

DMIN3



21 PILLARS

of **LEAD**

GENERATION

Introduction

There are profound changes happening in lead generation and advertising. Modern marketers face a new paradigm of inbound marketing programs driven by digital channels and consumer touch points.

However, is it wise to exclude direct response marketing from the marketing mix? Our experience shows that you need both for successful lead generation.



The Inbound Solution

VS.



The Direct Response Solution

21 Pillars of Lead Generation

This ebook looks at 21 pillars of a successful lead generation program and gives you the inbound marketing solution and the direct response marketing solution.

Every pillar begins with a quick description, followed by a side-by-side comparison of the inbound solution and the direct response solution.

We believe that lead generation should be in balance. If you only focus on inbound marketing, you lose the opportunity to find prospects that might not know they need your product or service.

If you only focus on direct response, you could waste marketing dollars by not including lead nurturing and follow up for lead conversion. The old way of pushing messages has changed with the times: prospective leads want to sample your information and check you out. Combining inbound marketing with direct response, you can build trust and credibility and convert a higher percentage of leads.

Consider these 21 pillars as the foundation you need to improve your lead generation results. Each pillar comes with a short list of action items.

You will also find a checklist after each pillar to help you see how you compare. At the end of each pillar, indicate whether you are handling the specific tactics correctly, if you need some improvement or if you're failing and in need of help.

Then review your answers to see if your lead generation campaigns are falling flat or are on steroids.

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1 Think longer term with realistic goals aligned with your budget

We live in an instantaneous world, but it's the long-term thinkers who get the payoff. If your short-term budget is, well, short, prepare to be disappointed. As you look at your budget, be realistic: is your budget aligned with your goals?

Inbound Solution

When you're attracting leads, prepare for opportunities that creep up and tactics that may change as you optimize your initiatives and your plans evolve. Factor in every cost imaginable, from creative to placement expenses for content such as white papers and videos, all promoted via email, social media and search marketing. Plan activities to continually draw prospects looking for what you offer.

Action Items:

- Make a checklist of content that provides utility to your prospects
- Identify where and how you'll get the word out
- Add a contingency to cover the unexpected

Direct Response Solution

Direct response media – direct mail, email, print advertising, pay per click – can easily be short-changed in lead generation. Compromising because of budget, for an opportunity that could return multiple times the incremental investment, equals lost opportunity.

Action Items:

- Run the numbers to see how much you can invest to acquire a lead
- Get input from creative staff about the “could-dos” that add expense
- Have a contingency in your budget

Self-Assessment:



We're good! Not making this mistake!



We need some improvement.



Fail!

2 Build in enough contacts or follow-ups

Don't settle for a single follow-up. Experience tells us that it takes multiple contacts to convert a lead. Map out your sales cycle with a flow chart of every conceivable response and follow-up action you should take. Consider a recent example from Jesubi, a sales prospecting automation tool. Merrill Lynch was on their target list with 21 marketing names, ranging from CMOs to marketing directors. The Director of Private Client Marketing finally answered his phone on the 9th attempt. He was the 18th person targeted. He agreed to a meeting, turned into a solid prospect, and drove a multi-million dollar contract. If they had quit calling after six attempts or only called a few people, they would have lost out on a big opportunity.

Inbound Solution

Think of your inbound leads as going into a sales funnel. Someone expresses interest in your white paper or consultation by submitting an inquiry and giving you an email address. Pretty cool, huh? But your prospects might need more time to convert. So build in more follow-ups, or the lead will go dormant.

Action Items:

- Create a work flow for prospect decision process
- Score leads and use segmentation
- Customize your follow-up based on prospect types and marketing approach used

Direct Response Solution

If your goal is to convert, let's say, 10% of your inquiries and you want 10 solid leads, you need 100 warm leads to start. Back into the numbers, then plot step-by-step how you'll respond differently to a warm lead from direct mail, versus an inquiry from an article or blog post.

Action Items:

- Sharpen your pencil and create a work flow focused on getting prospects to respond so you can continue to follow up – don't waste leads
- Focus on ways to continue marketing via email
- Create specific responses for emails opened (but not clicked), opened and clicked, and non-open

Self-Assessment:



We're good! Not making this mistake!



We need some improvement.



Fail!

