



“Buried in Leads”

Elevator Pitch - A marketer obsessed with tech, a CEO obsessed with leads, and the catastrophic results no one could have predicted - another tale about marketing, headed OUTBOUND!

Written By - Jacob Sanders

CAST

NARRATOR - Jason Fox
Stanley Permille - Mike Whelan Jr.
Officer - Jake Sanders

Gene, the Boss - Samuel Brealey
TV Anchor 1 - Dave Sanders
TV anchor 2 - Lexy Rose
Staff 1 - Anna Blanken
Staff 2 - Gregory Froom
Staff 3 - Paul Julius

INTRO

(SFX - Interior Police Station - zoom into interrogation room)

Officer - "Let's go over it *one* more time? (stubs out cigarette) I'm still having a hard time believing the story myself - my dad used to be in marketing and advertising, at least, that's what he said before he left us...." (shuffles papers)

"These pictures are...just..."

Stanley - "Look, I know how it sounds, but you have to believe me -

Officer - (doubting) "Mr. Perille - the list of charges against you are...extensive - you're looking at several personal injury claims from the sales staff hurt in the event,

(a little madder) vandalism, arson, destruction of private property above ground, federal property below, and a few complaints from satellite companies that experienced outages at exactly the same time as the INCIDENT

- so

- if you don't make this crooked story of yours square, they're gonna throw a library of books at you and bury you in law, just like you buried those coworkers of yours in, whatever that stuff was -

Stan - (*quiet desperation*) Leads.

Officer - What?

Stan - those were leads - I'm telling you, I buried them in leads! (music stab)

Officer - (dismissive) ok - Tell us the story - one. More. time. (*music* - stab)

NARRATION OUTRO -

Picture in your mind, two men, locked in a scene of desperation - one desperate for answers, running toward the truth, the other, looking to run away from it - both, clinging to FACTS like a clapper in a bell, swinging between reality, and un-reality - trying to get to the bottom of a story about marketing, gone so successfully, no one expected the catastrophic results - it's another unexpected ride, headed OUTBOUND.

TITLE -

You're about to enter another dimension, a vertical beyond that which is known to marketers. It's a spreadsheet as vast as space and a billing model, timeless as infinity. It lies between buzzwords and brilliance, between farce and finance, and it spans from the depths of our ignorance, to the summit of our awareness of the Four Ps. This is a place of marketing imagination. It's a place, we call, OUTBOUND.

EPIISODE -

"Buried in Leads" written & Directed for audio by Jake Sanders

NARRATION INTRO - (music - suburban pluck)

Stanley Permlle wasn't crazy - at least, not at first - an ambitious marketer, working for a small business near the center of town, who never passed up a chance to "get the word out" - A tall, cup of nervous water, Stanley struck an unimposing figure, typically pouring over a phone or desk or keyboard, clacking away at content, scrolling for the latest tech, swiping, pinching, clicking, downloading, willing to try "anything" to get the phones to ring...

SCENE 1 -

SFX - office noise - sales floor -

Stan - (listening on phone) (whispering) "Look I know the principal is due, but if we could get an extension on the software, - yes, one last extension, you'll see yourself in the green..ok? Work with us?"

Boss walks by - (Stan straightens up, a little louder)

"- uh huh, well, let's pick this up tomorrow, we gotta keep crushing so you take care now, k? Bye." Gene - what's going on?

BOSS - Stan the man - what's the plan? (rubbing & slapping the cubicle, coffee in one hand, sips it)

Stan - Same old I guess, trying to pump the brakes on First Financial - they want to extend us ANOTHER line of credit, to which I said, woah woah - you know - let's work with what we have on the table, you know!?

BOSS - Sure, sure. Speaking of what's on the table - how are leads looking this week?

Stan - Fine, the leads, are coming in fine. Time on Page is looking -

BOSS - Yeah, but that's not a conversion, right? How are the leads looking, conversion wise?

Stan - Well, it's hard to know without talking to sales -

BOSS - They sent me to you, to talk about the quality of the leads.

Stan - Really?

BOSS - Look, Stan, you know I'm not 100% satisfied with our direction, nor our ROI.

