

Our tips for creating a lead generation campaign

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This eBook is made up of blogs written by Yafit Davis covering elements of creating a good lead generation strategy.

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01

Why invest in new business development?

Entering new markets can be a real challenge, why do it?

You must have heard the saying: 'better the devil you know'. Not surprisingly, this is a point of view which we come across a lot when dealing with business. Most established businesses rely on customer retention and referrals. This is as it should be because these are key factors in the development of any company and contribute to its stability and profitability.

So why should you invest in opening and developing new markets?

Indeed, many companies who see new business development as a risk, here are a few reasons why:

- Hiring or developing the resources required is expensive
- There are no guarantees that you will get a return on your investment
- You may have to make concessions or changes to your product to make sure it fits
- Developing new business takes a lot of time and effort

However, unless you are a big believer in 'better the devil you know', there are many reasons why you should consider new markets. Here are the key ones:

•**Over-dependency on your current client base.** Depending on your industry, your clientele base may be very specific and limited or it might have a wider reach. Some of your clients might be loyal and reliable and others less so but any company can change direction, fold or decide to hire someone else. If you have a healthy pipeline of new opportunities this might be less of a blow.

•**Over-dependency on specific industries.** You may well be an expert and a brand in certain industries, which is great. However, as economic circumstances change, some industries may experience a decline, which can put your business at risk. Adding diversity to your sales can put you a step ahead of your competition and keep you in profit. Diversity does not have to mean going into a different industry all together but improving your reach within your existing one.

•**Limiting your own growth.** If you only operate within one target market, you may well reach a saturation point that hampers your growth efforts. A new market can provide you with a fresh opportunity to grow and develop.

•**Becoming stale.** Along the lines of the famous quote from Einstein, If you always do what you have always done you cannot really expect change. Going for new markets will force you to update your products and to consider how you do things, which is never a bad thing.

02

Setting up and developing your pipeline

Growing your pipeline in a predictable way

Regardless whether you run your own business or manage the sales team within a bigger company, developing your pipeline is key to security and growth:

- Without a pipeline, you will struggle to forecast the future of your sales, which affects all major business decisions
- Pipeline development helps you tackle your growth strategy, from immediate to further opportunities, existing and new markets

Despite its importance, many companies treat pipeline development carelessly, leaving most of their new business sales to faith. Typical approaches include:

- Relying solely on repeat business and referrals
- Frantically looking for leads only when levels of sales have reduced dramatically
- Running a variety of lead generation tactics without focus or strategy
- Trying to convert any business that comes your way

This approach will either leave you with a small pipeline covering only immediate opportunities, or a very large one full of long-term possibilities and less qualified opportunities. If you want to truly use your pipeline as a tool for growth and development, you need to have one which includes long term suspects that are being nurtured and developed into mature prospects, who will turn into customers.

To achieve this, three things need to be established:

- A good understanding of your target markets
- Continuous, relevant communications to create interest
- Continuous and timely follow up

Follow these steps, and you will end up with a funnel shaped pipeline that is aimed at creating new opportunities in your desired markets and developing them into sales. You may already be doing this or a part of this, but now is a good time to review your process.

