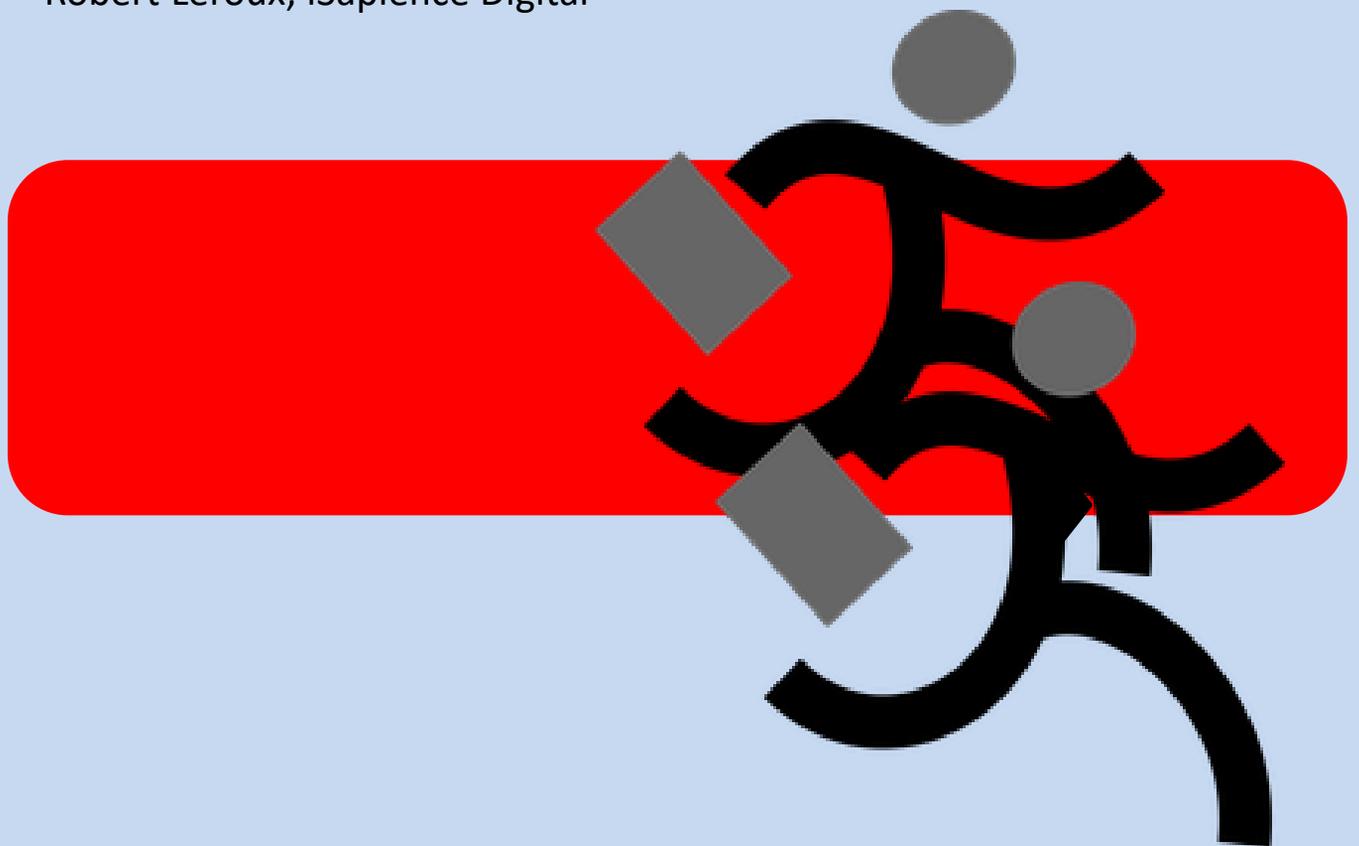


**BOOST Your SALES &
GROW Your BUSINESS
with these Proven**

21 LEAD GENERATION IDEAS

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21 LEAD GENERATION IDEAS TO BOOST YOUR SALES

INTRODUCTION

In this EGuide, we share 21 Lead Generation Ideas that will help you boost your sales and take your business to the next level.

We have included the indicative cost for each Lead Generation channel to help you better gear your sales and marketing spend.

Before you jump into your lead generation campaign and if you have not done so, I suggest that you first identify your ideal customer. You can download your copy here of: [How To Identify Your Ideal Customer in 8 Steps](#).

Once you have identified your ideal customer, you then find out where they hang out and use the most relevant Lead Generation channels to reach them.

Most businesses use a combination of lead generation channels.

We suggest that you focus on doing one lead generation channel really well first before you move on to the next one. It is best to maximise your rate of return from one channel than to spread yourself and your budget too thinly across many channels.

About iSapience Digital

We focus on the most important driver in any business – **Lead Generation** to drive sales.

We offer the services of Lead Generation websites that reach across major businesses and industry sectors. We leverage the power of social media like LinkedIn and Facebook, internet marketing with SEO & Pay Per Click as well as telemarketing to generate leads and set appointments for our clients.

We back this up with value added services such as business website upgrades, social media management and content production.

Visit us at: www.isapiencedigital.net & leadgenerationsites.com.au.

21 LEAD GENERATION IDEAS TO BOOST YOUR SALES

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1. Your Business Website

If you are in business then you've got to have a website. Your customers expect it.

Your website is a reflection of who you are as a business ... your BRAND.

It is the place where your potential customers go to check out your business - online.

We have developed hundreds of business websites across many industries.

As a minimum, your business website must be well designed, user friendly, mobile responsive and have its own content management system for easy editing.

The design "stickiness" of your website is important to encourage your visitors to spend more time on your website. Note that Google has been penalising non mobile responsive websites since 2015.

