

*flow*

THE MAGIC OF

# Lead Generation

GET A STREAM OF LEADS AUTOMATICALLY GENERATED



**The first job is done, you have plugged the gaps in your funnel - so you have optimised your website, built your pop-ups and squeeze pages, and you are collecting email addresses at every point.**

**Now it is time to seriously start to fill the top with good leads.**

Let's just go through briefly why we want to build an email list...

**Do you have an open mind about lead generation?**

Is this you?...

- Email doesn't work in my industry
- My clients don't want to be bombarded with email
- How can I build a list – buy it?
- Nobody reads email any more – they are into Facebook now

Most people say these things, and that is why most people are getting it wrong...

**Your email list is the one true asset you have in the digital world. All of your marketing, with Social Media, blogs, PR, offline – everything you do, must be aimed at building your email list.**

For decades people have been saying that email is going to die, but let's think about it...

- What delivers all the messages from Social Media platforms?
- How do you get all of your receipts, and confirmations?

Then let's think about some other important things...

- How do you know who is on your website and why they didn't call you?
- Who has seen your Facebook Ad, and how can you follow up any interest?

Email is measurable, and as long as you give great content, which helps people with their pain, and you are a consistent inspiration, why would they not want to hear from you in this way.

Using any type of communication without giving people a chance to engage with you via email, is known as Hope Marketing.

Do you hope leads will come to you? Or do you want to take control?



# 1. Create a Lead Generation Strategy

## Get a stream of leads that are automatically generated

Obviously at the heart of a business is lead generation, get this right if you want to grow.

Every business and every potential client and customer will need a different approach to lead generation, that is the detail. However, there are many simple strategies you must follow if you want to succeed.

### Do you want to grow your business?

It has never been easier to generate leads...

- Develop a lead generation strategy, and then automate it
- Use all the digital tools available to you and set them up well
- Your prospects want you to understand their problems, so find out and learn
- Stop selling, think about your audience and engage with them

### Strategy - Lead Generation, not Sales

Creating a Lead Generation strategy that works...

- Everything you do in marketing should be aimed at lead generation, not sales
- Building your list of engaged followers is the key to lead generation
- Find out where your prospects are, find out what they need, then talk to them in their language about the solutions to their problems
- Use technology to automate your processes so you have quality time for human engagement

Take your time to implement a quality Lead Generation strategy...

- Think about your prospect and their needs
- Plan the journey from prospect to client
- List all Lead Capture tactics available to you
- Everything you do must be building your email list
- Create regular interesting Social Media content
- Provide documents that help the prospect
- In exchange ask for their email address
- Automate anything you can

Getting the right leads in the quantity you want takes strategy, then you can automate the system for continued growth.



## 2. Define Your Avatar

Define your market, the one person who is your best type of client

### Create content for your consumer

The first thing you should think about is your audience.

- Who are they (there could be more than one)?
- What are their problems?
- How can you help them?
- Where are they – where do they hang-out?

Talk to them as if they were in front of you, in a language they understand.



## Tools

What you use to generate leads will depend on who your audience is - where they hang out, as well as what suits you and your ability to be consistent.

### Collect all your assets

- Do you have a database of any sort?
  - Contact these people to get or confirm their email address and let them know something interesting is coming to them.
- Collect all the blog posts or articles you have written in the past.
  - Most will still be relevant so don't spend time rewriting them. If you have none, don't worry.
- Are you a member of any club or institute?
  - This could be anywhere at all, online or offline, where they have a membership group you could contact.
- Do you have any presence in any of the Social Media platforms?
  - Social Media platforms will need to be organised and work together, even if you have never used this medium.

### Supercharge your social networking

Social Media and Relationship Management go hand-in-hand

Anyone who has clients and customers has to manage the relationship they have with you. You can't wait for people to talk about you, you have to be involved in the conversation, so get involved.

You know you should be utilising Social Media as a free tool to promote your business and engage your customers, but...

- You don't have the time
- You don't know which platforms will work for your business
- You don't know what content to post or how to post it
- You can't get the finance director to understand the ROI

## Important AND urgent

You know this is important, but if you are like most people, it is left for another day. You know this is wrong, so let's help you start...

