

# LEAD GENERATION

# tip sheet

## Select a Date & Time

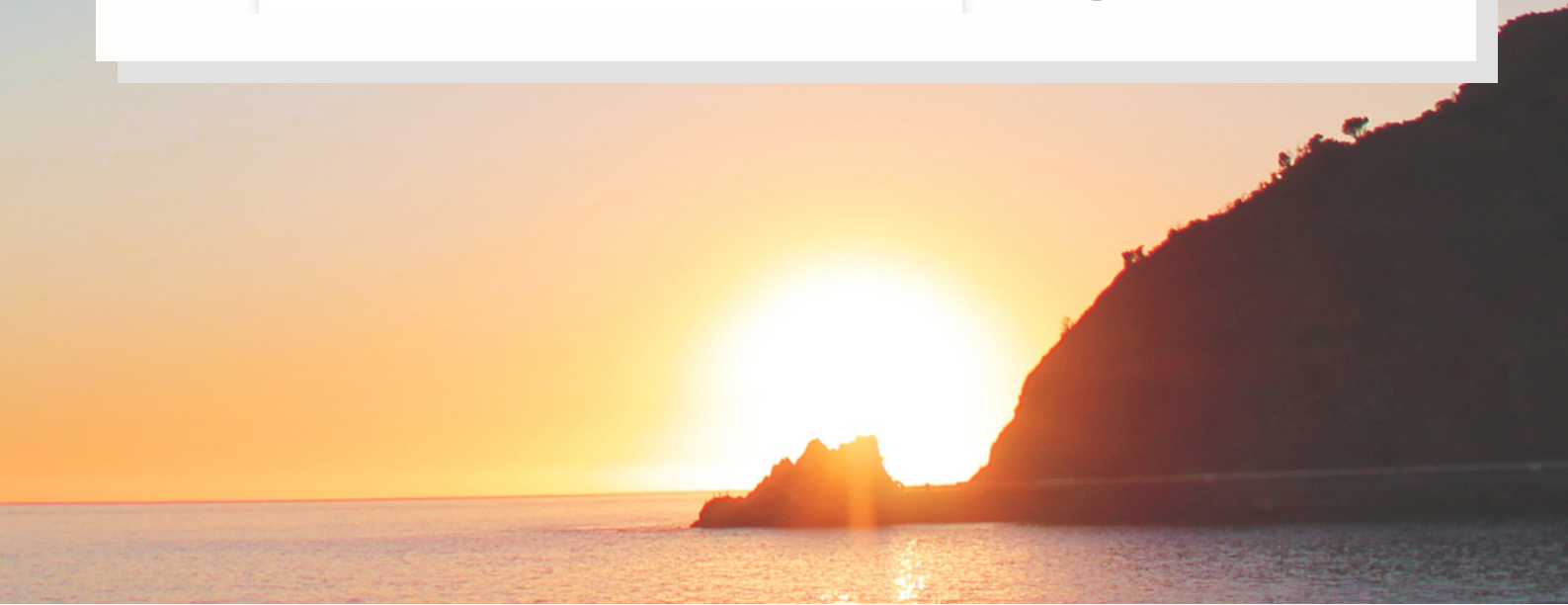
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Calendly

< August 2023 >

MON	TUE	WED	THU	FRI	SAT	SUN
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

### Time zone

Auckland Time (12:47pm) ▼



## WHAT IS LEAD GENERATION

# exactly?

Lead Generation is the process of acquiring new potential clients, nurturing their interest in your business, with the end goal of converting them into paying customers. It involves identifying your target audience and developing marketing strategies to reach those customers effectively.



“You cannot serve clients until you get them, and you cannot get them without generating the initial lead to convert them from an unknown person to someone interested in your product or service to an actual paying client,”

- Ari S. Goldberg

While it is perfectly okay to pursue potential clients through traditional advertising methods, lead generation uses a variety of strategies to actively attract clients or customers in a more personal, relatable and engaging way.

1. *Establish who your potential customers are* – otherwise known as your target market.
2. *Understand your target market* – what do they care about? What's their demographics? Where are they likely to be?
3. *How will you measure your success?* Is it through the number of sales, number of enquiries, number of bookings?

To be successful in lead generation for your business, you need to understand the needs and interests of your target market and give them content that is relevant and interesting to them.

As Hubspot says, marketing is all about being in the right place, at the right time, in front of the right people.

# tactics

# 1

## Education

Find ways to tell your target market about your products and services. Social media posts and blogs are a great way to achieve this and by including links you are also improving your SEO on your website.

# 2

## Call to Actions

A call to action is a strategy to encourage your target market to take the next step. It should be included in all promotional material. You could direct people to your website, an email, a download, or a phone number to call.

# 3

## Testimonials and Feedback

Referrals from your clients is an excellent way to build credibility. Ask your customers for a recommendation and consider offering incentives for referrals.

Asking for Google reviews as part of your sales process is an excellent way to increase your visibility on Google search.

# 4

## Offer Value

Giving something to your audience for free is a great way to engage their interest. Offering a 'free no obligation quote' or a resource available for download is a great way to start building a relationship, peak their interest in your business, and start the conversation.

# 5

## Audits

Imagine going to all the effort of lead generation, only to lose them because your contact details were incorrect. Before beginning any lead generation campaign, take the time to audit your entire public profile, especially your website. Check that the customer is able to navigate easily, find contact details, and make enquiries without hassle.





# 6

## **Quality Content**

Whether it's a LinkedIn comment, Instagram post, an advertisement on social media, a video, blog or newsletter, ensure your content is authentic and produced with your audience in mind. Every marketing output is an opportunity to build trust, build credibility, and generate a lead.

# 7

## **Evaluation and Analytics**

To evaluate which strategies are working the best (and therefore develop further) you need to have a strategy in place to track analytics. Gaining insight into where people are accessing your content from, their behaviours when engaging with your content, and insights into who they actually are, is critical in ensuring your lead generation strategy is targeting the right audience.

The key with lead generation is to experiment, constantly assess and try new things.

Stay consistent and move with the trends to transform your leads into loyal customers, getting your product or service into the hands of people who want and need them!

## A DISCLAIMER

# strategy

Any actions you take should be driven by your strategy. Lead generation without strategy is like cooking a new dish with no recipe. Or building a deck, without a plan.

We've prepared a checklist for you, so you can start to build your marketing assets and in doing so, start to generate consistent leads to fill your funnel.

**Reach out to us** if you need any help with any of the items listed on the following page. We support with both a done-for-you approach, or we like nothing more than putting our heads together with yours and working through your lead generation strategy and execution ... as a team.

# YOUR LEAD GEN

# assets

## STRATEGY

- Marketing Strategy
- Content Calendar

## MEASUREMENT

- G4 Analytics
- Social Dashboard
- Scorecard
- Monthly Report Template

## BRANDING

- Brand Guide
- Voice / Tone Guide
- Brand Templates
- Canva Account

## EXECUTION

- Procedures (SOPs)
- Project Management Tasks
- Meetings (check in)

## AUDITS

- Site Audit
- Social Audit
- Sales Funnel Audit

LET'S TALK



CONTACT US: YOUR VIRTUAL ASSISTANT LTD