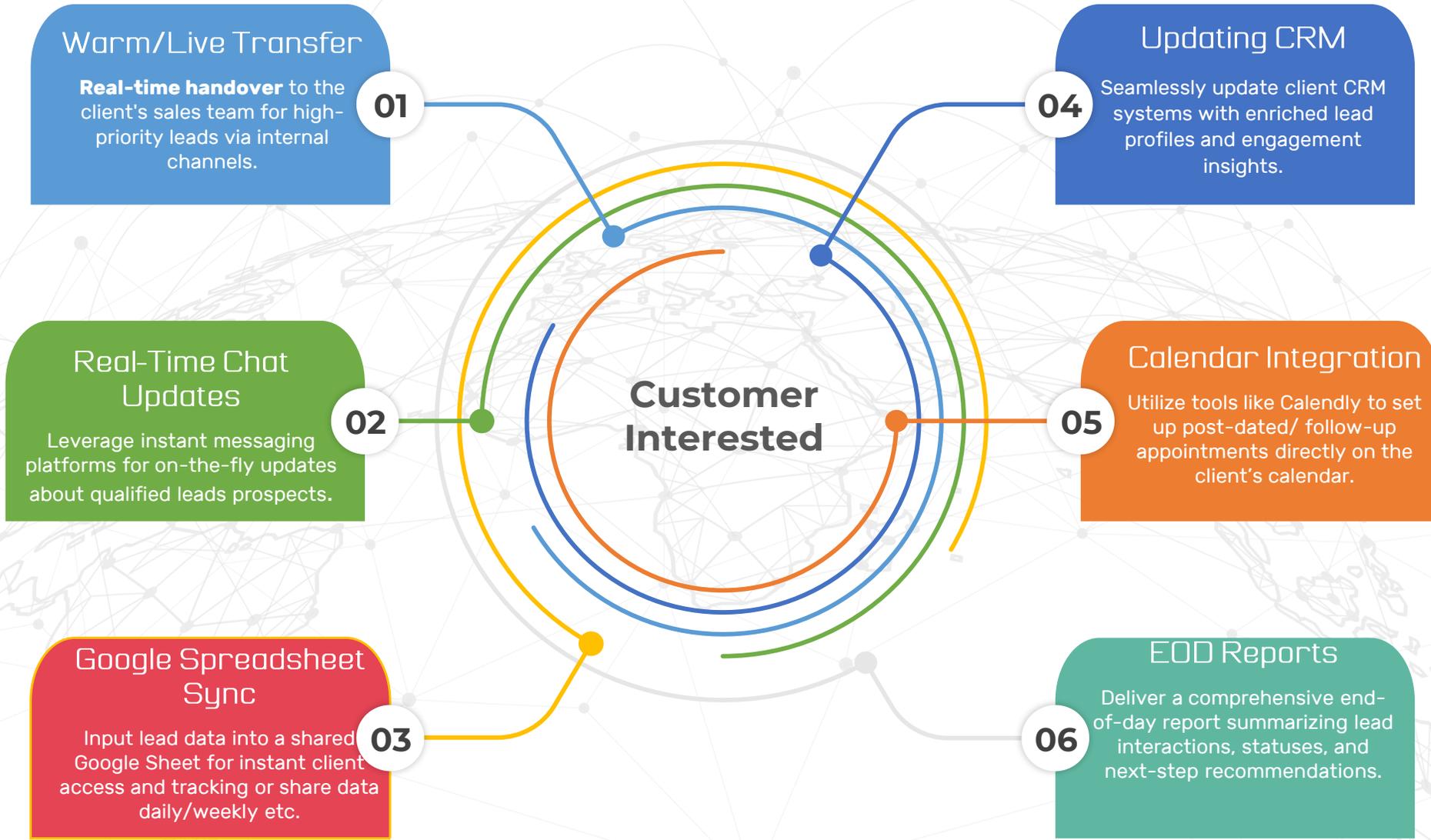
**Geographies:** Northeast U.S., Midwest, Southeast, and In-State Florida

**Key Cities:** New York, Philadelphia, Chicago, Des Moines, and surrounding metropolitan markets

# 30-60-90 Plan



# Qualified Lead Transfer Mechanism



# Commercial – Pricing Model

**Fixed Pricing:** In this model Flatworld would deploy a team of **Lead Generation Specialists** dedicated specifically to the project. Each resource will work for 8 Hours / 5 Days a week, The SLAs for productivity would be mutually agreed upon.

