

LEAD GENERATION MADE ~~EASY~~ EASIER

Boost the number of quality leads you generate by creating the perfect Program for your business.

"Lead generation is never easy. This book will give marketers the tools to make the process a little smoother and keep the leads flowing in to their pipeline."

ABOUT THE AUTHOR



Dale "DataDale" Filhaber has trained hundreds of business owners, marketing directors and sales managers in how to create an integrated Lead Generation Program that covers all the bases and keeps on on-going flow of leads into the sales pipeline.

Find out more about Dale Filhaber and Dataman Group's services by contacting

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**KICKSTART YOUR LEAD GENERATION
PROGRAM AND BOOST THE NUMBER OF
LEADS YOU BRING INTO YOUR SALES
FUNNEL**

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Every company needs to develop a results-oriented lead generation program that brings quality prospects into their business on an on-going basis.

Lead Generation is not an event. It is a well-thought out, multi-faceted plan that takes into consideration your goals, your budget, your resources and your brand.

You will not generate leads with a one-time direct mailing or Eblast. A business needs to be committed to an on-going program to succeed. And, since there are many different techniques of Lead Generation, a business owner will need to be well-versed in several to be successful.

To start - business owners need to understand that there are 2 main strategies of Lead Generation marketing – both Outbound and Inbound:

- Reaching out to find best prospects (Outbound)
- Creating the situations that allow prospects to find you (Inbound)

With a constantly changing and evolving marketing

landscape, it's hard to keep up with the latest trends. But that's my job.

Lead Generation Made ~~Easy~~-Easier was written for business owners who want to stay on top of the curve and insure that there is an on-going, steady stream of leads filtering into their business's lead pipeline.

In this book, we will be looking at developing an effective lead generation program by defining top prospects, examining both Outbound & Inbound strategies, reviewing the top lead generation channels, learning how to calculate costs, understanding the options for testing & tweaking and exploring an integrated approach with an eye towards increasing ROI.

And much of this can be done with a limited budget.



Chapter 1 – Defining Your Top Prospects

The key to a successful lead generation strategy – both Outbound and Inbound - is being able to identify who your best customers are and how to clone them.

Who are your best customers? Can you define them by their demographics, by their needs, by their life stage or lifestyle? Where are they?

Many experienced business owners know who their clients are and can rattle off a customer profile the same way they can do their elevator pitch. Others I work with tell me that they target "anyone interested in my services".....which is code for "I really have no idea".

There are also business owners who explain they focus on small business owners, or homeowners, or donors or moms. While these broad categories are a good place to start, this is still

way too general in terms of taking advantage of real targeting.

Bottom line – thinking you know who your best clients are and actually knowing who they are may be 2 different things.

Since none of us have unlimited budgets for marketing & lead generation, we need to market smart. The entire rationale behind target marketing is to narrow the universe to the best possible market segments we can afford to reach.

Your goal is to focus your marketing dollars and brand message on the specific markets that are more likely to buy from you than other markets. This is a much more affordable, efficient, and effective way to reach potential clients and generate business.

Example: Let's look at ABC Roofing is in Broward County, FL. There are 300,000 homeowners in Broward County. ABC Roofing cannot afford to direct mail to all 300,000 homeowners on a continuing basis nor afford what it costs in Pay Per Click advertising to come up 1st in Google Search. For ABC to generate an on-going flow of leads at a reasonable cost, they need to fine-tune this list of Broward County Homeowners by knowing who their best customers are and trying to cookie cutter them to create a workable prospect list to market.

By going into their own customer list, the owner of ABC was able to see that the age of the roofs they replaced in Broward County in the last 2 years were all over 15 years old. By

overlaying the age of the home onto the list, ABC was able to refine the prospect list down to 50,000 Home owners and market to them extensively, since these are ones most likely to have to replace their roofs.

With today's technology, a business can have their customer list analyzed at a very low cost and get a feel for their customers' basic demographics. An analysis can also tell you where your customers are. These tools can be used to select look-alike prospects. In addition to the demographics (age, income, gender, marital status, ethnicity), there are analytic tools that can tell you about your customer's interests & activities (healthy lifestyle, golfer, gourmet cook, downhill skier, avid reader).

Creating a Persona

Some businesses rely on creating a Persona or Avatar that represents the common traits of their ideal customers. A customer Persona is a fictional customer, with a photo, name, and personality. A business can have more than one Persona. Many business owners use this device to describe their ideal customer in detail including what they wear, what their hobbies are and what concerns them. This helps them create a voice for their Persona which can be used to help shape the actual marketing message.

Example:

Cheryl Smith is the mother of 2 young children, age 2 and 4. She lives with her husband in a single family home in Richmond Virginia. Cheryl's husband Ron works for a Fortune 500 company and Cheryl herself works part-time while the kids are at school. Their friends /cohorts typically have children as well and Cheryl plans play dates at local parks and at the homes of friends. Cheryl is active and in good shape; she is very concerned about her family's health & well-being. She is interested in healthy cooking, the environment and home décor.

Cheryl may be one of several Personas a business develops to help define their best prospects.



Chapter 2 – Developing Your Message

Regardless of whether you are using an Inbound or Outbound strategy, when it comes to lead generation, businesses need to ask themselves if their product is a NEED or a WANT.

Consumers spend their money on things they absolutely NEED first. Then, they spend their disposable dollars on things they WANT.

Examples:

- Ailment sufferers NEED prescription medication. They may want to hear about wellness offers
- New Homeowners NEED window treatments. They may want to find a new restaurant
- Pre-natal Families NEED infant furniture. They may want to know about mommy and me classes

- Dog Owners NEED the name of a nearby Vet. They may want to know where the new dog park is.
- Auto owners NEED Car insurance. They may want to have their cars detailed.

It's much easier to sell a NEED than a want...and it's your job to position your product in such a way that a want becomes a need.

The top copywriters suggest that asking questions is the best way to involve the reader, whether it is in print copy, envelope teaser or email subject line.

Remember, when it comes to lead generation, your job is to lead that horse to water. If the written word is not your thing, look towards hiring an agency or a copywriter to actually write the verbiage. There are very talented people out there who can really convince consumers that their lives will become a shamble if they don't buy your particular product.

This is where you convert the want into a NEED.

Examples:

- Do you ever get that chlorine smell from your tap water?
You need a proper Water filter to get your water quality up-to-sniff.
- Does your Homeowner's Insurance cover

groundwater leaks?

You need someone you can trust to review your policy's fine print and make sure you're protected.

- Does your lawn every look unkempt?

You need a company you can count on to keep your property looking its best.

Remember Cheryl from the previous chapter? This is where using a Persona like Cheryl might be a great tool for a business owner trying to convert a want to a NEED.

For example, a business in the Water Quality industry would market to Cheryl and her cohorts (Homeowners with Children) with a message of health & well-being for her children and family, highlighting the virtues of quality water for drinking, cooking & bathing. For Cheryl and her family, pure water is not a want but a real NEED.

BTW - There is a complete chapter coming up with tips for developing your actual creative message, including actionable words you can use to increase lead generation response.



Chapter 3 – Deciding On Channel

Every business owner needs to test a variety of marketing channels. Not every channel resonates with every prospect.

