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THE OPTIMAL VARIATION FOR LEAD GENERATION



The Optimal Variation for Lead Generation

Written by:

Phil Shaps, MBA

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media1040@aol.com email

www.philshaps.com website

Forward

The job of a marketer is to spread the word about products and services in order to get people to buy them. To achieve this, marketers need to use a combination of outbound techniques including e-mail blasts, telemarketing, direct mail, print advertising, and trade shows in order to reach their potential buyers. The problem with using these traditional marketing tactics is that they have become less effective at spreading the organization's message as potential buyers have become adept at blocking out these interruptions. Marketers need to learn how to adapt to their customer's habits but this will be at a greater opportunity cost. Marketers do not have to abandon their legacy marketing tools, but they will need to continue looking for and incorporate new tools that will bring leads to their organization's products.

This e-book will identify what lead generation is and what its purpose is in business today. It will detail the Multi-tactic approach to lead generation which is the basis for creating optimal variations for generating prospects and buyers. It will also detail, based on current modalities, what marketers can do in order to create a solid lead generation program for their company.

Table of Contents

Forward.....	3
The Optimal Variation for Lead Generation.....	5
The Lead Generation Program.....	7
Multi-tactic Approach to Lead Generation.....	10
Lead Generation Tactics.....	11
Phone Tactic.....	11
E-Mail Tactic.....	13
Public Relation Tactic.....	16
Event Tactics.....	18
Referral Tactic.....	20
Direct Mail Tactic.....	21
Branding Tactic.....	21
Content Marketing Tactic.....	22
Online Marketing Tactic.....	23
Website Tactic.....	25
Social Media Tactic.....	28
Lead Nurturing.....	31
Building a Solid Lead Generation Program.....	33
Conclusion.....	37
About the Author.....	38
References.....	39
Appendix.....	41



The Optimal Variation for Lead Generation

Attracting customers to products and services has become an ever increasing challenge for organizations. Companies collectively spend millions of dollars every year hiring the best advertising minds in order to sell their message. The message is what builds awareness and creates the need for the product. This is where lead generation begins. Unfortunately, most companies don't have a clear understanding of what a "sales lead" really means. Therefore, many companies fail to integrate a lead generation program into their marketing and sales efforts.

Lead generation can be defined as the generation of a list of prospective customers and contacting them to pre-sell the organizations products or services. It also can generate interest in products and services which can eventually be used to transfer leads to a sales team to close a sale. As industry becomes more competitive, there is a greater need to generate high quality leads in order to maintain the growth and profitability of the organization. A lead is also one that has been determined to fit the profile of the ideal customer, has been qualified as sales ready, and spells out the responsibilities and accountabilities of the participants in the program, sales and marketing. (Carroll, 2006)

The marketer has the responsibility to spread the word about his organizations products and services in order to get people to buy them. To achieve this, marketers need to use a combination of outbound

tactics including e-mail blasts, telemarketing, direct mail, print advertising, trade shows, and inbound tactics which include social media, in order to reach their potential customers.

Outbound	Inbound
Print Ads	Blogs, Ebooks, White Papers
Television Ads	Viral YouTube Videos
Cold Calling	Search Engine Optimization
Trade Shows	Webinars
Email Blasts	Feeds, RSS
	

(Burnes, 2008)

The analogy illustrated in the above photo is that Outbound marketing is a technique that beats your customer (sledge hammer) over the head with content that they never asked for. Inbound marketing is a technique that pulls (like a magnet) the potential customers to the organization that is selling the products and services.

The Lead Generation Program

There are many tactics that a company can use in order to deliver their message to a potential customer. Brian J Carroll notes that the number of leads, which are converted into sales, will rise significantly when a company uses multiple tactics in order to direct their message to the most significant members of the buying process. Therefore, lead generation can be viewed like a financial portfolio; the most effective tactics involve diversification.

A lead generation program requires marketers to develop strategies that are based on a multi-tactic methodology. The Multi-tactic approach takes a consistent targeted message and distributes it through different channels of communication. In order to have an effective lead generation program, organizations must learn to select the right mediums and the right message.

Many times the right medium is predicated on the organization's message. As noted on the Beyond Codes website; different mediums could be used for different purposes. For example, one medium could be well suited to attract attention, while another medium may be better for building awareness. Another medium,

perhaps, is better for the purpose of following up on a potential lead and another would be ideal to help the sales force convert a potential customer's interest into a sale.

