

A hand is shown moving a white chess king piece on a chessboard. The background is a blurred image of a person's face, and the entire image has a purple tint.

Generating  
**the right leads to grow  
your business**

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# Introduction

## How will your company measure success?

Ambitious business owners have one goal: to grow their business practices to make more profit.

Your marketing strategy should outline where your company will get new business, what to do to create interest, and how you plan to measure return on investment.

Today's clients have more options than ever and are less likely to stick with their service or product provider. This makes them more knowledgeable and in control. Their purchasing decisions will be influenced by their experience with one company as opposed to another.

According to Salesforce's State of the Connected Customer report for 2019,

84% of customers believe that the customer experience is just as important as the products and services a company offers.

Business buyers want the same experience when buying for their business.

It is vital to understand who your target audience is, what motivates them, and how they make purchasing decisions in order to create the customer experience you desire.

You could attract people you don't like if you don't have a clear idea of your ideal clients or communicate this to your team. You'll have a hard time scaling up or may end up in the wrong direction.

Successful businesses are known to lose their focus when trying to seize every opportunity to sell.

This is the best way not to fall into this trap.

Once you've identified your target client it is important to develop a lead generation strategy in order to gain and retain new business. This involves accurately labelling, tracking, and reviewing the locations of your customers throughout the buying process.

While customer relationship management (CRM), systems can be a great way of recording this, it is only as good as what you put in to them. This information must also be kept current.

morelife LONDON has spent time refining its understanding of our target clients and crafting our proposition around them.

We know this method works and have tested it ourselves. This is the process that we use to guide clients through our strategy development process.

This guide will discuss who you want to attract, why, how to engage them and what it is important to keep this information.

Before you can create a plan for the year, it is important to understand where your marketing and business development efforts should be focused.

Before you look at your tactical marketing plan, take a moment to reflect on what is valuable for your company.

How do you get qualified leads and help them move through the buying process?





## Who do you want to motivate?

If you are truly client-centric, this is the key question.

It is important to establish an emotional connection with clients. If you don't know who they are, you won't be able to do that.

Do not worry about the details - get a general idea of who is most likely buy your services.

This is a great way to test your internal knowledge of target clients. You can bring together people from all levels of the company for an open discussion. From which you will likely see distinct target groups emerge.

Next, you will need to agree on some facts that can be applied to these emerging target clients.

- What are their job titles
- How many people do they employ
- What frustrates or worries them?
- Consider their motivations and how you think they influence your beliefs.

They can help them in their decision-making.

You should have a list of buyer persona profiles at the end of this process. These personas should be visible throughout the organization so that your teams can begin to concentrate on these clients in their work.

The goal is to identify three to five core clients and create a view of the world around them. You risk losing focus if you have too many personas or being too boring.

Use our template to create your buyer personas for your company.

## What are you trying achieve?

Once you have identified the target audience, it is time to set your goals.

First, agree on the long term goal. What does the company want to accomplish in the next year? This will help you stay focused, guide your decisions, and resolve any conflicts.

Your goal is to understand where you are at the moment, where you want it to be, and how marketing can assist you in getting there.

For example, agree to business goals

- Generate PSX revenue per year.
- Start a new service by the X date.
- Reposition your business by X date.
- Target new customer segments.
- Expand in a new industry.



For example, agree on marketing goals

- Building awareness
- Educating buyers
- Nurturing leads
- Engaging with Influencers
- Serving existing customers
- Cross-selling and upselling
- Generating new sales leads
- Establishing your expertise

Below is a table that outlines how cross-referencing your marketing and business goals can help you reach your long-term objectives.

## What can you do to differentiate your company?

It is crucial that your proposition connects with customers.

Marketing what differentiates you is more than just creating a slogan. It is important to identify, define, and communicate a value-driven proposition that resonates and can be believed by your clients.

It is important to have an idea of the value your target buyer places on your business. This knowledge can be combined with your passions and beliefs about your business to create a foundation for your economic engine. This is what makes your company money. This should all point to a unique selling proposition that is reflective of your company and customers.

Your goal is to create a customer-centric value proposition that appeals to and attracts your target clients.