Most Popular [Content Management System](#) by Market Share

- Wordpress: 58.6%
- Joomla: 7.2%
- Drupal: 4.8%
- Magento: 2.7%

Best Practice SEO Principles

Conforming to best practice search engine optimisation (SEO) principles will allow search engines like Google and Bing to find and rank your website.

Ideally, this should be done before you even start building your website. SEO factors among many others include:

- your domain name;
- the keywords that are relevant to your business;



- the functionalities of your website;
- the structure of each page;
- how each page links to other internal pages; and
- your external links.

See the section on “SEO” below for other SEO factors that you need to incorporate into your website so it will attract more traffic.

Whether you have an existing website or are building a new website, I suggest that you consult an SEO expert.

An SEO expert will be able to guide you with the “on page” and “off page” optimisation of your website.

Cost

The cost in creating a professional business website has gone down a lot.



Prices vary depending on the type of website that you want to build - informational, business or ecommerce, the number of pages, the permitted changes, the website design and whether the developer is onshore or offshore.

There are sites like freelancer and fiver where you can ask people to bid for your work.

Business Template websites start at around \$800. Custom Designed business websites start at around \$1,200. Enterprise Custom Designed websites start at around \$1,950.

If you are going to have your website built offshore, you need to consider risk factors such as the integrity of your developer, SEO best practice, payment and the security of your website.

2. Lead Generation Websites

Do you know that most people who search on Google only look at the page 1 results?

And do you know, that the top five page 1 results get 80% of the clicks than the bottom half?

Page 1 on Google is prime real estate!

One of the main areas of difficulty most businesses have is ranking organically on Page 1 on Google for the most competitive search terms within their industry.

It takes around 12-18 months to rank highly on Google. This requires investment in effort, time and money.

There is also a level of trust that you have to place in your SEO agency that they are going to deliver the results after the long development period.

The good news is, there is actually an alternative.

You can rent lead generation websites which are already ranking highly on Google. All the hard work has already been done in building and ranking these websites.

They are designed to drive traffic and inquiries to your business.

You can use a Lead Generation Website to complement your existing website. It gives you another platform to generate leads.

You can check out some examples of Lead Generation Websites here:
leadgenerationsites.com.au



Cost

Rental cost for a Lead Generation Website starts at \$800 per month.



3. Search Engine Optimisation

It is surprising how many businesses still do not have their websites optimised for basic SEO.

There are two main reasons why you should have your website optimised for SEO.

First, is to make sure that search engines such as Google, Bing and Yahoo can find, crawl and read your website.

See the list of the [Top 15 Most Popular Search Engines](#) (Dec 2016).

Second and most importantly, optimising your website will help you rank on the search engines so when a search is made on keywords relevant to your business you will come out at the top pages.

There are **3 Main Factors** you need to take into account when creating and optimising your website.

These are: **Keywords, On Page SEO and Off Page SEO.**

Keywords

Before even looking at building a website, you must decide what keywords are relevant to your business. These are keywords that your potential customers use when they are searching online for a business like yours.

If you can, it will also help your SEO if you use your main keyword in your URL. URL stands for uniform resource locator and it is your address on the web. For example if you are in the waste business a great URL would be: www.wastemanagement.com.

You then use your main keyword along with other relevant keywords in the content of your website.

Staying with our waste business example, it makes sense to strategically include



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keywords in your content such as waste management, recycling, rubbish removal and skips bins.

On Page SEO

On Page SEO refers to the practice of optimising individual web pages like keywords, title tags and meta tags, internal and external links, responsive design, site speed and content.

Check out this really good article on: [On Page SEO from Backlinko](#).

Off Page SEO

Off Page SEO refers to all the actions and activities that you do away from your website such as links, social media and other external signals to increase the ranking of your website in search engine results.

Here is a really good article from Neil Patel on Off Page SEO: "[Everything You Need To Know About Off Page SEO](#)".

Cost

It generally takes 12-18 months to SEO a website so it ranks high on Google search.



The more competitive the industry the longer it will take to rank and you will have to spend more money.

Fees are generally charged monthly.

Major factors affecting the monthly fee rate include the experience and track record of the agency, the number of keywords you want to target, your target area and whether the service is being delivered onshore, offshore or a combination of both.

Monthly fees vary from \$400 - \$15,000 per month.

4. Search Engine Marketing – Pay Per Click

Search Engine Marketing (SEM) or what was popularly known as Pay Per Click is a form of internet marketing.

It refers primarily to paid advertising on search engines like [Google Adwords](#), [Bing Ads](#) and [Yahoo Search Ads](#).

In general, SEM involves:

- choosing the relevant keywords that your target market uses to search for a business like yours;
- writing a short ad copy;
- setting a daily budget;
- creating a landing page; and
- then posting your ad on your chosen search engine.

Here are very important things to remember with SEM.

SEM works like an auction which takes place during searches. You first research your keywords let us say on Google Adwords and check out how much people are paying for similar keywords.

You then bid at or higher for those keywords if you want your ad to be shown at the top of page 1 of Google.

There are however other relevant factors that may affect where your ad is shown such as the quality of your ads and website, the relevance of your ads, ad format, ad extensions and of course your competition.

Most Expensive Keywords

The most expensive keywords on Google in the US is “[best mesothelioma lawyer](#)” at a whopping [\\$935.71](#) per click.

The most expensive keywords on Google in the UK is “[play live blackjack](#)” at [148.51 pounds](#) per click.



21 Lead Generation Ideas

The most expensive keywords in Australia are related to three industries: finance, insurance and law.

This suggests that customers in these industries have very high lifetime retained value that is why the advertisers are willing to pay much more to get new clients.

And the most expensive keywords in Australia?

“[Best mobile trading app](#)” at [\\$276.04](#) per click.

One very important point to remember about SEM is you are paying every time somebody clicks on your ad.