Operational Position	Language	Resources	Experience	Hourly Cost/FTE	Total Monthly Cost / FTE
Lead Generation Specialists	English	1	1 – 2 Years	\$11.95	\$1,912
Performance Management	English	Shared	-	-	Inclusive
QA	English	Shared	-	-	Inclusive
IT infrastructure & Workstation Cost	-	-	-	-	Inclusive
Project Management Team (including buffer)	English	Shared	-	-	Inclusive
Training	-	-	-	-	2 Non-Billable Days
Final “Monthly” Total Cost	-	“Proposed” – 2 FTES	-	-	\$3,824

Currency USD

## This Includes:

- ❖ A team of qualified **Lead Generation Specialists** best suited for the project.
- ❖ An experienced **Project Management Team**.
- ❖ Shared **Quality Team Leader / Supervisor** to manage the team and act as **SPOC**
- ❖ Access to **Customised Reports & Dashboards** of the team’s **Productivity and Performance**.
- ❖ This further **includes** the **Project Setup Cost, Employee Salaries, Hiring, IT, Workstation Cost, Infrastructure & all other overheads**.
- ❖ Any hours worked by an agent beyond the standard **160-hour monthly threshold**, such as during months with 22 working days, will be billed at the applicable standard hourly rate.

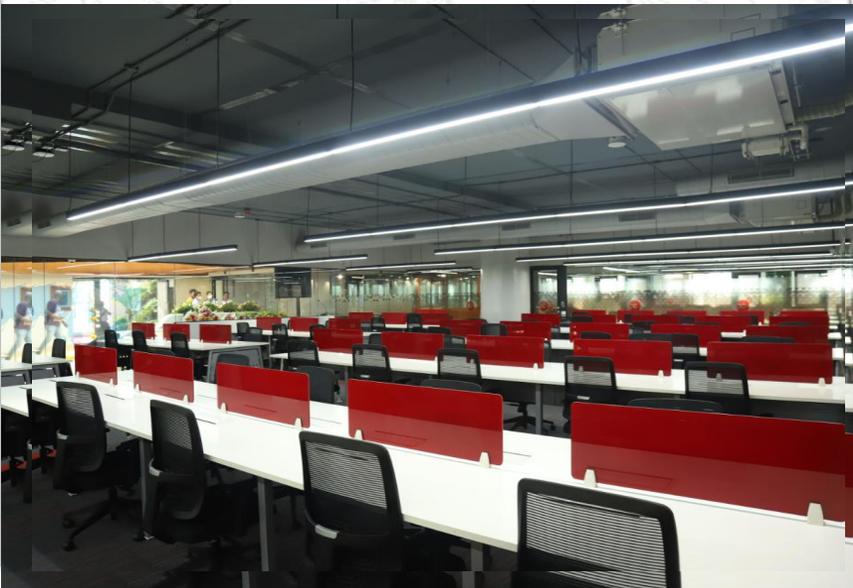
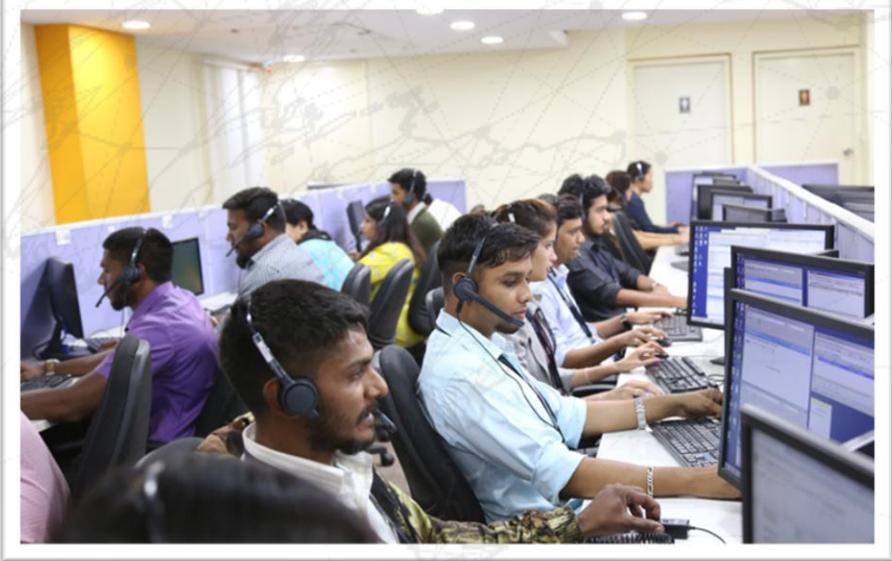
## Commercial – Pricing Model