The Hedgehog Concept is what we use. This framework was created by Jim Collins, a business consultant.

Understand what passion you and your business have

Identify what the organisation does best than anyone else.

Determine where it is most effective at generating revenue.

This information and your buyer persona information will be needed to create a proposal. This is the most difficult part. Creative thinking is key. Matching what your clients value and what you are passionate about will make you a revenue driver.

Your value proposition is the heart of your competitive advantage. It clearly articulates why someone would choose to purchase from you over a competitor.

We use a slightly modified version of the elevator pitch to bring everything together. You can now bring together all your previous work by answering these four key questions.

1. Who is your target customer?
2. What is the customer's value?
3. What is your passion?
4. What's your unique differentiator?

We are passionate about [target customer] and [customer value], so we make [unique difference] for [target customer].

One can be produced for each client target, but the value they might place on it may differ.

Once you have created your statement or statements, you can create an external facing proposition.

This is an example of a company's "value proposition": morelife LONDON's own: We help our clients grow the vital contribution that they make to the UK's prosperity.

We have developed many propositions with our clients, including:

Evans & Partners – We help you love your business while still having a life.

Rise Audit - "Audit should help not hinder your business"

We decided to give Harold Sharp, a Manchester-based company, the following: 'We give business owners clarity and space they require to realize their big idea'

Olly Evans, Evans & Partners:

It helped me to focus, improve my thinking and strategize. Evans & Partners has a value-driven proposition that resonates with its clients by defining their point of difference.

The digital marketing workshop will help you shape your message around your target clients. Contact us to learn more.

Once you know who you want to target and how many clients you need, it is important that you keep track of your progress. This will allow you to evaluate your approach and adjust your strategy as you find what works best for you.

All businesses are strongly encouraged to invest in customer relationship management (CRM).

A centralised system is important because it will be your single point-of-truth, holding key information such as contact details and brand interactions. It allows you to easily review trends and habits.

Integrating your CRM system with other assets is a great way to maximize your return on investment. This includes your website submissions and email marketing tools. Live chat, telephone, messaging services, and live chat.



## Prospects and leads

With your teams, agree on a common labelling format.

Many businesses use different terminology to refer to the same thing. For example, potential clients are often called 'leads, prospects, and opportunities'. It's easy to become confused by sales jargon which can lead to problems tracking this information.

It is important to have an agreement within your company about the standard labeling that will be used and what it means for you and your coworkers.

## What is a Lead?

A person who will come directly to you.

A lead is a potential client or customer who has reached out directly to your company via email, web submission, inbound call or direct mail. They have responded to advertising or engaging content.

This stage will give you some identification information, such as your name, email address, and possibly a number or company name.

You haven't yet 'qualified' this lead, so you don't know whether they are the right person to be a client.

Recognize all leads and get in touch with them to qualify them. You should consider these buyer personas in order to make qualification easier. This will allow sales teams to avoid wasting their time on unsuccessful matches.

If leads don't fit, it's okay to mark them as lost and close them.

## What is a prospect?

A qualified lead is a person who has been assessed as fit to provide your services.

A lead is a qualified prospect once they have been identified. This is where excitement and often a lot of work begin.

They should now be identified as being in your target market, able to do business with and the authorized decision-maker.

It will save you valuable time and energy by confirming this early. This stage is when you know that the prospect has an issue or problem that your product/service can solve.

One prospect in a business-to-business environment can become many. Partners, investors, and other stakeholders will need to be convinced. It is possible only by understanding the implicit needs of these prospects and using a solution-oriented sales approach.



# What is lead generation?

It is the process of gaining future interest. It is essential to every business. We know that leads can be of different quality, and that some may lose their way during the buying process. A steady supply of leads is essential if you are to grow your business. You need to create a lead generation strategy that is well executed.

Because of the increasing availability of information online, the typical buyer journey has changed significantly over time. It is possible for customers to quickly become experts in any topic.

This can be a challenge but it can also be an opportunity. What if your company is the source of expert knowledge they search for?

It is crucial to focus your efforts on digital presence in today's market. The easiest way to do that is through content marketing or SEO.