This is why it is a very good idea to have a dedicated landing page (this is where they go when they click on your ad) for every SEM campaign.

You will need a super highly effective landing page to maximise the conversion of those clicks.

A lot of science has gone into designing high converting landing pages right down to the colour of the “call to action” bar.

There are companies like [Unbounce](#) who only do Landing Pages. It is worthwhile checking out some of their great landing page templates. You can even trial their landing page templates for free.

Cost

SEM agencies generally charge a management fee of between 20% - 50% of your total SEM advertising budget.



The bigger the advertising budget the lower the rate.

5. Remarketing Ads “Follow Me Ads”

Have you ever searched for something on the internet or visited a particular website and then as you move around the internet you see ads of what you have previously searched for.

After a while, you realise that these ads are following you around the internet, even a week or a month afterwards?

This is what they call [Remarketing Ads](#) or what I call “Follow Me Ads” because they follow you wherever you go on the internet.

Remarketing ads allow you to position your ads in front of people who have previously visited your website as they browse somewhere else on the internet.

The beauty of Remarketing Ads is you are able to reconnect with potential customers who visited your website but did not buy anything, across different devices as they go through the different stages of the buying process.

Click here to download our comprehensive [EGuide: “How To Identify Your Ideal Customer In 8 Steps”](#).

Remarketing Platforms

Besides Google Adwords, there are remarketing platforms like [Adroll](#), [Chango](#), [Perfect Audience](#) and [Triggitt](#) that will take care of your remarketing campaigns.

These platforms allow you to run remarketing campaigns on Google, Facebook, Yahoo and Microsoft Bing.

You can read more about the different remarketing platforms that you can use for your remarketing campaigns from this excellent article from Kissmetrics: [“An In-Depth Comparison of Remarketing and Retargeting Services”](#).



Cost

Generally, the cost of retargeted ads is often lower than the cost of your standard PPC ads.



The actual cost will depend on a number of factors including the set up for your ads (Cost Per Click, Cost Per Mille or Cost Per Acquisition), how you optimise your bids, the frequency that your ad is shown and the length of time you want to target a particular audience.

The higher the advertising budget the lower the charge rate.

Google Remarketing Cost

According to Google, [remarketing costs](#) will largely depend on the breadth of your remarketing campaigns – the broader your remarketing campaigns, the higher your costs will be.

To keep costs low, Google recommends that you use remarketing tags in combination with contextual targeting, conversion filtering, frequency capping, choosing between Cost Per Click or Cost Per Mille pricing, etc.

This will enable you to create highly targeted remarketing campaigns and increase your ad relevancy.

6. LinkedIn

Can you think of any other B2B social media platform where people share their professional credentials right down to their interests and sometimes even their personal status?

Nope... for the moment there is only LinkedIn.

With more than 6 million Australian users and 500 million globally, LinkedIn is the primary social media platform for B2B Commerce.

However, just like any social media platform you need to be structured and methodical in the way you use LinkedIn to get the most out of it.

This is the only way you will get tangible and measurable results from LinkedIn.

You can get a copy here of the Ultimate LinkedIn B2B EGuide where we share the methodology that we have successfully used with our clients: [Ultimate EGuide: How To Use LinkedIn To Build Your Community, Generate Leads & Set Appointments.](#)

Alternatively, you can get one on one coaching with a LinkedIn expert. You can find them on LinkedIn by using the “Search” button.

The other option is to engage a professional LinkedIn Lead Generation company like [iSapience Digital](#) or [Social Gen](#).

They manage the whole lead generation and appointment setting process for you from optimising your profile, building and connecting with your community through to appointment setting.



Cost

LinkedIn is free to use.

You can access a lot more data though if you subscribe to Premium Business Plus or Sales Navigator.



Subscription to LinkedIn cost from A\$633 per year for Premium Business Plus, \$840 for Sales Navigator Professional and A\$1,296 for Sales Navigator Team.

For LinkedIn mentoring or coaching prices start at around \$250 - \$300 per hour. Group coaching starts at around \$1,200 per day.

For a professional LinkedIn Lead Generation company that provides a full campaign management service, the cost varies and starts from \$3,000 per month for a three month campaign which on average will generate you around 400 leads and 20 appointments.

7. Facebook Advertising

Facebook these days is basically a pay to play platform.

With more than 15 million Australian users and 1.6 billion globally, Facebook is just too big to ignore for any business of any size.

Facebook's real strength is it allows any business of any size to run highly targeted paid B2C and to some extent B2B lead generation ad campaigns.



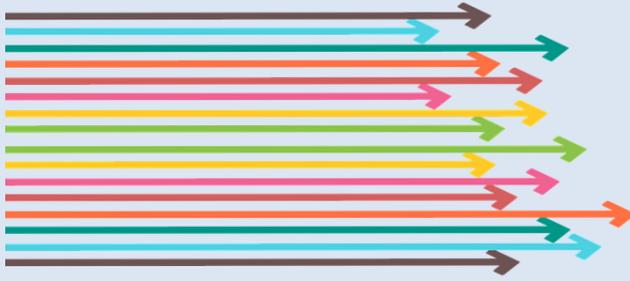
Why Facebook Advertising

- Reach highly engaged users on their mobile, tablet, laptop and desktop.
- Highly targeted audience segmentation that allows you to target users by location, demographics, age, gender, interests, behaviour and connections.
- Tap into user purchase behaviour, life events, custom audiences and create look alike audiences who are similar to your own audience.
- Ability to have creative control over your advertising creatives and go to market with a new campaign quickly.
- Ability to measure and do A/B testing to see which advertising collateral is performing the best.
- Ability to track the traffic from your Facebook ad to your website.
- Use "Call Button" allowing your audience to contact you in real time.
- Access to Facebook Insights which allows you to understand how your customers are engaging with your ads.

Note that you can generate potential leads from Facebook groups. This however requires a different strategy and more investment of your time.

