



# YOUR JUICY LEAD GENERATOR DISCOVER 134 THINGS YOU CAN DO RIGHT NOW TO CREATE MORE LEADS, MORE CUSTOMERS AND MORE PROFIT FOR YOU AND YOUR BUSINESS

Easy to digest, bite-sized nuggets of marketing wisdom and practicality... dip in, delve about and discover how you can reach out to your potential customers, capture their attention and entice them to buy from you!

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## SO YOU WANT MORE LEADS?

Then you've come to the right place... because we believe tactical marketing is all about generating leads... what's the point if it doesn't?

This little book is packed full of practical hints, tips and techniques to help you develop and augment your lead generation success. Some you may be familiar with, some might be new to you, but they're all worth taking a look at and having a quick refresher... because they're all focused on getting the RIGHT leads for you and your business, not just any old leads!

Designed to be easy for you to integrate into your marketing strategy and to help you develop your own lead generation 'system', these are practical, common-sense, down to earth techniques, proven to work and which can be adapted to suit most circumstances and situations.

But it isn't an exhaustive list - it's certainly not one of those '1001 things to do' type books - we didn't choose our number first and then stretch our content to fit! Every single one of our 134 tips is here on merit: we sat down and thought about what works for us and our clients, then shared what we could with you.

Happy Reading and implementing of course too!

## Your Juicy Team!

## WHAT ABOUT GDPR?

Before we get started, we need to briefly tackle the elephant in the room... GDPR!

GDPR is the General Data Protection Regulation which is a legal framework that came into effect in May 2018. It sets guidelines for the collection, management and processing of the personal data of individuals within the EU.

The regulation applies to any data that can identify someone as a person - including marketing data! Pretty much everything to do with marketing is covered under the GDPR - even your website!

If you're in breach of the GDPR, you face a potential fine of up to €20m or 4% of your annual global turnover (whichever is higher).

We strongly suggest (if you haven't already) that you do your research and make sure you're covered and compliant BEFORE you implement any of the tips and tricks mentioned in this guide. With any new marketing activities, always keep GDPR in mind.

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## IT'S ALL ABOUT YOUR CUSTOMERS AND PROSPECTS

1. **Ask yourself who you want leads from**, because it's no good generating the wrong leads from the wrong prospects... you need to target the right ones to generate sales income.
2. **Involve your team...** but if you work alone, then talk to your partner, your friends, a trusted business connection; a sanity check is often a good thing.
3. **Profile your ideal target 'personas'**. Are they male or female? What's their role and responsibilities? What issues, targets, pressures, pain points, and expectations are they dealing with? What are their problems and what do they need to know/ have in order to solve them? How old are they, what car would they drive, which newspaper might they read, even what they do at weekends.
4. **Then 'talk' to them, one-to-one...** because personal works. Don't turn your targets into part of a herd; make your content a direct dialogue between the two of you and show you appreciate their pain points (as identified in Tip 3 above).
5. **Find out what your customers read or watch and where they go online too**, because that's where they'll be doing their research, finding their experts and getting their buying information.
6. **If you already know some of them, ask questions;** where do they go for relevant, reliable advice? How do they get their industry information? Who do they 'follow' on social media? What platforms do they prefer online and offline etc?
7. **Work out what they want from you**, because chances are they're not actually interested in what you can do; it's what you can offer them that really matters (the "what's in it for me? factor")

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8. **Be clear about what you want them to do...** and it's not just buy from you! What are the stages along the way? Should they visit your website, download some information, call you, book a meeting on your exhibition stand? They all lead them along the path to buying.

