

# **The Seven Secrets of Lead Generation Success**



**- Tom Adams -**

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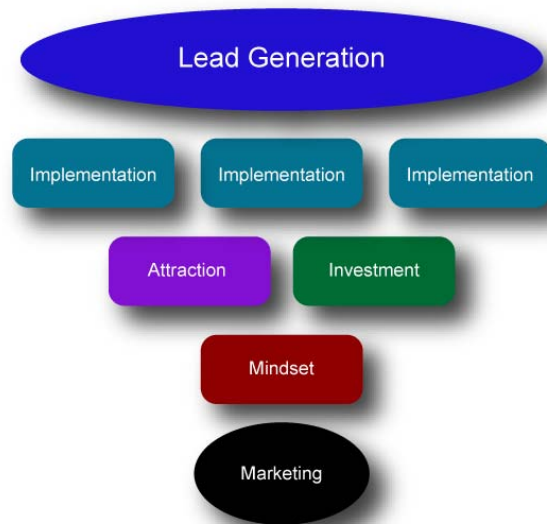
*“The secret to my success is that I bit off more than I could chew and chewed as fast as I could.”*

You may have just read my RIM Marketing Manifesto. It was a lengthy report on what I know and believe about marketing in the records and information (RIM) services business. Hundreds of people have downloaded and read it. For many it has been reminder... for others a wakeup call.

It was, however, missing an important piece.... the **secrets** that build on the foundation outlined in the Manifesto. These secrets have the power to change the outcome of your marketing.

### Lets Briefly Review the Foundations of the RIM Marketing Manifesto.

- The most important part of growing your business this year is to learn how to effectively market your business. It is the best way to grow your business in today's competitive environment.
- To market effectively you must change your mindset so that you see yourself in the business of marketing your services, not the delivery of those services.
- Sales are the ultimate goal of marketing. Marketing is really about "getting your market to desire your services." It's the front end that feeds your sales process. When done correctly, marketing will make your sales process very easy.
- The most effective marketing is attraction-oriented, not chase-oriented. Attraction- oriented marketing understands that people prefer to "buy" rather than to be "sold" and implements strategies to support that orientation.
- Attraction based marketing should not be viewed as a budgeted expense line item. It should be seen as an investment that demands a return. If your marketing comes back with leads attached, you invest more. If it doesn't, no more investment. This requires you to be attentive to metrics and measurement to ensure that your marketing investment is creating an effective return.
- Your foremost goal in any marketing is to produce a motivated lead that wants to know more about your RIM services and to do business with you. Generating leads is the measurement of a marketing program that works.



If leads are the key to marketing success, then it makes sense to create a magnet that attracts an ongoing supply of those leads... a magnet powered by purposeful strategy and implemented through effective tactics.

# *The Seven Secrets of Lead Generation Success*

## Secret #1: Web Generated Leads



The web is proving to be a significant resource in terms of lead generation. More and more prospects are looking online for a solution to their records management problems. And proof is in the results. Many of my clients are seeing great lead flow from their online marketing initiatives.

The web is growing in use by our prospects and as a result, its effectiveness as a lead generation tool. But the major problem is that most RIM service providers just don't have the time to keep up with all the things necessary to ensure their web marketing is as effective as it can be.

Here are some critical components of an effective web-based lead generation strategy:

1. Your website must be designed to generate leads. That is its primary objective. Anything less than that means it's not living up to its potential.
2. Your website must give a reason for prospective clients to give you their contact information. Not only must your site be created to generate leads, it must also employ a compelling offer or reason for prospects to give you their valuable information.
3. There must be a pathway to your site and through your site. Is your website accessible and available to prospects? Are all the pages on your site accessible? Is your site actually live? Do all the links work? You must be continually testing and confirming that everything is working.
4. Targeted traffic that finds you. If the way is clear and the site is built correctly, you're only part way there. You must then be sure you are getting prospects to visit your site. That includes:
  - a. Ensuring listings in search engines. This requires ongoing search engine optimization so that your site continually responds to the ever-changing structure of the most important search engines -- Google, Yahoo and Bing.
  - b. Effective and efficient use of Pay Per Click traffic building. Knowing how much to pay, what keywords to bid on and what ads to run.
  - c. Ensuring placement of your company name and related site link in numerous directories where prospective clients might also be searching.
  - d. Building linking structures from other outside sites back to yours.