3 Engagement – develop great content and offers

Direct response marketers know from years of testing that 40% of marketing success depends on the offer. Make your offer clear and irresistible to generate action. And don't give prospects too many options. If you try to sell too many things it can dilute your overall success.

When it comes to inbound marketing, it's all about engagement -- delivering the right content via the right medium at the right time, using an appropriate mix of activities such as PR, website, social media and blogging.

Inbound Solution

Make 'em an offer they can't refuse: free and relevant content! An entertaining video. An eBook. Product demonstration. Free consultation. But don't forget: you need to get something in return. Make sure you ask for an email address at a minimum. When you ask for too much up front, you risk suppressing response.

Action Items:

- Create strong content in a format most likely to appeal to your prospect
- Use strong headlines and copy to sell your content
- Get at least an email address – more if your offer is so strong that the prospect will willingly give you a phone number, too

Direct Response Solution

To engage those who already expressed interest in your offer, consider emailing subscribers of the most relevant industry journals. Make sure you're sending top-funnel content that fills their needs. The inbound way is to ensure your content isn't too promotional. Promote solutions and ideas, not products. Invite people to learn more, not purchase. You can also offer a free gift, great discount, or some other bonus to encourage response.

Action Items:

- Use educational offers to increase lead response
- Promote the offer – do not try to make the sell up front
- Make the offers available via landing pages and inbound phone

Self-Assessment:



We're good! Not making this mistake!



We need some improvement.



Fail!

4 Involve the sales team in your plan

Ignore those who have the greatest impact on closing deals and your entire plan will fail. Sales people may disagree with marketing staff and their approaches, but they often warmly greet your ideas when you ask them for input before you start designing your plan.

Inbound Solution

By nature, sales people are action oriented. But they might not always appreciate an inbound strategy of content marketing. They might view it as moving too slowly at first, since direct response approaches tend to yield quick results. As the person in charge of generating leads, you have an opportunity to educate and inform your sales staff of the value of content marketing. When you elevate sales people as experts using inbound marketing, and they see the results, you aren't apt to hear complaints again.

Action Items:

- Always get input from sales people – they are the ones who ultimately field the leads
- Ask sales staff for content ideas – they hear the questions directly from customers
- Make them industry experts

Direct Response Solution

As with any marketing approach, let the sales team see what you're putting out there in advance. It begins with the plan. If they have an issue, it's worth listening to them. Then, make sure they see your creative before your prospects see it. And qualify your leads before you pass them to sales. Give them too many unqualified leads and they'll stop following up (it's human nature).

Action Items:

- Justify your plans with solid results from past efforts
- Research what has worked for competitors or other marketers
- Get early input on creative
- Don't send unqualified leads to sales
- Include lead nurturing in your plans

Self-Assessment:



We're good! Not making this mistake!



We need some improvement.



Fail!

5 Plot your conversion plan

It's conversions that count. Generating inquiries is just the beginning. Converting to sales is what makes the cash register ring. But it won't happen by accident. A methodical plan that you follow and measure are the proof in the pudding.

To drive successful lead conversions, you should devise a prospect-to-customer strategy and foster collaboration with sales to deliver high-quality leads.

Inbound Solution

So, what if someone just sees your content? If you didn't capture full contact information, or at least an email address, most likely that prospective lead is gone forever. Was your offer strong? Was the offer in an enticing format? Did you follow up right away? Your goal is conversion, and this takes a follow-up plan to succeed.

Action Items:

- Give away content freely, but encourage an opt-in so the prospect can get more details right away
- Create pathways to conversion in your plan
- Make sure you follow up at the appropriate time

Direct Response Solution

With online direct response, the trick is to move prospects through your sales funnel with consistent follow-up around the right messaging. You will know who opened an email or clicked through to your landing page. With social media, you know who follows you. And, if outbound phone calls are in the plan, make it happen when your prospect has been educated by your content and is ready to say "yes!"

Action Items:

- Your path to conversion should be clear inside your organization
- Monitor results as frequently as the media dictates (daily or hourly)
- Jump when the iron is hot and make the call to get to "yes!"

Self-Assessment:



We're good! Not making this mistake!



We need some improvement.



Fail!

6 Use analytics to drive decisions

Knowledge comes from numbers. Proper interpretation of analytics will enable you to make smarter marketing decisions. Today, analytics means leveraging data, understanding return-on-marketing investment and measuring marketing's contribution to revenue.