## AND YOU'RE RESPONSIBLE FOR THIS RELATIONSHIP

9. **Think about what makes you enquire or respond**, because some of it is sure to work for your customers and prospects too!
10. **Try 'walking in their shoes'**. What will persuade them to do what you want them to, what motivates them, even what keeps them awake at night?
11. **Be very generous with your time and your knowledge** – the more value you give, the more you will get back, so show plenty of 'love'; give your 'best' stuff first!
12. **Showcase your expertise**, because customers like to buy from specialists and experts. Demonstrate your knowledge in reports, articles, technical documents, infographics, videos, blogs, webinars; anything which boosts your credibility.
13. **Define their route**: however they find you, what's their next move? Identify what you want them to do; plan it out, create a flow chart, mind map or whatever works for you; just make sure you know where they're going!
14. **Make it as short as possible**, because you want them to arrive at the "buy decision" quite quickly, but don't make it so fast that they can't catch their breath!
15. **Hold their hand every step of the way**, because you need to demonstrate you're there for them whenever they need you.
16. **Shout about your achievements**: customers like to be associated with successful suppliers... they want you to deliver some of that success for their companies too!
17. **It's all about relationship building**, the hard sell has definitely met its maker! They want a trusted advisor and partner as well as a supplier!
18. **Give, give, give**; identify stuff to give free (such as information, reports and research findings), which is inexpensive for you but valuable to them.
19. **Have exit-prevention strategies built in to your system...** don't let them get away, even if they think they can! Think 'persuasion' tactics and devise ways to maintain contact.



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20. **Remember no is never really no:** all it can ever be is a no, not right now; because they don't know how things could change and when their company might need you in the future.
  21. **Actively plan to keep them...** you need to look after them once they're converted from a lead to a customer, or someone else's lead generation system may just entice them away!

## SO IT'S UP TO YOU TO MAKE THE FIRST MOVE

22. **What's your proposition?** What are your USPs; what makes you truly different? It's not just 'quality products' or 'excellent service' – they're "so what" statements – it's whatever you do that your competitors genuinely don't, the true benefits you offer and the problems you will solve for your customers and prospects.
23. **Create an ongoing marketing system,** employing a month-by-month cumulative process rather than disjointed, one-off activities, so your pipeline is always primed with potential opportunities. But remember quality not quantity is what matters most when it comes to lead generation.
24. **Be prepared; have your 'story' mapped out.** Plan what you're going to say, send or provide as a response to each activity before you start. This ensures you can react quickly and respond appropriately when the leads start rolling in.
25. **And make sure your team is ready too...** do they understand what you're doing and why? Do they know what to say and do when customers or prospects contact them? Have you provided them with the information and materials needed for a fast response?
26. **Then you can start the dialogue!** It's your job to make the first move, because why should a customer or prospect contact you if you've not made the effort to connect with them? And that's not just one email, social post or ad: it's a whole mix of things, targeted over time, tying back to your system in Tip 23.



We've packed the next 12 pages with some of the most practical, effective and efficient 'things' you can do; all tried, tested and proven to generate the right kind of leads; and all easy to incorporate into your current marketing activities. Whether you're looking for practical, every-day lead-generation techniques which are quick and simple to implement; or needing specifics to help boost the lead generation performance of your content, constant-contact or even customer experience approaches... we hope you enjoy!

And if you'd like to explore any of the tips further or discuss your own particular lead generation dilemma with one of our experts, please don't hesitate to get in touch; we'd genuinely love to help you.

## ONLINE

Online lead generation is all about using your website and other digital marketing to actively gather contact data and persuade prospects to engage with you. The internet is the most amazing, powerful tool you've ever had at your disposal to help you reach out to your prospects and connect; use it wisely to make the most of it!

- 27. Make your website earn its keep.** Is your website a 'digital brochure', sitting on the web shelf, gathering dust, waiting for someone to stumble across you by chance? Or is it reaching out and engaging your visitors, guiding them through your information, capturing their details and keeping in touch with them after they've gone? Because it can you know!
- 28. Do you have the right kind of site?** Is your website mobile or responsive? If not, then it needs to be! Did you know that nearly 8 in 10 customers will stop engaging with content that doesn't display well on their mobile?



**Responsive** = a site which automatically detects the device and adapts the content and layout of your website to suit the device it is being viewed on.

**Mobile** = a dedicated site (possibly using mobile templates) which delivers content specifically for mobile users.

- 29. Add data capture...** don't let visitors leave your site without giving you their email address at the very minimum. This means you can continue to market to them long after they leave. **Remember to make sure your data capture forms are GDPR compliant!**
- 30. SO... give them something to sign up for!** A free report, regular hints & tips, a newsletter, a webinar or video series... whatever you can do at relatively low cost to you but which has value for them and demonstrate the value, explain the benefits, NOT just "register for our mailing list or newsletter": that simply screams "junk mail"!
- 31. Always put data capture on your home page...** it should be your MWA (most wanted action), so why hide it away? Make it easy and obvious; and spread it across other pages too, to maximise sign-ups.
- 32. Don't ask for too much...** people get suspicious! Keep it simple – get the basics you need (i.e. name, company, email address) then add to them as you build the relationship.