For more information, see our guide to content marketing.

## Lead generation process

The lead generation process is divided into multiple stages, which are sometimes called the "marketing funnel".

Lead nurturing is the use of marketing tools and content to help sales leads become clients. Sometimes, this is called adding prospects to your marketing funnel.

Marketing funnels are a collection of leads and prospects at different stages of the buying cycle. It also includes the people you are communicating with at any given moment. Some prospects may drop off as they seek out alternative solutions, or decide to stop buying. Imagine the prospects in your marketing program at each stage. It would look like a funnel that narrows towards the bottom.

The stages of the process are often referred to by sales and marketing teams as:

- Marketing qualified lead
- Sales qualified lead
- Chance
- Proposal
- Sale

The stages of the process would look as follows: Awareness, Consideration, Purchase, Retention.





## Awareness

A potential client has identified a need that may be triggered either by an issue or an idea to improve their work process, but has not considered any products or other services.

Here are some things to consider:

- How can clients learn for themselves?
- How can clients decide which goal or challenge should be prioritized?
- What are the consequences of the client's inaction?
- What are some common misconceptions clients may have about how to address the challenge or goal?
- What are the other options available to address their problems?

Take into account

They will explore different options to meet their needs and will start to research the solutions available. This could be different software or working with an accountant.

Here are some things to consider:

- How can clients find the information they require?
- Who will they include during the research process Peers? Industry experts?

The potential client will now be comparing different proposals at this point. Because they are invested in the process, they will have spent time and resources trying to find the right solution.

Here are some things to consider:

- What criteria are buyers using to evaluate available offers?

## Purchase

Select a solution that is right for you and get buy-in from stakeholders.

Here are some things to consider:

- What do your target clients like most about your company's offerings?
- What reservations have they made about your offer?
- Who should be involved in the decision-making process? How does each individual's perspective differ on the decision?
- How easy is the signing up and onboarding process?
- How can you help them grow by investing time?



## Where are the leads from?

Visitors to your website can convert to leads and prospects in many ways. Some are simple: they may email, call, or complete a contact form. These prospects could be at the top of the funnel and convert quickly to clients.

Others might complete a form to get a whitepaper, ebook or register for a webinar. These prospects would require more nurturing because they are closer to the top of a funnel and less likely to purchase.

You need to be able to convert website visitors to qualified leads if you want to sell to your company.

- Make sure contact forms are available in all places.
- Make it easy for prospects to contact you.
- Communicate your value proposition clearly and point of difference.
- Provide high-quality content that visitors can download in return for their contact information.
- These nurturing techniques can help you convert leads into sales for your firm.
- Send them email content that teaches them something about their business. Follow up by phone to discuss options for taking action on the new information.
- Send them a case report showing how a similar client has benefited from your firm's services.

A

fter they engage with these activities, they might be open to a free consultation. This is a conversation that allows you to have a real connection.

Keep prospects in your marketing database if they don't convert into opportunities at this stage. Continue to send them relevant content.

Whitepapers and webinars are often a good idea. Once they have shown interest in your marketing activities again, call them.

Make sure you have an up-to-date unsubscribe list so that information is only sent to those who are open and in compliance with GDPR regulations.

## How many leads are you looking for?

Before you can make any calculations about lead generation or marketing return on investments, you must know where your company wants to be in the next 2 to 3 years.

This aspiration can be referred to as your North Star.

Let's suppose you want to become a PS2-million-turnover company in three years. Then, work your way up those numbers.

If you have already reached PS1m turnover, we can calculate how many clients you will need to fill that additional PS1m. This is done by taking PS1m, and then dividing it by the average client fee.

Below is an example of how high a return on investment can be estimated over a three year period. We need 85 new clients per year for the PS1m additional revenue. This is a typical client fee of PS4k. This is often called the "run rate".

Also, we recommend looking at client retention rates in order to determine the average lifetime value for each client. This can help you see the return on your marketing investment, even for a few new clients.



We need to go backwards in order to reach the volume we desire, as shown by our example of 85 new clients per year.