For example, older adults & millennials are more likely to respond to direct mail offers than GenX-ers. New moms are Facebook and Instagram aficionados. Business owners tend to use Linked In and Twitter. Many Home Improvement businesses find that trade shows are their bread and butter.

Regardless of whether you are focusing on Outbound or Inbound Lead Generation, the core direct marketing principles (marketing to the right group, having solid creative, making a good offer and timing it right) still apply.

In this book, we will be looking at these key lead generation

marketing channels -

- Email Marketing
- Direct Mail
- Telemarketing
- Online Lead Generation
- Search Engine Marketing
- Social Media – Facebook, Linked In, Twitter
- Trade Shows
- Door-to-Door
- Using an Integrated Approach



Chapter 4 – Using Email Marketing to Generate Leads

I could write an entire book about Email Marketing: when it works, when it doesn't work.

So many businesses felt that email marketing was going to be the panacea of marketing. Everyone hoped email marketing would be low cost and effective. We could email to everyone and people would be thrilled to get our email messages.

Not.

Think about your own email in-box. How many email messages do you get each day? Do they all go into your in-box or do some filter into your spam or delete folder? Do you read them all? Scan the subject lines? Do you open everything? Are you comfortable opening anything that comes from an unknown sender?

Truth be told, a high percentage of email messages are trashed by either the recipient – or by the ISP (internet service provider) who acts as your personal gatekeeper.

While you may think that you can buy an email list and load it into your constant contact (or other email broadcast software) be forewarned. This is seriously frowned upon by all the contact management providers who, if they find you have been broadcasting to rented or pirated lists, will shut your account down faster than you can say spam.

There are lots of good email providers in the marketplace who will provide the list and do the deployment on your behalf. The good email companies will never sell you their list for a couple of reasons. When the email address is compiled, people opt-in to the list. They also have the ability to say the how often they want to be contacted and for what types of offers. A reputable email service provider will not want their names misused – it reflects on them. Also, remember if they sell you the list, you don't need them anymore. Bottom line, if someone is willing to sell you an email list, it doesn't have much worth.

Back to email deployments. You can work with a “white-listed” email provider to get your message into your prospects' in-boxes. The term white-listed means that the ISPs will let email broadcasts from that company go through their systems. These

companies have a good reputation with the ISPs. They cherish and cultivate their white-listed status. In most cases, a white-listed provider will not even take your personal email list to add to the deployment because they don't know how you compiled & updated your data and they cannot take the chance that the list will bounce.

So how can you make an email marketing work?

First, email marketing is great for CRM (customer relationship management). If someone knows you and trusts you, they will open your email. If they don't know you, the chances of getting that email opened and read are slim.

In email marketing, quantity and frequency are the keys to the kingdom. People need to get used to seeing your name and that comes with frequency. A single email deployment isn't going to generate dozens of leads. You need to look at email marketing as part of a program; a series of well-planned communications designed to get your name out to your prospects so that they know who you are and will click on your message.

Standing Out from the Crowd

Subject line and teaser copy are important. You need to pique your prospect's interest. Remember, their inbox has been flooded with emails from lots of companies vying for their

attention. You need to stand out.

Much has been written about subject lines. Best practices suggest that the subject line be no more than 50 characters – you want the subject line to be readable in its entirety. How do you pique someone’s interest? Should your subject line tease, should it tempt – should it be straightforward?

Since your first impression will be your subject line, here are a few best practice tips to help you break through the clutter.

Creating compelling subject lines

- Keep it short so it fully displays in the reader’s browser window (under 50 characters)
- Start with the most important words
- Be specific
- Use numbers
- Convey a sense of Urgency. *“Act now”, “limited time”*
- Ask questions – This engages your readers and will encourage them to open your email to find out the answer.
- Use the preview line (sometimes called a pre-header, sometimes called a teaser line). This displays right after the subject line when your reader views the email in the inbox. It helps get the reader’s attention

- Testing - consider dividing your email broadcast into 2 groups using different subject lines and seeing which performs better.

Email marketing, just like any other form of direct marketing, needs to be tested and tweaked. You will need to test your subject line, list and offer – until you hit the magic combination that generates Leads day-in, day-out.



Chapter 5 – Direct Mail Lead Generation

The granddaddy of lead generation, Direct Mail still generates leads efficiently and cost-effectively.

It is the only medium guaranteed to get right into the home of your best prospects. It is dependable and gives you an opportunity to state your case in a compelling way – using text, photos, and the right call to action.

It's easy to rent a quality direct mail list, finely targeted to your best possible prospects. You don't have to worry about anyone blocking your message - the USPS will reliably deliver your mailer. As far as the creative piece, nowadays you can go on-line and find lots of templates you can use & adapt to create an attractive mail piece.

There are 4 key factors in Direct Mail Response: List, Creative, Offer and Market Timing. And, of course, each element

needs to be tested & tweaked for success.

The Mailing List:

Face it – not everyone is your prospect. If you are selling home improvements – you certainly don't want to waste your precious advertising dollars promoting your product to renters. Nowadays, marketers can slice & dice and target their mailing list to a narrow segment, spending their money efficiently.

There are literally thousands of mailing lists. In a broad sense, we categorize them as

- Hotline Lists
- Compiled Lists
- Lifestyle Lists
- Response Lists
- Modeled Lists

Hotline Lists are also referred to as Trigger lists – in other words, a household's presence on a Hotline list is triggered by something.

Hotline files include New Homeowners, New Movers, Parents of New Babies, New Mortgages, New Businesses, New Phone connects, New Magazine subscribers, New Divorces, Newly

Engaged, College Graduates, Individuals Turning 65, Parents of Children Turning 1, Individuals Turning 50.

Compiled lists are sourced from many different places and aggregated into a large database. Information is pulled from various sources to add depth to a given household record and allow a marketer to hone in on their best prospects.

There are many sources in the marketplace for age, gender and household composition. Other demographics, such as swimming pool ownership may be sourced from Property files, ethnicity from models created by Ethnic Technologies, mortgage information from courthouse records, children's age information from new birth records, etc.

All of this data gets incorporated into the file so you can slice & dice the data and select the demographics that most closely match your customer profile.

Response Lists - These households have self-reported that they have a particular interest, engage in a specific activity, take a prescription drug, enjoy a genre of music, subscribe to a particular magazine, donate to charitable organizations. This information may be compiled from websites, subscriptions or surveys. Additionally, mailing list compilers have agreements with different organizations to trade data or enhance their own data using other company's information.

Lifestyle Lists – These households have a propensity for certain lifestyle activities. Once again, this type of information is compiled from websites, magazine subscriptions, contest entries or surveys. Examples include active skiers, golfers, gamblers, cruisers, pet owners, gourmet cooking, outdoor enthusiast, healthy living, gardening, football enthusiasts, NASCAR fans, video gamers, sweepstakes/lottery participants.

Modeled lists – where we do not have specifically sourced information, models have been created to pinpoint households using generalities. You’ve heard of the expression “birds of a feather flock together”? List companies look at lots of variables to create these models. For example – A list company can take a list of households who are known to be regular international cruisers. The analysts look at the other variables in those households and then cookie-cutter those variables on “unknown” households, thereby modeling a list of households for their propensity to cruise. Modeled data works in many ways. Typically, models are done in deciles (10% segments) and marketers can choose to select the top decile within the model.

