

PROSPEX360°



Filling Your Sales Funnel With Online Lead Generation

An Alternative or Supplement To Telemarketing,
Cold Calling And LinkedIn



Challenges For Most Businesses

- Every business needs more customers in order to grow.
- Customer acquisition has become more complicated with email filtering & voicemail.
- Voicemail complicates reaching potential customers with telemarketing.
- Many salespeople are adverse to cold calling and avoid doing it.
- Programs such as LinkedIn take a lot of time to use and have a long selling cycle.



What If...

- Interested and qualified prospects called you for information about your products and services?
- Or Emailed you their contact information?
- Your sales funnel stayed full with qualified prospects?
- You could find out what advertising drives the best prospects to contact you?

These are a few of the advantages of Online Lead Generation for businesses.



Questions To Ask Yourself...



- Do I have a structure in place to follow-up on new business leads?
- How many sales leads does my organization need and can handle each month?
- How many leads can we convert into new customers?
- How would this change my business?



What Is Online Lead Generation?



It is a marketing process that involves Online Advertising that is designed to attract visitors to a special Website that captures information including:

1. What media delivered them.
2. Contact information including Email address and phone #.
3. The level of interest in your product or service.

What Online Media Is Utilized?

Almost any Online Media can be used in a campaign. The best results occur when you match the media to your customer's demographic profile. Media can include:

- Online Search & Display Ads
- Social Media Postings and Advertising
- Email Marketing
- Retargeted Display Advertising



How Is This Different From Google Adwords?

Search Advertising is focused on getting a visitor to click on your ad and visit your Website. Many of these visitors may not be specifically looking for your product or service (Unqualified Traffic).

Lead Generation takes it several steps further to deliver more qualified visitors who are more apt to engage with your business.



How Is This Different From LinkedIn Lead Generation?

LinkedIn has the Sales Navigator in which you do the prospecting work yourself or hire someone to do it. It is time consuming.

The ad platform is challenging to use and has limited success unless you know what you are doing. It can also be expensive.

In Lead Generation LinkedIn may be used but is highly targeted to get the best possible results.



How Does The Process Work?

As prospects respond to your advertising and visit the Lead Generation Website, the Site captures information from interested parties and sends their phone calls and email response forms directly to you.

You receive these leads as prospects initiate the calls or emails daily. You are able to engage with them immediately.





Who Can Best Benefit From Online Lead Generation?

- Businesses who offer a *known* product or service that potential customers are looking for Online.
- Businesses who have the resources and ability to follow up quickly on sales leads they receive.
- Businesses who understand customer acquisition has a Value and are willing to invest in it.
- Businesses who need a steady flow of new customers.

Best Applications

This program works well for:

- Franchise Companies
 - To Find New Franchise Owners
 - To Find Customers For Franchises
- Personal Services
 - Dentists, Spa Services, Medical
- Business Services (IT, etc.)
- Home Services
- Manufacturers
- Distributors
- Travel & Tourism Businesses
- Senior Focused Businesses

Not so well for:

- Insurance
- Financial Planners
- Specialized Consultants
- Specialized B2B Businesses
- Real Estate
- New Technology

Additional Considerations

To increase success businesses should consider offering an appealing offer in their advertising that will prompt potential customers to take action?

Examples:

- A Free Trial Offer
- A Low Introductory Price
- A Free Seminar or Webinar
- A Free Download



Lead Generation Resources

There are national and local companies that operate in the area of Lead Generation. Inbound marketing platforms such as HubSpot offer lead gen as part of their inbound marketing platform.

Some things to consider when choosing a resource in this area:

- The cost of the program?
- Is it a custom program or a cookie cutter approach?
- Length of contract?
- How much of your or an employee's time is involved?
- How is a lead defined?



How My PROSPEX360° Works.

We determine the demographic of the desired customer and create a custom advertising program to reach them based on the client's budget.

Once the campaign starts, the email leads and phone calls come directly to the client. Their only responsibility is to follow up on the leads.

We monitor the campaign. At the end of the month we prepare a report that shows what was spent on advertising and how many leads were generated. We are also able to provide the lead data as a spreadsheet.

We have a monthly phone conference or more frequent if needed, to discuss results and make adjustments to the campaign.



PROSPEX360° Success Stories

A Commercial Cleaning Franchisor with regional offices in 6 states increased their monthly lead count from 12-15 to over 350 a month.

A Commercial Glass Company is generating more than 350 phone calls a month for repair and new glass installation.

An Industrial Roofing Company with offices in 2 states maintains a 90-120 day work backlog with a full sales funnel.

TAB Business Owner receives leads that produce up to 3 new Board Members in a month.





Questions?



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Customized Lead Generation

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