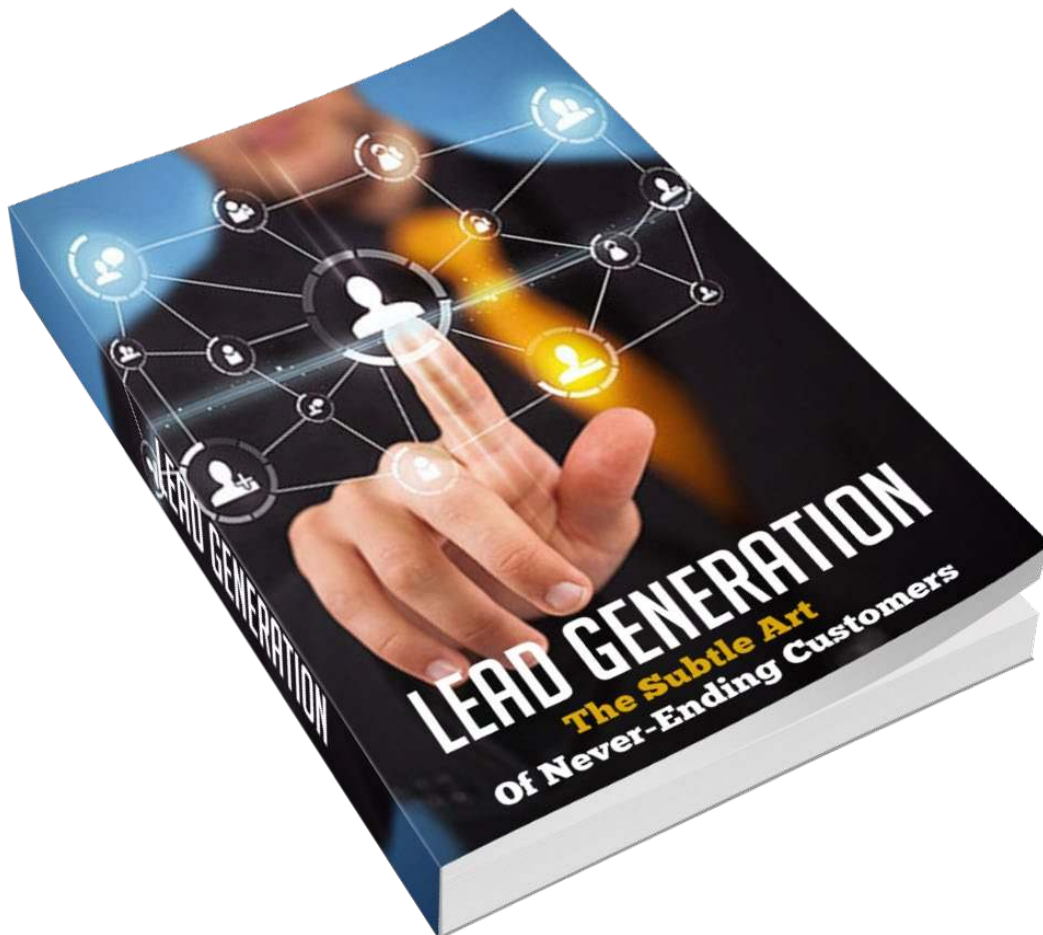


Lead Generation methodology

The Subtle Art Of Never-Ending Leads



3 systems for lead generation and a method to ensure they turn into customers.

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INTRODUCTION

The best marketers and organizations know that the single crucial activity they can participate in is THE GENERATION OF leads.

This is the difference in between success and failure and it's truer in today's world of online service than it perhaps ever has actually been.

So simply just what is a lead? Why does it matter so much? And how do you set about building one?

Put simply, a lead is someone who may become a consumer.

A lead is someone who has had some type of contact with your organization and some sort of interest in your brand name.

They are interested, they are tempted and it just takes a little effort on your part to then push them over the edge so that they will end up being purchasers

Essentially, what makes a lead so essential is that a lead is somebody who may go on to make many more purchases in future.

A lead is someone who has endless potential for you and for your business.