There are great companies in the marketplace that specialize in providing high quality direct mail lists. There are also some not-so-great ones. Ask your colleagues for a referral; check the Better Business Bureau or your local Chamber of Commerce.

One final caveat – if the price seems too good to be true, it probably is. Question the list.

The Creative:

The Creative combines both the look of the mail piece and the marketing copy. There are many agencies in the marketplace that specialize in direct response creative and they will sit down with you, review your product, goals and budget and help to create the campaign you want.

Many small businesses will do their creative work themselves, adapting mailers that they get from their home office or suppliers or modifying mail pieces they receive in the mail from their competitors.

For those businesses that are doing this on their own – here's a quick tip. Go to [Fiverr.com](https://www.fiverr.com). This is a website where you can engage an individual to provide you with the marketing services you need for your project, including graphic & design services, writing & translation, video & animation and online marketing....and all for the whopping cost of \$5.00. This is probably the largest virtual staffing agency in the world. I have used Fiverr resources to create a Facebook banner, update my logo and change the background on some artwork for my website. It's a site you should seriously check out.

Then there is the actual message you want to share with your prospects. We also know that specific words are actionable and marketers can increase their response rates simply by changing a word or two.

Marketing guru Pat Freisen explains that certain dynamic verbs are so powerful that it doesn't matter whether it is a subject line of an e-mail, teaser copy on an envelope, the headline of a post or even a tweet – the right verb can make a dramatic difference in the response or open rate.

This is the list of the top 55 Verbs that Help Convert prospects into customers:

- | | |
|--------------|--------------|
| 1. act | 29. learn |
| 2. add | 30. make |
| 3. apply | 31. master |
| 4. boost | 32. pack |
| 5. buy | 33. plan |
| 6. build | 34. perfect |
| 7. call | 35. polish |
| 8. choose | 36. read |
| 9. claim | 37. receive |
| 10. click | 38. reduce |
| 11. compare | 39. register |
| 12. confirm | 40. reply |
| 13. connect | 41. save |
| 14. contact | 42. see |
| 15. discover | 43. send |
| 16. download | 44. share |

- | | |
|---------------|---------------|
| 17. explore | 45. shop |
| 18. find | 46. sign (up) |
| 19. follow | 47. start |
| 20. get | 48. take |
| 21. grab | 49. talk |
| 22. go | 50. try |
| 23. improve | 51. tweet |
| 24. increase | 52. update |
| 25. join | 53. view |
| 26. kickstart | 54. visit |
| 27. keep | 55. watch |
| 28. like | |

As always, marketers need to test to see which words perform best for their individual direct marketing program.

Try to use these key words in a question format – your goal is to create a conversation with your prospects to encourage them to think about what you are offering and ask you for more information.

For example – How can you improve the taste of your water?

Can you save money on home repairs?

Do you want to get rid of brown spots on your lawn?

Want to compare your mortgage rate?

I do get it - it's not easy to create direct mail copy that

works. You're the boss – not a copywriter. However, the buck stops with you. Even if you aren't writing the specific verbiage, you need to be able to state your value proposition clearly so it's consistent with your brand.

These tips will help you trim your copy and make it more effective.

- Know your objective and have a clear call to action for the reader (e.g. Call 1-800-XXX-XXXX today...or Order today for your Free Gift).
- Always include a P.S. Many people read the P.S. first, so don't waste it. It always lifts response.
- Create a sense of urgency.
- Read your copy out loud and get rid of all the extra words ~~that~~ you don't use when you talk. "That" is the most overused word – it can almost always be eliminated.
- It's OK to start a sentence with "and" or "but."
- Keep sentences short.
- Use bullets with active words. We've all learned to skim. Make it easy for your reader to read & understand your message and act on it quickly

The Offer:

People aren't stupid. They can see straight through a lukewarm offer. When consumers think you're trying to put something over on them, you lose everything you accomplished with your great list selection, copy & design.

Bottom line - if you aren't making a worthy offer – forget it.

The offer is the theme of your communication. In many industries, I often see the offer being tacked on as kind of an “Oops – I almost forgot it” kind of thing. Begin with it. Restate it. Denote its key benefits. Create the actual copy around it so it's incorporated into the entire program.

Depending on the nature of the communication, there are different kinds of direct mail offers:

- **Lead generation offers**

Lead generation offers are typically free offers designed to get someone to raise their hands and say “I'm interested!” (and give us their info so we can connect with them) In the Water Quality Industry, common lead generation offers include gifts like family-sized tide, diapers, soaps, coupon books, gift cards to home improvement stores.

- **Order generation offers**

Order generation offers are paid offers. “Buy Now / Pay

Later”, “No interest until 2017”. When people respond to these offers, they are committing to pay at a later date. This is common in the Furniture Industry, there are offers like we will deliver your new sofa now / pay in 6 months.

- **Continuity offers**

Continuity offers are for companies that sell products on a monthly basis. “Try us before you commit”. The offers used for these types of companies are usually free trials for a specific period followed by an agreed-upon monthly billing. In the Pool Service Industry, “Try a week of our stellar service on us – and if you like it, sign up for our convenient weekly service”.

- **Traffic building offers**

Traffic building offers are most often used by retailers who want to see their stores packed with customers. The most common traffic building offers are discount coupons, BOGOs, Gift with Purchase or free event promotions. In the Home Industry, these are mostly used by the “big box” stores like Home Depot, Lowes or Sears.

Two more things:

The offer is an implied contract between you and your prospect so you need to be clear in what you're committing to. "Buy 1 Get 1 free" can also mean "Buy 100 Get 100 free". Can you afford that? Make sure you really understand what you're offering.

Finally, everyone can "see through" lukewarm offers. I remember when dentists thought they could offer "free bitewing x-rays" – like that was something a person just couldn't wait for. And they wondered why their response dropped like a rock. The savvy dental marketer is offering a free whitening session, which is an offer that people actually want.

In the Water Quality Industry, Free In-Home Water Testing as a standalone offer doesn't make the phone ring. The Water Test is a means to the sale....but offering it is not what will generate the actual lead.

Market Timing:

This is the art of Syncographics.

Traditionally, in direct marketing response rate has been characterized as 40% list – 40% offer – and 20% creative – but I

have always advocated that there is a 4th leg in the response chair: market timing - what I like to call Syncographics. The truth is that syncographics significantly affects response.

There are specific life stages that trigger buying – moving, buying a home, having a baby, getting married, getting divorced, graduating college, Turning 65, getting a new job.

Other distinct occasions are also purchase influencers: the end of an auto lease, homeowner insurance expiration, annual back-to-school, introduction of new technology

Then, there are Holidays. Christmas, Hanukkah, Mother's Day, Father's Day, Halloween and what I call the Hallmark list of holidays: Bosses Day, Teacher's Day, Secretary's Day and my most recent favorite – Grandparents Day.

Factoring syncographics into our marketing mix gives us a lift in response; forgetting about market timing will ruin a perfectly good campaign.

Tip: Think of the events that trigger buying in your business. The recent Consumer Opinion Study by the Water Quality Association indicated that 60% of the people who buy water filters will buy them in the first year in their new home. OK, this one is obvious – water dealers need to market to New Homeowners to generate leads for their dealership.

