



17515 Spring Cypress Rd.
Suite C312
Cypress, Texas 77429
office 713.701.1728
fax 281.817.5478
stepinoff-crosier.com

STRATEGIES FOR SUCCESSFUL LEAD GENERATION

By Steve Stepinoff President/Partner

What is Lead Generation anyway? Why do I need it? Is it important? Of course it is important! Lead Generation strengthens your company brand, generates quality leads and generates new revenue for your company at the same time making you the leader in your field.

Every business needs leads to find new business. So what is the best way to obtain new business? Can you push a button and new business arrives at your front door? Or do you have to dig to find new business? But when you do find it, is the new business prospect right for your company?

These are some very common questions leading up to obtaining the right leads for your business. I have been very successful over my 30+ years in lead generation and obtaining new business development from start-ups to working with many Fortune 500 Corporations. The secret is hard work! There is no silver bullet to do one thing to bring you all of your business and it takes a lifestyle to think, network, generate qualified leads and close a sale. It is great feeling of accomplishment when you can achieve it. It is similar to becoming a good golfer, runner, musician or anything else that takes hours of practice.

SOME OF THE BEST TOOLS OF THE TRADE

There are some great tools to assist you to in your quest for quality lead generation. The first thing you need to do is to define your lead. What kind of lead fits your type of business? Is the lead the right fit or perhaps you may want to pass on it because it will not be profitable in the long run. Is there potential to grow this prospected lead? Isn't my website enough to get business?

LISTED BELOW ARE A FEW STRATEGY TOOLS THAT WILL ENTICE NEW LEAD GENERATION:

Website with strong SEO (Search Engine Optimization)

By choosing key words you can optimize and build your website so that when a lead searches for one of your keywords on a search engine, such as Google, Yahoo, Bing, etc., your website will be on the first few pages of that search engine.

Content Marketing

This is one of the most powerful tools on this list. Content Marketing is any marketing that involves the creation and sharing of media and publishing content in order to acquire and retain customers. Content Marketing is also defined as a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience - and, ultimately, to drive profitable customer action. This type of content businesses share is closely related to what you sell. The content's main focus is on the needs of the prospect. This information is consistently delivered and can be presented in a variety of formats, including news, video, white papers, e-books, infographics, email newsletters, case studies, podcasts, how-to guides, question and answer articles, photos, blogs etc.



17515 Spring Cypress Rd.
Suite C312
Cypress, Texas 77429
office 713.701.1728
fax 281.817.5478
stepinoff-crosier.com

Blogging

By definition, a blog is a regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style. A Blog is a great way to keep your website fresh and also keep the Google search crawlers fresh. Your Blog is a place where you can write excerpts about your industry and encourage your readers to gain knowledge.

White Papers

White Papers are an authoritative report or guide that informs readers concisely about a complex issue and presents the issuing body's philosophy on the matter. They are meant to help your readers understand an issue, solve a problem, or make a decision. They also elevate you to an authority in your industry.

Articles

Similar to white papers but to be written in a more "marketing tone" about your industry or a specific related subject matter.

PPC (Pay-Per-Click) Advertising

Also called cost per click, is an internet advertising model used to direct traffic to websites, in which an advertiser pays a publisher (typically a website owner or a network of websites like Google) when the ad is clicked.

Direct Mail

This is the delivery of advertising material to recipients by postal mail. You probably receive lots of this kind of advertising in your mailbox, however, this form of advertising can be a most powerful tool if applied properly and integrated into a marketing campaign to your prospects.

E-mail Marketing Programs

An E-mail Marketing Program is directly marketing a commercial message to a group of people using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness. Email marketing can be done to either sold lists or a current customer database. Broadly, the term is usually used to refer to sending email messages with the purpose of enhancing the relationship of a merchant with its current or previous customers, to encourage customer loyalty and repeat business, acquiring new customers or convincing current customers to purchase something immediately, and adding advertisements to email messages sent by other companies to their customers.

