The System in a nutshell

- Create content that is valuable and interesting to your potential customers.
- Make the content available for delivery on the web, but not publicly available.
- Offer it to potential prospects through economical advertising channels.
- Set up a landing page for each offer, with an opt-in form to gather respondent’s details and permission to send future emails.
- Set up your email marketing application to confirm the address add the lead to your mailing list, fulfill the content delivery, send a notification to your staff.
- Follow up with additional content to welcome the lead and begin nurturing.
- Set up automatic transition to your lead nurturing program, based on each lead’s preferences.
- Monitor leads for signs of sales readiness; set up automated notifications of significant activity.

Key advantages

- You create a predictable flow of new customers into your business.
- Sales staff no longer need to beat the bushes to find leads, their time is more productive and profitable.
- Once in place, the system will continue to add new leads to your pipeline as long as you promote your “lead magnet” offers.

Key steps to implementation

**Identify targets – make an offer**

- Define target audience – industry verticals that use printed communications, organizations similar to current clients, ideal client profile.
- Acquire lists through data scraping, list broker, trade organizations, local commerce groups, state records, cooperative partners.
- Use your preferred advertising channels, social media, search, to reach potential customers.
- Consider direct mail, classified, program, yellow pages and other display advertising, Pay Per Click.
- Build your offer around the benefits of the “bait”.
- Call to action – direct response to landing page.

**Set the bait – create “Lead Magnets”**

- Create content that’s valuable and interesting to your ideal customer, consistent with your brand positioning.
- Find unusual, distinctive, creative angles to catch attention and interest.
- Use themes that relate to the needs of your ideal customer, and make use of psychological “hot buttons” – needs, fears, aspirations.
- Deliver in a form that’s economical to produce and easy to fulfill online – i.e. pdf downloads, videos.

**Capture details and permission**

- Create a landing page for each offer, ideally mobile enabled: responsive layout or with redirect to mobile optimized alternate.
- Include a form to capture details into email marketing application/service.
- Install analytics code to track conversions.
- Use landing page best practices for maximum conversion. Observe Google quality standards for PPC.
- Use email service that allows segmentation of contacts, triggered list management and sends.

**Follow up – automated email marketing**

- Set up autoresponder sequences in email marketing application.
- Use double opt-in for permission marketing best practices.
- Confirmation email sequence ensures good address and good lead before providing download link.
- Content delivery sequence provides value and extends themes of the download, gets leads used to receiving your email.
- Automate transition to lead nurturing program, with opportunity for lead to select content, frequency etc.
- Match content to each lead’s stage in purchasing cycle through triggered email sequences.

See the system in action: Try the live demo at hop22.com/lgdemo
Lead generation – creating new sales opportunities by building relationships with potential customers.

New customers – the lifeblood of your business

At any time, there should be a pipeline of potential customers getting to know, like, and trust you. This pipeline can be seen as a funnel with many newly aware prospects going in, moving through a process of education and qualification until a smaller number emerge as customers.

With a lead generation system in place you can accelerate new customer acquisition, because with more qualified prospects entering your pipeline your nurturing and sales activities can convert leads to customers in greater volume.

The Short Cut

There’s a quicker way to get this lead generation system bringing new customers into your business – The Printer’s Marketing System [LG] Program. It gives you:

- All the content you need to run the complete system.
- The email marketing application you need to manage opt-ins and run automated campaigns.
- A managed option – we set up, host and maintain the system – you print and mail, and handle your new incoming leads.

See it in action: Try the live demo at hop22.com/lgdemo

Key Lead Generation Concepts

Definitions

Universe – all possible targets
Suspect – some profiling as suitable target
Prospect – indicated interest by responding
Lead – active, engaged, considering you
Sales ready – ready for sales to qualify and assist

Qualification

This Lead Generation system qualifies potential customers through their interest in the content being offered. Active engagement with lead nurturing content and response to incentives further qualifies prospects and leads.

The system can be set up to react to key actions (link clicks, downloads) by triggering email sequences suited to the lead’s stage in the pipeline. Sales staff can monitor engagement and follow up personally with the most active leads for traditional Budget, Authority, Need, Timeline qualification.

Lead scoring

In typical lead scoring we assign weights to trackable actions, accumulate each lead’s score, and set triggers for alerts, email sequences etc. for selected score thresholds.

We can achieve similar results by using key actions, such as link clicks and downloads, to trigger automated notifications to sales staff for personal follow up and further qualification.

Monitoring

Responsibility must be assigned for monitoring systems, flow of data, progress of prospects and leads in the pipeline, and especially signals indicating sales readiness. In this system, monitoring is made easier by automated notifications.

Simplification & Automation

More complicated solutions may include more bells and whistles than you need and may be more expensive than expected, especially if they require specialized staff knowledge or outside consultation for successful implementation.

This Lead Generation system makes use of relatively straightforward systems and processes, so staff can get up to speed quickly and there are few obstacles to implementation. Automated processes free sales staff up to concentrate on more productive, profitable activities.

Return On Investment

Measure ROI by tracking your cost per closed lead, and comparing with your net margin per transaction, or allowable cost per closed lead. Bear in mind the average lifetime value of a customer, as each new lead could generate multiple transactions with repeat orders.

You can also look at your total campaign cost, and compare to the revenue due to the leads the campaign produces over a reasonable period of time – 12 months for example.

Conversion rates show that Lead Generation is a numbers game. When you use a system to nurture leads and convert to sales at a predictable rate, increasing the number of new customers simply requires contacting more suspects.

Sales & Marketing Pipeline

Suspects Prospects Leads Customers

B2B CONVERSIONS STEP BY STEP – “BEST PRACTICES” AVERAGES

1000 Suspects 5% Interested 25 Qualified 12 Sales Ready <25% Close

Automated System ➔ More Suspects Contacted ➔ More New Customers

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