



PLASMID MEDIA

Location
Boise, ID

Industry
Lead Gen Services

Founded
2003

Plasmid Media Breaks Into New Markets With the Help of LinkTrust Managed Services

Who is Plasmid Media?

Plasmid Media is a digital agency that provides state-of-the-art lead generation services for all business categories. Some of their key services include Creative Design, Strategy and Pre-Qualified Lead Transfers. Leah Bradbury currently acts as the CEO and President with Headquarters in Boise, Idaho.

“Increasing the number of campaigns has been a big factor in expanding the business.

We’re most excited about launching into new verticals and competing with companies that are a little bit bigger.”

- Leah Bradbury, CEO & President



The Challenge

The landscape for Lead Generation is constantly changing with new rules and regulations that lead generators, brokers, and advertisers are expected to maintain. These changes are coming from both the TCPA and FCC; even though some of these regulations won't be enforced until a later date, Plasmid Media is planning ahead and adopting best practices to stay compliant and competitive.

Navigating these changes on a per client basis is time consuming and with limited resources, getting a new client stood up could take longer than expected. That is exactly why Plasmid Media chose to partner with the LinkTrust Managed Service team.

The Solution

LinkTrust offers white glove service for creating and maintaining performance marketing campaigns. While the normal support offered by LinkTrust is phenomenal, the Managed Service team takes things to the next level.

Leah has a weekly meeting cadence with the team to organize, plan, and create new lead gen campaigns for multiple clients. On occasion, the LinkTrust team will interact directly with the client for a smooth and quick set up; there are a lot of moving pieces so even this weekly sync has made a huge difference.

The Outcome

The speed at which Plasmid can create and launch new campaigns with the help of LinkTrust Managed Services has been a game changer. Plasmid Media is able to offer their clients customized lead generation programs with a 1:1 consent that aligns with FCC and TCPA guidelines.

Traditionally, these programs would take a long time to set up, but with the help of LinkTrust, Plasmid has been able to break into new markets and compete with bigger lead gen companies in a compliant manner. The confidence to scale has been the biggest take away for Leah and her team.

Recently, Plasmid Media signed a contract with a big player in the lead gen space- without Managed Services that would've taken several months to put together.