You Can't predict Mother Nature - It pays to be prepared

Mother Nature also gets into the act. Hurricanes, flooding, hail storms, and environmental spills all create “need to buy” situations that marketers can actually plan for.

For many companies whose businesses are affected by Mother Nature, a disaster is not a question of if, it's just a question of when.

We have a couple of roofing clients in Texas who market heavily in areas that have been hit by hail storms. They keep postcards in their office, ready-to-go so when the hailstorm hits they can mail into the affected areas right away. Similarly, generator dealers mail to areas who have experienced a power outage.

We have many clients in the water industry who keep postcards on hand for boil water alerts in their area. By reacting quickly, these business owners assume the mantle of expert.

It's like the Boy Scout mantra, it always pays to be prepared.

Testing:

The beauty of all forms of direct marketing is the ability to track, test and tweak.

With Direct Mail, we can track response rates as well as test different elements of a campaign. For example, we can insert key-codes on the response mechanism, utilize different 800 call-in numbers, or even direct responders to unique different landing pages.

How to Compute Direct Mail Response

Customers are always asking me what percent response they can expect to realize from a direct mail campaign. I always explain that response is based on the list, the creative, the offer and market timing – all important factors that go hand-in-hand to determine response.

But when they want to know how to actually figure it out, there's an easy approach to determining a response:

1. Project the cost of your direct mail program. Since I'm no math wiz, let's keep it simple by assuming the budget is \$1,000 on the mailing list, printing, addressing, postage, etc.
2. Calculate the profit you will clear, on average, with every

response. Again, for simplicity's sake, let's say that each response will bring you \$100 in net revenue.

3. Therefore – You need only 10 responses to break even (10 responses x \$100 = \$1,000). So with a mailing to 1,000 people, just 1 percent would be a good response. If the mailing was to 2,000 people (with same \$1,000 cost), just one-half of 1 percent would be good. If you mailed to 2,000 people and each respondent made two purchases, then a mere response of one-quarter of 1 percent would be good.

But all percentages aside, bottom line – if they made more \$\$ than they spent the first time they did a mailing, they can consider it a successful program. They gained customers – whose value will increase as they stay customers (lifetime value), they brought new leads into the business that they may close at a later date, and they learned from the experience, allowing them to tweak future mailings for even greater success.

BTW – this system also works to compute the response from an email deployment.



Chapter 6 – Lead Generation through Telemarketing

Poor Telemarketing. Because of the Do Not Call, what was once a thriving & highly profitable source of consumer lead generation has taken a back seat to other marketing options.

Don't get me wrong, in the Consumer World, telemarketing is still terrific for appointment setting, confirmation, following up on leads, customer relationship management (CRM).....but for down and dirty lead generation, it's just not the way it was in the old days – when it delivered great leads at a low cost.

Nowadays, most households are either listed on the Do Not Call or have become “untethered”. Untethered is the word we use to describe someone who no longer is tethered to a landline and uses their mobile phone for all of their communications.

A couple of quick comments on Residential Telemarketing:

Some companies/organizations are exempt from the Do Not Call laws. They may be non-profits, market research firms, or political fundraisers (amazing how they got exempt from the law, isn't it). Of course that has not stopped the flow of telemarketing calls from offshore companies, robo-calls or businesses that just don't care. If you're like me, you still receive several unsolicited calls a day. While I rarely get testy with the telemarketer on the phone, there are people out there who gleefully report those businesses who call them to either their state watchdog or to the FTC.

Be smart. Follow the rules. While you may feel that your company is doing market research, the FTC might not see it the same way.

Any questions you have can be answered in the FAQs section of the [FTC website](#). Make sure your Telemarketing SAN (Subscription Account Number) is current and that you keep up-to-date by downloading the DNC lists in your area codes.

Using Telemarketing for Lead Generation in a B2B Environment

There is a big difference in how telemarketing is perceived in the work environment. Rather than an annoyance, it is an

understood and expected form of lead generation and lead nurturing. Many companies are biased in favor of digital channels because it *feels* easier. You don't have to talk to anyone.

However, when it comes to B2B Lead Generation, there is no channel as effective as telemarketing. Even though it takes 80 calls on average to get an opportunity, those calls will generate quality leads at a lower cost than any other method of lead generation.

Businesses who undertake a B2B Telemarketing campaign need to be plan their campaign; selecting rich, top quality data, understanding that this is not a one-day event and making sure that the TSR is trained for success.

Can We Talk?

Many marketers have a hard time mastering the fine art of the conversation.

We are so excited when we get our prospect on the phone we tend to flood them with information. We want them to know all about our business, our offering, and what we can do to help them reach their goals.

Sure that will give them a lot of details, but how sure are you that they want to know that much that quickly? Truth to be told, they will most likely hang up the phone.

That's because we used a sales pitch on them. While a sales pitch is useful in guiding the conversation (and some companies insist that you follow the sales pitch verbatim), this rarely works in today's highly information-dense audience. Our prospects are deluged with information every minute of their day. Adding a zippy telemarketing sales talk will not help matters. This may cause them to resent us, close their ears and their doors, and turn your B2B lead generation campaign into a failure.

Even if the prospect is willing (and they actually need our service), they will not buy from you because you just flooded their minds with gibberish. There's got to be a better way....

According to [Belinda Summers](#) the easiest, most production solution is to simply start a conversation. It does not have to be long. It just has to be easy and social enough to compel your audience to listen to you. Remember, you are not telling them all the details yet. You are gauging reaction and feeling them out. For example:

You: Hello, I'm (your name) from (name of your company). Is this a good time to talk?

Prospect: Yes (or No).

You: I see. Well, I'll make this short. IT companies call us to help increase their visibility in their target markets through offline means. May I know how your company is doing this?

This is a good conversation starter for appointment setting. It does not really need to tell everything at the start, but it does set the stage for you and your team to continue the conversation. Ask them the right questions and get the information you need. From what you learn here, you can then craft an effective solution to their problems. Just take it slowly and let the conversation take its course. Build rapport first and establish your relationship with them. The Master of Direct Mail Copywriting, Herschel Gordon Lewis always talks about building rapport to create that direct mail dialogue. Building rapport on the phone works the same way.

Once you have that rapport, it becomes much easier to ask your prospect for more information so you can ask for the sale. Don't rush the process. B2B lead generation can take several calls or conversations before the final stage is reached.



Chapter 7 – Online Lead Generation

I must get 10 calls a week from clients or prospects who ask me for a list of people who filled out a survey on-line indicating that they are definitely interested in buying a water softener tomorrow. Oh, and by the way – it should be an exclusive lead.

C'mon gang – who are we kidding?

So where do these leads come from and how are they generated?

Just like any industry – there are the good guys and the bad guys.

While there are lots of companies in the marketplace whose business is to generate leads on-line for others, much of what gets funneled down to the paying customers are the ones they haven't

closed themselves or can re-sell to as many companies as they can. After all, their goal is to make a profit. If you go on-line, you can read lots of horror stories about lead generation companies that lock businesses into long-term contracts and provide mediocre/duplicate/inaccurate leads.

But there are also solid on-line lead gen companies who provide decent leads.

For example, in the roofing Industry, there is a company called Hometown Roofing Contractors. They have a series of websites where consumers can find information about roofing, locate contractors, get educated, learn about costs, read news, etc. Consumers who are looking for information are encouraged to sign up/complete a form to get additional information or estimates.