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33. **Make your CTAs clear and concise.** Offer specific outcomes... 'Speak to a consultant', 'Buy now', or 'Download your free trial' rather than 'Click here' or 'Submit' (yawn!).
  34. **Consider a pop-over**, – there are pros and cons to using these 'interruption strategies', but perhaps they'd be right for your company and your customers?
  35. **Add video to your site...** a video on a landing page can increase conversions by 80% or more, especially if they're kept short and punchy!
  36. **Record video wherever you are...** it makes it more real. Using your smart phone is fine for this. And remember people buy from people, so be yourself.
  37. **If it's relevant, why not give live video a go?** Make sure you're doing something interesting though! No one wants to watch you mowing your grass or eating your dinner...
  38. **Make sure your video starts playing automatically when visitors land on your site** – it increases leads and conversions even more! Don't make them work for it and don't make it optional.
  39. **Use keywords and phrases to improve your organic SEO...** and remember, search engines (Google in particular) look for page relevance too; so make sure the page they land on gives your prospects information about the keywords they searched for.
  40. **Do your keyword research...** check to ensure you're using the right keywords and phrases – trends change and your website needs to keep up! Tools such as Google Keyword Planner, Google Trends, Keyword Tool, UberSuggest, WordNet, plus WordStream's and YouTube's keyword tools can all help; you could even check out your competitors' source code!
  41. **Incorporate your keywords throughout your site...** not just the body copy, but all the page headers and meta information. And name your graphics using your keywords too, rather than 'imageone.jpeg' or 'header.jpeg', etc.
  42. **But don't simply stuff your site with keywords...** Google will spot this and penalise you. So, no long lists of keywords: use them in context. Ideally get an SEO expert to help you if you can.
  43. **Mix your copy styles...** combine prose paragraphs with well-crafted bullet points; that way you'll get more relevant keywords and phrases in. As a bonus, you'll get more of your words read too... scan readers will just take in the bullet points, detail readers will read it all.

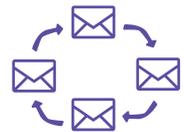


Buy Now



SEO  
Keywords  
Content

44. **Links are good...** And links back to your site are even better. Remember, links to and from all your social media sites, including your blog (which you can tag too), help with SEO too, so make sure you direct your likes and 'friends' back to your site at every opportunity.
45. **Be patient;** organic SEO can take time and you may never get to the top of the list if you are in a very competitive market; however, on the upside, it's been proven the top is not always the most effective place to be!
46. **Paid for SEO is quicker than organic...** Pay Per Click (PPC) or AdWords are ideal for fast results and stand-alone campaigns.
47. **Research, research, research!** To get the most from PPC it's good to get an understanding of how it works, preferably by finding an SEO expert to help you: learning by trial and error has cost some companies serious amounts of money!
48. **Set a budget for your PPC...** and stick to it! Don't get auction fever and let your spending get away from you.
49. **Run multiple PPC adverts and analyse which work best for you.** 'Split testing' like this will help you identify the best lead generation adverts for you and your business.
50. **Use auto-responders to keep in touch...** once they've signed up (Tip 29), you can start building your relationship. Pre-prepared auto-responders from your website can be scheduled to arrive at specified times, keeping you in touch and responsive, even during holiday periods.
51. **Have 4 or more auto-responders.** There's no upper limit, we know people with 100's, but you need at least 4 to start the connection process – the more you have, the less you need to do!
52. **Divide your offering up...** doesn't matter if you sell products or services, divide them up to create a series of pre-written emails which walk recipients through the benefits you offer and even through to purchase!
53. **Match your auto-responders to customer behaviours...** use your emails and the resulting data to establish individual customer preferences and behaviours, then follow-up with specific content which matches and addresses those traits. Automated email messages average 70.5% higher open rates and 152% higher click-through rates than the typical 'scattergun' business-as-usual emails.



