

Lead Generation



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LEAD GENERATION

Relationship Building & Types of Leads

Relationship Building

Building a relationship in lead generation is about creating a personal bond, mutual trust, and a shared understanding between you and your leads. People are more likely to do business with someone they trust who understands what they need. In addition, a positive relationship will retain clients over the long term.

When building relationships, remember to listen, not just talk. Be friendly and personable. Allow your potential leads to discuss what is concerning them. Once you build a stronger connection to your leads, you will be able to learn how to target your audience better. Building relationships will be a continuous process.

Tips for building stronger relationships with potential leads

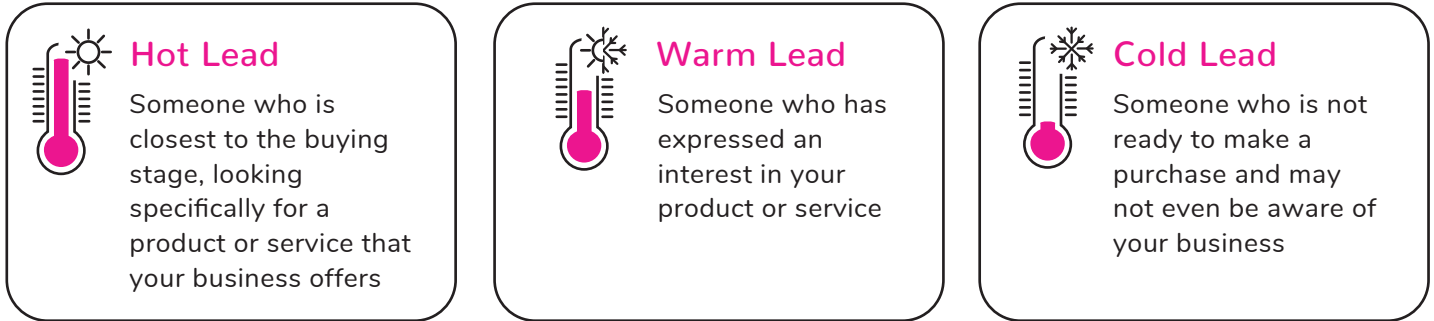
- Ask questions
- Answer their questions
- Give them free stuff
- Help when they ask
- Share important information & industry news
- Provide insight into your business achievements
- Engage through jokes or funny stories
- Invite them to events



Types of Leads

Criteria

A simple way to categorize leads is to identify how closely they fit your criteria of a potential customer.

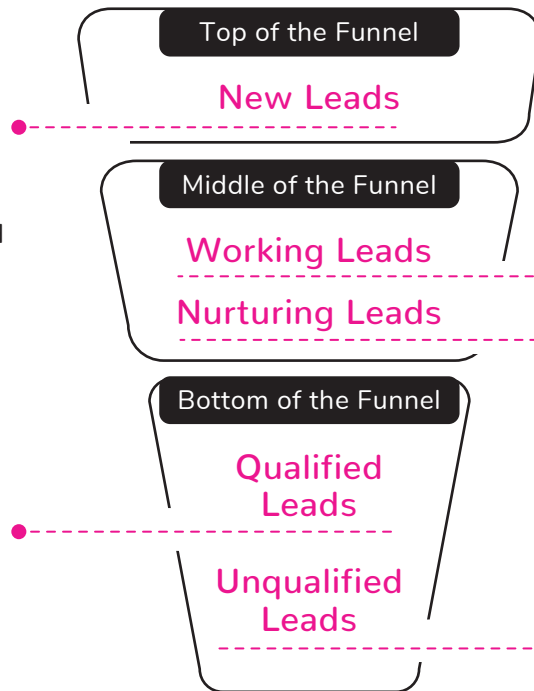


Funnel

You can also categorize a lead based on where the person sits in the sales funnel.

Potential customers who know something about your service/product. It could be someone who has visited your website and entered their email address or walked into your store and signed up for a mailing list.

Someone who wants to do business with you, also known as a sales lead. No longer a part of the sales funnel.



A lead you are actively engaging. For instance, the client signs up for your email lists or follows you on social media.

A lead who is not interested in utilizing your product/service right now but may in the future. It's important to contact these people by sending them additional information.

A lead not interested in what you offer, also known as a dead lead.

Types of Leads (cont.)