With this figure in mind you will need to decide how many leads you can turn into customers from your marketing efforts. The conversion rate of your website, traffic to it, and effectiveness of marketing outreach (search engine traffic, social media traffic, etc.) are all important factors.

This is how you can do it all.

How can you calculate lead generation

To calculate our monthly run rate, we need to divide the 85 new clients per year into 12 months. We need to convert seven clients every month in this example.

Here is where you should make a general estimate. Many of our clients claim that they convert 80% of their prospects into clients. This seems like a good starting point. To convert seven clients from nine prospects per month, your website should convert approximately nine people each month.

## Inquiries generated

Your website is the second place to focus on for conversion. It is important to determine how many people are converting from your website into prospects.

Your website data should tell you, but if not here are some guidelines from our conversion rate benchmarks, which are based on data from all firm websites that we host.

A website conversion rate of 2% is the ideal goal. The table to the right displays the average conversion rates and stats for high-performing websites.

## Website visits

You will need to attract 450 unique visitors each month to reach nine prospects per month at a 2% conversion rate.

# Marketing outreach

Your marketing outreach is the final measure. This is all you do to drive traffic to the website. This could include paid advertising, search engine optimization or social media activity.

This is where we measure the exposure volume and conversion rate for the outreach activity.

The 3% mark is a good goal to reach in your marketing outreach. Wordstream research suggests a conversion rate of 3% for marketing outreach.

Marketing outreach

Average 3%

Medium 5%

High performing 11%

Let's use the 3% average as a guideline to determine the reach you need via your off-site activities. To reach the monthly website visits required for 450 visitors, 15,000 people must be exposed to your marketing messages.

This is how your conversion funnel should look.

## Lead generation strategies

There are many ways to generate leads. Which one will work best for you?

Advertising via Pay-per-click

PPC is online advertising that charges you for clicking on an advertisement linking to your site. Google Ads is the most popular form of PPC advertising for business owners.

You are usually entering into an auction to win ad space on the search results pages when you run Google Ads Search campaigns. The top spot is usually won by the highest bidder, with the second-highest bidder taking the second place.

Google Ads will often be at the top search results page when you search for a product/service.

PPC advertising can provide quick results for business owners, especially if it is well-designed and includes a landing page optimized for lead capture.

Visitors can choose which pages they land on. You might direct someone to a page that is highly focused if they search for 'Xero business owners builders'.

- Highlights your Xero construction specialist badge
- Contains information about Construction Industry Schemes (CIS).
- Received a testimonial from a client in construction
- Allows them to easily contact you.

Google will assign a higher quality score to your page if it is more relevant to the search. This can lower the cost-per click (CPC), and deliver sales leads at a lower price.

Sometimes, even though they pay more, a high-quality score can help you get your ad noticed by more people.



Google Ads allows advertisers to target specific keywords and phrases. It also gives them the option to target searchers using a variety of factors that can prove useful for business owners.

These include:

- Demographics
- Interests
- Devices
- Geographic location - This could be by postcode, town or within a radius of your practice.

Google Ads does not have fixed contracts. Advertisers can change their campaign budget, targeting parameters and content as often as they want. You can review the Ads dashboard reports to see which campaigns are performing well and which ones are not. This allows you to adjust your spending accordingly.

It is important to assign a value to every lead if your website generates leads through paid advertising. You can set up Google Analytics to track which types of leads are valuable to your company. For example, an eBook download. An eBook download may be less valuable than a contact form inquiry.

## Retargeting

You may have seen the exact same product advertised on multiple sites over the next few days after you viewed it on Amazon. This is called retargeting.

Retargeting is a technique that places a cookie from your website on a visitor's device. This can be used to trigger display of your advertisement on other websites for a specified period of time.

Prospects will likely come across your brand several times before they get in touch with your company. Retargeting can help keep your brand in mind for prospective clients who have visited your website but not converted immediately.

As we all know, sometimes it can be quite irritating to have your advertisement shown multiple times to your target.

Retargeting campaigns can be run using Google Display Ads or some of the most popular social networks such as Twitter. ReTargeter and AdRoll are also popular platforms for remarketing.

Search engine optimization (SEO).