Any roofing company can contract with Hometown Roofing to buy these sign-up forms. According to their website, a roof repair lead costs \$14. Roof replacement leads are \$39. Even though they are non-exclusive, they do offer companies a hassle-free way to obtain roofing leads.

On the downside – a roofing company cannot count on getting a specific number of leads each week – it depends on how many people fill out the forms.

If you want to go this route and see if you can get the kind of

“easy leads” you’re dreaming about, before you sign up with a Lead Company for on-going service, make sure you check with the Better Business Bureau / other reviews of the site.

But the honest-to-goodness bottom line is that if you really want exclusive quality leads from an on-line source, in real time – you need to generate them yourself.

There is no one right way to generate sales leads online. Each business has a different target market and your lead generation strategy should reflect the unique aspects of your business and communicate your brand. You need to start with your website.

Creating a Destination Website

While other methods can provide a more active approach to generating leads, having a website is still essential. Sure, you might have a very pretty website....but having the right features set up can help the right people find you, instead of you having to reach out to them.

Search engine friendly site development

This means that you need make sure that all of the best practices are in-place on your site so it can be easily crawled by the Google spiders.

Must-Have

Your site needs to be mobile-compatible. Your website needs to load quickly. You need to be properly indexed so people can find what they're looking for on your site easily. Each page must be correctly named, your photos should have meta-tags; your content needs to be unique and written both for the users and for the search engines.

Design

Where to begin? Is your site a digital catalog? Are offering e-Commerce options? Is this more of an Informational Site with frequently updated blogs and articles? Is your goal to build an on-line interactive community and use your site as a Forum for conversation? Or, are you planning to use your site as a landing page for your lead generation form?

Go into Wordpress.com and look at the thousands of low-cost, quality templates they offer. There are well-designed templates that have many of the bells & whistles you need for mobile compatibility and SEO indexing already built-in. You can select a template that you like, and either run with it yourself or find a developer to help you.

A tip - Website development is not your business. There are people available who can get a small site up and running for under

\$1,000. You would not suggest that a teacher replace their own HVAC unit.

Hosting

Loading speed is vital. It's very simple to test your loading speed – Call me and I'll be happy to run a report for you. Once you know what it is – you can easily react and take care of what you need to do to make your site load more quickly.

It might be as simple as changing the size of a photo or retooling your sign-up form. You may need to rethink your hosting environment and move from a shared server, where you are sharing a fixed amount of resources with other businesses, to a private server situation where your bandwidth is your own.

Nowadays, even small businesses can afford to have their own Virtual Private Network (VPN) – no need for a climate-controlled location or equipment like “the old days” – you just need to find the resource that's right for you. Cost for a VPN can start as low as \$85/month.

People will drop your site like a hot potato if your site doesn't come up quickly – this is something you must take care of asap.

Your Lead Generation Form

You need to make sure you have a highly visible lead capture vehicle on every page of your website so you can acquire names/contact information of people who visit your site.

Just like in direct mail, you need to create a reason for why someone would spend the time to fill out your form and give you their information.

Some of the offers used to get people to fill out on-line forms include:

- Free Price Quotes
- Contest Entry
- Free Gift
- E-Book Download
- Get on newsletter list

The digital product should relate to your paid offerings in such a way that those who download them are likely to be interested in your other services. But it should still be a quality piece that is helpful to users and can stand on its own. Once people have downloaded it, you have their information from the form. So, you can follow up with them about your other offerings.

Just like I explained when I talked about offers, people will see right through lukewarm offers. Make sure the offer you are

using to entice your prospect into giving you their contact information is worthy.

The Form itself needs to be highly visible so prospects can find it. While you want your prospect to provide you with enough contact information so you can follow up with them, there is a fine line between the information you want, what the prospects is willing to provide. You may have to test several versions to see how much information a prospect in your industry will provide before they drop out of the contact form entirely. Again, it will depend on why they are completing the form and what they want to get from you as their reward for submitting it.

Many businesses have also found that they need to have a Captcha on the bottom of their form to insure that the forms are filled out by humans, rather than robots. There is nothing more frustrating than having a robot eat up your precious marketing dollars by filling out form after form. A Captcha can eliminate this. The simpler the Captcha, the better. Not everyone can read those skinny, waving letters and numbers and fill them in correctly. If it's too hard to deal with, people will drop the form.

Work with your Developer to insure that your Lead Generation Form is optimized for tracking. Even a Lead Generation form needs to be tested & tweaked until it's the best it can be.



Chapter 8 – Lead Generation through SEO – Search Engine Optimization

The SEO industry is very volatile. What was best practice in 2011 or 2014 is not the same as what we will see in 201, but the basics still hold true. You will need to develop your list of top keywords (which you can also use in Pay Per Click), create quality content, build partnerships and links with other organizations and test & tweak, using your web analytics.

There are numerous books, courses and White Papers all over the internet to give you basics of SEO. Download an EBook or White Paper. Use this opportunity to check out some other company's Lead Generation Form when you sign up to download some information. Noodle around on-line and read about SEO. Any new nugget of information that you can use to further your

own Lead Gen efforts is a plus.

Be wary of unsolicited emails that announce that they will give you 1st page Google Ranking. Be skeptical of any on-line offer that promises you tons of leads if you sign their contract.

There are great SEO experts in the marketplace who will work with you, coach you and set up an on-going, multi-faceted SEO Program to increase your on-line visibility and help you be found.

Driving Traffic to Your Website

When it comes to generating your own leads online – there is nothing more important than driving people to your website and your online lead generation form.

The greatest looking, most well-written website in the world will do you no good unless people visit it. It's not easy to be found. There are literally millions of websites in the marketplace all vying for a consumer's attention.

Figuring out the best way to drive traffic to your website is huge. If you have an unlimited budget and are willing to spend thousands of dollars each month marketing your site, you will see visitors. If you're like me, your marketing budget is limited and you have to make the most out of your dollars.

This is where Search Engine Optimization (SEO) and Pay Per Click (PPC) strategies come into play.

Quick experiment: Go into Google and type your industry into the search function. Did your company come up on top? Is it one of your competitors? Can you find yourself on the first page? Can you find yourself at all? While your business may not be ranked first on Google's list today, there are things you can do to position your business for better ranking in the future.

Before you can move forward, it's your job to develop a list of keywords & key phrases to target so that when prospects type these words or phrases into the search engines, your business will come up.

- **Developing Key Words**

The first step in developing a keyword list is brainstorming. Take some time and write down as many words and phrases as you can think of that relate to your site with the understanding that this is simply the start of your research. You should be able to build a list of 50 – 100 phrases without much trouble.

- **Find the words and phrases your customers use**

Think like your prospects Figure out what they might type into the search bar in they were looking for your

product. If you're selling gutter guards, consider a phrase like "*looking for someone to clean my gutters*".

- **Look for synonyms**

Similar to the above seek the words potential clients will use. You call it *swimming pool maintenance*. They might type *pool maintenance*.

- **Add qualifiers**

Local search is becoming more and more important – add your town or city in to the phrase you think your prospects will type in. A Real Estate agent in Des Moines, Iowa might add *Des Moines, Iowa*, to almost every phrase. A pool builder might use a keyword like "Swimming Pool & Patio design in Miami FL.