## Which Social Media Platform is right for you?

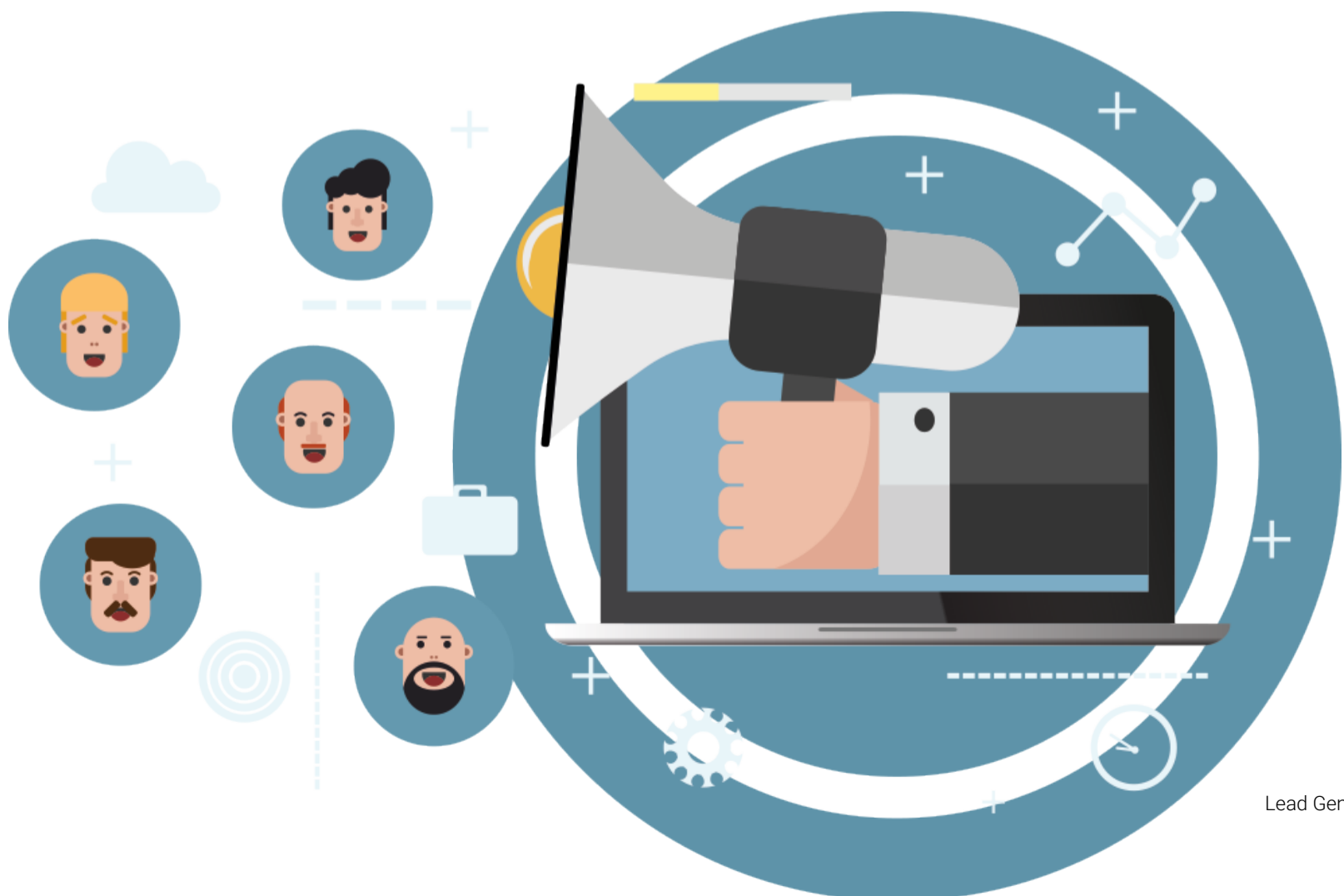
There are many different Social Media platforms to use. In some ways the biggest decision is not what to say, but which to use, and the answer is not the same for everyone.

You need a strategy for Social Media that fits into your Marketing Plan, and is sustainable and reliable, so don't over commit. Quality is the key, not necessarily quantity.

## Automate your word-of-mouth

Honesty is crucial. Quality messages, with respectful comments; that is the way to be recommended.

Clients and prospects are already talking about you; if you are not involved in the conversation, you should be.





Communicate directly with your active and potential clients, and let them do your advertising for you.

- You give quality and you will get quality back
- Social Media really helps your SEO profile long term
- Social Media is the quickest way to get a message out to the masses

How to be sociable...