Six B2B methods to consider

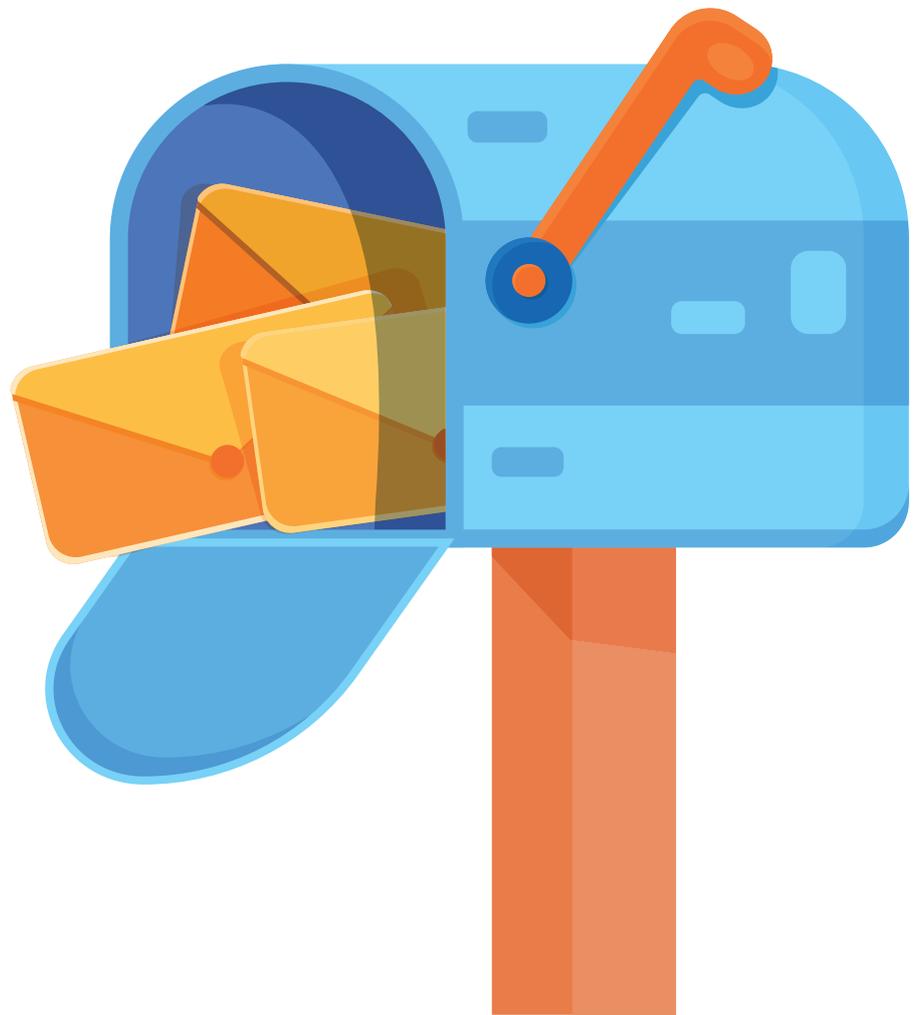
Here are the top tools we use in our marketing:

Offline methods

•Direct Mail:

Direct mail is making a comeback in post GDPR marketing because it is one of the methods you can use with prospect companies as long as they have not asked to go paperless. In these days of e-mail, a letter has become a novelty and you can use this to your advantage.

Best approach: Use it in conjunction with other campaigns; utilising a variety of platforms ensures that you are appealing to all your prospects. Due to cost, it is probably worth making a long-term plan so that you can design multi-use materials and print in bulk where possible.



•Networking/ referral partners:

Referrals are by far the best way to gain new business because your conversion rate is much higher. When you are introduced as a trusted partner at a point when your prospect requires your services, you cannot go wrong.



Best approach: This would very much depend on the stage of your business, how much time you have and your personal preference. There are many versions of networking groups out there to suit everyone. If your business is new, you tend to network more. Mature businesses tend to settle into referral affiliations with their clients and suppliers. Any arrangements is fine as long as you are benefiting from this key tool.

Online methods

•Content Marketing:

This tool is relevant to a number of marketing platforms such as social media, E-mail marketing and your website. Many businesses already use content marketing but GDPR enforces the importance of getting it right. GDPR focuses on your expertise and how to best share it with clients and prospects and thus attracts interested parties the right way.



Best Approach: Content marketing is a good way to grow brand awareness, but it is not a quick win. For it to work, it needs consistency and time so create a monthly plan including blogs, Social Media posts and e-mail campaigns and stick to it. Consider how you use e-mail marketing in the light of GDPR and ensure you are compliant. Digital space allows you to use many and varied tools so get some advice from a good digital agency.



Get started



•Landing Pages:

This is not a new tool, but it takes centre stage in list-creation post GDPR allowing you to reach prospects who have already expressed an interest in your product. The definition of 'landing pages' according to Unbounce is: 'a standalone web page, created specifically for the purposes of a marketing or advertising campaign. These pages are designed with a single focused objective – known as a 'Call to Action'.

Best approach: To use landing pages effectively you need to be specific and to do this you must understand your market well. Creating specific landing pages for your individual marketing campaigns is recommended. To work well, these need to form a part of a marketing strategy. Although there is plenty of free and helpful software for creating landing pages, it might be useful to use a digital agency to help you create them, at least initially.