Now, it's time to use this list of keywords or phrases in your marketing efforts and drive traffic to your website.

Pay Per Click & Targeted Ads

Online advertising tools like Google AdWords, as well as Facebook & Linked In ads provide you with opportunities to market specific words or phrases or target the specific audience that might fit that description.

The list of keywords you created are vital for your Pay Per Click (PPC) efforts, since these are the words or phrases you expect people to click on so they can find your business.

Let's go back to the test search you just ran when you typed your industry into Google. When you look at the search results, you can see that the Google Search page is divided into Paid Search and Organic Search. If you don't see your business at the top of the page, you can pay for it, using Google AdWords. Of course, that can cost an arm and a leg, depending on the keyword. Some keywords are more costly than others, depending on the search volume.

The big behemoth in the marketplace is Google which accounts for most of today's online searches.

For a company like mine, which operates throughout the United States, pay per click is tremendously expensive. Believe me, I would love to have first position when it comes to the word Mailing List on Google, but it would cost me thousands of dollars a day. That is not in my lead generation budget. Instead I use alternate/creative keywords & phrases that cost less per click. While I can't afford to market the keyword Mailing List, I can afford to market the keyword New Mover List.

In addition to Pay Per Click advertising through Google, you might want to try using targeted Facebook or Linked In Ads.

In the consumer world, Facebook ads can be a great source for lead generation. For example, your business specializes in Solar Installations. You can choose people on Facebook by their location, demographics, interests, behaviors and connections. You might choose to target people on Facebook who are in your market, own their homes and who have listed environmental concerns as one of their interests.

Businesses that market in the B2B world can reach out to specific industries or groups through LinkedIn, using text ads or sponsored updates. Business owners can create their ad, set a budget, start or stop an ad at any time, and literally get a program started in minutes.

It's easy to run up a huge bill using targeted ads or pay per click advertising. But we all know that people tend to click on what they see on top....so it becomes a function of what you can afford to spend on PPC and how you can try to end up at the top of the list organically through SEO.

That has become my mantra. My goal is to get to the top of the Google search list with a well-rounded SEO program, that includes all the basics, including developing & posting content for newsletters, blogs and articles, participating in social media, cultivating partnerships with other companies and building a network of solid backlinks that prospects will click on.

And all of these with a goal towards persuading people to complete our Lead Generation form for our salespeople to work.

Content Is King

You need to look at tailoring your content to a specific audience the same way you look at targeting your ads to a particular group.

It doesn't matter if you are creating the content to encourage Homeowners to complete a form for a Free Whitepaper Download about mold mitigation or creating a newsletter directed at New Moms to generate interest for a diaper service, the content needs to be created specifically for that group.

If you speak with a clear voice to a defined audience, the more the people who visit your site or read your material are actually going to be interested in what you have to offer.

Content does not always have to be written from scratch. You can also curate content from other sources. Curating content is a great way to stock your blog with fresh topics and increase traffic, but as with everything in life, there is a right way and a wrong way to do it.

Barb Schmitz, a professional writer with over 20 years of experience writing for B2B and B2C publications, explains that Content Curation is the process of sorting through the seemingly

endless amount of content on the web, selecting what is relevant to your audience and presenting it in a thoughtful, organized manner structured around a specific theme.

By carefully handpicking relevant content for your market, you can become a go-to for information. This is a great way for you to position yourself as an authority in your industry.

In terms of how this helps you generate leads for your business, this plays out by elevating your company's influence, giving you increased exposure from search engines and creating an aura of expertise in your industry.

Once you start developing and curating content – now it's time to make it work for you.

Blog

Why do we blog? We are looking to share information, increase our influence, stimulate conversation, and encourage prospects to use our service. A blog is one of the many tools in your lead generation tool box.

By using your keywords and key phrases within your blog, you can increase SEO and help drive prospects to your website.

Send Out a Newsletter

Many experts believe that sending out a newsletter is an essential part of any online lead building strategy. The concept here is to catch people in their inbox.

A newsletter is a great lead generation tool. Make sure your system is set up so that when people sign up to receive your newsletter, you get a copy of their sign-up form in real time. These are great leads for your business. Plus those who are interested enough to sign up to receive your helpful content are also more likely to be interested when you update them about a new product or service you just launched.

Remember to use your keywords and key phrases in your newsletter copy. The more often these words and phrases are associated with your company the better. You want to own them.

Tip: Ask your newsletter sign-ups to white list you to insure that your newsletters will go into their inbox, not their spam box.

Re-Purposing Your Content

Re-purpose your content whenever and wherever possible. Even if you created that newsletter piece for a specific target audience, you can easily re-purpose for your blog or edit it to become relevant for another audience.

Different people respond to different channels. As you

become more familiar with creating, curating and re-purposing your content, you will find that some of your potential customers might be more likely to read your material in blogs or articles in LinkedIn Pulse rather than through your newsletter.

What I typically do is post my blog on the Dataman Group website, re-purpose it for Linked In Pulse and then send it out in a newsletter format to the right list group. Depending on the nature of the information, I may also send it in press release format to the Chamber of Commerce, the local Business Journal and other sites that may include it in what they offer to their membership. If the content was directed to the Water Industry, I will also include it in the Pure Water Profits blog for additional exposure directed to that specific vertical.

In addition to repurposing the content, I am also trying to maximize the visibility of the keywords and phrases I am using for additional SEO. My goal is that if someone types one of my key phrases into a search engine, the search engines will direct them to my website.

Host a Webinar

Webinars are also all about content and expertise...and they offer lots of lead generation and SEO opportunities.

First of all, just like newsletters or free downloads, people

need to sign up for your Webinar. The sign up form should include enough information for you to follow up with them afterwards and add them to your newsletter list.

If you think a Webinar may be a useful tool for you, decide on a topic that would be helpful to your potential customers and then promote it on social media or online advertising.

Make sure you have the technology you need for this – there are forums like GoToMeeting or Zoom where you can sign up, send out invitations and share a direct link to your event page to interested attendees.

Repurpose this on Slide Share for additional SEO

Build Relationships on Social Platforms

Social platforms are also great sources for potential leads. But you'll really have to work to create those bonds.

Ivana Taylor of DIY Marketers has worked for years on building relationships on Twitter and similar sites.

Taylor explained in a phone interview with Small Business Trends, "It's sort of the complicated version of generating leads, but it's what fits my personality and my communication style. You have to drive the conversation from Twitter to email or a phone call. So you have to be genuine and actually engage with people."

There are lots of Social Platforms. You need to find your

niche. Then, once you've found your niche, develop it!

Per Jana Davis from Steals, the reality is, you don't need to convince everyone about your brand; rather, you need to find a few people who are likely to convince others for you. To get them to do this, make sure you're worth talking about. Take an "under-promise and over-deliver" approach to your offering, and to the service around your offering. Go out of your way to make your customers happy. Deliver outstanding customer service, engage them with relevant promotions and contests and treat them like people rather than customers. Never take a single customer for granted—make them believers in what you do. If those few people are excited about you, they'll share. Through sharing, commenting and linking, they'll help you spread your message.

And, if they don't? Keep going until you find the ones who will.