**Database costs are excluded from the service fees and will be billed separately.** The engagement will commence with an initial dataset of approximately **5,000 records**, charged at **USD 0.40 per record**, amounting to a **one-time cost of USD 2,000**. Any requirement for additional records beyond the initial dataset shall be subject to **separate pricing and prior written approval** from the client before procurement.

# Why Flatworld? Unlock new levels of Growth, Efficiency, & Customer Engagement



# Flatworld - India



# Flatworld Philippines



# Flatworld Philippines



**Flatworld**  
Solutions  
UNLOCK WINNING WAYS

LET'S ENGAGE  
TO UNLOCK  
WINNING WAYS!!!

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## Introduction

VisitFloridaKeys.com is the official destination marketing organization responsible for promoting tourism across the Florida Keys. As group travel, corporate retreats, incentive trips, and business offsites continue to evolve, traditional lead-buying channels have proven unreliable or non-existent for Florida Keys-specific group bookings.

After reviewing available third-party and affiliate lead sources, it is clear that scalable, qualified group booking leads for the Florida Keys are not readily available for purchase. This presents a significant opportunity: rather than sourcing demand, Visit Florida Keys can **create and own it**.

Blue Interactive Agency proposes a pilot demand-generation program designed to attract, qualify, and capture group travel interest directly from business decision-makers through paid media and purpose-built landing infrastructure.

## Objectives

- Generate qualified inbound leads for group bookings of 5, 10, 25+ rooms
- Attract business owners, executives, HR leaders, and travel planners
- Position the Florida Keys as a premier destination for corporate retreats, offsites, and group travel
- Create an owned, scalable lead-generation channel independent of third-party sellers
- Validate performance through a controlled pilot before scaling investment

## Scope of Work

### A. Pilot Demand Generation Strategy

#### Deliverables:

- Development of a 90-day pilot demand-generation strategy
- Audience definition and funnel mapping for group travel decision-makers
- Messaging framework focused on:
  - Corporate retreats
  - Executive offsites
  - Incentive travel

- Business and group accommodations
  - Lead qualification criteria aligned with Visit Florida Keys' objectives
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## **B. Landing Page & Conversion Infrastructure**

### **Deliverables:**

- Creation of a dedicated group travel landing experience hosted on a Visit Florida Keys subdomain
  - Example: groups.visitfloridakeys.com
- Conversion-focused page structure designed specifically for group bookings
- Lead capture form with qualification fields (group size, travel type, timeline)
- Conversion tracking and analytics setup
- Integration with Visit Florida Keys' lead handling process

*Note: Paid traffic will be directed exclusively to this landing experience to ensure clarity, intent, and measurable results.*