Cost

You can do Facebook advertising yourself or get a management company to help you.



Start with as little or as much advertising budget as you want.

For as little as \$20 you can reach 2,000 – 3,000 of your target audience.

Alternatively, you can get an agency like [jSapience Digital](#) or [Atomic Digital](#) to professionally manage your Facebook advertising campaign for you. Prices start from \$300 per month.

8. Instagram

Instagram is hot right now! Instagram's more than 300 million users have higher engagement than any social media platform which according to [Forrester](#) is 58x more than Facebook and 122x more than Twitter.

Higher engagement means more opportunity for your business to be seen and to drive high quality web traffic to generate leads and sales.

Keep in mind though that Instagram is owned by Facebook so its dynamics may change sometime in the future.

For the moment at least, it is one of the best social media platforms to interact with highly engaged users.

As with any social media platform you need to follow a system that works. In general, I find the following system works well across different social media platforms.



Who Is Your Ideal Customer

Before embarking on your marketing and sales campaign, it is critical that you know your ideal customer. Everything that you do in your business revolves around your ideal customer.

Having a clear picture of your ideal customer will help you focus your marketing and sales strategy so you can efficiently target your ideal customer and avoid wasting valuable time and resources.



Using Instagram is no different.

To guide you, we have developed an 8 Step process that will help you identify and create a profile of your ideal customer. You can download your very own copy right here: [How To Identify Your Ideal Customer In 8 Steps](#).

Your Profile

People will only deal with people who they Know, Like and Trust.

On Instagram, you need to optimize your profile by using branding that is consistent across your business, the benefits that your ideal customer will gain by interacting with you and having a compelling “Call To Action”.

Content/Strategies

Once you know who your ideal customer is, you can generate and post content that they want to consume based on your chosen posting schedule.

For your content, use good quality descriptions, the right type and number of #hashtags and geotagging where appropriate.

Remember to include a “Call To Action” on every image.

Other strategies to get more engagement and eyeballs to your posts include using “shoutout”; sharing user generated content of your product or service; running contests; interacting with your ideal leads by liking and commenting on their posts and cultivating Share for Share partners.

Landing Page

Your landing page is linked to your benefit driven profile description. It is where the traffic that you generate goes to find out more about what you are offering.

The landing page should not be just any page on your website.

The landing page must be customised and designed optimally to engage and convince your visitors on the value and benefit of what you are offering them.

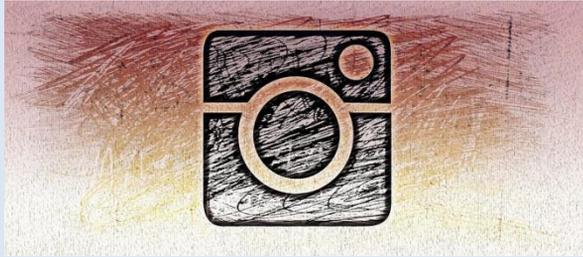
Cost

Instagram is free (for the moment).

With a well formulated and targeted campaign, you can generate quality leads from Instagram.

You can run paid advertising on Instagram. You need to have a Facebook account to run ads and create a free business profile on Instagram.

The advertising cost is similar to Facebook.



9. Blogging

Writing blogs is a great way to demonstrate your expertise and authority.

You can write thoughtful and engaging blogs and post these on your website as well as guest blog for other relevant websites or forums.

With blogs, an important consideration is where you post them and who gets to read them.

There is not much use in writing the best blog in the world and just posting it on your website when you only get minimal traffic to your website.

The wider you distribute your blogs the better it is for lead generation not to mention creating really valuable backlinks for your SEO.

As a first step, you need to identify your ideal customer and then find out where they hang out.

You then employ outreach strategies to guest blog on the platforms where your ideal customer hangs out.

For example, if you are targeting start ups there are a number of “Start Up Groups” on LinkedIn that you can join. Once you have joined, you can post your blogs into these groups where your potential customers can see you.

Your blogs will help build your profile and authority with your potential customers and facilitate introductions when you start your outreach campaign.

Remember to also provide a link from your blog to your website to drive potential customers back to your website.

You can provide relevant links in the body and at the end of your blog.



Here is an example of what I place at the bottom of my blogs:

“About the Author

Robert Leroux heads [iSapience](#) – a [B2B & B2C Lead Generation](#), [Customised Outsourcing & Managed Solutions](#) and [International Business Consulting Company](#). Since 2000, he has helped numerous Australian and international clients across many industries including: IT, Digital, Retail, FMCG, Advertising, Wholesale, Distribution and Logistics, Gaming, International Trade, Infrastructure and Governments.”

Cost

It takes time to write quality blogs.

You can do it yourself or hire a content writer to do it for you.



There is a big disparity in the cost of hiring a good content writer. Prices vary from \$25 for an 800-1,000 word article through to \$500 for a longer authoritative article.

10. Social Media Influencers

A social media influencer is a user of social media who has established credibility, trust and drive engagements with a large audience usually in a specific industry or niche.

Social media influencers are a fantastic lead generation channel for word of mouth recommendations.

Your potential customers are likely to be more receptive from a recommendation from a respected and trusted person than to advertisements or messaging from your business.

Writing for [Hootsuite, Christina Newberry](#) emphasised the need to consider the three Rs' before reaching out to social media influencers: **Relevance, Reach** and **Resonance**.

Relevance pertains to ensuring that the influencer is sharing content and has the followers relevant to your business and particular target market.

Reach refers to the number of people that the influencer has that you can leverage for your campaign. **Resonance** relates to the particular level of engagement the influencer can create for your brand with his or her audience.

Influencer value however goes both ways. The influencer will have to derive some value in partnering with you and not just with hard cash.

Conversely, you will also need to focus on what value the influencer can bring to your brand.