Inbound Solution

Track your traffic referrals. Monitor inquiring prospects and their sources. Do you know the leading search terms driving people to your site? Did you get a lead because you offered a white paper, a blog post or because someone watched a video? Did you generate a lead through a LinkedIn connection?

Action Items:

- Set KPIs, benchmarks and business goals
- Set up tracking for all online activities
- Develop and promote your online presence
- Measure what works and optimize based on insights from the data
- Test!

Direct Response Solution

The best part of direct response marketing is that it's measurable. By creating key metrics to track progress through the pipeline, you can quickly see how each fits into the mix (inbound, direct response marketing, word of mouth and referral). You can get a sense of what staffing requirements are necessary to support your data.

Use analytics from past lead generation to establish new goals. Set stretch goals. If you don't have analytics from past efforts, research what's likely so you can establish your own benchmarks to compare to later. Identify the key metrics in the planning stages. Be sure to capture the data as accurately as possible.

Action Items:

- Identify key metrics
- Develop response models to predict profitability of promotion
- Include tracking for landing pages as well as inbound calls or visits to a physical location
- Continually evaluate response
- Don't forget to look at the added lift of site visitors

Self-Assessment:



We're good! Not making this mistake!



We need some improvement.



Fail!

7 Invest in marketing technology (and then use it)

A sale doesn't always happen with just one contact. That's why you need technology tools like a Content Management System (CMS) with work flow, marketing automation, social media monitoring and Customer Relationship Management (CRM). CMS manages your website's continual need for new content. If your site is stagnant, search engines will penalize you. CRM is critical to managing lead conversion. CMS and CRM systems are an investment. If you don't have them, calculate how many additional conversions over time you need to make the system pay for itself. Most likely, the system will pay for itself faster than you could ever have imagined.

Inbound Solution

CMS manages content on a site and helps you track traffic on your site, landing pages, downloads and so on. When you dangle content in front of a prospect and they bite, your CMS system captures that data so you can plan the right follow up quickly, while the lead is still warm. CMS, like HubSpot, helps you build work flows for conversions.

Action Items:

- Get to know the capabilities of your CMS. You will be amazed
- Work with the programming experts to track marketing seamlessly into the system
- Monitor the results and adjust content messaging and flow accordingly

Direct Response Solution

If you're spending money to generate a lead, don't let that lead fall through the cracks. Automation makes your job much easier. Salesforce is an example of a CRM system. It can help you manage multiple contacts in a company, score leads and track your growth targets with real-time data. Armed with this information, you can strike while the iron is hot to convert the lead.

Action Items:

- Set up your follow up and assign a cost and budget to each step
- Track a lead from offline (i.e., direct mail) to phone
- Establish a plan to encourage leads to leap from offline media to online media
- Ask for an email address

Self-Assessment:



We're good! Not making this mistake!



We need some improvement.



Fail!

8 Use a thank-you page to extend an additional offer

When a prospect accepts your offer, such as a white paper, you take them to a page where they can download it. That landing page is also your thank-you page. This is your opportunity to offer your prospect something else. A demo or webinar is an outstanding way to further connect with the lead and drive them into your sales funnel.

Inbound Solution

When someone opts in to download your white paper, make sure they are redirected to your thank-you page. Then, make another offer like a webinar or free consultation. Use proven copywriting formulas and techniques like a false close where you redirect them to the unexpected. Give them something extra.

Action Items:

- Make the offer on your thank-you page more enticing than the original offer that got them there
- Copy on your thank-you page should be written as carefully as a major promo
- Use proven direct response copywriting formulas for headlines, leads and offers

Direct Response Solution

Once engaged with your offer from inbound marketing, the thank-you page offer can take engagement to a deeper level. Motivate your lead to go from kicking tires to calling you to schedule a consultation.

Action Items:

- Identify a juicy offer worthy of a phone call
- Place it on the thank-you page
- Entice your lead to call you on the spot while the iron is hot

Self-Assessment:



We're good! Not making this mistake!



We need some improvement.



Fail!

9 Create a local search strategy

Location is often a factor in the decision-making process of buyers. Let's face it, buyers like to do business with local companies. For many years, buyers depended on the Yellow Pages to search for services. Today, local search has migrated to the web and mobile devices. Combine social, location-based citations, mobile marketing and inbound-marketing tools to create an effective customer acquisition strategy. Online local directories, Google+ and blogs enhance your visibility, making it easier for local prospects to find you online.