Ideally - a lead turns into a customer immediately. But that is often not the case and it's important to know that a lead has massive value for POTENTIALLY becoming a customer. And while it's true that sales are what makes the world of economics turn - and every business is ultimately looking for more (paying) customers, every single LEAD has that potential.

That goes onto say - that it is in the LEAD GENERATION activities that businesses can build for themselves and ongoing FORTRESS of lifelong customers.

Let's talk about the three methods of lead generation and why each is important for businesses and then the process to put in place to make sure these leads are in the best position to become customers.

The concept of TRAPS, NETS AND SPEARS was something I've learned in years of sales and marketing experience. It was first brought to my attention in the book called '**Impossible to Inevitable**' by Aaron Ross and Jason Lemkin

3 LEAD GENERATION STRATEGIES

STRATEGY 1 - TRAPS

When we talk about generating leads, it brings to mind a team of sales people in sharp suits - descending on a business precinct and knocking on doors or perhaps a room full of telesales people who are endlessly calling from the 'yellow pages' looking for that one person who says 'maybe'.

But in truth, the strategy of lead generation has become much more advanced than these old methods. (although they still prove to be effective in some cases).

The customer is mobile

The customer is agile

And so we need to improve our strategies to match that new environment.

We need to scatter the web with methods of finding these wandering potential customers and bringing them back to our base camp.

TRAPS - are those exact methods. We call them traps - or content traps, because you create them, you leave them everywhere and they lay in wait for a customer to stumble onto them.

An example is a well written blog post or article.

An incredible piece of content that is written to educate our ideal customer. Written to EDUCATE (not to sell... big difference). Delivering great value to a potential customer is building trust in the educator. The company that wrote that article will be viewed well. Will be viewed as an authority and boosted the trust that's needed for a customer to look to them for a paid solution.

Content marketing is a LONG game.

Articles that are written can continue to bring in customers for YEARS after they were first published and can continue to be liked and shared and develop an ongoing trickle of leads.

IMPORTANT POINT 1: the first important point about 'Traps' is that there are many different forms.

Designs of content traps can be Articles, Facebook posts, LinkedIn updates, Reddit posts, Youtube and Vimeo videos, evergreen webinars, tweets and more.

In fact, one single piece of well written content can feed all of those methods through what is known as 'Repurposing'.

In fact - for time management with this method, it's essential.

not only because of the fact that the content itself takes time to research and create, but also because of the fact that the landscape of the web is so vast, you will need to position as many traps as you can in as many different variable formats as you can.

IMPORTANT POINT 2: All roads need to lead back to your own web properties (websites). You will need to continue to nurture the initial contact in two important ways, otherwise your well written content will be consumed and forgotten.

nurturing that content firstly is capturing their details for continued marketing with tools such as email optin systems (called auto-responders) or other methods such as chatbots. This 'capture' of the details requires the lead to take an action - opting in to one of the methods. It's great if you can get it.

BUT, often getting a visitor to take an action is wishful thinking.

And so, the other important thing is to make sure you have tracking PIXELS on every single page of your site. These pixels from advertisers such as Google, Facebook and LinkedIn will mean that even if a lead doesn't click a button to be added to your list, they will be automatically tagged into these silent 'pixel audiences' so that you can continue to show them additional content and product information.

There are many training tutorials and Youtube videos that outline how to install these tracking pixels - but don't get scared, it's literally a copy and paste exercise.

However, it's a CRUCIAL STEP please don't overlook it.

You need to make sure you have these pixels on your site before you turn on any significant lead generation activities to get

the most returns on whatever it is you are doing to bring leads to your business.

3 LEAD GENERATION STRATEGIES

STRATEGY 2 – NETS

The most common and most expensive form of lead generation is using the NETS method.

This method – as the name implies – is where you are going out to a very large market place (think Facebook) and you are throwing out a net (your advertising) hoping to snare likely customers and bring them to you.

Using Nets is a very necessary strategy in the lead generation process, as it's the way that you will be able to reach the largest number of your potential customers in the shortest possible time. It's also the most expensive as the people who have ACCESS to those large customer bases are able to charge substantial sums for your ability to reach them.