Here are a few tools that you can use to find the perfect influencers for your brand.

- [BuzzSumo](#)
- [LinkedIn](#)
- [Twitter](#)
- [Followerwonk](#)



Few tools continued ...

- [Klout](#)
- [Hootsuite Search Streams](#)
- [Demographics Pro App](#) for Twitter
- [TrendSpotttr](#) for Instagram
- [Geopiq](#)
- [Authority Spy](#)
- [Klear](#)
- [Commun.it](#)
- [Inkybee](#)

Cost

To hire an influencer, the cost varies from providing a free product through to an agreed one off payment or a monthly retainer.



Here are some general figures (USD) from [Zachary Chastain from Thought Labs](#) on Quora

An influencer on the level of PewDiePie is probably going to cost you in the 6 figures. He made \$7.3 million last year.

For a well-known B2B speaker/writer/influencer you're probably looking at anywhere from \$10k - \$75k.

For someone who is locally influential like a local celebrity, business owner, up and coming musician who is locally popular but otherwise not well known, etc you're probably looking at anything as cheap as below \$10k to \$30k.

If you're looking for less of a partnership and more of an à la carte service, then you can pay \$2,500 - \$8,000 per tweet to have big name celebrities tweet about your brand.

11. Email Marketing

Contrary to what some people are saying, email's popularity is still soaring.

"The average number of business-related emails sent and received is set to soar, from 121 each day in 2014 to at least 140 each day in 2018."The [Radicati Group](#).

The popularity of emails presents both an opportunity and a challenge.

Email marketing is only as effective as the quality and health of your database.

Email marketing can be done to your current customer database or a list that you purchase from a third party.

If you have a bricks and mortar business you can introduce strategies like a VIP club or Membership discount offers to collect valuable customer information including emails.

They have already bought from you so they are an excellent source of repeat business.

I have seen so many businesses miss out big time on potential repeat business by neglecting to implement a simple customer retention strategy.

With an ecommerce based business, it is a little bit easier to collect customer information. You can simply make it a requirement that online purchasing customers provide their contact details including their email address as part of the purchasing process.

However, the challenge is tracking and continuing to engage people who visited your website without buying anything.

This is where automating your client engagement funnel works really well.



21 Lead Generation Ideas

Here are a number of ways to create and build your own email mailing list.

- Run an online Contest with a free giveaway.
- Create a lead generation offer like a free ebook or whitepaper and have subscribers sign up.
- Create a free online tool or resource and have users sign up.
- Guest blog with link to a landing page with offer.
- Host a webinar and have audience register.
- Tradeshows.
- Host your own networking groups, meetup, workshops, etc.
- Use content upgrade with your blog posts.
- Add social sharing buttons on your blog posts.
- Blogging and Newsletters.
- Advertise email sign up.
- Email sign up on your website in return for something of value.
- Pop up on your website.
- Use social media to drive traffic to your website landing page with irresistible offers.
- LinkedIn Lead Generation.
- LinkedIn Sales Navigator.

Cost

The cost of building your email list can vary depending on which strategies you decide to use.



For example, using online directories to build your email list is free. On the other hand, you can buy mailing lists which start from \$800.

Once you have your mailing list, you can use cloud marketing platforms like Mailchimp, Aweber, Infusionsoft or Oracle. Mailchimp for example is free for up to 2,000 subscribers and 12,000 emails per month.

Cost continued...

As your mailing list gets bigger you will eventually need a customer relationship management (CRM) system to organise and manage your customer database. Cloud based CRMs cost from around \$20 per month.

For your email content, you can write it yourself or get a professional short ad copy writer to do it for you. This can set you back from \$50 to a few thousand dollars depending on how sophisticated your email campaign is.

12. Online Business Directories

Online business directories are great for listing your business, sourcing potential B2B business customers and for search engine optimisation.

Listing your business in online business directories will help people find you when they are searching for a business similar to yours.

They are particularly useful when people are searching for a local business.

Online business directories are also a good lead generation source for your B2B cold/warm calling campaign.

They are great for compiling a list of potential business customers. They provide valuable information like the name of the business owner, contact number, email, location of the business and the description about the business.

Personally, I have successfully used online directories to source and find new clients. You will occasionally find dated listings. This however is part and parcel of any list building activity.

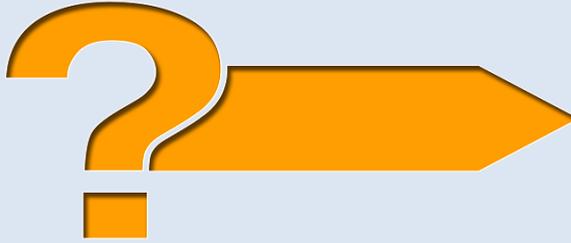
Here is a list of the top Australian online business directories:

- www.yellowpages.com.au
- www.truelocal.com.au
- www.yelp.com.au
- www.hotfrog.com.au
- www.startlocal.com.au
- www.womo.com
- www.startlocal.com.au
- www.womo.com.au
- www.aussieweb.com.au
- www.dlook.com.au
- www.localstore.com.au
- www.localbusinessguide.com.au.



Cost

The good news is you can list your business in most online business directories for free.



Even better news is you can use online business directories for your list building for zilch!

Most online directories have a paid subscription option which allows your business to have priority listing.

13. Bird Dogging

Bird Dogging - like the hunting dogs who flush out game birds, "[sales bird dogs](#)" are people who locate and qualify prospects for you.

Bird dogs don't sell.

For a fee or a commission they can scour a market and monitor publications to locate high potential prospects.

The relationship a sales rep has with bird dogs varies.

Some bird dogs receive no formal training or direction from the sales rep. Others participate in informational meetings or training sessions to learn how to identify and communicate with specific prospects.

The goal of bird dogging is to enable salespeople to grow their client base more quickly than they could if they were prospecting alone.