Inbound Solution

Marketing services now focus on local search engine marketing and local citations. Google promoted the trend towards local search by allocating prime, first-page spots to local-business listings. Local citations and geotargeting are the hot online marketing tactics used today. A local citation is a "mention" or reference to your business name, address and/or phone number on websites and pages. The reference can boost your site's authority. Citations tie back to your local-business listings and connect customers to your website. To make local search work, ensure that all pieces involved are interconnected.

Action Items:

- Google+ should be a part of your online strategy
- Implement responsive design for mobile and tablet users
- Keep your location listings and contact information 100% accurate wherever they appear

Direct Response Solution

Cross promote local listings when using direct mail, email and other media. Let your prospects know where to find you with QR codes and in social media. Always include local location addresses in your print materials.

Action Items:

- Include your local address and social icons on printed materials
- Use QR codes in direct mail or print to help direct mobile traffic to your site, phone or location
- Create a landing page that includes a map showing your location

Self-Assessment:



We're good! Not making this mistake!



We need some improvement.



Fail!

10 Develop a testing strategy

Direct marketers learned the value of testing a hundred years ago. Every time you're out there, you should be testing something: media, copy, time of day, day of week and more. A/B split test your efforts consistently, and you'll discover what works best for you. Testing quickly reveals what works and what doesn't, it boosts your bottom line.

Inbound Solution

If you offer a white paper and want to test it, you don't have to write two entirely different reports when you know the content is great. Change the name of the white paper and A/B split test the title. In addition, test media, headlines and offers. This will help you find out the tipping point to generating the lead.

Action Items:

- Determine what you can easily A/B split test
- Test in a variety of media – different media can mean different behavior
- Test headlines, titles, offers, landing pages, you name it

Direct Response Solution

You can test just about anything in direct mail. The list, offer and creative are good places to start. Email test opportunities include: subject line, calls to action, time of day, day of week and more. Be thoughtful about the volume you test to make sure your test is statistically valid.

Action Items:

- Start a list of things you'd like to test and prioritize them
- Pick a test that has the greatest opportunity to deliver actionable results
- Test in high enough volume to be statistically reliable

Self-Assessment:



We're good! Not making this mistake!



We need some improvement.



Fail!

11 Blog often and consistently

“Oh, the blog? It was last updated about four months ago. Probably time to add something pithy.” That’s a common sentiment, but the stats underscore the marketing value of a blog. Companies that blog 15 or more times per month get five times more traffic than companies that don’t blog, according to HubSpot: Marketing Benchmarks from 7,000+ Businesses.

Inbound Solution

Blogging is an inbound solution. It’s how you demonstrate authority in your field, or showcase what’s new from your organization. It invites engagement and interaction. So, start a blog and update it regularly.

Action Items:

- Create an editorial calendar to help you stay on track
- Brainstorm topic ideas that your followers will love
- Set yourself (or your sales team) as the go-to expert

Direct Response Solution

Reinforce yourself as a thought leader. Give prospects a reason to follow your blog. Encourage interaction in your outbound communications, be it email, direct mail or even phone calls. Direct your prospects to your blog. Save sales people’s time by answering frequently asked questions from customers in a blog (perhaps with a video). A blog supplements your sales people’s visits or phone calls, too.

Action Items:

- Ask sales or customer service for the most frequently asked questions they get
- Answer FAQs in a blog
- Get the word out with outbound communications

Self-Assessment:



We’re good! Not making this mistake!



We need some improvement.



Fail!

12 Monetize your website

Let us count the ways to monetize your website. Sure, it begins by capturing the lead and converting it to a sale. But how about cross-selling and up-selling other products? Know your customer's long-term value (LTV), and understand the cost to acquire every new lead and the time it takes to pay back your investment. When you successfully attract leads to your sales funnel, convert them, then cross-sell and up-sell other products, the numbers will be your friend.

Inbound Solution

Every request for action should ultimately lead to monetization. That means tracking your leads and assigning a cost per acquisition, and linking that cost to the inbound marketing approach that brought them to you.

Action Items:

- Determine the LTV of your customers
- Calculate what you've been spending to acquire customers
- Identify what you can do to improve your numbers

Direct Response Solution

Offline meet online inbound marketing. Prospects will check you out online whether you're communicating through traditional direct-media channels or online channels. If you begin with the end in mind, your website plays a critical role in lead generation. Look for opportunities to cross-sell and up-sell.