- Decide which platforms will suit you and your business
- Set everything up to be sure your efforts are sustainable and professional
- Write or get help with content using best practices
- It is essential that the platforms are set up correctly – most people get that bit wrong
- Follow others and see what people are saying about you and your competition

It is never too late to start, but building your list is a must...

Why...

- You own your list and can control your engagement with it
- Get the attention of your audience and keep them interested
- Track every click and send a targeted follow up instantly
- You only send emails to the people who want to get them

New prospects...

- Engage with new subscribers and reinforce your message with auto-responders
- If you treat your list well it will reward you many times over

## SEO (Search Engine Optimisation)

Strategy, honesty and facts...

- [SEO strategy](#) will get results now, and help you build, grow and dominate
- Cheap tricks and cheats will not work; honesty is the only way
- If you want to get to a good position in the Google rankings, and stay there, you need to provide good, fresh content, regularly
- 80% of internet users own a smartphone, so gear your SEO towards these devices

What is SEO?...

- The perfect fusion of technical know-how, marketplace research and linguistic skill
- It influences the way we shop, research, learn and make everyday business decisions
- It gives you an increasingly level playing field with the 'big-boys', and can even give you a distinct advantage
- Now over 70% of buyers search online for whatever they want, and most of them use Google – SEO makes you visible to them

## Google Adwords – PPC Advertising

Sometimes referred to as Pay-Per-Click, PPC or just Adwords

You can lose lots of money, or you could use PPC to make a business great, so it is worth paying attention to.

A well set up PPC campaign could be a major revenue stream, but equally, set up badly could easily clean out your investment. Some businesses are actually built on PPC strategies alone.



Flow Online is a Google Partner

## When is PPC the right choice for your marketing?...

Many businesses rely purely on PPC. If a product has enough margin and you know how much it costs to get a sale, just do the maths and you are in business.

- Use PPC for testing the market and researching your best keywords. PPC is very responsive, so a great way to experiment, learn and change tack quickly.
- You can't capture all the market with organic SEO. With a blended strategy using SEO and PPC you can be specific about lead generation.
- Use PPC to supplement your digital marketing efforts, not as an alternative. Results are pretty instant, so it is a great tool for research and experiment for new products and services, and when you find something that works, PPC is instantly scalable.

When you look at the whole marketing picture, there can be a great case for using a PPC campaign...

PPC can work really well but it needs focus, and careful daily monitoring. These are the phases you need to address...

- Pay-Per-Click Audit
- Campaign strategy
- Keyword, Ad and AdGroup analysis
- Technical site audit
- Landing page analysis
- Google Analytics goal setting
- Complete search term report

Do you have the time to monitor and analyse every week? Well, most of this needs to be done daily...

- Pay-Per-Click Management
- Daily monitoring and improving keyword performance
- Regularly split testing of Ads for further improvement
- Split test of landing pages and squeeze pages
- Monthly project report including goals and conversions

## Building an Online Community

Social media gives you the chance to engage with your customers in a way that you couldn't in the past.

What is an 'Online Community'? A community is a group of people who share common interests and/or goals; therefore an online community, put simply, is a group of people using the internet to connect and exchange information.

Developing an online community is a powerful way to get people to engage with your business. The question is "How do I build an Online Community?"

There is the big difference between an audience and a community. An audience may watch you or even read your stuff but they won't engage or interact, there is no real connection. On the other hand a member of your community will be actively interacting with you by commenting, liking and sharing your content.



## 3. Content Marketing

What to write, how to write it, and where to place it

### Marketing has changed

Consumers want you to reach them in a different way...

- Telling consumers what to buy, using features and benefits, is a strategy that no longer works.
- Communicating with your clients and prospects without selling is an art we should all learn.
- Creating and delivering great content that makes your clients more intelligent, will result in them being loyal to you.

If you were meeting someone face-to-face you would ask questions, care about them, and try to find a solution to their problems. Good Content Marketing addresses these problems online, in a voice they recognise, that demonstrates to them that you understand.

Try to see it like going on a date. You tell your date how brilliant you are, and how everyone loves you, and that you want to marry them right now, what is going to happen? Well, don't expect a second date.

No, you ask questions, you listen, and get engaged with them. You aim to please them, and if you find out something they like you might buy them a small gift and send it on, and if they are in some pain you will try to help.

This builds a picture of who they are (a profile), and if you want the relationship to go any further, you now know a bit more about how to engage with them.

