

Sales & Profits: Leads

This week is all about breaking down the sales process and making sure you have a clear handle on what steps you need to take to get to sales on a consistent and continual basis. By now, you should have clarity on your ideal client or customer, the product or service they are willing to pay you for, and your pricing, expenses and profit margins. You should also have your clear revenue goals for the next 30 and 90 days, and 12 months. Armed with that vital info, you need to now come up with a tangible plan to reach those revenue goals. This is the beginning of the real sales process.

NOTE: If you skipped any of the previous exercises, you aren't ready for this exercise. You don't want to promote the wrong thing to the wrong audience, or promote even the right thing at the wrong price point. Go back and finish up the work we have given you up until today.

THE SALE PROCESS: LEAD GENERATION

The sales process starts with lead generation. You can't sell to people who you don't have access to, so the first step in the sales process is getting in front of your ideal client or customer, and doing it in a way that makes them want to know more about what you are offering them.

There is a lot of theory about this, but the five main ways you will find leads are through:

- Email marketing
- Search marketing
- Social marketing
- Content marketing
- Referral marketing

We could spend an entire 12 weeks on just these lead generation processes. We will outline them for you, and then you will have to take on the work as CEO and founder of your business to determine which ones are best for your business and the ones you should pursue for deeper learning and mastery.

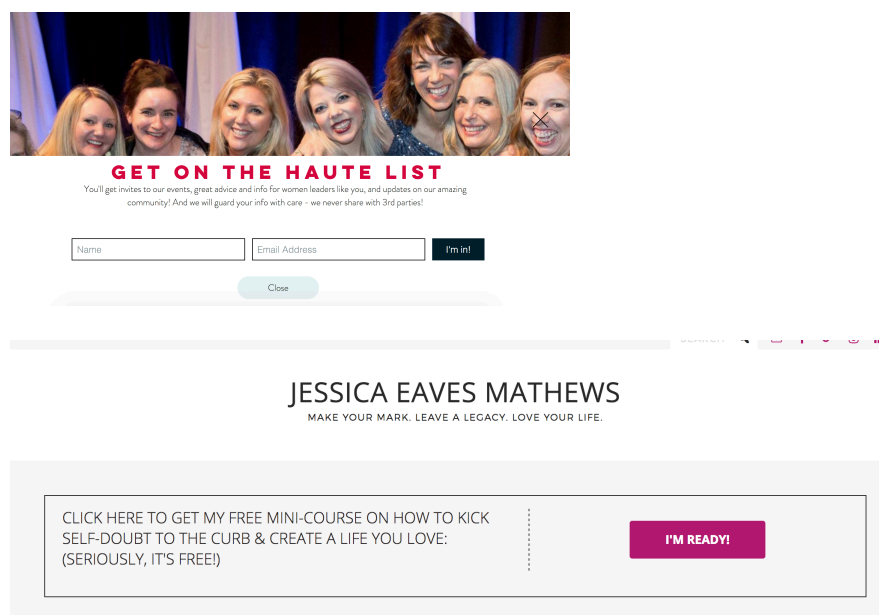
You will note that this is where Sales and Marketing cross over, because you can't make offers and sales to leads you don't have. We will delve into the different types of marketing and how to do them during the Marketing module, but for now, we will define them for you.

EMAIL MARKETING:

Email marketing is very effective, and is vital to your tool kit in generating leads because once you have an email list, you own it and can control it. Of course, people can opt out of your email lists, but as long as they are on there, you can communicate directly with them, unlike social marketing, such as on Facebook, where you don't control the platform and if Facebook decided to change the rules and not let you promote on there any longer, you would instantly lose the list of contacts you developed on there. So you want to get anyone you are interacting with in social media to come to your website and sign up for your email list.

The downside of email marketing is that we are all so inundated with email these days, it is harder to get people to open and read emails. So you have to learn the skill of great copywriting to get people's interest, but more importantly, you have to have a product or service people really are interested in, or you have to provide so much value in your emails that people look forward to reading them. That connects email marketing with Content marketing, which we will discuss below.

The short version of this is that you must have something on your website that entices people to sign up for your email list. Often, it is a free audio, report, mini-course or pdf that would be of value to your ideal client. You offer them that free but valuable item in exchange for their email information. That is done through what is called an Opt-In Box. And Opt-In box looks like this:



GET ON THE HAUTE LIST
You'll get invites to our events, great advice and info for women leaders like you, and updates on our amazing community! And we will guard your info with care - we never share with 3rd parties!

Name Email Address

JESSICA EAVES MATHEWS
MAKE YOUR MARK. LEAVE A LEGACY. LOVE YOUR LIFE.

CLICK HERE TO GET MY FREE MINI-COURSE ON HOW TO KICK SELF-DOUBT TO THE CURB & CREATE A LIFE YOU LOVE: (SERIOUSLY, IT'S FREE!)