Qualification

A third way to categorize a lead is based on their qualification in the marketing funnel.

IQL Informed Qualified Lead or Cold Lead

Typically found at the beginning of the sales funnel. Your company can offer helpful information about a topic relevant to the person's needs.

PQL Product Qualified Lead

They have taken action to become a paying customer (uses a free version you offer but engages or asks about features that are only available for paying clients).

MLQ

Marketing Qualified Lead or Warm Lead

The marketing team has determined that these leads are more likely to become a customer than others.

SQL

Service Qualified Lead or Hot Lead

These leads are at the bottom of the funnel. They have shown an interest in becoming a paying client. For example, they tell the customer service representative they would like to upgrade a product subscription or ask a question about a specific product or service.

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The Journey



1 Set campaign objective

- Identify the buyer persona, know your target audience
- Decide how you will reach your audience
- Establish a call to action
- Set a follow-up schedule
- Determine what you will consider success

2 Evaluate & select campaign target

- Examine the demographics of your website and social media pages
- Run surveys
- Conduct customer interviews
- Talk with the sales team to get their opinion

3 Determine media outlet

- Will you utilize email marketing, webinars, eBooks, or videos?

4 Develop an offer

Simplify your message:

You want this message to communicate that you are a valuable option for your prospect's issues/questions. You want your prospects to trust you. Use straightforward tactics to create valuable content and offers.

- Identify your unique selling proposition and what you can offer to the market
- Determine what you can offer to convert your lead to a customer
- What do you want the potential buyer to do?
 - Register for an event
 - Try a product
 - Watch a video
 - Sign up for a course
 - Subscribe to a newsletter

5

Optimize your lead capture mechanism

- You will direct your target audience to an optimized landing page before getting to your main webpage. The goal of a landing page is to convert a lead to a customer.

6

Promote your content or offer throughout the journey

Where can you promote your content or offer?

- Website
- Blog post
- Email list
- Social media

TOF

Top of funnel

Buyers are either unaware they have a problem or that there's an excellent solution to their problem. The right content can attract them to your offer.

- Blog posts, articles, ebooks
- Speeches, webinars, presentations
- Infographics

MOF

Middle of funnel

Buyers are exploring their options, and content can help them self-qualify and find benefits that appeal to them.

- Reports and surveys
- Training and how-to guides
- Templates, checklists

BOF

Bottom of the funnel

People are considering a purchase, and content can help move them off the fence and close a deal.

- Case studies
- Customer success stories
- White papers

7

Align sales and marketing team

You want to meet with your sales and marketing team to discuss the goals you have for your lead generation process. Make sure the plan is clearly defined for everyone and is attainable.

8

Perform lead scoring

Use predetermined criteria or data points to rank the sales readiness. Then, assign point values to each criterion, giving you a final score for each lead.

9

Nurture leads

There are several ways you can nurture your leads:

- Utilize case studies
- Create targeted content
- Use multi-channel lead nurturing (such as email, social media, or direct mail)
- Focus on multiple touches for buyers to see your business
- Follow up with leads promptly
- Send personal emails

10

Close the deal

Remember, this isn't the end of the journey for the buyer. It's essential to close the deal and continue to provide value to your clients, build repeat business and create referrals.

11

Test the components of your lead generation campaign

Focus on:

- Fit:** the degree to which a prospect fits your buyer persona
- Behavior:** how the prospect has interacted with your content and brand
- Buying stage:** where the prospect is in the sales funnel

As we mentioned in our blog **Lead Generation: The Journey**, potential leads will respond differently at various stages of the lead generation journey. Therefore, what works initially will not be effective as potential leads move through the sales funnel. Here are examples of content that will be effective at the different sales funnel levels.

If you need help navigating your lead generation journey, contact MLC Expert Consulting at [843-819-0103](tel:843-819-0103) or through [our website](#). Subscribe to our blog for more marketing tips and information.

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Qualify, Score & Nurture Leads



Lead Scoring Examples

Every company has a different model for assigning points to score leads. Here are some examples that may work for your company.

Website Visitor Scoring

Website visitor scoring is the most common lead scoring model and helps determine sales leads from those who visit your website. Create categories and add a score to create your model.