SEO refers to the process of optimizing content and website settings in order to get Google to show your website higher up in search results.

Your site will be more likely to generate leads if it appears higher in these results.

It's partly convenience. People don't like scrolling and digging around in search results. But, people also know that high rankings usually indicate quality. Google will rank your firm higher in search results than others by recommending it.

SEO can be viewed as helping clients find the information, products and services they need. SEO can be used to produce content using certain keywords, or make sure that your website displays well on mobile devices as well as desktop computers.

It's not a quick-fix. SEO is not like PPC. It requires serious thought and the use of various analysis tools to determine strategy and take action. However, the leads that you generate via SEO are more likely to be meaningful and have higher value.



## Social media

Social media can be a great way for you to increase traffic to your site, build your brand, and generate leads, although it may not work as well as other methods.

It is easy to help lead generation by making it as easy for clients, employees, and readers to share your content on social media.

To make it easier, we always include sharing icons at bottom of articles.

This is a sign that a customer or prospect shares your content. Even if they aren't a lead, it is possible that someone in their network is.

It's crucial to choose the right platform to use social media to generate leads. Many of our clients are on LinkedIn, which is more business-focused than Twitter. It is widely used for sharing professional content and industry articles.

This tone should be reflected in your lead generation content.

Hubspot's study found that LinkedIn is 277% better at generating social media leads than other social networks.

Additional studies have shown that 80% of B2B leads come from LinkedIn. 79% of B2B marketers believe that LinkedIn is their most efficient source of B2B lead sources. Targeted paid advertising is an option on all social media platforms. This can be useful for boosting your flagship content and reaching your target audience.

You will be able to target your ads based on their demographic specifications. This allows you to target people based upon location, job title and age. It also ensures that your ads are not wasting your budget and allowing you to reach the best audience possible.

Share informative and well-researched content to add value to your clients and new clients.

## Blogging and content marketing

As we have already mentioned, solid, useful content can help with SEO as well as give potential clients reasons to listen to and trust you.

Common dilemmas include how much information to share. After all, if everyone has the answers online, who will call or email you? We recommend sharing as much information as possible.

A blog post on business practices won't turn someone into an entrepreneur. They are not buying information from you. It is experience, expertise, and assurance that the service they're receiving is being done correctly.

You can also have a steady supply of quality content, which allows you to connect with leads. "It's been a while, but I thought you might find this guide to R&D tax credit credits useful

Focus on your buyer personas when creating a content strategy. Write with them about their journey and their pain points.

Always think about the impact you want each piece to have on your audience. Use a marketing term called a "call to action" (CTA) to tell them to get in touch with you to discuss how allowances for your home being used as an office can lower your tax bill.



## Guest blogging

You can reach new audiences and create leads by sharing your content on other sites. It takes effort and time to do it right and must be ethical.

A guest post is a way for SEO to gain a link back from your site. This was a good way to increase your backlink authority.

If you are able to do guest posting correctly, it can still be a great way to generate leads.

Online news sources and magazines, particularly trade publications, are always open to new ideas and fresh perspectives. They especially appreciate the input of people with real expertise and experience. Ask your readers if this will add value to their lives before you pitch. What makes me the best person to write this article?

You can also look within your business network for potential opportunities. If they feel that their clients will be interested in it, a local law firm might publish a piece on key measures within the Budget.

Guest blogging should have one goal: to create engaging content that promotes your brand and increases your business reach.

## Referral marketing

Many firms rely on client referrals for sales leads. These leads are usually easier to convert than other sources and offer a higher return on investment.

It might be as easy as asking existing clients to refer you to their friends to get more of this type lead.

It is important to ensure that they enjoy what they see on your website and can contact you if they are convinced. Do not give them any excuse to abandon you or create obstacles in your way.

### Affiliate marketing

Affiliate marketing is the practice of placing an advertisement on a website owned by another party and then paying the site owner a percentage of the revenue from visits to your site.

Affiliate marketing is most commonly used for physical products, but it could still be useful for business owners who have fixed pricing or the ability to sign up clients online via an ecommerce platform.