Action Items:

- Migrate offline leads online to consolidate all commerce online
- Monetizing offline marketing shouldn't be in competition with online marketing (except to prove what works better)

Self-Assessment:



We're good! Not making this mistake!



We need some improvement.



Fail!

13 Make targeting your #1 priority

Understanding your target segment is critical. How can you succeed if you do not know who's involved in the buying process? Whether your lead generation is online or offline, it's important to understand your prospects – their roles and responsibilities. A recent research report from B2B, *Defining the Modern Marketer*, found that 556 business marketers felt that targeting was the single most important skill needed to be an ideal marketer.

What percentage of overall marketing success can be attributed to these marketing competencies?

- 1 Targeting those involved in buying process: 30%
- 2 Engagement: 24%
- 3 Conversion: 19%
- 4 Marketing technology: 14%
- 5 Analytics: 13%

Develop content your readers will love. Speak in their language. Solve problems. Properly positioned, your product becomes exactly what your leads want, and you become their go-to source.

Inbound Solution

When you recognize the persona of your prospect, it's easier to write content that addresses their fears, concerns and pain points. Remember, too, that you don't have to limit the persona to just one type of individual. Different personas, in properly placed content, will draw different types of people to you.

Action Items:

- Brainstorm to identify your targets
- Consider their fears, uncertainties and doubts
- Target based on their objectives and desires

Direct Response Solution

Do your homework, i.e. market research to find the most likely demographics and buyer personas. To add an inbound spin, promote solutions and ideas, not products, and invite people to learn more, not purchase. Craft your headlines and messages around the persona of your prospects. Add in the possibility of profiling your customers' demographics and lifestyles and you could have a significant boost in generating response.

Action Items:

- Align your campaign's timing to the timing of your leads' buying cycle
- Mold your sales process to your persona's decision-making process
- Be relatable. Speak your targets' language.

Self-Assessment:



We're good! Not making this mistake!



We need some improvement.



Fail!

14 Update your website and make it responsive!

With millions of smartphones and tablets owned by your prospective customers, do you really want their first impression of your business to be seeing your website in microscopic type? Of course you don't. So convert your websites and landing pages to responsive design.

Inbound Solution

Your website and landing pages need to be designed with mobile and tablets in mind. Responsive design is becoming easier and easier to use. When you use responsive design technology, be sure to keep in mind the placement of opt-in forms.

Action Items:

- Research responsive design content management systems
- Test how your important headlines and primary messages appear from multiple devices
- Test opt-in forms to see how they appear and confirm the user experience before you make them public

Direct Response Solution

For outbound marketing, like email, you need to use responsive design. Some 40% or more of people read email on a mobile device. You don't want anything that will stand in the way of getting your message read.

Action Items:

- Review your test emails on mobile technology
- Adjust words, subject-line length and graphics so prospects can read your messaging from a mobile device
- Look at landing pages to make sure forms are easy to complete on a mobile device

Self-Assessment:



We're good! Not making this mistake!



We need some improvement.



Fail!

15 Research and Use the right keywords

Think of words as keys to putting your lead generation on steroids. Keywords are your golden ticket as a strategy for how customers can find you; 95% of the U.S. Internet-browsing population average 37 visits accessing search engines each month. Make sure you know the keywords your prospects are searching to maximize your prospects' attention.

Inbound Solution

How do people search for information? Keywords. They are at the core of SEO, and the right ones can make or break your strategy. Start with a short list, perhaps the top 10 keywords associated with your product or service. Use Google's Keyword Tool to find keyword variations. Then, implement the variations that make sense to you. Adapt and analyze.

Action Items:

- Start with a short list of keywords
- Research variations of those words
- Use long-tail keywords and key phrases to drive a blog topic

Direct Response Solution

Email marketing can experience higher open rates with the right keywords in your subject line. Keywords can be power words in the headline of your direct mail letter or other messaging. Words count. And sometimes the keywords searched online by prospects are the same ones you need to use in offline media. Bottom line: keywords count in sales messaging.

Action Items:

- Use keyword data from online to help you craft your direct communications
- Use keywords in headlines and subject lines
- Highlight keywords visually

Self-Assessment:



We're good! Not making this mistake!