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- 54. Employ automation to help...** it's really the only way to manage behaviour-based marketing successfully. Marketing Automation Software Systems (there are many out there) will help you manage the branching logic, making sure you've covered all the bases and have content ready for whichever behaviour your customers exhibit.
- 55. Review your auto-responder series regularly...** don't just ignore them; OK, they'll still be going out and doing a job, but will they be sounding out-of-date? Have you added to your offering? Make sure they're working hard for you, even when you sleep!
- 56. And remember, it's relationship building...** NOT hard selling. All this talk of automation can detract from the personal, but your emails put you 1-2-1 with your customers so take the chance to create connection. Give useful, relevant information, provide genuine insights, offer a free 30-minute telephone consultation... whatever you feel adds real value.
- 57. Send regular eShots too.** Use email to keep in contact with all your prospects regularly, because it takes an average of 8 'touches' to turn them into a buying customer and 'e-Shots' can help you increase the rate and reduce the timescale significantly.
- 58. Demonstrate your knowledge and expertise...** send weekly hints and tips, bi-weekly industry information or whatever you can provide which is useful, relevant and showcases the benefits you offer (think white papers and infographics as a start point.) Try different formats too!
- 59. Target and segment...** whenever possible and appropriate, split your database and target them with specific e-Shots rather than generalised, blanket ones. Relevant, targeted content always performs better. Use your personas to help you out here.
- 60. Keep your eShots topical and write them fresh every time,** unlike your auto-responders. Lock into seasonal opportunities such as Halloween, Christmas, Valentine's Day or even 'On this Day in History'... they give you the chance to have some fun too!
- 61. Write a great, sizzling subject line...** make them open and read your email, because there's no point sending it if they don't! Questions, numbers and 'How to' are great openers too.
- 62. And have an aim in mind:** what are you sending them all this stuff for? Drive them to do something every time – click through to your website, join a webinar, answer a questionnaire – all with those leads in mind.



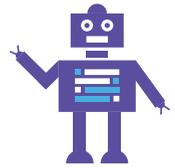
63. **Check your email stats and act on them...** your opening rates, click-through rates, un-subscriptions and bounces will all have an impact on your lead generation success; use the right techniques to manage them all to best effect.
64. **Get into webinars** – and we mean doing your own! Running through your presentations online makes your content accessible to pretty much anyone and everyone – the World’s your oyster and their sign up should generate you leads, but remember to include an incentive for them to come back next time. Webinars can be beneficial to both auditory and visual learners.
65. **Check out what others do...** sign up for webinars which are relevant to your business or industry (and FREE!), discover what you like and what you don’t; see what works and what doesn’t – then implement the best bits in your business.
66. **Provide podcasts (mp3 files)...** they’re great for getting information over to busy people. And make sure they have to register to download, so that’s generated a lead for you! Plus you’re delivering audio information in a dynamic way for use on the go; in the car, on the train, flying high, via their smart phones or MP3 players! Auditory learners will love it!
67. **Think series, series, series...** whatever you choose, do more than one. And re-use your materials: for instance, adapt your webinar scripts to create a series of short podcasts; even better, get someone to “interview you”... scripted of course... to create a specifically themed series.
68. **Don’t ignore social media...** Facebook, LinkedIn, Twitter, YouTube, Pinterest, Instagram, Google+ and more. However you feel about it, it’s free, it’s interactive and its business influence is growing and spreading at an amazing rate. Think of it as online networking and have fun! And it’s great to help SEO too on your website (see Tip 44).
69. **Check out what other businesses are doing.** It’s free to browse around social media sites, so go do it! See what you like and how you could adapt what they’re doing to your business (this can apply to any marketing activity, not just social media!) And remember you can run social media PPC ads too, which can be less expensive and more targeted than Google.
70. **Create your own social media calendar...** plan your content and schedule posts daily / throughout the week to tell your story, create a buzz or simply keep you ‘out there’, generating leads.
71. **Post images and links,** because they have more impact and get shared more frequently than a simple text post.