Cost

The fee or commission rate varies depending on the industry and the relationship between the sales rep and the bird dog.



14. Business Networking Groups

There are myriads of networking groups that you can join to meet and connect with like minded business people.

The primary aim of business networking should be to develop a wide business referral network so people in your network including yourself, are confident and happy to refer business to each other.



If you go to a networking event with the intention of only connecting with quality leads this will limit the number of people you can meet at any event.

This is because you need to spend a bit of time with each person you meet to establish if he or she is potentially a quality lead.

At the same time, it is also going to be difficult to establish quality connections if you try and meet as many people as you can at each event without a follow up plan after the event.

This is the quality or quantity conundrum.

For me, networking events are a means to meet and establish contact with as many people as possible so you can spend quality time with them after the event.

The real networking happens after the event.

There are literally hundreds of business' networking groups out there. Here is a list of some of the more prominent ones.

- The [Northern Beaches Business Network](#) and Business Referral Group
- [NSW Business Chamber](#). They run a business networking event once a month.
- Local Business Chambers. They run regular business events within their local area.
- [Business Network International](#) (BNI).

Networking Groups continued ...

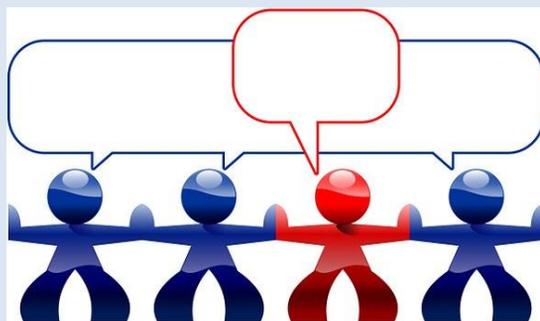
- [Australian Chamber of Commerce](#)
- [American Chamber of Commerce](#)
- Trade Associations
- [Business Connector](#)
- [Australian Business Forum](#)
- University Alumni
- [Business Builders Group](#)
- [Sydney Business Angels](#)
- The Business Empowerment Forum
- [Sydney Tech Start Up](#)
- [League of Extraordinary Women](#)
- [Business Chicks](#)
- [Chief Executive Women](#)
- [Women in Digital Australia](#)
- [Anita Borg Institute](#)
- [MeetUp Groups](#). There are hundreds of networking and interest groups on Meetup that you can join generally for free.
- [LinkedIn Groups](#). Some business and interest groups on LinkedIn run regular events for their members.
- [Facebook Groups](#).

Cost

In general, I find networking groups with paid membership tend to work better.

There is a wide variation in membership cost from \$300 to \$12,000 per year. Some networking groups also charge event fees.

Which groups you ultimately decide to join will depend on your target market and budget.



15. Business Referral Groups

Referral groups are one step forward from networking groups.

Referral groups focus on the philosophy of “givers gain” in which the more referrals you give to fellow members the more referrals you will get in return.

A referral from somebody you know is a powerful thing. It imbues trust in your customer because their friend recommended you resulting in a higher level of conversion.

Most referral groups meet regularly. Members also meet each other outside scheduled meetings to really get to know each other’s businesses.

The aim is to gain intimate knowledge and confidence in each other’s business, expertise and capabilities so you are able to refer each other with confidence.

When joining a business referral group, you need to make sure that the business philosophy of the group and the calibre of the members are aligned to your business needs.

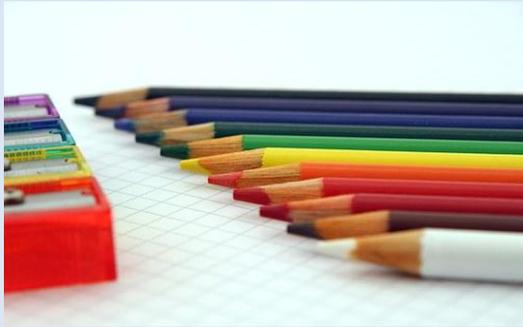
Here is a list of some business referral groups.

- [Business Network International](#) (BNI) (Weekly meetings)
- [The Northern Beaches Business Network Referral Group](#) (Monthly meetings)
- [Business Builders Group](#) (Monthly meetings)
- [Business Referral Group](#)
- [Networkers Referral Group](#)



Cost

Annual membership starts at \$300 - \$7,000 plus cost of attending the meetings



16. TeleMarketing – Warm Calling

There is a lot of talk about the demise of warm calling.

From personal experience I can tell you that warm calling is alive and kicking.

If conducted in a structured and considered way, warm calling is an effective way of reaching out to potential customers in a highly targeted way.



Here are some useful tips on how to successfully conduct your telemarketing campaign.

1. Belief In Your Message

Have you ever spoken to someone who is really passionate about what they do or their product or service? Their passion permeates into their voice, energy, words and actions. It is contagious!

It is the same when you are calling somebody to tell them about how great your product or service is. Your passion and belief in your offering will manifest itself in your voice when you speak to people on the phone.

2. Quality Of Your List

In any telemarketing campaign, the quality of your list is the most important factor. Your campaign will only be as effective and successful as the quality of your list.

You need to ensure that the profile of the potential customers that you have on your list mirrors those of your existing customers.

The more you know about each and every potential customer the more likelihood that they will be receptive to your message.

For example, when I am marketing our high Google ranking [Lead Generation Websites](#) I research for companies who are in our target market; who are already spending money on Google Adwords but ranking low organically on Google.

21 Lead Generation Ideas

You can build your own list or buy it from a third party. If you decide to buy your list, just make sure that the list is “washed” against the [Do Not Call Register](#) administered by the Australian Communications and Media Authority. Fines can be severe for contraventions.

3. Winning Script

You only have between 20-30 seconds to engage the other person at the other end.