We need some improvement.



Fail!

16 Cultivate a social presence

Sure, social marketing is work. It can even feel like a time suck. And it feels like no one is commenting, let alone taking any action. Still, your social presence is vital to the health of your lead generation campaigns. You're introducing yourself and building awareness and credibility. It all adds up over time. As our culture becomes more social/local/mobile, your social presence is more important now than ever.

Inbound Solution

Go online where your most likely customers hang out. If you're a consumer marketer, it's probably a combination of Facebook, Google+ and Twitter. If your customers are more influenced by visuals and entertainment, YouTube and Pinterest may be your spot. Video is hot, but often underutilized. B2B users are on LinkedIn and Slideshare. And don't forget YouTube.

Action Items:

- Research your competitors and compare their reach and follows
- Use online promotions and giveaways to drive traffic to your social sites
- Promote your social media icons on your site
- Make sure your social messaging ties in with other online and direct-communication channels

Direct Response Solution

Promote your social networks in your outbound campaigns. Whether it's email with hyperlinked social icons or direct mail pieces with links, you should always seek out opportunities to remind your audience about your social presence.

Action Items:

- Remember SoLoMo: Social/Local/Mobile
- Make your social media a go-to destination that your followers will want to share with their friends
- Include social media icons in all print
- Place social share buttons in your email messages

Self-Assessment:



We're good! Not making this mistake!



We need some improvement.



Fail!

17 Fund ongoing content development

Content distribution is free, isn't it? But often overlooked is the fact that someone must research, write, produce and distribute content as part of a long-term content strategy. It also requires frequency and an ongoing commitment. Those processes are not possible without funding.

Inbound Solution

Content development has a way of growing and, sometimes, it's easy to forget that creating more content may take more content developers. Whether it's internal staff or outside freelancers, if you're committed to content then commit to funding it.

Action Items:

- Visualize your budget as a pie, with portions of it paying for specific items
- Examine where else content can grow
- Fund it

Direct Response Solution

If necessary, reallocate budget from other advertising. If you send out lead generation, you need to maximize return by getting prospects to raise their hand. The right content can do this.

While content development, at first blush, might not seem to be a direct response activity, the fact is that content can fuel the effectiveness of direct response initiatives. It enhances search engine optimization and your position in the market.

Action Items:

- Back into the plan: where will hard-hitting direct response be deployed and how can content support those efforts
- Let content be the driver to get prospects into your sales funnel
- Redeploy content from inbound for your direct response (eBooks and white papers)

Self-Assessment:



We're good! Not making this mistake!



We need some improvement.



Fail!

18 Include push marketing

If you only rely on inbound marketing, your lead generation program will fail. Although prospects may need your solution, they may not be aware of your brand. Done well, push marketing allows you to reach underexposed segments of your potential market. Inbound marketers usually thumb their nose up at its more interruptive counterpart, outbound, (or push) marketing. That's a mistake. Successful marketers see the power of blending both.

A large regional financial institution recently combined direct mail targeting with online display targeting. Households receiving mail also saw targeted display ads that used "cookies" when the targets traveled across the web. The campaign saw an average of 289% lift for targets who received mail and display ads.

Inbound Solution

Inbound marketing companies downplay push marketing's importance, but even HubSpot uses email as a push marketing tool. Recognize that pushing relevant messages is part of the inbound solution. That is, content builds awareness, authority and credibility. But every instance of inbound marketing should have a way to push awareness. When those leads are captured, the gold mining begins.

Action Items:

- Plan for push marketing in the early stages of your inbound marketing, especially if you need to get leads immediately
- Attract readers, but give them a reason to opt-in for more
- Have a plan to migrate response from outbound to inbound approaches

Direct Response Solution

The leads acquired through content marketing can begin the journey for successful direct response marketing to be more effective. The steps of how you move prospects through the conversion path can be leveraged with marketing that's pushed to your leads.

Action Items:

- Look at how you position your push. Make the push consistent with the pull of inbound marketing.
- Don't be afraid to push! It still works.
- Use a call to action (free content, eBooks, demos, etc) to drive offline prospects to online landing pages.

Self-Assessment:



We're good! Not making this mistake!



We need some improvement.



Fail!