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72. **Even on Twitter, content is king.** Prod your audience's pain points, outline solutions, use stats and facts for impact / to catch attention. And remember: always include a CTA to help turn attention into leads. You can tweet the same thing several times! Remember to use relevant hashtags too.
  73. **Automate your social media...** it saves so much time! There are many social media automation tools to help make it even easier; some work across a broad range of activities, some are more focused; it's a matter of finding the right one for you.
  74. **Get a conversation going!** You're looking to create interaction and generate online discussion, so pose questions, elicit opinions and get people talking! Keep an eye on the trending hashtags for inspiration.
  75. **Encourage content sharing,** whether it's via email or social media. Simply asking people to share is very effective; often all they need is a little prompt. Links, downloads, photographs and graphics are all great for sharing.
  76. **Remember to share your videos too.** Whether they're educational, client testimonials, webinars, product demos, even a "Hi" from your team; video is a very powerful marketing tool.
  77. **Choose the right social platform for your business...** LinkedIn and Twitter are considered best for B2B; Facebook, Instagram and Pinterest for B2C. BUT Facebook is the medium for allowing people to get to know you in a more personal way. Remember, people still buy from people!
  78. **Start blogging...** it's proven to improve your SEO and drive traffic to your website; and if you've implemented even some of Tips 27 to 49, your website will be ready to convert that traffic into leads. It helps to raise your profile and credibility.
  79. **Use lead-generating CTAs in your blog,** such as free eBooks, whitepapers, fact-sheets, webinars, even free trials... anything you can offer which someone would be willing to exchange their contact details for.
  80. **Time your blog!** Research findings indicate Tuesday or Wednesday can be the best days to post a blog, but experiment for yourselves: your audience may be different!
  81. **Check your online reviews and feedback...** and always, always respond positively; never get into a confrontation, appear defensive or sound dismissive. Handled correctly, you can turn a complaint around and gain a new ally: which may bring you new 'word-of-mouth' (WOM) leads.



- 82. **Consider remarketing**, to reach people who have visited your site or app. Adding a remarketing tag to your pages enables you to show previous visitors your ads as they search and browse other sites.
- 83. **Think about AI...** Do you have a business that's focused on customer service? Up to 80% of customer engagements can be handled by chat bots!



## OFFLINE

Even today, lead generation isn't all online and in the cloud; offline still has a hugely important part to play too. Over-crowded inboxes, too much digital noise and social media fatigue are on the increase; some recipients ignore your emails; other potential targets still won't part with their details for any email list... but they all have budgets and needs, so how are you going to make sure you don't miss them?

- 84. **Find out where they could be getting their information.** What trade journals, newspapers or magazines are out there for your market(s)? Plus trade bodies, associations, TV, radio, even web TV.
- 85. **Look for article opportunities.** Typically 'unbiased' authoritative pieces are ideal for showcasing your knowledge and expertise; you'll get a prominent name check, but no sales-y text please!
- 86. **Provide really good images.** 300dpi, in focus, well lit, well composed. Stand off the page and out from the crowd!
- 87. **Keep it regular...** if your prospects see your name cropping up regularly, then you grow in credibility, making them more likely to think of you and contact you when the time is right.
- 88. **Adapt your editorial for blogs, podcasts, social media posts and eShots...** and vice versa too: squeeze every last drop of potential out of the content you create. We call this the '5R's' - Re-use, Re-Purpose, Re-cycle, Rinse & Repeat!
- 89. **Exploit business and industry awards;** they add credibility and authenticity to your image as an expert, professional and reliable supplier.
- 90. **Find a good, practical PR agency.** Managing your editorial can be very time consuming, so if you're too busy, or feel you don't write as well as you need to, then get professional help.
- 91. **And a great ad agency too!** Advertising is not the best B2B lead generator; in fact, in some instances it can be the worst, So if you are going to advertise, make sure you have an agency which can deploy the right 'tricks-of-the-trade' to deliver the leads and ROI you need.



PR

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**92. Use advertising to drive people to your website.**

Ads are all about catching their eye and capturing their imagination, not telling them the whole story! Use bold images; short, snappy messages; compelling Calls to Action and prominent contact details. Your website can take it from there.