5. You must develop new content on a regular basis to support new and returning site visitors. That in turn insures the search engines return as well. A website that remains static is not worth returning to and search engines consider it outdated content.

New content also includes follow-up email, auto-responder series, downloadable information, and streaming content. Are you continually developing those to ensure your online marketing tactics reach the widest number of prospects you can?

6. You must continually monitor the effectiveness of your website. What is assumed to work often doesn't. You need to observe visitors on your site in order to confirm that they are actually doing what you hope they are. It is monitoring which site pages they are abandoning on a regular basis; it is watching their pathway through your site; it is determining if they are actually responding to your lead generation devices. And because analytics and testing show proof of what works and what doesn't, you must be doing it on a regular basis.
7. You must use *offline* tactics to drive prospects to *online* resources. You must ensure that you are using many passive offline methods to drive people online.
8. You need follow-up systems for every lead generated. Are you continually updating and enhancing your online follow-up systems to nurture the prospects who have responded online? Can you confirm that the emails you send are actually getting through to your prospects and being read? Are your auto-responders driving calls to you based on the offers you are presenting?
9. You should employ third party web lead sources. Are you getting leads from all other online lead generation sources available to you?

The web allows you to be comprehensive in your approach. When done right, it is one of the best new lead sources available.

## Secret #2: Publicity Generated Leads



One of the most cost effective marketing strategies is public relations. The goal is to get free press. The goal of the free press is to gain exposure, which in turn can build very effective lead flow.

*A personal example of the power of public relations...*

A number of years ago I did some speeches for parents at schools in my local area. The subject of my speech was "How To Build Self Esteem in Kids." That series of speeches became the basis for a press release pitch to the Lifestyle Editor of the local paper. That one pitch eventually led to an interview and a story about me.

When the story was printed it covered ¾ of the front page of the "Life" section of the daily newspaper. Even if I wanted to purchase that prime newspaper location, I couldn't. It wasn't

available to advertisers. My credibility was immediately enhanced by the story. Over \$10,000 of income came as a direct result of that story about me in the paper.

I had been providing press releases to the local media on a regular basis. The pitch I sent in this particular case was not the story that ended up being written. I had submitted a press release about self esteem in kids... and ended up getting a story about me.

One press release submitted does not mean a story will be written about you. You must send them to your local media on a regular basis. It's quite likely that many of the press releases you send will not produce a result. However, just one printed story can create such a great response that the ongoing work of submitting them must be included as a part of your marketing strategy.

*Some fundamental keys to success in PR.*

- You have to submit the right press release. Ultimately, it's not about you... it's about getting the attention of the reporter or media personality. They don't want a story about your new rack or your new truck -- those are not good stories. They want good ideas and sources for a story.
- You have to find the right people in the right media locations. You have to know what kinds of stories are relevant to them. Don't send a shredding story to the "Life" editor unless the story relates to them.
- You have to be consistent. You have to learn what they are looking for. You have to keep providing it.
- You must understand that what you pitch and what may come from it could be entirely different things. But the media will often reward your story by giving you coverage.

Leads that come from press releases are very effective and cost you nothing. It is important to include this lead generation strategy in your marketing machine.

### **Secret #3: Expert Positioning Generated Leads**



Building your credibility as the leading expert in your community on RIM services is another secret tactic that will yield you additional leads. There are some prospects who only like to work with experts. There are many prospects that you can reach when you are marketing via expert positioning. Nothing positions you as an expert more effectively than writing articles for local media, journals and newsletters or by speaking at business and niche market functions.