I know you've made some comments about job security, so I want you to know I've not yet given up on what we're doing here.

So rather than throw my hands up in the air, I wanna have a solid focus moving forward into the second half of the year.

Stan - Absolutely Gene.

BOSS - Great. So - I've got a rep from SmarketBomb in my office right now

Stan - Woah.

BOSS - Yeah, and with *their* AI, a marketing strategy that immediately produces leads, - ROI in under 60 days!

Stan - Wow. Sure.

BOSS - I want you to come in here, if you have a second, and type in your daily routines into the AI - to kickstart the coding. Ok?

Stan - This is a trial of the software or...

BOSS - Oh no, I've pretty much made up my mind about this. Results in 60 days, Stan. We've been trying your marketing ideas for the past six years; (square on the shoulders) it's time for a leap into the future. SmarketBomb promises to "bury the place in leads" - Sales & Marketing would be happy, then I'd be happy, and then corporate is happy - and that's all that matters.

Stan - Sure, (stammers) lemme just close a few tabs and I'll be right in....

Officer Interrogation Room - So what was this Mr. Perille? An act of revenge, or collusion? Does this..SmarketBomb have anything to do with the damage?

Stan - I told ya, I did it - it has nothing to do with that crap company!

Officer - Oh so there is some motive here?

Stan - The only thing I was motivated to get, was business for the company, and that's what I planned to do before I walked into the bosses office to type my job description into a box that was going to replace me.

Officer - Ok, keep going - what did you do after your boss left your desk?

Stan - I run with a pretty wild bunch of marketers...

Officer - Is that right?

Stan - Yes. Marketing is pretty powerful stuff if you know what you're doing and you're...connected...to the right online communities.

Anyway - I'd been on a Slack for martech developers a few weeks back and remembered hearing something about a tool, called Lead Vortex.

Lead Vortex was a tech stack in beta, that, no lie, promised to bury your business in leads. That was their tagline. So when Gene had mentioned my replacement could do the same in 60 days, after I'd wasted 6 years of my life building this department, I decided, what the hell.

A few clicks, I enter the company credit card, slide through a few disclaimers, and hit a big, red, Submit button. Closed everything down and walked into Gene's office....

OFFICER - And what time was that?

Stan - Bout 9:45.

OFFICER - That's when the calls came in - and later, the news vans...

(BREAKING news bumper)

TV STATION - We're getting updates on that developing story where a small business was buried in leads from the internet - we go now to our own Stacy Williams who's live with the details -

Stacy - Chaos - the scene here outside a prominent business where just hours ago, a digital marketing campaign went live, and according to reports, "tore open a hole in the sky" out of which came, a huge, blackened vortex burying the entire building, in what appear to be clicks, calls, and leads.

A few of the staff managed to get out, but some are still stuck inside, trying to convert all the incoming business.

Staff 1 - I mean, it seemed like right after the first call came in, we couldn't keep up. Qualified lead after qualified lead came in - We were ranking higher than ever on Google by 10 AM - the Likes on our social media exploded at noon - my own mother called the 800-number, asking about a blog we wrote last week - and that's when the chats came in - the chats, the chats, oh the chats!

Staff 2 - It wasn't until I tried to head out for lunch that I noticed the leads were starting to come into the windows on the second level. Our receptionist started to tie together extension cords to create a rope to lower herself to safety, but I guess that's when the banner ads went live and I blacked out.

Stacy - Oh wow - so it appears that the vortex is lightening up a bit, here comes more of the staff, making their way out from under the heavy curtain of leads - sir, sir, can you tell us what happened - should business owners be concerned about marketing?

Staff 1 - Look - I'll just say this - we were not ready for the leads to come in so heavy and consistently. If you're in business, I guess, be cautious - we marketed this business right into the ground in one day. Buried in leads. (music - stab)

NARRATOR - *A C-Suite desperate for leads at any cost, a marketer dying to be the hero, no matter what it takes, and a business, destroyed by the toxic combination of the two - all of it, smoldering in a heap of ruins, covered in leads, spinning on a lonely planet, at the edge of a galaxy, headed OUTBOUND.*