## Buy leads

Leads can also be acquired via telemarketing or purchasing a database.

This may sound like a great way to generate a large volume of leads quickly for your pipeline, but it can also lead to losing control. This list can also be bought by your competitors if they are willing to purchase it.

Before you add them to your CRM system or market to them, it is important to ensure that consumers have given their consent. Otherwise, your brand's reputation may be at risk.

### Tools to measure lead generation

How can you manage and improve if you don't measure?

If the return-on-investment (ROI), for your business, is not being achieved, no one will support your lead generation marketing plan.

You can track specific marketing key performance indicator (KPIs), which will allow you to decrease spend on activities that aren't producing results, and instead invest where you see the most success. It is important to generate leads with the highest conversion rate.

#### Google Analytics - What you can measure

Google Analytics, a powerful and free tool from Google that allows you to monitor and track website traffic in all the detail you need. It is easy to set up and allows you to quickly see how visitors interact with your site.

- On which pages will they arrive?
- What are they clicking?
- What pages are they absorbed by the content?

This information provides valuable insight that will guide you in your overall marketing and business strategy.

These are the main areas you should track on your Google analytics dashboard for your company:

#### Audience Details on traffic volume and high-level engagement

This section gives you a clear indication of your ability to drive relevant traffic through lead generation efforts.

## Acquisition

This section will give you an indication of how well your marketing funnel is persuading or attracting customers.

You'll find information about different traffic sources under the acquisition section. This includes paid media, organic search and social media.

This section will answer the question about where you are getting new visitors, how engaged they are from the channel, and if you have goals, which channel converts the most traffic.

## Behaviour

Google Analytics' behaviour section will allow you to assess how your firm's content marketing, key pages and content are performing in attracting prospects. It also allows you to see their engagement level with your content.

It will also show you the conversions that are driving your goals. This section will answer the following questions about your company:

- How healthy is our content marketing activity overall?
- Are our top landing pages on the top 10 pages of Google?
- Were there traffic spikes at specific times of the year or month?
- What content caused those spikes?

You should ensure that every page has clear calls to actions from a lead generation perspective. Consider what you want your visitor to do after they have viewed each section of your website.

Forms are the most popular way to generate leads from your website. You can track the URL of the page that was viewed as a thank you in Google Analytics.



# Customer relationship management (CRM)

CRM systems can help you streamline, optimize and centralize your customer communications.

Practice management software is often used to perform the role of a CRM. Many practice management packages include marketing CRM functions.

Your company will never be able to grow or satisfy customers if it keeps its most important contacts in spreadsheets.

CRM, as it is commonly referred to, stores all of your company's interactions with prospects and customers.

It could be as simple as logging onto your site and filling in an inquiry form. Or, download a guide. An account manager might also record details about an account review that was done on an existing client.

CRMs have been shown to increase customer retention by up to 27%

A CRM has the following main benefits:

- Collaboration - Your firm will be able to see who is interfacing with each lead, and at what stage of the marketing funnel they are at.
- Visibility and insight - All interactions can be recorded and reports generated.
- Productivity - A CRM system can automate tasks like activity logging and reporting. This will make it easier for your team to do their work.
- Most CRM systems can also be accessed from the cloud, so employees can still access the information even if they're not at the office.

Commercial teams can track all details about the contact's journey to forecast and monitor metrics like the time it takes for a lead to convert.

This diagram illustrates how a CRM system can move contacts down the marketing funnel. It helps them from scheduling the pitch and recording when it was sent to be sent to negotiation and final decision.

Prospects

Awareness

Leads

Pitched

Take into account

Qualified

Proposal sent

Intent

Negotiation

Close

(Won or lost).

Take the decision

Many CRMs make it easy to automate marketing through plugins that allow you run online campaigns.