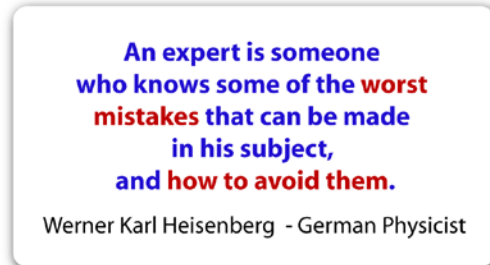
These two tactics can catapult you into a unique position in your marketplace by virtue of the fact that you employ them... and your competitors do not.

When you write articles, try to get them published in highly visible places like the local business section of your daily newspaper, the local business journal or magazine, as well as less visible

places like local association newsletters and publications. Your goal is to place articles in as many of these publications as you can on a regular basis.

One article does not make you the recognized expert. But article after article does. And there is more...

Offer to speak at local events as an RIM services expert. Most meeting planners for local events welcome volunteer speakers. But do your homework before you show up to speak. Craft a message that is effective for your audience.



A few things to remember as you consider this lead generation strategy:

- No one appoints you the expert... you assume the position and role. There is no formal community board that grants the honor. You must take it on and act as the expert.
- Your goal is not to sell your RIM service but to sell the audience and readers on your expertise within the field. The expertise displayed and consumed then translates into them wanting more if they are a prospect for your services. When they request more, you now have a lead.
- When you write articles or give a speech, make sure you engage an offer that compels and drives response. When you deliver a presentation, make an offer at the end. When you write an article, include your offer in the byline.

One more thing. Remind your clients and prospects of your expertise status. Provide your articles to them as a part of your regular mailing. Or make it a PDF and email it to them. Include information about where you are speaking.

There are other benefits from positioning yourself as the expert. Experts can charge more than standard service providers. Being an expert provides an attraction mechanism that is hard for other vendors to compete with.

Being the local RIM services expert is a great way to generate high value leads for your business. Be sure to employ it.

#### Secret #4: Direct Mail Leads



One of the most cost effective, controllable and testable ways to generate leads is via direct mail. Many companies have a problem with this strategy. As outlined in the Manifesto, maybe the problem isn't the medium, it is the methodology.

By following a few important guidelines, you can ensure your direct mail campaign is effective.

1. The mailing list is half the battle. Direct mail experts know that your list is critical to success. So choosing a mailing list of qualified prospects is highly important.
2. Your copy is critical in direct mail. Some of the highest paid copywriters in the world are those who write direct mail copy. Why? Because it is such a highly effective medium. And despite what your instincts may tell you, more copy typically outperforms less copy.

There are three important components of direct mail copy. Failure to employ these can be the difference between success and failure.

- The headline. The goal of the headline is to compel the reader to read the body of the mail.
  - The PS. Tests prove again and again, the PS is incredibly important. People read the headline, then often drop to the bottom of your letter and read the PS.
  - The offer. Failure to have an offer and a related call to action will leave your direct mail piece as recyclable content. You must give your reader something to do and a reason to do it.
3. Do you place your mailer in an envelope? Do you use a postage machine or a real stamp? How about your name on the return address? These *presentation* issues matter and have direct, measurable results on your campaign. If your list is on target and your copy works but your presentation fails to catch the attention of your prospect, then the direct mail piece won't be successful.
  4. There other details that ensure an effective campaign. "Bulk rate" mailings are known to end up in the garbage. If it looks like unsolicited advertising, it may be treated as such by both the postal carriers and mail rooms. *A study done recently by Direct Marketing Magazine suggested that almost 70% of the mail that goes through a corporate mailroom gets pulled out by its staff.* In any direct mail campaign you must think about more than the marketing piece itself, you have to think about how to insure optimal delivery.

Direct mail is a proven tool that must be a part of your lead generation machine.

### Secret #5 Referral Generated Leads



One of the most valuable approaches to getting new clients is by personal referral. But so often we leave referral to chance instead of building it into our marketing system as a crucial component.

You must systemize your referral marketing approach to fuel effective lead generation strategies. A referral system is a methodical process you put in place to capture qualified prospects through your association with other people.

