



7 STEPS

TO

LEAD GENERATION

Word cloud containing terms related to sales and lead generation:

- SALES LEAD
- broker
- business
- interest
- phone
- immediate
- selling
- sales team
- quote
- search
- direct mailer
- warm
- suspect
- pipeline
- call
- agents
- follow up
- direct
- call back
- prospect
- system
- sale
- valuable
- generation
- appointments
- customer
- outbound
- inbound
- sales person
- forms
- warm
- referral
- good
- cold calling
- website
- funnel

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7 STEPS TO LEAD GENERATION

Lead Generation is Still on Top of the List for Online Marketing Challenges

- *Generating Leads*
- *Reaching Target Audience*
- *Elevating the Brand*
- *Measuring Conversions*
- *Retaining Customers*

Lead generation is about attracting the right prospects and converting them into sales. Quality and quantity are equally important in lead generation as well as how to go about attracting those leads. Marketing has undergone significant changes to capturing leads, and the most successful businesses follow a series of steps to secure the interest of potential customers.

Follows these guidelines for successful lead generation.

1 Set campaign objectives. Most lead-generation campaigns select from these objectives. Choose one primary and no more than two secondary objectives and make them very specific. Examples:

- *Number of leads expected*
- *Degree of qualification*
- *Cost per lead*
- *Lead-to-sales conversion ratio*
- *Revenue per lead*
- *Campaign ROI or expense-to-revenue ratio*

2 Analyze and select campaign targets. The tighter your targeting, the higher your response is likely to be. Current customers, of course, respond better than cold prospects. In fact, some companies find that much of their lead-generation work involves finding new opportunities in accounts they already have relationships with for new products, new buyer groups, or additional divisions. Most marketers focus on entirely new accounts for their lead-generation programs.

3 Select campaign media. For generating leads among new prospects, the best choices are SEO/Content Marketing, direct mail, email and telemarketing for ongoing campaign work. Trade shows, web-based lead generation, and referral marketing programs can also be effective. Among inquiries and current customers, you will find



telephone and email most productive, telephone being more intrusive and email being the less expensive option. Direct interested prospects to a landing page with specific information on your topic or offer. In some cases, requesting a phone call is your best call-to-action.

4 Develop a message platform. The platform is the key benefit that appeals to the target audience. Your response improves if you keep the message simple and focus on a single benefit.

5 Develop a campaign offer. The purpose of the offer is to motivate the target prospect to respond with an indication of interest in your product or service. Don't be fooled into thinking that you can get away without a motivating offer of some sort. You can't.

6 Create communications. Unlike general advertising communications, the copy is the most important element of your lead generation creative treatment, so use an experienced direct-response copywriter who can appeal to your audience.

7 Plan fulfillment materials and follow up communications. Speed is of the essence. Studies show that the faster the fulfillment materials are received, the more likely the lead is to be qualified. The need is still fresh, and competitors are less likely to be in the way. As a rule of thumb, inquiries should be fulfilled no later than 24 hours after receipt, if using printed materials, and instantaneously if using a landing page with downloadable materials.

Create a series of email and phone follow-up messages relevant to the prospects interest and need, set a schedule to distribute and stick to your schedule.



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