A successful lead generation program depends on a balance of tactics. This would include both push and pull marketing tactics. Philip Kotler and Kevin Lane Keller noted that in a pull strategy a business uses advertising, promotion, and other modalities in order to influence consumers to want to buy the product. A pull tactic is used to influence adaptation levels of the consumer, and create a strong impression of the company and its products. An organization's website is a good example of pull tactics. A website gives the potential customer a place to go where they can learn more about the company and its products. This is also called inbound marketing.

A highly targeted strategy of lead generation is called push tactics. A push tactic requires some form of communication between the organization and the potential customer. An example of a push tactic is a telephone call that is made specifically to a person that has the authority to purchase products for the organization. There is no specific call to action other than the potential client answering the phone. This person is not required to know anything about the company or the person calling. Also, the person

answering the phone has the responsibility as to whether there will be any communication at all. This tactic of reaching out to customers is known as outbound marketing.

The marketing tactics that organizations use will definitely influence the buying process. Therefore, a complete understanding of all lead generation modalities is paramount. Also, in order to improve their ROI (return on investment) organizations must learn to optimize their lead generation tactics. As noted by Brian J. Carroll there is a close correlation between tactics and budget spending.

If one lead generation tactic doesn't work, it should be easily modified or the organization can try something different. In any case, an organization's lead generation program should be modifiable and the people implementing the program should avoid complacency. It is important to remember that lead generation is about finding people who can be converted into customers. There are many modalities that will aid a company in doing this. Therefore, based on the marketing strategist recommendations, the best fit opportunities should be used and analyzed in order to determine their rate of success. Carroll points out that lead generation modalities (mediums) are processes that should be quantified, measured, and

improved. Based on the metrics collected, an organization could eventually develop an optimal variation of modalities that will help to convert qualified opportunities into qualified buyers.

Multi-tactic Approach to Lead Generation

The multi-tactic approach to lead generation is built on eleven distinctive categories, they are; events, content marketing, direct mail, branding, public relations, website, referrals, social media, e-mail, online marketing, and phone calls. Each of these categories contains opportunities and tactics, which can be used by the organization to distribute their message. It is important to note that not all of these tactics have to be used at one time. The tactics that the marketer selects will help the potential buyer to develop their opinions as they move forward through the buying process. The organizations anticipated results are building awareness and creating the need for their products and services.



Lead Generation Tactics

Phone Tactic

The phone is one of the most important components of a successful lead generation program. The phone is an appropriate and reliable tactic for initiating a relationship with an organization's decision maker. Phoning is timely, interactive, and personal, and it is a perfect asset for building relationships. No other tactic in the multi-tactic approach of lead generation is as affective as the personal connection a lead miner gets with phone communication.

Although the phone is a significant tool in the lead generation program, it cannot stand alone. The phone however, can function as the hub of all other tactics. It is used for validating and qualifying potential interest as well as the collection of qualitative information that salespeople need in order to pursue a lead.

Unfortunately, because of the popularity of using the phone as a lead mining tool, it has become more difficult for marketers to reach executives on the phone. Furthermore, executives are usually busy and don't have the time to talk with salespeople. Also, today's business executives have become increasingly selective about whom they speak with telephonically. Unless a marketer already has a relationship with

the executive, they most often find themselves dealing with his gatekeeper, the executive secretary. Rarely does the executive ever return the marketer's call.

As a tactic in the multi-tactic approach to lead generation, the phone can be used as a tool for; verification, qualification, teleprospecting, and nurturing:

Verification calling is an important component of the lead generation process because it helps the lead miner determine whether the person they are talking with is the decision maker for the organization.

Qualification calling is an important component of the lead generation program because it helps the lead miner determine whether the person who has shown interest in the product is truly a qualified lead. If they are qualified, the lead is turned over to the sales force.

Teleprospecting calls, as the name implies, is the action of mining for new potential customers who have little or no knowledge of the product or service. This type of communication is also known as cold-calling. Most of the professional teleprospector's are so skilled in their art; they can engage someone within a few seconds and successfully deliver the organization's message.

Nurturing is another important component of the lead generation process. Nurturing is a process that occurs throughout the entire sales cycle and beyond. It is responsible for prevalidating inquiries, verifying inquiries, qualifying inquiries, and eventually giving the qualified leads to the sales people.

