THE BUSINESS LEAD-GENERATION PLAYBOOK

1 Establish your goals and objectives

Why bother?
Clear goals and objectives can align an entire company's employees.

Types of goals
- Brand awareness
- Lead conversion
- Customer service
- Customer loyalty and retention
- Customer value

Define measurable objectives
- Specific | Measurable | Attainable | Realistic | Time-bound
- Increase website leads by 25% in 90 days
- Increase subscription retention rate by 10% by June 27
- Increase order size by 15% in 2nd quarter

2 Understand your market

Create personas

Persona: All that you know about your most profitable optimal buyer.

Put yourself in your prospect's shoes:
- How would that affect your home page?
- How would that change your social strategy?
- What would your landing pages look like?
- How would you tweet?
- What would your email newsletter look like?

Language matters
- Understand the language used by market
- Avoid industry buzzwords that may not resonate with your target audience
- Know the terms that convert for you in your market

Keyword research
Uncover keyword niches (groups of terms)
- Popularity
- Competitiveness
- Ones you can win with

There are **3 billion** searches per day on Google alone!
comScore estimate

Keyword research resources
- Google Adwords
- Google Alerts
- Google Insights
- Wordtracker
- Social metrics (TweetTab, Twitscoop, Social Mention)

3 Know your unique selling proposition (USP)

Great examples
- When it absolutely, positively has to be there overnight
- Pizza delivered in 30 minutes or it's free
- Pick Enterprise. We'll pick you up.

How to create a USP
- Incorporate benefits
- Solve a pain point
- Be clear about what's unique
- Make a promise

4 Develop a lead-generation strategy

Start with your website

Calls to action
- Are they action oriented?
- Are they in the eye path?
- Do they match buyer persona needs?
- Is there an offer?
- Is there a sense of urgency?

Landing pages
- Where you do the selling!
- Details: Incentive and sense of urgency
- Reduce anxiety with trust-building content
- Form for lead collection
- Hero image
- Test and improve

How do you choose which tools to use?
Leverage Forrester's POST methodology:
- **P**eople: Who are you trying to reach?
- **O**bjectives: What do you want to achieve?
- **S**trategy: Understand how relationships will change as a result of what you put in place
- **T**echnology: Select the technology to deliver your results

5 Establish your metrics dashboard

Social dashboard tools
Examples: Social Mention, Klout, HootSuite, BlogPulse, Facebook Insights

Measure:
- Fans/followers
- Engagement (comments, likes, shares)
- Most popular posts
- Sentiment ratings
- Popular hashtags
- Top influencers in your space

SEO dashboard tools
Examples: Google Analytics, Google Webmaster Tools

Measure:
- Visit volume
- Terms that convert
- Ranking of terms that matter
- Bounce rate
- Conversions

Email dashboard tools
Email service provider metrics: opens, clicks, bounces, unsubscribes

ROI Goalsetter℠ tool for planning:
www.fulcrumtech.net/email-roi/

Measure:
- Revenue, profit, and return on investment (ROI)
- Conversions

**Also: call tracking, chat sessions, etc.
Measure what matters to YOUR business!**

6 Continually improve
- Be relentless about continual improvement
- Know your goals
- Know your metrics
- Be creative about how to improve every month

FulcrumTech
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YOUR LEAD-GENERATION TOOLBOX

Your Website *(including microsites and landing pages)*

Social Media

- *LinkedIn*: 161 million professionals
- *Facebook*: 900 million active users
- *Google+*: 100 million active users
- *Twitter*: 140+ million active users
- *YouTube*: 4 billion views/day
- + many others!