Telesales

Also called Inside Sales, Telesales makes use of the telephone to acquire new prospects. A Telesales representative will typically make upwards of 80 calls a day, generating prospects.

Social Media

Social Media has been broadly defined to refer to the many relatively inexpensive and widely accessible electronic tools that enable anyone to publish and access information, collaborate on a common effort, or build relationships. Social Media depends on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. Although traditional Social Media offer a variety of opportunities for companies in a wide range of business sectors, economic-sector mobile Social-Media makes use of the location- and time-sensitive aspects of social media in order to engage in marketing research, communication, sales promotions/discounts, and relationship development/loyalty programs. This tool is extremely powerful if you know what you are doing and can be very successful integrated into a current strategic marketing program.



17515 Spring Cypress Rd.
Suite C312
Cypress, Texas 77429
office 713.701.1728
fax 281.817.5478
stepinoff-crosier.com

Outbound Marketing

This is the traditional form of marketing where a company initiates the conversation and sends its message out to an audience. Outbound marketing examples: Tradeshows, TV commercials, radio commercials, print advertisements, newspaper ads, magazine ads, flyers, brochures, catalogs, cold calls, and e-mail blasts. Outbound marketing is the opposite of inbound marketing, where the customers find you, mostly through various paid and natural search engine marketing efforts. Outbound marketing is harder to track and less profitable than inbound marketing, yet ironically, organizations still spend as much as 90% of their marketing budgets on outbound marketing. Organizations looking to improve their sales and return on marketing spend would be well advised to re-allocate an increasing percentage of their marketing budget on inbound marketing.

Inbound Marketing

IM, as it is sometimes called is promoting a company through blogs, podcasts, video, eBooks, e-newsletters, whitepapers, SEO, physical products, social media marketing, and other forms of content marketing which serve to attract customers through the different stages of the purchase funnel. In contrast, buying attention cold-calling, direct paper mail, radio, TV advertisements, sales flyers, spam, telemarketing and traditional advertising are considered "outbound marketing". Inbound marketing refers to marketing activities that bring visitors in, rather than marketers having to go out to get prospects' attention. Inbound marketing earns the attention of customers, makes the company easy to be found, and draws customers to the website by producing interesting content. Many companies are now realizing that their technical documentation, often considered a "necessary evil", is authoritative, trustworthy content that can be a company's most effective inbound marketing channel, generating more than half of overall site traffic and over half of lead generation.

Content Syndication

This is the fuel for your lead generation program efforts. It is not enough to place your message or content on your website; you will also want to make sure it is available to thousands of potential leads. Content Syndication can take the form of both paid efforts, selecting websites that will host your content and nonpaid efforts, like writing a guest blog post on an industry association's website, or sharing your content information through RSS feeds and social media. Many content syndicators require that leads fill out a form asking for contact information such as e-mail addresses, address, company etc., to add a more qualified lead to your data base.

Video Marketing

This is a relatively new type of internet marketing and advertising in which business create 2-5 minute short videos about specific topics using content from articles and other text sources. The videos are then uploaded to various video sharing websites like YouTube for distribution and exposure. These video links can be and should be accessed from your website and can be set out through an outbound marketing program. We have produced more of these kind of videos in the past two years for our clients. They tell a short story in the visual sense.

Engagement Marketing

Sometimes called "experiential marketing," "event marketing," "on-ground marketing," "live marketing," or "participation marketing," is a marketing strategy that directly engages consumers and invites and encourages consumers to participate in the evolution of a brand. Rather than looking at consumers as passive receivers of messages, engagement marketers believe that consumers should be actively involved in the production and co-creation of marketing programs, developing a relationship with the brand. This prospect engagement is when a brand and a consumer connect. This one-on-one interaction will allow your invitees to create connections with your product or brand. We have successfully invited our prospects to an event to participate in this type of a program.