**93. One insertion generally won't work.** To generate leads, your adverts need to appear regularly. Book a series, stipulate good positions (left hand, right hand, in a relevant feature), and monitor the responses to find out what works best for you.

**94. Use your brochures to generate leads...** because they can... the right design elements will drive readers to take the action you want them to, so make sure yours are working hard.

**95. Be brave; look different!** If you're spending your hard-won budget – and accounting for the results too – surely you want people to notice? Standing out from the crowd generates leads... fact! As well as design, the shape, size, weight, finish and feel of your literature all have an impact.

**96. Safeguard your brand...** make sure all your people are using current issue, properly-produced, corporate literature. No old brochures, photocopied price lists or ink-jet prints: first impressions really do count! Out-of-date literature and cobbled-together pieces don't instill confidence; they could just lose you valuable leads.



**97. Include direct mail in your mix...** even the very best emails only have around a 30%+ opening rate, so why not use direct mail to help you get at the other 70%? Send them flyers, postcards, sales letters, brochures, special offers, samples - and make it memorable.

**98. Touch is powerful...** direct mail is tangible, so make sure it feels great as well as looks good.

**99. Make your direct mail intriguing...** think 'lumpy' contents, unusual shapes, bold colours. Attract their attention!

**100. Send them something fun or useful...** usable samples and instant free gifts improve opening rates. They need no download or effort on their behalf, but ensure they look good, not just stuffed in an envelope – it's your opportunity to WOW them!

**101. Resurrect the company newsletter,** especially a printed version, because it showcases your knowledge and delivers relevant leads. The trick? Great content and wide distribution, so your customers and suppliers can share them around too. Don't forget a great name too; calling it simply 'Newsletter' is not exactly innovative or exciting! Make it fit for the modern world!



**102. Get personal...** build in more WOW with handwritten envelopes which also generate better response rates. So do it wherever possible (but obviously not if you're sending out 10,000!).



**103. Understand your postage costs in advance...** remember, they relate to size, shape and weight these days. To prevent nasty surprises, ask what your mailing piece will cost to send out before they're all produced.

**104. Create an elevator pitch;** that's an ice-breaking, marketing pitch you could fit into a short lift (elevator) journey – no more than 60 seconds – about who you are, what your business is and above all the benefits you deliver! Make sure your team know it well too!

**105. Network, network, network!** Be brave; go to networking groups and industry forums, and remember, you already have a network – stop and think about every contact your business has and polish that elevator pitch in advance too!

**106. Take your business out to your audience.** Think exhibitions, conferences, seminars, trade delegations – they're a great opportunity to meet your customers and prospects face-to-face.



**107. Make the most of your events...** use pre and post event publicity, editorial in daily event publications, a really inviting display and your own on-stand events. And remember to (compliantly!) capture contact details from all your visitors.

**108. Follow-up all your event leads quickly,** don't just put them in a drawer. Have your follow-up materials ready beforehand and allocate someone to make sure it happens immediately.

**109. Look for speaking opportunities...** think industry exhibitions, conferences or seminars where you can position your company as "The Experts". Remember to check websites well in advance, as they call for papers months in advance.

**110. Deliver your own seminars.** If you can't find any opportunities to speak at someone else's event, don't give up! You have valuable information to help your customers and prospects; so create your own events... they don't have to be formal, just enticing and worth their while. Everyone who expresses an interest is a lead.



**111. Consider joint ventures...** join with complementary, but non-competing businesses to offer a more complete package and utilise each other's list opportunities. And think 'Affiliate Programmes' and reciprocal agreements too.

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# ALL THE TIME

These are just a few of the things which can be woven in to all your marketing – from your ethos and approach, though your strategy and planning to your tactics and even your every-day habitual practices – to help you make the most of your lead generation potential.

**112. Think 'Customer Experience'...** because how your customers experience your company – from their very first contact with you (and right down to the coffee cups if they visit!) – has a huge impact on your reputation, which is a key influencing driver for lead generation success.



**113. Follow everything up.** Up to 75% of leads can be longer term, needing quite a lot of 'persuasion' to convert them, but don't fall prey to 'follow up fatigue' and drop them before they buy... that would be 3/4 of your sales opportunities lost!