## Content must be valuable and relevant...

- If you provide content without relevance then you are just talking, bigging yourself up.
- Content which is not valuable to the consumer is just stuff, and a waste of everyone's time.
- Marketing is useless without content, so make it relevant to the consumer, and the best possible information you can muster.

## Focus on users, not the keywords...

- Creating interesting content on niche subjects will bring you focused and specific visitors.
- Creating great content that people want and are willing to share is the right approach.
- Search engines are aware of you only when you consistently provide specific, quality content.

## Today's word-of-mouth

The use of Social Media is going back to the great days when you would only use a company that had been recommended to you. It used to be called 'word of mouth'.

Now we rely on Social Media to let us know about a great service or product. Using sales talk in Social Media is frowned upon (just like with 'word of mouth'), so the theory is that Social Media creates trust in the recommendation.



## 4. Automate your lead generation

Doing anything in isolation is rarely a good long-term strategy, but a well planned approach using many different tools can win the game.

Once perfected, your strategy can be automated to leave you to focus on your clients.

Lead Generation is a long-term process which involves being consistent in your messages and actions...

- Setting up data-capture will be one of the tactics for building the list
- Create a Content Calendar for lead generation and treat it as campaigns
- If you grow your list with opted-in people who want to engage with you, they will eventually buy something from you and pass your name on to others.

### So how does it all work?...

- First you plan – strategy, timing, content overview.
- Clarify your avatar and your offering.
- Find your Avatar needs, wants, dreams, aspirations, then you will know where to find them and how to speak to them.
- Create a Content Calendar including seasonal topics
- Test the market for keywords and titles
- Spread the word using every avenue available to you.
- Prove you understand their problems by talking specifically about their pain.
- Create Lead Magnets – a great opportunity to get people excited about what you do by blowing them away with a fantastic taster which really helps them.
- Write an autoresponder sequence which takes them through a journey where you address their pain points.
- Lead them to a launch sequence of videos which has a tested formula for success.

## Clarity and automation...

- The more research you do on your Avatar the better you will understand their mental triggers; take the guesswork out of marketing.
- There is no selling involved in this formula, you find out what people want, address their pain points, give them tasters to entice them, lead them slowly through a journey, and give them solutions based on what you know will help them.
- Decide on an Event Launch or make it Evergreen.

## Ideas come from listening

Automate your income by giving your clients what they need.

Talk to your clients and prospects about their aspirations, issues and needs. Use Social Media to monitor what they are talking about.

Inspiration and ideas for future products and services will come from interacting with your clients, from asking questions about their issues, and listening to them. If you really care about their issues and not what you can offer, they will tell you what product or service to build for them.

We live in a changing environment, and your client's needs will change. Your imagination has to be agile, and your mind should always be open. Seek out problems to solve, and always be thinking about the ideal client and their issues.

Your client has your next product in their head, find out what it is...

- Ask questions of your client that provoke a reaction
- Get under the surface with real concern
- Take the conversation further than marketing
- Find out what is stopping their life and business from moving forward



## Escalate and Accelerate

Automate the whole process from the first time the prospect sees your name, to the point when they buy, and measure all of the touch points in between.

The next step is to refine your process - see what has worked and what needs changing. Then document and automate any procedure you possibly can. This will free up your time to improve even further.

Once you have escalated the procedures it is time to accelerate the whole system with JVs (joint venture partnerships). Your automation can now reap the benefit of huge growth without much extra work.

JVs are people who have the same target audience as you, or a slightly different part of the market. You work with them in a mutually beneficial way to bring new leads to each other.

To do this effectively you need an email marketing system as well as a CRM (Customer Relationship Management) system - even better is one software system which does it all. If you want to know more please contact me.



## Conclusion

Successful lead generation may seem like magic if you are unaware of the process - but the truth is that it takes time, effort and planning to give your prospects something they really want.

To build a winning lead generation process, you must first create your strategy, decide what best suits your industry and make a plan. Next, you must define your avatar (your ideal customer) and then know how and where to speak to them.

Once you have a plan and have identified your avatar, you can start the journey of content marketing, which is consistently creating relevant and valuable content. Consistency is key.

The final step? Automate the process. Create a lead generating machine, that works 24/7. Free up your time by automating, documenting your processes and accelerating your growth.

**Create your own Lead Generation machine.**

**Need our help?...**

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