17515 Spring Cypress Rd.
Suite C312
Cypress, Texas 77429
office 713.701.1728
fax 281.817.5478
stepinoff-crosier.com

Trade Shows

These are exhibitions organized so that companies in a specific industry can showcase and demonstrate their latest products and services, meet with industry partners and customers, study activities of rivals, and examine recent market trends and opportunities. Why do I mention this? It is because trade shows make a great opportunity to collect qualified leads and, at the same time, strengthen your company's brand. We have worked with numerous companies around the globe promoting the brand awareness for our customers.

Networking

This is HUGE! Networking should be mastered as a lifestyle to be successful. This is when a socioeconomic business activity by which groups of like-minded businesspeople recognize, create, or act upon business opportunities. There is an art to proper networking.

The golden rule of networking is:

"ALL THINGS BEING EQUAL. PEOPLE WILL DO BUSINESS WITH, AND REFER BUSINESS TO, THOSE PEOPLE THEY KNOW, LIKE AND TRUST."

A business network is a type of business social network whose reason for existing is business networking activity (or connecting with other business people in order to further each other's business interests - forming mutually beneficial business relationships. There are several prominent business networking organizations that create models of business networking activity that, when followed, allow the business person to build new business relationships and generate business opportunities at the same time. A professional network service is an implementation of information technology in support of business networking to gather qualified lead generation.

You cannot get enough networking to be successful in Lead Generation. That is why some social media networks can be a great help in your networking abilities. Linked In is one of my favorites for business lead generation and keeping track of where my contacts move around from company to company.

Lead Nurturing and Scoring

This may be just as important as a tool in order to follow-up on a Lead. That is where most sales people drop the ball. The follow-up. Your prospect may not be ready now to purchase, but perhaps in a few weeks or months they may be ready. When you nurture and score leads, you can acquire a lead months after the initial contact is made. Through lead nurturing, systematically sending a personal e-mail to that particular prospect could gain you some surprising results. This could turn a lukewarm lead into a red hot one. And scoring leads on how closely they fit your profile, you know exactly when the lead needs to be converted into a sale. The last thing you want to do is to let a hot lead go cold because you did not follow up with a call back.

What do all these strategies do for you? They make your job easier and they shorten the sales process bringing in revenue much faster.

One More Factor

There is still one more factor that is most important. That is, you! Once you have a lead that is interested you need to be able to walk the walk and talk the talk about your company, and close the deal! So many people work very hard to bring in the lead generated by these strategies only to scare them away because they did not know how to close the deal or, at least, keep them interested for future business.



17515 Spring Cypress Rd.
Suite C312
Cypress, Texas 77429
office 713.701.1728
fax 281.817.5478
stepinoff-crosier.com

Getting Started: Let sales and marketing come together

So, what is a good lead anyway? Craig Rosenberg, sales and marketing expert and author of the Funnelholic blog, states that “there are two elements to a lead—demographic and psychographic. When it comes to the psychographic element, your definition of a lead will depend on your company, where you’re selling, and who you’re selling to.”

Sales and marketing may disagree. Therefore, you need sales and marketing to come together and agree on what is a qualified lead for your company. Your company’s success will depend on it. Is a lead worth pursuing and will that lead fit the established profile of the company’s strategy? Once you determine your qualified lead definition, it is also important to determine your marketing and sales funnel to ensure a seamless transition from marketing to sales, and immediate follow-up on hot leads.

Planning Makes Perfect

Put together a lead generation strategy and stick with your plan. Zero in on what works best and refine it to work for your company’s best leads. Since there is no perfect, one-size-fits-all approach to lead generation, just use the channels and tactics that help you reach and engage your target audience. You will be amazed with the results of your hard work and will soon be filling your sales funnel with high-quality leads.

If you would like to learn more about **Lead Generation, Strategic Marketing Planning, Branding** or excellent quality **Graphic Design** to promote your business please contact me at **713.701.1728 ext.101** or steve@stepinoff-crosier.com and ask for Steve Stepinoff, Partner and President at **STEPINOFF + CROSIER.**