**114. Prod their pain.** Work out what they're struggling with and demonstrate how you can help solve their problems; explain how the benefits of your products/services can help improve their business; show them you understand the issues and have the solutions.

**115. Use wit, humour and personalisation...** if you can make them smile, they'll remember you longer and talk about you more: fact! Truly innovative witty campaigns can go viral – just think what that could do for your lead generation.



**116. Make sure your pictures tell the right story.** Good images will get you noticed and help generate leads; poor ones reflect badly on your company: what are yours saying about you, right now?

**117. Tier your offering: a portfolio with entry level,** mid-level and high-end options will appeal to a wider target audience and help you generate more leads. Loyal entry level customers often stay with their chosen supplier as they move through life and up through the portfolio... think 'customer lifetime value' – their orders and their recommendations too!

**118. Stress the benefits you offer... what's in it for them?** They don't care what your widget is made from, but they do care that it won't rust, will last longer and save them money too.

**119. Include up-to-date case studies in your marketing mix:** they prove you have delivered successfully for other businesses, thus building irrefutable credibility. Use them for your website, media articles, literature packs, exhibitions and events.



**120. Check your words...** do your website and brochures talk about you, or about what your customer needs? Because they're only interested in what you can do for them, so use words such as "you, your, yours" rather than "we, us, our". Write as if you're talking to one person, not a 'herd' of people.



**121. Write for different types of readers...** scan readers take in bullet point information, detail readers will read full sentences and paragraphs, so use a mix of the two to get your message across.

**122. And accommodate the different learning types too.**

Check your marketing mix appeals across all 3 types: visual, auditory and kinaesthetic (seeing, listening and doing). Do you deliver your messages in ways which connect with them all, or could you be missing out on vital lead generation opportunities?

**123. Pick up the phone...** people buy from people, so remember to call your existing clients, keep in touch with prospects and find reasons to engage by phone, not just email.

**124. Manage your lists.** Use your CRM system to help you make the most of your database – think segmentation, tracking, monitoring, analysis and action flags to maximise lead generation.

**125. Build in a guarantee;** whether it's in your online or offline marketing, a credible, 'no-brainer' guarantee is the comfort factor many prospects need to hit the 'buy now' button!



**126. Introduce a loyalty programme...** thank & reward your customers; consider incentivising them for successful referrals.

**127. Use contests & competitions** – few people can resist a well-crafted, compelling competition; focus on what you want to achieve when you're creating the offer.

**128. Deploy questionnaires, online and offline...** because everyone likes their opinion to be valued and you might just find out what you could do to help increase your leads, sales and profits. Make sure you follow up on their feedback, whether it may be good or bad!

**129. Exploit good testimonials and reviews,** because you've asked their opinion (Tip 128 above), so why not share the good news? 92% of internet users read reviews; 89% of people say reviews influence their purchasing decision; and consumer reviews are nearly 12 times more trusted than descriptions which come from the source... so they're valuable lead generation content.

**130. Ask for contacts and referrals** (yes – often all you need to do is ask!), because most people will happily give you their details if you ask nicely, they simply need prompting. You need to make it worth their while too; which leads on to Tip 131...



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**131. Say thank you...** for answering your questionnaire, placing the order – whatever they've done, acknowledge it, send a card, drop them an email, deliver some biscuits... all this will raise your service levels to exceptional in their eyes. Aim to WOW them every time, in any way you can think of.



**132. Test and measure...** monitor and review everything you do, measure the results, ditch what doesn't bring in leads and do more of what does! Use marketing campaign codes - it's a simple but effective way to track your campaign success (or failure).

**133. Take your business cards everywhere...** because you never know when an opportunity might present itself!

**134. Keep it going...** because if you stop, they'll think you no longer exist or don't want their business! Remember, you don't just need to touch your prospects; customers need to "feel the love" too, over and over and over again.



So there you are: 134 lead generation tips to help you grow your business online and offline, to get you ahead of the competition and to make sure you stay there too. We haven't shared everything we know and do – not by a long way! – so if you'd like to explore any of these issues further or discuss your own particular lead generation dilemma with one of our experts, please don't hesitate to call or message us.. we'd genuinely love to help you.



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