Referral based lead generation is effective for a number of key reasons:

- The credibility that comes from having someone recommend you
- There is no significant cost associated with it
- Referrers tend to be more loyal to you and will repeatedly refer you

Giving great service isn't enough to make referrals happen. You have to be much more proactive about it. Referral marketing is more than trusting people to recommend you to others. That is too random. You need a process that is more consistent.

There are two sources of referrals that will create leads for you -- influencers and clients. While *clients* are more likely to be passionate about your service when they refer others to you, referrals from *influencers* may be more effective in terms of the volume of leads you receive from them.

Influencers are joint venture partners, lead sharing affiliates or those who are willing to support you by exposing you to those they have an established relationship with. I recommend a generous, performance based incentive for leads that become clients based on a referral from an influencer. For referral leads generated from clients, a gesture of thanks is a wonderful response.

The best way to keep your referral marketing system primed is to make regular contact with your clients and influencers. Once a month send them a positive relational letter they will enjoy reading. Include in it gentle reminders to them to continue referring you.

Referrals can make a significant difference in lead generation. Be sure to formalize a referral program in your RIM business as soon as possible.

## Secret #6: Advertising Generated Leads



Have you heard this quote? “*Half the money I spend in advertising is wasted... I just don't know which half.*”

With so many different places to advertise, the decision about where to spend your money can be overwhelming. As a result, many RIM vendors are very cautious when it comes to advertising. It is very easy to waste money on ineffective advertising campaigns.

I include advertising as one of the critical secrets of lead generation success because, once implemented in the right way, it is a great source of leads.

If done correctly, **Response-Based Advertising** creates a response in the prospect that encounters your ad. Your advertising should be different than most ads you see in the media. Most ads are oriented to promote *brand* which implies getting your name out there. The problem with brand based ads is the difficulty in tracking response. There is rarely a compelling offer or call to action in most brand-oriented ads.

Your ad should outline a problem and offer some type of solution. It should make an offer and provide a way to respond. This allows you to track the success of every ad you run.

A mistake many companies make when considering advertising decisions is to start with the media - usually because a salesperson is working to convince them of the value of their media offering. When a deal is struck, the work begins to create an advertisement that will fill the space that has been purchased. That's a problem because it's not strategic.

Successful advertisers always begin by defining their *market*. Then they craft a *message* for the target audience. Then they determine the best *medium* to deliver the message. The advertising media is merely a vehicle to deliver a marketing message to a targeted audience. And the vehicle is chosen based on how effective it will be at delivering the message to that target market.



### Media Delivery Options

In terms of media options, there are many. For the sake of clarity, I have not included anything related to the web as we have already addressed it. But recognize that it is just another marketing message delivery option.

Here are the general advertisement media groupings and some ideas related to each.

- Traditional media including newspaper, radio and television.
- Targeted media including local business journals, business magazines, local industry association newsletters, Chamber magazines or newsletters, or business shows on local radio and television.
- Directory Media including the Yellow Pages, industry-based or local business directories.
- Sign Based Media including billboards, posters, signage and vehicle wraps.

Advertising, in all its various forms, must be included in any effective marketing program.

### Secret #7: Education Generated Leads



Without question, educational marketing can be an incredible source of leads. The reason is because most people don't want to be uninformed about things that affect them.

Often, effective education based marketing relies on all the other

strategies mentioned above. Educational marketing can be the deal maker. Prospects might not respond to a lot of other marketing approaches, but if you put the opportunity for education in front of them, many will take it.

Here are a number of ways to facilitate an educational marketing strategy:

1. White papers, special reports and case studies all provide your prospects with the opportunity to learn something. It can be a great place to start.
2. Teleseminars and webinars are efficient ways to get multiple prospects involved in an educational session that still allows them to be at work. They don't even have to leave their desk.
3. Executive Educational Events. These events create a much more personal connection with prospects and have been proven to be very effective at moving people into the sales process.
4. "Lunch and Learns", "Brain Breakfasts", and other mini-educational events can be a great way to meet prospects as well. You feed them, educate them in some way and you'll often gain a lead.
5. Audio or video education. Pre-recorded audio or video that is educational in nature can provide a great lead generation mechanism.