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## **C. Paid Media Management**

### **Primary Channels**

#### **Meta Advertising (Facebook & Instagram)**

- Targeting business owners, executives, event planners, HR leaders, and operations teams
- Creative formats including video, carousel, and static placements
- Messaging designed to inspire and convert group travel interest

#### **Google Search Advertising**

- High-intent keyword targeting related to:
  - Corporate retreats
  - Group travel Florida

- Company offsites
  - Incentive travel destinations
  - Campaign structure focused on qualified inbound demand
- 

### **Secondary & Supporting Channels (Pilot-Dependent)**

#### **Retargeting (Display & Video)**

- Retargeting website visitors and engaged users
- Reinforcing Florida Keys as a group destination

#### **LinkedIn Advertising (Optional Phase Two)**

- Job title and company-size targeting for executive and planning roles
  - Used selectively based on pilot performance and cost efficiency
- 

### **D. Campaign Management & Optimization**

#### **Deliverables:**

- Paid media account setup and configuration
  - Creative direction and ad copy development
  - Conversion tracking and performance monitoring
  - Weekly optimization based on cost per lead and lead quality
  - Ongoing audience and messaging refinement
- 

### **E. Reporting & Insights**

#### **Deliverables:**

- Weekly internal performance monitoring
- Monthly pilot performance report including:

- Lead volume
  - Cost per lead
  - Audience insights
  - Channel performance breakdown
  - Strategic recommendations for scaling, refining, or expanding channels
- 

### **Pilot Investment**

#### **Pilot Consulting & Execution Fee**

This fee covers strategy, setup, management, optimization, and reporting.

#### **Monthly Consulting & Management Fee: \$6,500 per month**

**Pilot Duration:** 90 days

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### **Paid Media Budget**

- Paid media spend is funded directly by Visit Florida Keys
- No markup on ad spend
- Budget recommendations provided prior to launch

#### **Recommended Pilot Ad Spend:**

\$7,500 to \$15,000 per month (final budget determined collaboratively)

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### **What This Pilot Delivers**

- Direct ownership of group travel demand
- First-party lead data and insights
- Clear visibility into what audiences, messages, and channels convert
- A scalable framework that can be expanded beyond the pilot



- Reduced reliance on unavailable or unreliable third-party lead sources

**Timeline**

**Week 1:** Strategy alignment, funnel design, landing page planning

**Week 2:** Landing page build, tracking setup, paid media configuration

**Week 3:** Campaign launch and initial optimization

**Weeks 4–12:** Ongoing optimization, reporting, and performance refinement

**Payment Terms**

- Consulting fees billed monthly in advance
- Paid media spend billed directly to Visit Florida Keys
- 90-day pilot commitment
- Additional services outside scope billed at \$150 per hour

**Confidentiality**

Both parties acknowledge that confidential information may be exchanged during this engagement. All proprietary information, data, and strategies will remain confidential and will not be disclosed to third parties without written consent. See Section 6 of the Terms & Conditions for additional confidentiality provisions.

**Signatures**

**Blue Interactive Agency, LLC**

**The Florida Keys & Key West**

**Name:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Signature:** \_\_\_\_\_



Date: \_\_\_\_\_

Date: \_\_\_\_\_

## Terms & Conditions

### 1. Scope of Services

*Blue Interactive Agency ("Agency") agrees to provide the digital marketing, technical, and consulting services described in this Services Order ("Agreement"). Any additional services requested outside this scope will require a separate estimate or agreement.*

### 2. Term and Termination

*The initial term begins upon the date of final signature listed above. Either party may terminate this Agreement with 30 days' written notice. Services and deliverables completed prior to termination remain billable and payable in full.*

### 3. Payment Terms

*All invoices are due in advance of service delivery unless otherwise stated. Payments may be made via credit card, ACH, or check. Any third-party costs (such as hosting, advertising, or software tools) will be billed directly to The Florida Keys & Key West without markup. Late payments may incur a 1.5% monthly finance charge.*

