



Keep It Simple and Smooth

Strategy

A strategic site publication

fusing creativity and intelligence

Lead Generation

1. **Utilized** software such as a relational database management system integrated with spreadsheet functions or analysis tools to provide the means to manage, segregate and target leads as well as doing analysis to measure results.
2. **Start** with existing contacts. Make sure all existing customers are in the database. This is key because it is easier and cheaper to sell to an existing customer than it is to acquire a new one. Additional sources are business cards received, friends, family and any other individual or entity that is a potential customer.
3. **Cultivate** and develop your database. Attempt to enter new contacts on a daily basis. If not then at least on a weekly basis. The longer the time between your initial contact and your follow-up the less chance there is of them becoming a customer. Get existing customers and "walk-ins" to provide contact information by offering them something in return such as freebies, discounts or a raffle ticket for a prize offering.
4. **Stay** in contact with existing contacts. A great method is to provide useful information to these contacts that does not promote your product or service. For example, a do-it-yourself store that provides a newsletter on home remodeling tips or an accounting firm providing financial and tax information. Utilize technology, Internet and e-mail to reduce costs. E-letters are effective way of sending colorful messages that can include multimedia effects at minimal costs. No longer is it necessary to spend money on producing and mailing color brochures. Let the e-letters direct the contacts to your website for additional information whereby you capture the contacts attention.
5. **Establish** a clear and concise goal. Without a measurable goal there is no way of determining whether there is progress.
6. **Measure** the results. Two points should be considered regarding measuring results. 1) If it is not worth measuring than it is not worth doing. 2) If you can't measure it, you can't manage it. Making sure the proper feedback processes are implemented in both the human and technological areas to track which leads are dead, suspect (not qualified), prospect (still live) and ones who have been converted to customer status. Other areas to measure could be quantity of leads, quality of leads, resulting sales or brand awareness. The ability to analyze any trends between the lead source distribution/sales channel and customer demographics could be vital to measure both successful and unsuccessful sales. All together these mechanisms provide means to measure the ROI on the marketing campaign to determine which methods and campaigns are cost-effective.
7. **Refine** the process by targeting campaigns to the appropriate leads.
8. **Update** the contact/customer information with any pertinent changes such as address, purchases or anything that is relevant to the customer relationship.
9. **Goal** is to graduate the contact from *Suspect* to *Prospect* to *Customer* to *Client* to *Advocate* to *Confidant*

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StrategicSite, LLC (SIS) specializes in process strategic management consulting. We provide direction in formulating enterprise, department, or team level strategies and business models. We assist our clients in defining their ideal market(s), and to align resources, processes and actions that will deliver value to their stakeholders.

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