Participate in Twitter Chats

Building a network of relevant social connections doesn't happen overnight. One way to find potential leads on Twitter is by participating in Twitter chats that are relevant to your industry or target customers.

We have all seen the influence that Twitter has in the political, sports and entertainment arenas. Millions of people

follow particular candidates. I get periodic tweets from Dwayne Wade of the Miami Heat and Taylor Swift. I also make sure to check the South Florida Traffic updates on my Twitter Feed anytime I get in a car on the way to Miami for an appointment. Twitter has literally saved me from hours of sitting in traffic.

As I said earlier, different people respond to different channels. I remember how excited I was when the first few people actually signed up for the Dataman Twitter feed. Nothing happens overnight and you have to work hard at building those relationships and eventually converting them into real leads.

Twitter chats can help you make those initial connections with influencers and others relevant to your industry. I have actually gotten business from some of my own tweets.

Reach Out to People in Groups

Some social networks such as LinkedIn and Facebook have groups that can help you connect with others in your industry or people with similar interests. These groups can be a great source for potential leads.

Make sure your bio is complete and that you have taken advantage of every opportunity to create meaningful, personal connections. Research the groups related to your business. It might not be a specific industry group, rather a group where you

can do business. For example, a life insurance agent might join the Life Insurance Agent group but may also join groups of retailers or home improvement professionals. Sometimes being different helps you stand out.

Don't "hard-pitch" your groups. Stand back and watch the conversation for a while before you jump in. Ask questions, comment, learn the group's vibe. You will need to experiment to find the groups that match your interests.

Remember to re-purpose your content in Linked In Pulse by sharing with your groups. You may also decide to broaden your outreach to other groups by using Linked In Sponsored Updates.

Partner with Others and Cross-Promote

You've worked hard at building up a network of loyal customers. And others in your industry have done the same.

By joining forces on a project with another industry influencer, preferably one whose offerings are slightly different than your own, you both can potentially gain some new leads. A quality collaboration will enhance and elevate the importance of both of your businesses.

Bottom line, your goal is to get your brand in front of some new faces and get them to click into your site and fill out that lead generation form.



Chapter 9 – Generating Leads from Trade Shows or Home Shows

Many businesses exhibit at live events, including Trade Shows, Home Shows, local chamber of commerce programs and street fairs – with an eye on generating quality leads for their salespeople to call & close.

A few quick comments

Trade show season can be stressful. With the cost of attendance, the man hours spent on planning and execution, and very real concerns about maximizing ROI, the pressure to generate quality leads at trade shows is always high.

Double check your business' contact information on every piece of marketing collateral. Make sure the website is correct. Include QR codes on flyers. Select personalized giveaways that make sense with your brand.

Sarah Leung from Handshake, which is a company that specializes in increasing orders at Trade Shows, includes these suggestions to improve your Lead Generation.

1. Outline measurable goals:

It's hard to be successful when no one has concretely defined what "success" is. The first thing to do in the planning process is to set challenging yet realistic goals for each trade show. The most important thing to consider about those goals, however, is whether they're quantifiable.

Avoid vague statements like, "we want to do better at getting people to our booth." How *much* better? How many people do you want each of your sales reps to talk to? How many leads do you want to have by the time the show's over? By setting goals that can be assessed by facts and numbers, you'll be able to measure success, as well as think of specific ways to meet those objectives.

2. Promote the event beforehand:

It may seem strange to promote a trade show that you're not directly involved in planning. But ultimately, you have to look at that trade show as your stage, and you want as many people in the audience as possible. After all, a bigger pool of people means

more potential leads.

Blast your customers and contacts about the show. Some companies even pay for passes for their biggest buyers and/or prospects. Just make sure to let them know which booth you'll be at, so that they can make sure to stop by. Promoting a trade show will encourage attendance and will generate leads that wouldn't have happened otherwise.

3. Create a unique, consistent identity for your personnel:

In a sea of exhibits, it's all about how eye-catching you can be. Obviously, your booth design has a lot to do with this, but you also have the opportunity to catch people's attention with what your sales team is wearing.

Design a cool t-shirt that everyone can wear at the event. Avoid an overly promotional design, and instead go for something that will intrigue people enough to stop and see what your brand is all about.

4. Get interactive & Go Digital

Creating an interactive experience goes a long way toward drawing people's attention in any scenario, and trade shows are no different. By bringing in audience participation, you'll attract a crowd.

You want to create an experience around your brand and

products at a trade show. The use of live demonstrations, touch screens, and interesting new technologies like mobile augmented reality are great ways of doing this. Imagine having your prospects be able to just point their phone screens at a product, which then triggers an animated, interactive experience. They'll remember your product—and you—for it.

With the large audience that this kind of experiential marketing brings, you'll also be able to communicate with several leads at once. Just make sure you have enough personnel on the floor to capture those leads.

6. Cut to the chase:

Time is precious at a trade show. There are only so many hours in each day during which you can generate those leads, so speed is paramount.

That said, avoid small talk. You are there to get leads for your business. Get straight to the point with each conversation, understanding their needs and explaining how your company can meet them.

8. Get complete contact information for follow up:

There is nothing worse than spending all that time & money and not coming back to the office with a fistful of leads.

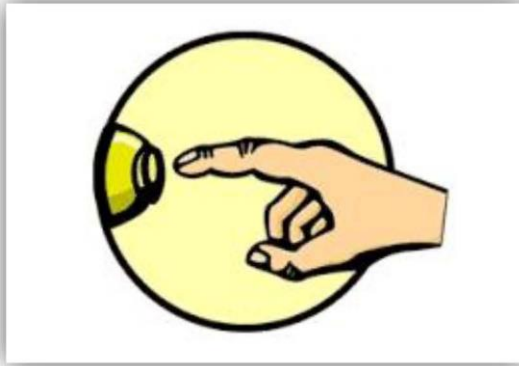
Remember, your goal is to get as many complete contacts as possible so you can follow up by phone to close that all important in-home appointment.

Tips:

- Make sure your forms are easy to complete with lots of space for information
- Use an iPad at the booth to capture information
- Consider having roving sales reps to acquire additional contacts
- Take advantage of the trade shows lead capture tool that scans badges/creates contact lists

While the trade show environment is extremely competitive, it can also be extremely lucrative. Ultimately, you need to do whatever you can to stand out on that floor and bring home the contacts.

Once the dust settles, make sure to follow up with all of your leads as soon as possible. Be extremely quick to respond to all requests, and concentrate on setting up in-store or in-home appointments with new leads. Armed with these lead generation tips, you'll have a lot of work to do after the show is over.



Chapter 10 – Door-to-Door Lead Generation

I look at door-to-door canvassing as today's lowest cost lead generation tool.

Before businesses started generating leads via the mail or through PPC/SEO and social media, door-to-door canvassing used to be the most effective means of securing leads. People went door-to-door with products, surveys, and information about everything from political campaigns to kitchen stoves.

(I might be dating myself, but who else remembers the Fuller Brush man?)

Aaron O'Hanlon from Footbridge Media, a firm that specializes in helping home improvement contractors market, explains that "as technology made it easier to deliver the sales message and people became disenchanted with the intrusion of an

uninvited guest, the popularity of door-to-door marketing declined.”