Facebook advertising, Google PPC (pay per click), Youtube advertising, LinkedIn advertising

Are all methods of throwing nets out over your biggest customer bases.

We also include hard copy marketing (like billboards, magazines and newspapers) and mailing lists with physical mailouts.

The most important part of throwing nets for your lead generation strategy is to make sure that your ideal customers ARE in the same place where you're throwing out your nets.

In other words... you have to really dig into these platforms and methods to make sure that your nets are landing where potential customers are congregating, otherwise you will spend your marketing budget QUICKLY without results.

The methods for getting the good results and for throwing your nets in the right places are provided (for the most part) by the platforms themselves.

With Facebook as an example, you can set your ads to show to people in specific geographic locations, or income brackets, or age ranges. You can select what sort of interests they have and what magazines they subscribe to. Who they follow is also a great way of finding similar customers.

LinkedIn make this available even by job title, business turnover or employee head count.

Using these filtering and searching techniques, you will be able to 'cast your net' at the locations that are the most likely to return your ideal customers with the net.

The next important point then is to make sure that the advertising you are creating is the right sort of 'bait' that your customers are going to respond to.

You'll need to spark their interest, understand their problems and demonstrate why your solution is the one that they are looking for.

In the same way that we discussed in the TRAPS section (earlier in this report), all of your clicks and advertising should be bringing people back to web properties that you are in control of - so that you can be adding pixels to the sites and continuing to engage prospects - into leads - into sales.

3 LEAD GENERATION STRATEGIES

STRATEGY 3 - SPEARS

Probably the most effective method of lead generation. The spears technique is targeted and individual and (**without some technology**) also tedious and slow 😊.

The spears technique is where you are personally identifying your targeted prospect and individually reaching out to them and assessing their interest in working with you.

That can involve phone calls or private messages on LinkedIn or Facebook – but on a less intensive level, it primarily involves email.

Looking for your ideal customer – and then personally approaching them has probably been the oldest method of lead generation.

As with the nets and traps methods, it is also highly recommended that you have systems like the pixels and autoresponder optins on the site – so that you can capture ongoing interest.

This is a slow process, for the most part
Although it doesn't have to be

You will need to identify the right kind of customer that you are looking for, and then try and track them down for the easiest way of reaching them. Then, the approach itself. It will also need to be personal and clear on the benefits of this ideal customer looking at working with you.

Luckily technology has helped in this process and used effectively, can run in the background and help to automate the process of reaching out to ideal customers – and all the while, still maintaining the feeling of a personal connection.

Systems like [ColdReach](#) and then linked to Cold Email platforms like [Woodpecker](#) allow you to easily search for your targeted customers and then with 'ONE CLICK' send them into an automation sequence that can do the initial approach and then follow ups for you.

Sales people and businesses alike are celebrating the connection of platforms like these – and the ones that are using them are constantly seeing that they have more active prospects and customers as a result.

AFTER THE LEAD

Focussing on lead generation is one of the most important things you can do for any business. Using the three methods outlined above, Traps, Nets and Spears you can systemize the 'SEARCHING' for new leads and customers.

It's important from there that you also automate the next processes.

You ultimately want to bring potential customers through a flow with you, from the moment they don't know you - and have no trust at all (known as a cold lead) all the way through to where they look to you as their first method for finding a solution to their problems (a HOT customer).

Automating the process does involve the pixels as we outlined, so that any potential leads will continue to be shown your advertising material after their first visit. You can also automate email follow up with Autoresponder systems and messenger follow ups with Chatbot systems. the most important thing to remember is that a customer will only do business with people that they know, like and trust.

Therefore understanding where they are in the process of working with you is important.

Leads

automated with follow up to become customers

automated with on going service

Will continue to bring you business for a long time after that initial click.

I hope the three different lead strategies make sense for you and that you can turn on the three taps in sequence to help you fill your sales funnels.

In the direct reach out and targeting your ideal customers section (SPEARS) if you'd like more information on the ColdReach platform [CLICK HERE](#)