The bottom line is that educational events are great lead generators and great sales set-up tools. Be sure to employ them in your overall marketing plan so you don't miss out on all the leads they can provide.

## The Biggest Secret of All...



There you have it... seven secrets of lead generation success. These strategies added to your existing marketing activities can begin to generate significant results for you in the area of lead generation. But there is an even bigger secret tying all these secrets together.

It is the **INTEGRATION** of each of the seven strategies into a cohesive marketing plan... which means that each of the secrets is not just working independently... they are doing their part in the integrated whole of your marketing plan.

The direct mail you send to a target niche list relates to the article you wrote in the local business journal and the press release you distributed to local media. In the same timeframe you also provide an educational marketing event for the same target audience. Your advertising shows up in media that your prospects are reading. And your referral strategy engages the support of people of influence within the same niche context.

Once this type of integration happens in your marketing, the results in terms of lead generation become consistent and recurring. You will have a lead generation magnet that is producing exceptional results.

### **The Big Problem**

Knowledge isn't usually the problem... implementation is. You probably recognize that success would come from employing these marketing strategies I just outlined so they could work together to generate an ongoing supply of leads.

Getting it all done however is the big problem. It's hard enough to implement one marketing approach.

Creating and then integrating seven strategies may seem almost impossible no matter how effective they are.

So you might resign yourself to the thought that this type of marketing will never happen for you.

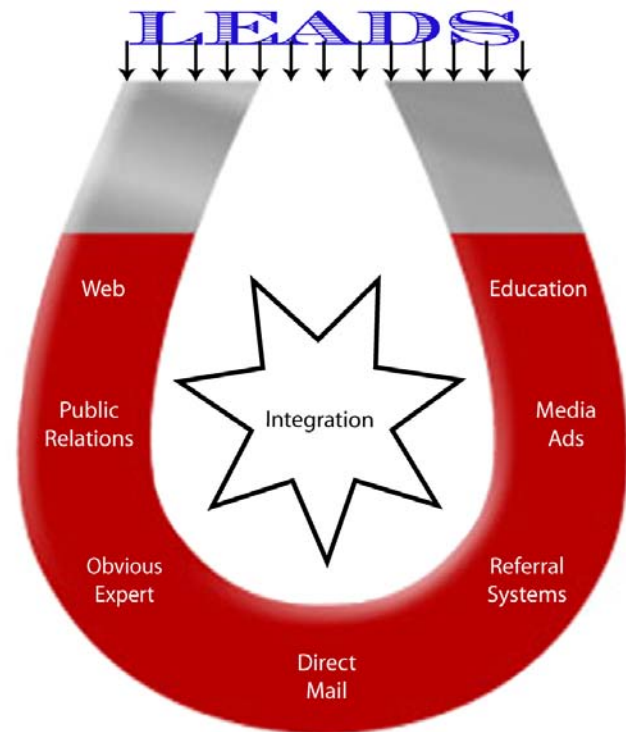
### **But, what if I told you that there *is* a way to begin to implement this type of marketing?**

- What if someone who knew how to do it would be your advisor and guide?
- What if you could get direction and advice from someone who has walked in your shoes and has also assisted many others business owners just like you?
- What if you could have someone to both show you the way and accompany you as you implemented your marketing strategy?

## **NOW YOU CAN!**

**Would you like to have me on your team as you prepare and engage the basics of your lead generation machine?**

You've watched me for quite a while now. You know how I work. Have you noticed how I market?



I don't just teach it... I do it every day!

You've just read my "Manifesto" and now this "Secrets" document. You know even more about my philosophy and approach.

The question is... do you want someone to rely on as a trusted advisor?

If you want my help, I am available to work with you.

Please take some time to look at my consulting and coaching options at <http://tomadams.com>. There are some options for you listed there. Then when you are ready, let me know.

To your ongoing marketing success and a never-ending supply of leads!

Cheers!



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PS. This could be the year you confidently move forward. Are you ready? Do you have the knowledge, the tools and the commitment to move forward? If so, I am cheering for you. Make it your best one ever!