19 Segment leads

Not all leads are equal. You've probably noticed that, in the B2B market, some companies are more interesting to you than others. For B2C marketers, your profile may reveal more to you. Perhaps, based on a question on your opt-in form, you can discern whether the lead is hot, warm or so-so.

Inbound Solution

Leads from specific media or approaches are more valuable than others. Your blog might bring better quality leads than social media, or vice versa. You won't know until you start using all your channels and then tracking and scoring your leads.

Action Items:

- Let your analytics help guide your segmentation efforts
- When you ask questions on submission forms, you begin the segmentation process
- Start with name and email address and expand to roles and responsibilities

Direct Response Solution

Start the qualification process with inbound and outbound phone calls. Put direct response forms to use too. Grade the answers and score your leads. Don't be afraid to ask a few qualifying questions to discern whether the leads should be turned over to sales.

Action Items:

- Ask a few questions while prospects are on a phone call to help you segment the lead
- If someone responds but doesn't buy, treat them differently in future communications
- Be quick in your follow-up. Every day the lead is unanswered, the quality will decline

Self-Assessment:



We're good! Not making this mistake!



We need some improvement.



Fail!

20 Use call tracking

Company executives are no longer interested in awareness building and impressions. They care more about how many people convert into customers. Good old phone calls are shining stars when it comes to response. Inbound calls convert to sales ten times more frequently than a submission form. In addition, BIA/Kelsey data indicates that calls are three times more valuable than web leads.

Call-tracking technology allows marketers to determine which channels, ads, campaigns and keywords generate high-quality phone calls. With marketing automation, you can push call data into a CRM, an analytics dashboard and a Google Analytics account.

Inbound Solution

You can connect every keyword, visitor and lead to a phone call so that you can fully evaluate the effectiveness of your marketing. You get more data and are able to credit your traffic to phone calls.

Digital advertisers should use call tracking with Dynamic Number Insertion (DNI). You can actually display a unique phone number based on the source or keyword.

Action Items:

- Set up an automated system to capture phone-traffic sources
- Track every source imaginable, down to keywords
- Make sure you also provide call options for mobile ads – they work great for “click to call”

Direct Response Solution

Your online direct response campaigns, such as pay per click, can be ideally linked together to reveal specific ads and keywords that prompt your prospect to call.

Action Items:

- Use call tracking to monitor response by media channel, creative, offer and more
- Watch for trends in time of day for proper staffing
- Listen and monitor the call center representatives' quality and the callers' “hold” time

Self-Assessment:



We're good! Not making this mistake!



We need some improvement.



Fail!

21 Remember to retarget

Retargeting, also known as remarketing, is useful when looking for leads. For most websites, only 2% of web traffic converts on the first visit. Retargeting enables you to reach the other 98%.

The concept is simple. Someone finds you via inbound curiosity, or through a specific invitation. They look at your landing page for a few seconds, then, poof, they're gone. Retargeting gives you another chance to bring 'em back.

Inbound Solution

With search retargeting, your prospective lead was looking for something similar to what you offer (assuming your landing page or website was optimized for a specific search term). You want these people back. When you place code on your site and capture cookies, you are positioned to deliver additional offers to them when they are online. It's effective because it focuses your advertising on people who have seen your brand or company.

Action Items:

- Know your best keywords
- Monitor your clicks
- Test different ads

Direct Response Solution

In direct response, if people say "no" the first time, it's not necessarily the end. They got to your website somehow, and you want to bring them back based on how they were looking for your product or services. You have another chance to reach them with site retargeting.

Action Items:

- It's never too late for you to ask a prospect for a second chance.
- As you write and design your ad, remember the prospect was on your site once, so give them a new reason to return

Self-Assessment:



We're good! Not making this mistake!



We need some improvement.



Fail!

Conclusion

So, how did you evaluate your lead generation?

Are you leaning too heavily on inbound or direct response?

Are you using a balanced approach?

Are you doing what it takes and not making many mistakes?

Or, could you use some improvement?

If you have a few “fails!” don’t worry. Most likely, we can help you remedy that situation and get you on the right path.

A successful marketing strategy blends tried-and-true tactics with modern tools. That’s why DMN3 excels at elevating the balance between inbound and direct response marketing. Get the most out of your marketing budget by making inbound and direct response work hand in hand.



If you’d like to talk about how DMN3 could help you generate more revenue from your marketing, please contact Pam Lockard at pam.lockard@dmn3.com or **832-844-2645**.