Value of Facebook Fans

	501-1,000	>1,000
Traffic	3.5x	22x
Leads	>4x	>12x

Compared to <25 fans
Source: Hubspot

Value of Twitter Followers

	301-1,000	>1,000
Traffic	>5x	>6x
Leads	>4x	>5x

Compared to <25 followers
Source: Hubspot

Email Marketing

- Outbound lead generation
- Lead nurturing
- Transactional (including upsell)
- Shopping-cart abandonment
- Newsletters for awareness building

Search Engine Marketing

- Search engine optimization (SEO)
- Pay-per-click (PPC) advertising
- Remarketing

Content Marketing

- Video
- Blogs
- eBooks
- Social media
- White papers
- Websites
- Microsites
- Webinars
- Press releases

Value of Blogging

	16-20 posts/month	>20 posts/month
Traffic	2x	5x
Leads	3x	4x

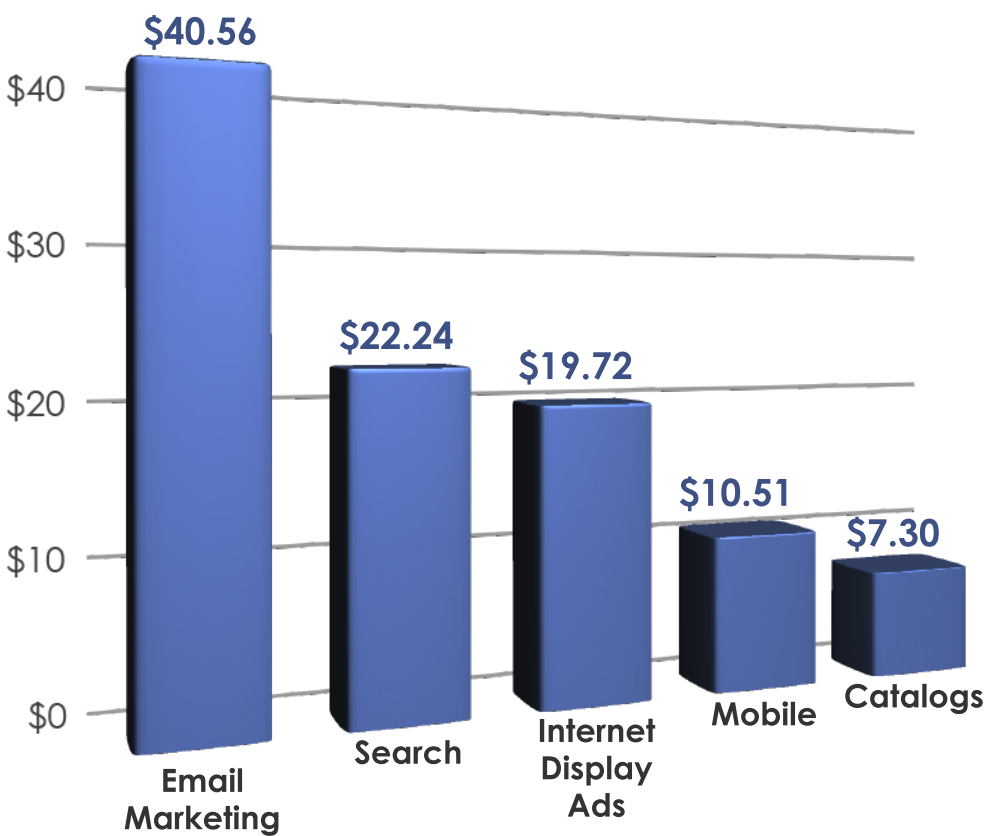Compared to blogging <4x/month
Source: Hubspot

Advertising

- Banner ads
- Ad networks

Offline Tools

- Call/call tracking
- Telemarketing
- Direct mail
- Events
- Networking
- Referrals
- Partnerships

ROI for Every $1 Invested

- Email Marketing: $40.56
- Search: $22.24
- Internet Display Ads: $19.72
- Mobile: $10.51
- Catalogs: $7.30

Source: Direct Marketing Association

The Big 3: How They Interrelate

Search Engine Marketing (SEO/PPC) Catches the organic results plus existing marketing efforts

Social Media Builds engagement List building

Email Marketing Nurtures and generates repeat sales in a very measurable way

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