What was old is new again and door-to-door canvassing has become a viable option for obtaining leads again. Now that most people have become dependent on their technology, things like social media and texting have widened the gulf between physical social interactions. A smiling face and warm, real-life conversation is a welcome change. People are now once again receptive to this type of exchange.

The benefits of door-to-door canvassing for lead generation

- Coupled with other forms of advertising, it helps create brand awareness.
- Meeting people in their homes creates an extremely quality lead. It is said it takes at least a couple of years before someone makes the commitment to *start* shopping for home improvement or new construction. Canvassing can shorten that to a couple of months.
- If you're company is installing a Solar system in a home on a given street, all the neighbors have already seen your truck. Stopping in and introducing yourself is a great opportunity to generate leads.

- Get the jump on your competitors. For all those people out there who have started the process of shopping around, regardless of whether they have responded to someone's paid advertisements, you could sway their decision by showing up on their doorstep.
- Getting to know people in your community and building relationships creates a strong referral network. Even if these people don't do business with you right away, they may become your friends and eventually lead you to people who will.

Before starting on this journey of alternative lead generation it is important to understand the two simple reasons for canvassing. First, it lowers the cost of your leads. Canvassing can be much less expensive than running print or radio ads (although you can also boost the number of leads you get when used in conjunction with those advertising channels). Second, you can generate leads faster. When you are going door to door yourself, delivering your company or brand message, you control the flow of leads. When you need them, you can go out and get them.

How to make your canvassing efforts more effective:

- *Go in with a plan.* Know what you want to accomplish from the encounter. Are you getting a lead, setting an appointment, doing a presentation, or just dropping off a brochure?
- *Professional Dress.* If you look like a professional, you will be treated like a professional and more likely to have a chance to get in the door.
- *Have a script.* You don't necessarily have to memorize a spiel, but you need to have an idea of what you are going to talk about at every house. Write out an outline of your topics and some rebuttals just so you don't get stuck.
- *Be genuine and connect.* These people will ideally become future customers. Why not start building that friendship now. People always prefer to do business with their friends anyway.
- *Put in the time.* Canvassing, like every form of lead generation, ultimately is a numbers game. There will always be more noes than yeses. You just have to sift through all the noes to get to them.
- *Be timely.* If your company is installing a roof on a home on a given street, this is an opportunity to visit all the homes on that street. Chances are the age of the

homes/roofs are about the same and these neighbors need your services. They have already seen your signs and know that your company is doing a job on their street.

- *Don't get discouraged.* You will probably never in your life experience more rejection. If you go into it with that understanding, it will be easier to deal with.
- *Follow up, follow up, follow up.* You are building a relationship with these people, so it may take time, but you must follow up continuously for as long as it takes until the lead bears some kind of fruit.
- *Ask for referrals.* It never hurts to ask.

Now is an opportune time to get an edge on your competition. Do what they aren't willing to do; go out and make some friends in your community.

It's easy. Just knock on the door and introduce yourself.



Chapter 11 – Using an Integrated Marketing Approach for Lead Generation

The same way I began this book by explaining that you're not going to generate hundreds of leads with a single marketing event - using a single marketing channel is similarly doomed to fail.

When we talk about an integrated approach, we mean using multiple marketing channels that link your message and position your company in a consistent way. With Integrated Marketing, you are putting together a program that incorporates both traditional and digital media, including direct mail, telemarketing, blogs, webinars, search engine optimization, and social media.

Integrated Marketing increases lead generation is because it presents information, reminders and special offers in a planned sequence which gives your prospects a comfort level with your organization. This turns a prospect into a lead because you are making their lives easier by reducing the 'misery of choice' in

their busy world.

Consumers and business people receive thousands of messages each day. You need to break through the clutter, get noticed, be remembered. Not every marketing channel resonates with every prospect. By utilizing several channels, you have a better chance that your message will be heard

Believe me, there is a direct correlation to the success of your company's branding and name recognition with the number of leads your company will generate. The more often people see your company's name or logo – and from different sources - the more likely they will be to remember your company and the easier it will be to acquire leads.

Remember, you are not the only company out there searching for quality leads. It's important to use consistent images and relevant, well-thought out messages to help nurture your relationships with prospects and keep the leads coming into your sales department.

Calendarize your program. Create an Integrated Marketing Schedule for your business so you know when you are reaching out to prospects or setting the stage for prospects to find you. Remember, everything needs to mesh. All of your efforts, both Outbound and Inbound, need to continue on an on-going basis. Include trade shows and community expos on your Schedule so

you can market around them.

Make sure everyone on your team buys in and knows what you have scheduled. Everyone needs to be on-board because as leads flow in, you need to follow up.

Here are some examples of integrated marketing:

- Businesses that phone follow up a direct mailing
- Doing an email deployment in conjunction with a direct mailing
- Using linked in ads to enhance your newsletter's outreach
- Newspaper ads that coincide with a direct mailing or email deployment
- Making sure your Facebook and twitter icons are embedded in your newsletters
- Promoting a Trade Show with E-newsletters & direct mail
- Using QR codes on a mailer or collateral marketing material to link directly to a webpage

Learn from experience. Constantly search for the optimum communications mix. Test, tweak, test tweak.

Your goal is to create a comprehensive Program where your image and messaging are reinforced as each marketing channel works together.

Dale “DataDale”Filhaber

Dale “DataDale” Filhaber is President of Dataman Group Direct, a direct marketing company based in Boca Raton FL. Dataman Group was founded in 1981 and has provided thousands of clients across the country with highly targeted direct mail, telemarketing lists and email deployments reaching both the Homeowner & Business markets.

DataDale is a certified Listologist with over 35 years of experience in the Direct Marketing Industry. She is a Past-President of the Florida Direct Marketing Association and served on its Board of Directors for the past 28 years.

Dale earned her MPA from New York University and BA from Queens College. She has received many awards including an *Up & Comers Award* in Entrepreneurship from Price Waterhouse and the South Florida Business Journal and a Direct Marketing Association Golden Arrow. Dale was presented with the prestigious FDMA Hall Of Fame Award in 2009, a Golden Mouse Award in Direct Marketing from Women in Ecommerce in 2012 and was named one of the Top 100 Industry Influencers by the Boy & Girls Club in 2014.

On a personal note, Dale has chaired the Marketing efforts of many non-profit organizations, including the Levis Jewish Community Center, the Jewish Federation of South Palm Beach

County and the Jewish Community Centers Association. Her involvement in her community has earned her many accolades and her reputation as the “go to” for marketing advice and recommendations.

DataDale is the author of many articles, newsletters and Ezines as well as two very popular blogs: Ask DataDale, which is featured on the Dataman Group Website, and Pure Water Profits, which appears in Water Technology Online. She has published articles about different phases of direct marketing in numerous industry magazines as well as on LinkedIn Pulse.

DataDale is a savvy marketer, with high-tech skills in direct marketing, lead generation, social media, SEO, content creation and web development. She is a sought after lecturer and speaker and has spoken for the Direct Marketing Association, The Public Relations Society of America, Water Quality Association, Women in Ecommerce, the Small Business Administration, as well as for local colleges and universities about direct marketing.

Find out more about Dale Filhaber and Dataman Group’s services by contacting

Dataman Group Direct
PO Box 971023
Boca Raton, FL 33497-0123
(800) 771-3282
www.datamangroup.com