

More opportunities. Better follow-up. Smoother delivery.

Client acquisition and workflow automation
for marketing agencies.

About AutoZen

AutoZen helps marketing agencies develop new business opportunities, manage lead follow-up, and reduce repetitive delivery work. We combine prospect research, approved outreach, AI-assisted workflows, and human oversight around clearly defined business goals.

Five ways to work with us

- 01 Client acquisition & appointment setting
- 02 Client lead follow-up & booking
- 03 Enquiry & proposal reactivation
- 04 Reporting & onboarding automation
- 05 White-label lead conversion partnership

Start with one clear problem. Measure the work. Expand when the results justify it.

SERVICE 01

Client acquisition & appointment setting

Build a focused prospecting process for your agency.

Who it is for

Agencies with a clear service, a defined ideal client, and capacity to handle new sales conversations.

What we deliver

- Research suitable businesses and relevant decision-makers.
- Prepare approved outreach and up to two follow-ups per prospect.
- Manage replies and qualify interested prospects against agreed criteria.
- Coordinate meetings and hand over context to your sales team.
- Provide weekly activity and opportunity reporting.

Starting scope

One service, one niche, one geographic market, and one agreed outreach channel. Up to 200 researched prospects per month. Contactable volume depends on available data. Your team handles sales calls, proposals, and closing.

Investment

30-day pilot: AED 2,500.

Optional ongoing management: **AED 3,500/month** for the same scope, including a fresh prospect batch.

How progress is measured

Prospects contacted, replies, qualified opportunities, meetings booked, and attendance. Research volume is not a promise of interested leads or meetings.

SERVICE 02

Client lead follow-up & appointment booking

Help your clients convert existing enquiries into appointments.

Who it is for

Performance agencies whose service-business clients receive enquiries but have gaps in response speed, follow-up, or booking.

What we deliver

- Connect an agreed lead source and messaging channel.
- Respond using approved information and qualification questions.
- Help suitable prospects book into the client calendar.
- Follow up on unanswered enquiries and send reminders.
- Escalate complex questions to a person and track appointment outcomes.

Starting scope

One client account, one lead source, one messaging channel, and one calendar. Up to 200 new enquiries during the 30-day pilot. Client permission and access are required.

Investment

30-day pilot: AED 2,000.

Ongoing management: **AED 1,000-1,500/month per account**, subject to scope and volume. New account setup is quoted separately.

How progress is measured

Response time, qualified enquiries, booking rate, and attendance rate compared with the available baseline. The client retains responsibility for sales and service delivery.

SERVICE 03

Enquiry & proposal reactivation

Reopen conversations with prospects already in your pipeline.

Who it is for

Established agencies with a usable backlog of old enquiries, stalled proposals, or previously interested prospects.

What we deliver

- Review and segment existing opportunities.
- Develop messages relevant to the original enquiry or proposal.
- Run an approved follow-up sequence through one agreed channel.
- Qualify renewed interest and hand opportunities to your sales team.
- Report replies, reopened opportunities, and meetings.

Starting scope

One 30-day campaign covering up to 300 existing contacts. The agency supplies the records and relevant conversation history. Exclude opted-out contacts and unsuitable records.

Investment

Initial campaign: AED 1,500.

Further campaigns: **AED 1,500-3,000 each**, depending on volume and complexity. No recurring commitment is required.

How progress is measured

Reachable contacts, replies, renewed interest, meetings, and subsequent sales updates supplied by the agency. Previously interested prospects are not guaranteed to re-engage.

SERVICE 04

Reporting & onboarding automation

Reduce repetitive administration across client delivery.

Who it is for

Agencies spending substantial staff time preparing recurring reports, collecting onboarding information, or chasing missing inputs.

What we deliver

- Map one reporting process and one onboarding process.
- Build one reusable reporting template from up to two data sources.
- Create an onboarding form, reminders, and internal task creation.
- Test agreed workflows and define human review checkpoints.
- Provide a handover walkthrough and operating notes.

Starting scope

One reporting template and one onboarding workflow using agreed, accessible systems. Compatibility and integration complexity are checked before the scope is confirmed.

Investment

Starter implementation: AED 2,500.

Broader implementations: **AED 3,500-6,000.**

Optional maintenance: **AED 500-1,000/month**, with a defined support scope.

How progress is measured

Report preparation time, onboarding completion time, manual steps removed, and workflow errors. Recurring software subscriptions are separate.

SERVICE 05

White-label lead conversion partnership

Expand lead follow-up across several client accounts.

Who it is for

Established performance agencies ready to offer managed lead conversion under their own brand across multiple clients.

What we deliver

- Deploy the lead follow-up and booking service across agreed accounts.
- Configure client-specific qualification, messaging, and handover rules.
- Connect approved lead sources, CRM workflows, and calendars.
- Monitor performance and improve agreed conversation flows.
- Provide account-level reporting for agency review.

Starting scope

This is the multi-account expansion of Service 02. Per-account lead limits, channels, integrations, response coverage, and support responsibilities are agreed in writing before launch.

Investment

Up to 3 accounts: AED 7,500 setup + AED 4,500/month.

Up to 5 accounts: AED 12,000 setup + AED 7,500/month.

Software and messaging usage are additional.

How progress is measured

Booking and attendance rates by account, follow-up coverage, handover quality, and the commercial value of the service. Begin with a single-account pilot where appropriate.

WORKING TOGETHER

A clear scope. A measurable starting point.

01 / Align

Choose the priority service, audience, scope, and success measures. Confirm the available data, access, and responsibilities.

02 / Prepare & launch

Approve messaging and workflows, test the setup, and agree on a launch date. Pilot delivery begins once payment, access, and required approvals are complete.

03 / Review & improve

Review activity and outcomes, identify what needs to change, and agree whether to continue or expand. Pilots do not renew automatically.

Commercial notes

All prices are in AED. Final scope, applicable taxes, payment terms, and third-party costs are confirmed in the quotation. Pilot fees are payable upfront. Software, data, and messaging costs require prior approval. No fixed number of appointments, sales, or revenue is guaranteed.

Let's discuss your agency's priorities.

Connect with Farheen for a short Zoom meeting to explore the right starting package. Share a convenient day and time.

Farheen | AutoZen Agency

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