So your introductory script has to be concise, engaging and compelling to get your message across very quickly. Your script should include who you are, what you do, why you are calling them and what are you offering – all in a space of 20-30 seconds.

Before you make any call, you need to practice your script over and over again so it is delivered with a smile and in a natural and engaging voice preferably while you are standing.

Along with your winning script, you should also come up with answers to potential objections. Being prepared will help you deal more smoothly with potential objections.

4. Follow Up

On average, it takes 5 or more follow ups before a sale is closed.

So it is very important that you follow up your leads until you reach your goal whether that is to arrange a face to face meeting or signing them up for a subscription service.

The main thing is to follow up!

Just as important is to keep a record of the calls that you have made and the responses that you have received.

You can create your own record keeping database on excel or word or use a customer relationship management system like [Insightly](#), [Nimble](#), [Highrise](#), [Tall Emu](#), [Zoho](#) or [Salesforce](#).

This will help you avoid calling that same business multiple times, give you an accurate record of what transpired from previous calls and assist hone your approach next time you speak with your potential customers.

5. Consistency and Structure

For telemarketing to work it needs to be part of your routine. For it to be an effective lead generation channel it needs to be done in a consistent and structured way.

I suggest allocating 1 to 2 hours per day just for telemarketing. For example, I find that my potential customers are more responsive in the afternoons from Tuesday to Friday.

So I schedule my calls and follow ups at between 3pm – 5pm. This is the time that I allocate every week for this purpose alone.

Cost

If you do it yourself, the only real cost is your time.

On the other hand, you can get a telemarketing company like [Team Australian](#) to do it for you. The cost starts from \$35 - \$45 per hour.



You can build your own database or buy it from a third party.

The cost for buying a list varies so best to shop around. Cost starts from \$800 depending on the quantity and quality of the list.

17. Letter Box Flyers

Love them or hate them, letter box flyers work.

This is why the big retailers are still doing them.

A study by the [Australian Direct Marketing Association](#) into consumer attitudes to direct marketing has shown that thirty one per cent (31%) of consumers still prefer to receive unaddressed mail such as flyers and leaflets from local businesses and retailers.



There are many factors to consider to run an effective letter box flyers campaign.

Design

The design of your flyer will make or break your campaign. It should be designed with your target market in mind. Keep it simple with easy to follow layout.

Does your design catch your target market's attention, do they understand the message and does it inspire action?

It is also a good idea to create different designs with different offers so you can test which one works the best.

Before launching your campaign, show your flyer design to people in your target market and ask for constructive feedback.

Frequency

For one reason or another, not everybody is going to see your flyer the first time that you do it. And those people who do see your flyer may not be ready to act straight away.

Industry wisdom says that it typically takes three letter box drops to get the best results.

Your aim is to make sure that your customers remember your business when they are ready to buy.

21 Lead Generation Ideas

Size Matters

Your distribution size is an important factor along with other factors such as design, offer and target market.

There is a difference between having a distribution size of 1,000 households and 20,000 households.

The bigger the distribution size the more likelihood that you will achieve better results.

Measure, Measure and Measure

Just like any of your other lead generation channels, it is important to measure the effectiveness of your letterbox campaign.

Following your letterbox campaign, you can monitor new customers, phone enquiries, offer redemptions, website traffic and of course your sales. Keep in mind that it may take time for results to materialise.

You can even isolate your letterbox campaign by having a separate phone number, special inquiry forms and a separate landing page on your website. You can also ask all new customers how they heard about your business.

Cost

Letterbox campaign cost includes the design and printing of your flyers and the cost of doing the actual letterbox drop.

You can get a local printing company to design and print your flyer.

If you are feeling fit and love walking you can do the letterbox drop yourself or pay some local teenagers to do it for you.



Cost continued...

Depending on your budget, there are professional agencies that will do everything for you.

Shop around. You will find that the cost between professional agencies is not going to be too far from each other. The wonders of competition!

As an example, the cost for a campaign to reach 20,000 households is around \$2650 including the printing on an A5 double-sided glossy flyer (from supplied artwork).

One last important point. Make sure that you personally monitor that your flyers have been delivered within your designated area.

It may be as simple as randomly door knocking households within the designated area and asking them if they have received your flyer.

18. Newspaper Inserts

I do not know about you but I still love skimming through catalogues that come with our local newspaper.

Mind you I only really like looking at electronic and hardware catalogues for the latest gadgets and tools.

The popularity of newspaper inserts is a reflection of their effectiveness particularly for B2C campaigns.



It is a much more shotgun approach to lead generation and tends to be more effective for consumer based goods or services.

As newspapers are normally delivered to households, the demographics of your potential targets are wide. You can define and target specific suburbs based on their socio economic profile.

The factors relevant to letterbox flyers are just as relevant and similarly apply to newspaper inserts.

Cost

The minimum number of local paper inserts per run is 10,000.

For some local paper editions, you can pick the postcodes as long as you meet the minimum number of 10,000.



With some local newspapers like the North Shore Times and the Saturday edition of the Manly Daily for example, the minimum inserts are equivalent to the full run.

Cost continued...

For example, if the North Shore Time's full run is 50,000 papers then the minimum number of inserts is 50,000.

As a guide, the more flyers, the lower the cost rate is per 1,000 inserts.

The rate for 10,000-20,000 inserts is \$92 per 1,000 inserts. So if you decide to have a run of 10,000 inserts, the cost is $\$92 \times 10 = \920 .

The rate for 50,000 inserts and above is \$81 per 1,000 inserts. So if you do a run of 50,000 inserts, the cost is $\$81 \times 50 = \4.050 .

Source: news.com.au

19. School Newsletter Advertising

School newsletter advertising is great particularly if you are a local business specifically targeting parents and their children.

Best to look at the school demographics and population to see if these align with your target audience.

It can get costly however depending on the number of schools you want to target in a particular area.



