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Opportunities  
don't happen.  
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**YOU  
CREATE  
THEM**

*Chris Gosser*

Top tips for lead generation

“ The most successful lead generation activity clearly demonstrates how a business, product or service adds value to people's lives, shows how it's different to others, and will talk to people interested in what it has to offer, with messages they can really relate to. ”



**Clive Reddihough FCIM**  
Managing Director



# Top tips for lead generation



## 1. HAVE A CLEAR, 'RELEVANT' MESSAGE

Keep messages clear, relevant and easy to understand.

**With almost instant access to online marketing channels it can be tempting to 'set up and go' without giving enough thought to the message. Getting your message right first will pay dividends later.**

- Be clear on how your proposition adds value to customers' lives.
- Differentiate your offer from competitors – give customers a reason why they should come to you.
- Communicate your proposition in one simple easy to understand phrase.
- Aim for a headline that can be tweeted.

## 2. DETERMINE YOUR TARGET AUDIENCE

Have a clear idea of who you're targeting and why you're targeting them.

**To work out who you should focus your activity on:**

- Profile your existing customers – identify your best customers and target more of the same kind.
- Segment your customers and focus on core segments (for example those types of customers that deliver the most profit, or are growing the most).
- Ask some simple questions to see who your proposition might have most appeal to:
  - What problems do you solve? Which businesses are most likely to encounter these problems?
  - What companies / kind of companies will gain the most value from what you offer?
- Think about your market and consider targeting specific individuals / job holders, geographic locations or industry sectors you want to work in / with.



*Impact*

### 3. SET CLEAR, REALISTIC OBJECTIVES

Set realistic objectives that are aligned to company goals before getting started.

#### **Breakeven analysis**

Calculate the sales needed to cover the cost of the activity. This should set the 'benchmark' for the minimum number of sales that you want your activity to achieve.

The smaller the uplift in sales required to breakeven the greater the chance that the lead generation activity will deliver incremental profit.



#### **Setting objectives**

Use sales patterns, industry trends or average response levels for the marketing activity to set realistic targets.

Ensure that the objectives for lead generation are aligned with your company goals and will make an achievable contribution to the bottom line.

## 4. TAKE A MULTI-CHANNEL APPROACH

Aim to engage with customers wherever they touch your brand.

**Giving customers the choice to interact with you in a way that's convenient for them – in terms of channel, time and place – is an essential part of lead generation. Work out which channels are most relevant to your customers and:**

- Make sure all your messages, across all channels, have a clear consistent message.
- Target each customer segment with an offer/ message relevant to them.
- Make sure your activity takes into account that people are individuals with different tastes (tailor your approach and content accordingly).
- Lead generation should be ongoing, not a 'one off'. Plan follow-up messages to every campaign you send out.



CHOICE

## 5. IMPLEMENT – EVALUATE – IMPROVE

Plan, implement and monitor your lead generation activity:

- Divide activity into campaigns or time segments (e.g. quarters of the year / financial year).
- Build a timetable of activity for each campaign which clearly sets out what will happen when.
- Monitor each campaign using (where relevant):
  - Campaign tracking codes for online activity
  - Google analytics
  - Google adword statistics / reports
  - Email campaign reports
  - Social media statistics
  - A unique telephone number / telemarketing feedback
  - Response cards for direct mail
- Evaluate each campaign and use any learning from it to improve future activity.



## 6. HAVE AN ON-GOING PLAN FOR NEW BUSINESS DEVELOPMENT

Continued growth will only come with continued effort. Aim to have **a rolling 12-month plan for lead generation activity** ensuring that for each phase of the activity you:

- **Have a clear, 'relevant' message.** How does your product or service add value to customers lives? What's different about it?
- **Determine your target audience.** Be clear on who you should be targeting, and why you're targeting them.
- **Set clear, realistic objectives.** Ensure that the objectives are aligned with company goals and that the targets set make an achievable contribution to the bottom line.
- **Take a multi-channel approach.** Give customers the choice to interact with you in a way that's convenient for them.
- **Implement - evaluate - improve.** Build a timetable of activity. Evaluate activity from each campaign and use any learning from it to help improve future results.



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