SEARCH ENGINE MARKETING:

Search Engine Marketing includes the process of making sure your website is optimized in a way to be found at the top of the rankings on the search engines, with Google being the most important of all of them. This is called "organic" search engine marketing. The way your site is set up determines where you show up in the search rankings - so optimizing your site for organic search is important.

While organic search engine results are vital to your success these days, Search Engine Marketing is now a term of art that specifically refers to the process of gaining website traffic by purchasing ads on search engines.

- Paid search ads
 - Paid search advertising
 - PPC (pay-per-click) *
 - PPC (pay-per-call) - some ads, particularly those served to mobile search users, may be charged by the number of clicks that resulted in a direct call from a smartphone.
 - CPC (cost-per-click) *
 - CPM (cost-per-thousand impressions) *
 - Most search ads are sold on a CPC / PPC basis, but some advertising options may also be sold on a CPM basis.
- (source: <http://searchengineland.com/guide/what-is-paid-search>)

Search marketing now also includes new forms of marketing like Retargeted Marketing. If you have ever done a search for a product, and then an ad for that very thing ended up in your Facebook or Instagram feed, then you have experienced the power of Retargeted Marketing. You might have also visited a specific website, only to find the exact product you were looking at in an ad in your Facebook feed an hour later. Retargeted marketing is incredible powerful, and it something you might find creepy (like you are being stalked!), but it is something you should know about. It could be very effective for you in generating leads within your ideal customer groups.

Is Search Engine marketing effective still? Very much yes. Consider these statistics:

"[T]hese 25 SEO stats for 2017 should be enough to convince anyone that SEO is essential to their business, while also providing some good benchmarks when building your company's SEO strategy.

93% of online experiences begin with a search engine.

Google currently holds 80.5% of total search engine market share (up from 65.5% in January 2016).

57% of B2B marketers stated that SEO generates more leads than any other marketing initiative.

81% of people perform some type of online research before making a large purchase.

47% of consumers view 3-5 pieces of content created by a company before talking to a salesman from that company.

72% of online marketers describe content creation as their most effective SEO tactic.

75% of people never scroll past the first page of search engines."

(source: <https://junto.digital/blog/seo-stats-2017/>)

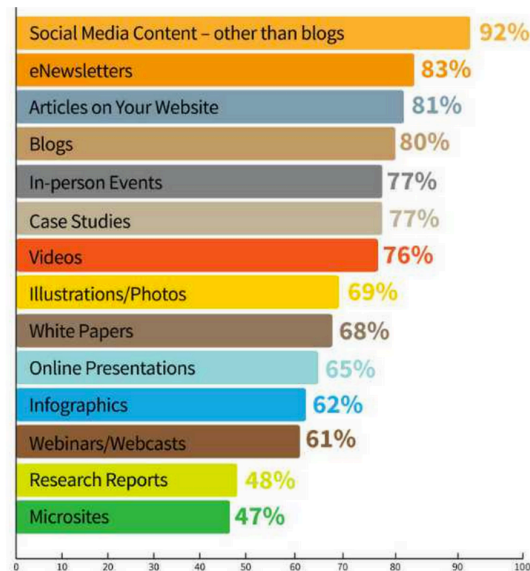
So clearly, you must have a Search Engine Marketing strategy and plan, or you are leaving a huge number of leads and opportunities on the table. You really can't afford to leave Search Engine Marketing out of the mix when coming up with your marketing and lead generation plans.

SOCIAL MEDIA MARKETING:

Social Media Marketing is the "use of social media platforms and websites to promote a product or service. Most of these social media platforms have their own built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns." (source: https://en.wikipedia.org/wiki/Social_media_marketing)

CONTENT MARKETING:

Content marketing is your chance to prove yourself as a thought-leader or expert in your industry. It will help build your credibility and can be very powerful in persuading people to choose you over a competitor. We found an interesting graphic on the different types of content marketing. We would add to this list podcasts and Facebook Live, which are growing and very effective at the moment, as well as in-person seminars and speaking opportunities.



(Source: <https://www.ventureharbour.com/b2b-lead-generation-strategies/>)

REFERRAL MARKETING:

Referral marketing is actually pretty old-school, given the focus on and excitement around online marketing tools that weren't available even 10-15 years ago. But referrals are the absolute best source of leads, because they usually don't cost you anything, and the type of leads that come from referral are usually actively looking for your product or service, and are "hot" leads - meaning they are ready to make a purchase. It is vital to develop relationships with current clients or customers and others who will be good sources of referral business. This is such an important topic, that we are dealing with it in more detail tomorrow.

EXERCISE

After reading this worksheet, spend about an hour figuring out your plan out how to set up your website to capture email addresses, and what your main sources of lead generation will be. Will you do a mix of blogging, a podcast, social media marketing and email marketing? Are you going to explore retargeted marketing? Are you a professional? If so, you should consider white papers or other pdfs to educate your potential clients about a specific issue or industry. There is no wrong way to do this, but you have to have a number of marketing engines/sources, and so map out which ones make the most sense for your business.