Schools will also only accept advertising which align with their school ethos and the Education Department's policy.

Most schools publish their newsletters weekly or every two weeks so there is a lot of opportunity to get the right level of exposure.

One thing to keep in mind though is a lot of schools are now publishing their newsletters electronically.

Electronic copies tend to not have as wider readership as hard copies. Electronic readers tend to only selectively read parts of it.

Cost

The cost will vary from school to school but below is an indicative cost of what you can expect to pay.

- \$20 for one quarter page ad for one week (one newsletter per week).
- \$50 for three quarter page ads (one newsletter per week).

You can choose to run your ad three weeks in a row or run it in alternate weeks.



20. Radio Advertising

There are literally hundreds of radio stations in Australia catering to numerous demographics and audience.

It is estimated that there are 50 million radios in Australia. This averages to 5 radios per household.

Radio advertising offers a number of benefits.

Radio allows you to reach a large number of people and at the same time it also gives you the opportunity to target specific market segments.

The latest 2015 radio survey shows that over 10 million people listen to a commercial radio stations for at least one hour every week.

If you compare it to the cost of television advertising, it is more cost effective without the associated production costs.

This allows you to produce a radio commercial fairly quickly and create fresh and interesting commercials to attract more customers.

Your commercial can get extra kudos with your target audience particularly if you ride on the popularity of the radio program or get endorsements from the host of the show.

Conversely however, and as there are only limited spots at popular time slots (breakfast and evening commute) and programs, you can end up paying a premium to advertise during this time.

Radio commercials are also fleeting. So you will need to make an impact in a very short period of time with a very well crafted ad and run your ad with more frequency.



Finally, radio is only suitable for certain products. It only works best for products that do not require a strong visual representation.

Cost

As a rough estimate, the [cost of radio ads](#) for one week can range from **\$3,000 to \$6,000** if you are advertising on a capital city radio station in Australia.

Smaller regional radio stations can range from **\$1,000 to \$4,000 per week**.



21. TV Advertising

Television advertising is now more accessible than ever thanks to competition from digital platforms like google, youtube and facebook.

Television advertising offers a number of benefits from other mediums.

Television allows you to promote your product or service using sight and sound therefore encouraging better audience retention.

You can reach a large and captured audience as people watching television are primarily focused on the screen.

According to a study by [Marketshare](#), television advertising yields the highest return on advertising spend.

Television is still the primary media associated with building brand and awareness of new products and services as shown by a [Global Study](#) conducted by Nielsen.

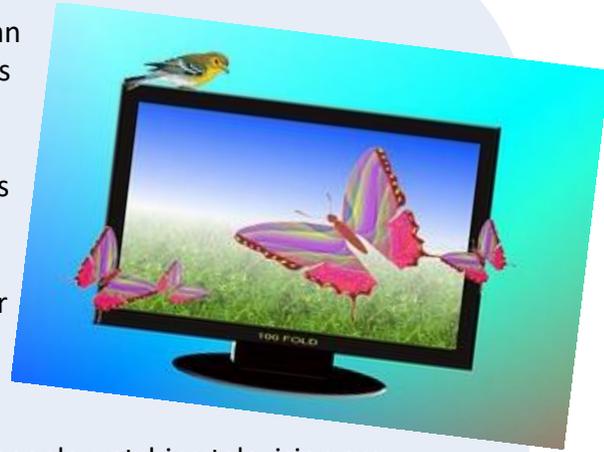
However, the cost of advertising spots and in producing the ads can still be prohibitive.

Due to the high production cost, it makes it difficult to make changes to your commercials.

Although you are able to target a large audience, TV does not provide the finer segmentation that you can get for example like on Google or Facebook. With smart TV people can also record and fast forward through the ads.

But just like any lead generation channel however, you need to know the demographics of your audience to determine which television station and time slots suits you the best.

There are many other factors that you need to consider if you decide to advertise on television. Here is a really good article that outlines how to get started on television advertising: [Getting Started on TV Advertising](#).



Cost

There are two main costs in television advertising: production cost and TV advertising cost.

Production costs can vary from \$2,000 and above. A good advise is to first set the budget and then choose the creative to work around that budget.



You can create the final output so it works across all platforms and use it for an integrated campaign. Here are some examples of production packages from bstvads: [Cost of TV Advertising Packages](#).

Television advertising cost varies depending on the viewer demographics, station, geographical location, time slot, popularity of TV shows, live or recorded, time of the year and major events.

On the next page are indicative costs for TV advertising as shared by [Wendy Huang on SavvySME](#).

Note that these rates may not be completely accurate and it is best to contact individual television stations to get their latest rates.

For a better deal, you may also consider buying unsold TV ad inventories or even use community TV stations instead.

Channel 7

Time	15seconds	30seconds
6AM – 9AM	\$1740	\$2900
9AM – 1130AM	\$690	\$1150
1130AM – 12PM	\$519	\$865
3PM	\$639	\$1065
4PM	\$180	\$300
430PM	\$1008	\$1680
5PM	\$1962	\$3270
530PM	\$4560	\$7600
Cheapest Primetime Slot	\$7020	\$11700
Highest Primetime Slot	\$22680	\$37800
After Midnight	\$180	\$300

Channel 9

Time	15seconds	30seconds
6AM – 9AM	\$900	\$1500
9AM – 11AM	\$360	\$600
12PM – 1PM	\$1140	\$1900
330PM – 430PM	\$60	\$100
530PM	\$1800	\$3000
Cheapest Primetime Slot	\$4200	\$7000
Highest Primetime Slot	\$15000	\$25000
After Midnight	\$150	\$250

SBS

Time	15seconds	30seconds
Morning	\$30	\$50
4PM	\$100	\$168
830PM	\$1400	\$2340
Highest Primetime Slot	\$2800	\$4680
After Midnight	\$210	\$350

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