Add products to the shopping cart	20 points
Provide email in exchange for a discount	10 points
Download a PDF	7 points
Visit the pricing page	5 points
Read a blog post	3 points
Visit the "about us" page	1 point

B2B Scoring

It's essential to connect with the right people at the right companies. You can create a scoring system based on the business and your contact's position within the company.

Business Size

1-10 employees	10 points
21-100 employees	5 points
101 plus employees	2 points

Department

IT	10 points
All other departments	1 point

Title

Vice President	10 points
Manager	5 points
Analyst	1 point

Email Engagement

Emails are great ways to complete lead scoring because you can see how people respond to your campaigns. You can utilize email marketing software which will allow you to look at the open rate, the number of click-throughs, and the number of people who haven't responded to numerous emails and are no longer interested. Businesses that rely on email marketing campaigns have the best success with this.

Click-through on a product	30 points
Click-through on a promotion	20 points
Click-through for any other reason	10 points
Email open	5 points
Not responding after 5+ emails	-25 points

Online Behavior

You can install a tracking pixel on your website to track the different online behaviors such as reading your blog, participating in your contest, or visiting your website. It's essential to look at the number of pages a person views and the type of pages.

+3 points for viewing a blog post
+5 points for downloading a case study
+10 points for visiting your pricing page
-10 points for visiting your career page

Lead Nurturing

Lead nurturing is about building relationships; as you know, there isn't a cookie-cutter approach. Consider these tips for growing relationships with your leads.

Send awesome emails

Every email to your potential client is an opportunity to build a connection. You want to customize the email to the client's personality and where they are in the buyer's journey. And most importantly, don't just reach out when you have something to sell but keep potential clients in the loop of what is going on with your business.

Embrace therapeutic empathy

It's essential to be both a mirror and a sponge so that you can understand your potential client completely.

Offer excellent customer service

People want to be heard and valued. Giving above and beyond customer service is one way to show them how important they are to you.

Seek feedback

Genuinely caring about what your potential client has to say is also a powerful way to build a stronger relationship. When you hear what clients have to say and implement changes, you allow them to feel heard.

Be consistent and timely in your interactions

Clients don't want to be ignored or forgotten, and they want businesses to deliver on what they promise. So be sure to engage and connect regularly and develop a process in your company to ensure no leads fall through the cracks.

Build trust

Be open and honest regarding deadlines, delays, or updates.

Reward loyal clients

Show leads they are important to you. Don't forget about the client who has utilized your services. You want to keep that relationship growing so they will continue to be clients and tell others about your business.

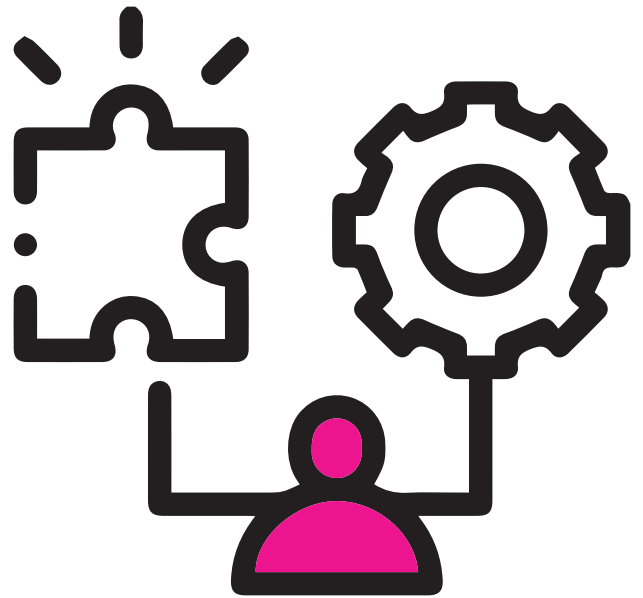
Provide value

Ensure you provide value to your clients throughout the lead nurturing process. For example, it can be helpful to create a lead nurturing content timeline, so you never miss an opportunity to connect.