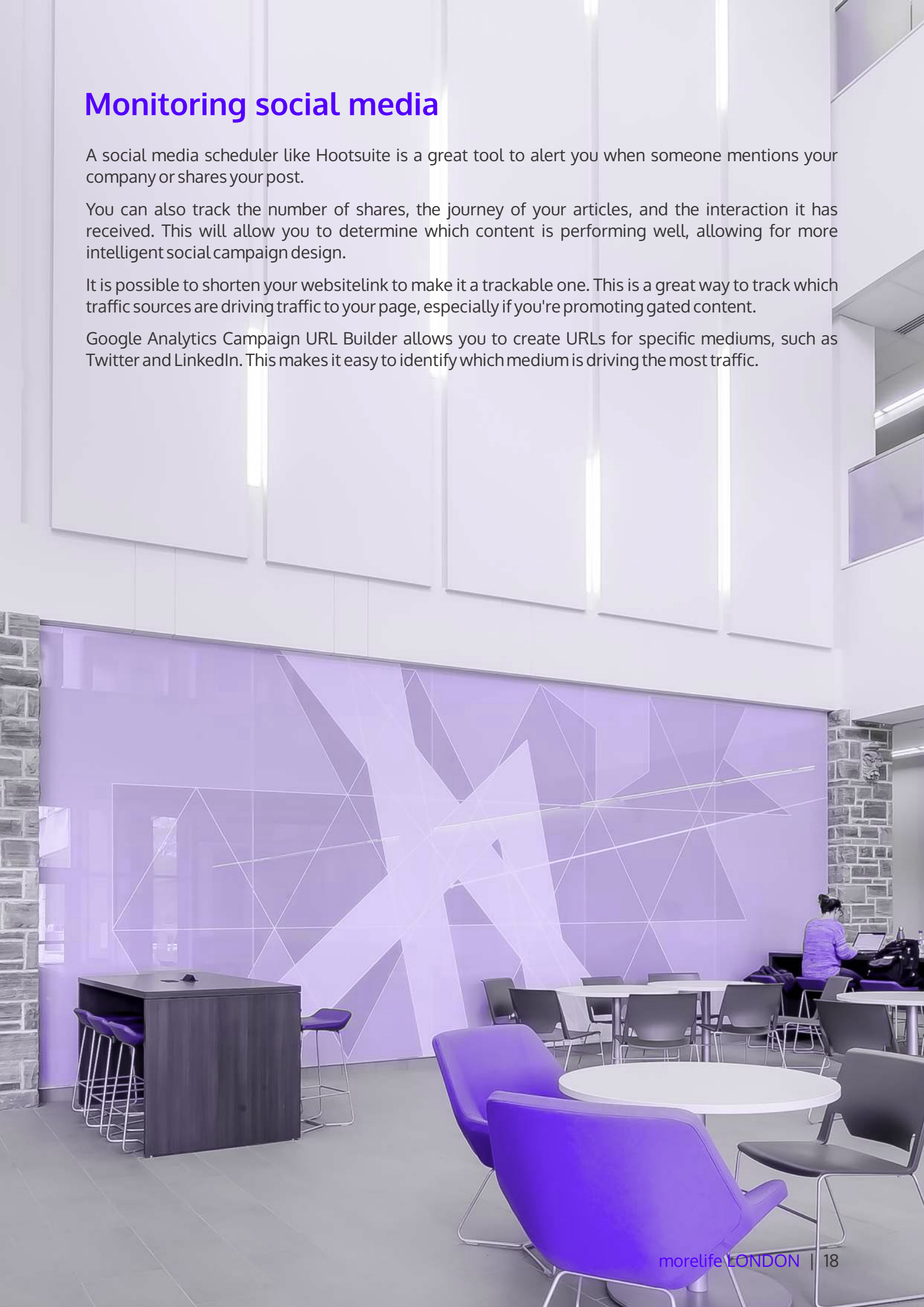
## Monitoring social media

A social media scheduler like Hootsuite is a great tool to alert you when someone mentions your company or shares your post.

You can also track the number of shares, the journey of your articles, and the interaction it has received. This will allow you to determine which content is performing well, allowing for more intelligent social campaign design.

It is possible to shorten your website link to make it a trackable one. This is a great way to track which traffic sources are driving traffic to your page, especially if you're promoting gated content.

Google Analytics Campaign URL Builder allows you to create URLs for specific mediums, such as Twitter and LinkedIn. This makes it easy to identify which medium is driving the most traffic.







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