### 4. Changes in Scope

*Any modification to the scope of work, timeline, or deliverables must be approved in writing by both parties. Additional time or resources required for new requests will be billed at the Agency's standard hourly rate of \$150/hour or under a new Services Order.*

### 5. Ownership and Intellectual Property

*All original work produced by the Agency under this Agreement will become the property of The Florida Keys & Key West upon full payment. The Agency retains the right to display non-confidential work for portfolio or case study purposes. Pre-existing materials, tools, or frameworks owned by the Agency remain its exclusive property.*

### 6. Confidentiality

*Both parties agree to maintain strict confidentiality regarding any proprietary information, data, trade secrets, or business details shared during the course of this engagement. Confidential information shall not be disclosed to any third party without prior written consent.*

**7. Client Responsibilities (The Florida Keys & Key West)**

*The Florida Keys & Key West agrees to provide timely feedback, approvals, and necessary access to systems, accounts, or materials required for the Agency to perform services. Delays in approvals or access may affect delivery schedules and outcomes.*

**8. Performance Disclaimer**

*While Blue Interactive Agency commits to best practices and professional diligence, the Agency cannot guarantee specific rankings, results, or revenue outcomes due to variables beyond its control (e.g., search engine algorithms, third-party platform policies, or market conditions).*

**9. Limitation of Liability**

*In no event shall Blue Interactive Agency be liable for indirect, incidental, or consequential damages. The Agency's total liability for any claim arising under this Agreement shall not exceed the total fees paid by The Florida Keys & Key West during the three (3) months preceding the claim.*

**10. Independent Contractor**

*The Agency is an independent contractor. Nothing in this Agreement shall be construed as creating an employer-employee relationship, partnership, or joint venture between the parties.*

**11. Entire Agreement**

*This Agreement constitutes the full understanding between the parties and supersedes all prior discussions, proposals, or agreements, whether oral or written. Any amendments must be made in writing and signed by both parties.*

**12. Counterparts and Electronic Signatures**

*This Agreement may be executed in multiple counterparts, each of which shall be deemed an original. Electronic or facsimile signatures shall be treated as valid and enforceable.*

**13. Governing Law**

*This Agreement shall be governed by and construed in accordance with the laws of the State of Florida, without regard to its conflict of laws principles. Any disputes arising under this Agreement shall be resolved in the state or federal courts located in Broward County, Florida.*



Hi Kaire and Ed

Thank you again for the conversation and for walking us through your objectives around generating group travel and business booking interest for the Florida Keys.

After reviewing the landscape in detail, including third-party and affiliate lead sources, we are confident that the most effective path forward is not purchasing leads, but creating a dedicated demand-generation channel owned and controlled by Visit Florida Keys. Simply put, there is no reliable or scalable external supply of Florida Keys-specific group booking leads today, which tells us this is a demand-creation opportunity rather than a sourcing one.

Attached is a proposal outlining a focused pilot program designed to generate qualified inbound leads from business owners, executives, HR teams, and travel planners actively considering group travel, retreats, and offsites. The approach combines purpose-built landing infrastructure with paid media across Meta and Google to reach decision-makers at the right moment and convert that interest into measurable inquiries.

We are confident in this approach because it allows us to:

- Target the exact audiences responsible for group travel decisions
- Control messaging, qualification, and lead quality
- Optimize in real time based on performance data
- Build a scalable, repeatable channel that Visit Florida Keys owns long-term

The pilot structure is intentional. It allows us to validate performance, understand cost per lead and audience behavior, and refine the program before any larger rollout, while keeping investment and risk controlled.

We would welcome the opportunity to walk through the proposal together, answer questions, and discuss how this pilot can be aligned with your internal goals and timelines. Please let me know a convenient time to connect.

Looking forward to your thoughts.



Best regards,  
Peter Brooke  
CEO  
Blue Interactive Agency