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Strategies & Tactics



Examples of Strategies and their Tactics

Strategies and Tactics are an essential part of creating a lead generation campaign. Here are some examples so you can better understand the relationship between them:

Strategy

Leverage social media and your online presence

Tactics

- Pay to promote your business on social media, showing ads to people most likely to be interested
- Post consistently on social media to get more engagement and exposure
- Engage social media visitors by utilizing live chat
- Optimize your website
- Optimize your social profile

Strategy

Optimize your Call to Action and landing page

Tactics

- Use a tempting Call to Action
- Make sure your Call to Action is clear and goes to a specific landing page
- Optimize website and landing page for mobile use
- Create gated content as an incentive you can offer clients once they complete a form or a specific Call to Action

Examples of Strategies and their Tactics CONTINUED

Strategy

Utilize email marketing to generate and nurture leads

Tactics

- Send a personalized email to potential clients notifying them of special offers
- Create an email drip campaign and determine the frequency

Strategy

Invest in data-driven content marketing

Tactics

- Create a value-packed newsletter that encourages those interested in connecting with your brand
- Be consistent with blogs and newsletters
- Use your blog to link to a Call to Action
- Use success stories to attract new clients
- Create multimedia content to attract new audiences and nurture existing prospects
- Pay attention to your SEO, concentrating on specific high-quality keywords in your content

Strategy

Create multiple free offers and discounts to gain more leads

Tactics

- Offer a coupon or discount to those people who have been interested
- Provide a free product or free trial offer to attract people who aren't necessarily ready to buy
- Offer free webinars

Strategy

Redefine how you interact with your leads and potential clients

Tactics

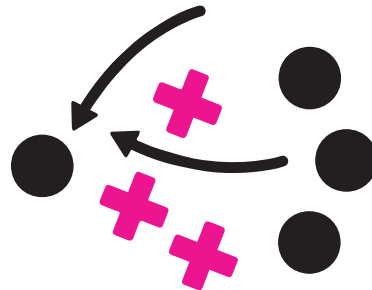
- Host an event to attract and serve your target market and collect contact information from the registration form
- Get involved in networking face to face with clients by volunteering to present at events
- Get personal with your clients by writing a letter or calling
- Interact and respond on review sites
- Retarget people who have engaged with your brand since they have already shown an interest

Strategy

Encourage current clients to get involved in the lead generation process

Tactics

- Create a referral rewards system giving potential leads a benefit or discount for referrals
- Run a contest to encourage engagement and learn more about your audience
- Encourage customers to review your business on review sites



Creating a lead capture form

Here are a few **tips to help you create a form** that will provide you with information to grow your leads:

Location of the lead form positioning is a critical factor for success

- Top right-hand corner or immediately below the header space
- Easy to find on the landing page
- No scrolling necessary to locate

Length of lead form

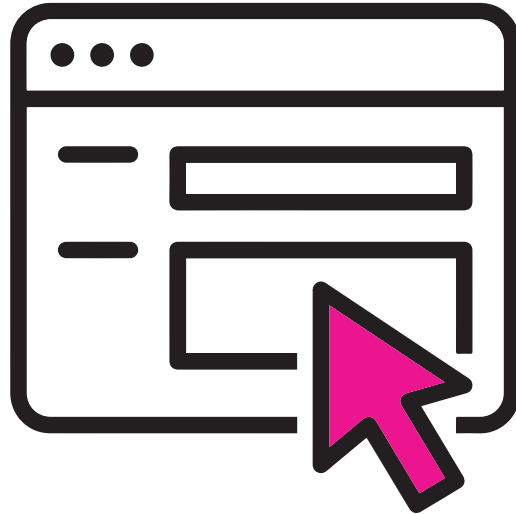
- Shorter forms have a better chance of being completed
- Shorter forms typically generate more leads
- Longer forms bring higher quality leads
- People will typically fill out a form with fewer fields
- Balance collecting information without extensive questions

Form fields

- Include fields and questions that will identify the strength of the lead
- Ask questions that gauge needs and increase the likelihood of a potential client utilizing your services
- Ask only essential questions

Your privacy policy

- Potential clients need to feel secure filling out your form
- Use an authority endorsement or a guaranteed seal
- Your website should be credible
- Include a footnote that their information is safe



Lead submission button

- Button people use to complete lead generation form
- Make sure the button attracts the attention of the potential client
- Match your brand/logo
- Be consistent across all Calls to Actions

Create a lead magnet that motivates leads to complete the form

- Lead magnets are the incentive you are providing in exchange for information
- People are more willing to give personal information if they have an incentive
- Offering a free trial/reward increases your success rate of gaining information
- Adding an incentive allows you to ask for more information

