

The 5-Step Guide to Lead Generation



If you are in business, then you need leads. As a marketing agency, our goal is to help businesses grow, but to do that, we need to clearly define the goals and objectives for obtaining that growth. Very often, this leads to planning strategies and implementing campaigns for lead generation.

CreativeWorks Marketing is pleased to outline a 5-step process that begins with defining strategy, followed by implementation of lead generation, to help you in your next lead generation campaign. Are you trying to get your brand name out into the marketplace, or looking to increase engagement, or are you looking to get information?

Before reading the steps, let's quickly define lead generation:

Brand Exposure

A lead can be that moment where a potential customer comes into contact with your brand. For example, a page view, click, impression, or a page visit are types of leads that let you know that you've reached people who are looking for what you're selling. It will take more effort to develop those leads into sales, but they are a starting point.

Relationship Engagement

A follow or share on social media, a discussion in a LinkedIn group, or a new contact/connection on LinkedIn are all types of business development and engagement with you and a potential lead to form a relationship.

Information Exchange

Tracking individuals' actions and identity via a content marketing tool, or offering a free download in exchange for their information via an online form, are perhaps two of the most direct ways of generating a lead.

Although there may not be immediate and direct revenue associated with these different types of leads, don't write them off, as there is value in placing your brand in the customer's mind so that when they are ready to purchase, you've made that impression they can refer back to.

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“Generating a steady supply of new leads and building your pipeline is a critical part of developing a profitable business.” – Entrepreneur Magazine

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Step 1: Define Your Strategy

In defining a strategy, we rely on a modified Five Ws strategy. Here is an outline of our formula:

1. **Why Before Who:** Consider why you are creating the campaign: is it to generate actual sales leads, raise brand awareness, or to test the market on a product or service?
2. **Setting The What:** Setting your objective or objectives for your online campaign is key. What do you hope to achieve from this campaign? Be as specific as possible.
3. **Keep Your Eye On Who:** You'll need to be clear on who you are targeting this campaign to. Knowing why you are doing this, and what you hope to achieve, will help you determine who you are trying to attract or engage.
4. **Timing Is Everything:** When refers not only to when you want to place your ad, but also about frequency. You will also need to consider how long the ad will run for, keeping in mind why you are running the campaign, and who your audience is.
5. **Where You Put It:** In any type of marketing, where you place your ad is crucial to success. Where can you place your ad to give it the best chance of being seen by your target audience?

After defining your strategy using the modified Five Ws, you can now begin focusing on the “how”.



“The key to generating leads from every website is a call to action for the user.” – The Globe and Mail



Step 2: Get Your Audience's Attention

The first step after creating the strategy is engaging your audience. The best way to attract your potential customer is to present an offer. Think of a type of offer you would be comfortable presenting. The offer needs to be engaging enough to entice the audience, but can't appear to be too good to be true. Otherwise, your audience will steer clear of it. For example, the offer can be a free download of a whitepaper, a discount on product or services, or a chance to win a prize.

Ensure that all design and copy elements are consistent with your brand. If the first time your potential customers see your brand is via online advertising, it needs to reflect the same look and tone of your brand on your website, and all other aspects of your business.

Step 3: Get Their Lead Information

Customers know that in order to receive an offer, they have to do something. Once you have your audience interested in your offer, they should be on your site's landing page. In addition to containing details regarding your offer, this landing page should include an online form for visitors to fill out. This is the lead generation acquisition piece, and the questions will vary depending on your individual needs.

Step 4: Get The Offer

Once they fill in the online form, an email will go to you for lead generation, and an email or similar will go to them, delivering your offer (e.g. offer code, download link, white paper attachment).

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“If your website isn’t capable of tapping into the Internet’s lead generation potential, it won’t matter how good your product is — it will be left behind.”
– The Globe and Mail

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Step 5: Process The Lead

Once you have the lead information, it is up to you as to how you process it. It should follow a sales process. For example, ensuring that contact is made within 48 hours of receiving the lead, second notice is sent within a week, and after 10 days, a phone call is made. You have to evaluate what sort of process

If you have any questions about lead generation, would like additional materials, or would like to speak to one of our lead generation experts at CreativeWorks Marketing, please contact us at info@creativeworksmarketing.ca or call 416 653-3053.

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