03

How to ensure success

New leads v new sales

It may seem an obvious thing to say but a lead and a sale are two different things and accordingly need different treatment. I often come across businesses confusing the two and ending up losing a good lead that could have turned into a sale or spending too much time working on an unqualified lead because they thought they have already secured the business.

A lead may eventually turn into a sale but there is a process it needs to go through to get there. The simple but necessary process to turn a lead into a sale means your leads become prospects, which can be turned into an opportunity and then finally closed in to a sale. Below is a brief outline of what needs to be done at each stage:

- Leads need to be treated with care and respect, they need to be nurtured. You need to communicate with the lead on a one-to-one basis and encourage them to engage in order to learn more about them. This can be done using e-mails or telemarketing for example. If a lead engages in two-way communication this suggests they have real potential to purchase which makes them a prospect.

- A prospect has the potential to become an opportunity, to make a sale. So next you need to determine if they have a challenge that your company can help them with. Therefore, when handling a prospect you need to determine:

- How much they know about your product/service

- What you know about their specific challenges

- What they understand about how your product/service could help them

- If they have a budget

- If they would appreciate a proposal?

- If a prospect decides to consider your proposal, they become an opportunity and are one step closer to becoming a new client. If your proposal is then agreed you now have a SALE and a new client.



So, in summary, leads, prospects, opportunities and sales are all different but all part of the same process. It is important to differentiate between the stages so you can make sure your marketing and sales strategy is doing the right thing at the right time.

FARMERS

v

HUNTERS

Every half-decent salesperson trying to sell you advertising, SEO or data will ask you this question:

‘Do you know where your business currently comes from?’

Surprisingly, most people do not know the answer, so they make it up but actually knowing the answer is important, here is why:

Most SME owners think that growing their business must be done through generating new leads. It is because of this belief that you end up being persuaded to spend money on advertising and marketing schemes. You do not know for sure if they are working but are too scared not to spend the money just in case they are. Knowing where your business currently comes from can save you money.

The case for selling another...

The most common answer to the question of where business comes from is ‘70% of our business comes from word of mouth’. But the real question is: are these new enquiries or additional purchases from existing clients? If the answer is ‘new enquiries’ then you need to consider how you currently communicate with your existing clients. Increasing the number or value of purchases coming from your existing customers is easier than finding new clients and it will not be as expensive and time-consuming, which will make it a lot more profitable.

So next time you are considering your business development plan, make sure you consider the opportunities within your existing database.

04

Setting up your lead generation campaign

How to create a successful campaign plan

Trial and error are great tools for learning anything and that goes for marketing too. We all spend a lot of time looking for lead generation tools that work for our business and when we find one, we hold on to it. At the same time, if we try something and it does not work, we strike it off our list forever. This is a good way to ensure your budget is being spent wisely and getting results.

To create a successful plan, you need to consider the following:

- How much of your knowledge about success is based on your preference and comfort zone rather than on testing and measuring?
- When was the last time you reviewed your tried and tested lead generation methods?

These are important questions to consider because:

- You should base your lead generation campaigns on your target market's preference and comfort zone rather than your own.
- New lead generation tools are developed all the time and trends and approaches are developed so reviewing your approach regularly is important.

Here is our recommended approach to campaign planning:

- Break your marketing into individual campaigns first and plan each one separately.
- Do not go in all directions at once - it is much better to have two successful campaigns than five messy ones.
- Set your new business targets by working out the following parameters of the sale:
 - Average sale
 - Conversion rate
 - Number of leads required
 - Ensure goals are SMART

To get a better understanding of who you are targeting, consider question such as:

- Who is your ideal company and why?
- What is the specific problem that you can solve?
- Who do you want to speak to?
- Where are they likely to go for information?
- What questions are they going to ask?
- What are your challenges in winning companies in this market?

Learn from your competition. Do some research to find out:

- Who your main competitors are in this market?
- What they are doing to attract new business.
- If you can offer something different.

Once you are clear on the above, look at tools and tactics and ask:

- What worked for you in the past?
- How can you use your own resources successfully?
- Are there any new tools you can use?
- What is worth outsourcing?



We hope that this eBook has inspired you to have a go at creating a successful lead generation campaign. There are a few things you can do now:

If you are ready to carry on with your business development journey, you should download our next eBook: **Our Tips to Creating a Lead Nurturing System**

Part 3 - Lead nurturing: [Download Here](#)

If you need some support creating your lead generation strategy, get in touch:

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