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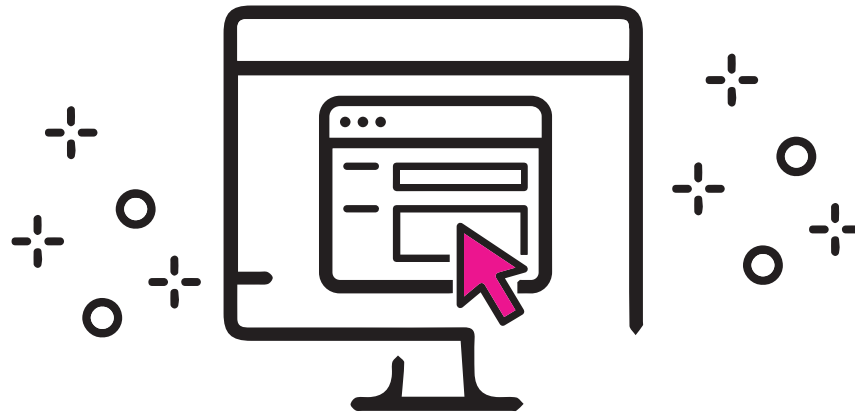
Lead Content and Lead Sources

Ideas to help
you create the
perfect content
for your potential
leads



- **Produce informal and educational videos.** Informal videos solve your audience's real problems with their fun and easily understandable format. Educational videos give people the answers they are looking for in a form they can watch/listen to many times.
- **Generate interactive tools or quizzes,** which will provide information about your audience you may not have gotten otherwise.
- **Offer gated content that the lead can only get from you.** People are more likely to provide their data when receiving valuable information that saves them time and research.
- **Provide insight into what is working for your company.** Write a post detailing a success or failure your company has faced, how you handled the situation, and the wisdom you gained. Potential leads will learn from your experiences and be motivated to return to see what else you can offer.
- **Create a useful spreadsheet available to people who provide specific information.** Making spreadsheets can be time-consuming, so people often jump at the opportunity to save time.

Perfect content for potential leads CONTINUED



- **Create a post providing detailed answers to some of your potential clients' burning questions.** When your company is willing to answer questions in-depth, it fosters a stronger relationship between you and your potential leads.
- **Provide a worksheet that simplifies a process.** Giving people a worksheet they can fill out in exchange for information creates a mutually positive relationship.
- **Compile a list of useful tools or resources.** Providing solutions or instruments that have helped you in your business will help grow trust between you and your potential leads.
- **Hold an email course for your potential clients.** Steer away from fluff topics and choose an in-depth subject that is more educational in nature. Your leads will be more willing to provide their personal information if the topic is valuable.
- **Host a giveaway.** This is one of the most successful lead generation ideas! Ensure your giveaway is valuable to them to help guarantee your leads are quality.
- **Create a template to simplify an everyday task.** Offer something that can be beneficial to your potential leads. Some examples are employee schedules, content calendars, or marketing research sheets.
- **Offer a free trial or freemium* product.** Free trials allow your potential leads a peek into your product or service, which can build trust and awareness among your users.
- **Provide a handy checklist that potential leads can use to help their business.** Make sure the information on the list is helpful to your audience so they will return to your website repeatedly.

*Freemium is a business model where the owner or service provider offers basic features to users at no cost and charges a premium for supplemental or advanced features. pg. 16

What content works best where

Remember, when choosing the best lead source for your content, certain content works better on a specific lead source. Here are a few examples of different lead generation sources and the types of content that work best:



Facebook

- Paid ads
- Consistent posts
- FB Messenger allows clients to have private conversations and ask questions
- FB events
- FB live videos
- Picture landing pages with an offer
- Call-to-action button
- Contest or giveaways



LinkedIn

- Lead generation forms that auto-populate with a user's profile data when they click your call-to-action
- Digital version of your 30-second commercial to include in your profile
- Connections to your network
- Groups involvement
- Consistent posts updating your followers (avoid selling when posting updates)
- Recommendations for your customers and key contacts



Twitter

- Lead generation cards within a tweet
- Surveys
- Free informational video
- Landing page for a website or blog



Instagram

- Ads
- Relevant and credible bio
- Call-to-action button as a part of your profile
- Hashtag use in exchange for a discount
- Updated stories
- Influencer connections

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