In the multi-tactic approach to lead generation the phone is an important tool to help the lead miner generate leads for the organization. It gives them the ability to identify and verify contacts, develop relationships, gain internal referrals, determine business needs, identify sales ready leads, re-engage prior opportunities, network and build relationships in the industry. Although, the phone has been the most important tactical choice for lead generation, today in the modern world, lead generation requires a combination of tactics in order to generate qualified sales ready leads.

E-Mail Tactic

Email has earned a reputation of being a cost-effective tool in the multi-tactic approach to lead generation. Other than the cost of the computer equipment, software and internet connection, which is amortized over the life of the organization, the only other consideration is opportunity costs. The amount of time to facilitate an e-mail is minimal and the results, if the email is effective, could be extremely

rewarding. Unfortunately, the odds are greatly against the lead miner in using e-mail as their only source of lead generation. Executives today are bombarded hourly by an abundance of attention seekers. Therefore; the open rate for an unsolicited e-mail is extremely low.

Being innovative is the key in order to use e-mail in generating interest and ultimately convert that interest into a qualified lead. In order for a lead miner to be successful, they must be able to give the potential client something back for the amount of time they will invest in opening and reading what is in the email. For example: case studies, news releases, Webinar and seminar event invitations, research reports, industry newsletters and third party articles that relate specifically to their industry.

The first challenge the lead miner has is in using e-mail to generate leads is the subject line of the e-mail. Spam blockers today are so sophisticated they probably have intuition coded into them. If the lead miner is clever enough to develop an extremely engaging subject line, the next challenge is the message. Good e-mail content is brief and directed to the interest of the enquiry. Solicitation e-mails should not contain graphics or flash effects of any kind. Besides turning off the interest of the potential client, the odds that

they will never see the e-mail are greatly increased. Spam protectors are extremely sensitive to any kind of Flash or JPG art that is embedded within the e-mail.

An email campaign requires more than a good subject line and extremely creative content; it needs a place to send the email. There is a multitude of places that lead miners secure email addresses, for example, a database service that sells e-mail addresses. Obviously, this could turn a very cost effective tactic into an extremely cost prohibitive tactic. E-mail database providers are notorious for charging upwards to \$1.00 per lead. A 20,000 unique e-mail address blast could end up costing over \$20,000. With a low open rate, the ROI or return of investment could be considerably compromised.

However, the e-mail prognosis in a multi-tactic approach to lead generation is not all gloom and doom. If it is used properly, e-mail is an extremely cost effective and informative tool that could garner some extremely positive results. E-mail may not be the best tool for soliciting an introduction, but it could be used to follow up after the initial introduction takes place, for instance, when a potential customer contacts the organization and wants to be apprised of new products and services. The most cost effective way to do this would be to include their e-mail address in the company database, and they will receive the

company newsletter the next time it is blasted out. It should be noted that the potential client has the ability to opt-out of receiving any future e-mails if they so choose. If they do, and this is indicated in the metrics that is provided with an e-mail blast, the lead miner can contact them by phone or just acknowledge their disinterest in any future communication.

Lead miners must also be good e-mail trackers. It is just as important to record an organization's wins as well as their losses. Statistical analysis based on an organization's historical data is a gold mine for a multi-tactic lead generation program. Historical data will help the lead miner avoid wasting time by indicating what e-mail efforts did or did not work in the past. Therefore, a lead miner's use of e-mail can be a very successful tool in the multi-tactic approach to lead generation.

Public Relation Tactic

In the multi-tactic approach to lead generation, Public Relations play a very important role in helping to communicate an organization's image to their target audience. If an organization can convince their potential customer that they are innovator's in their industry, that the members of the organization are

experts in their field, and that they can provide a service that they can not get anywhere else, the odds are pretty good the potential customer will buy from that organization.

Public relations is considered a push or outbound marketing strategy because it starts within the organization and their message is pushed out with the sole purpose of building awareness, of a company, a product or service. Furthermore, there are many forms of vehicles that can carry the message. For example, a company can send out a press release informing their industry that they have developed a new product, upgraded a service or was awarded the business by a much sought after client. The information is pushed out and planted via an article or wire service that industry decision makers read. Prospects who read the information could eventually become customers.

The public relations department is used in the multi-tactic approach to lead generation to place editorials and company articles in industry web and print publications, send out press releases to the wire services, find vehicles to place the organization's articles and white pages, embed articles and company news on the company's website and secure speaking engagements for company executives who are experts in their field.

Public relations should be viewed as a long term strategy in the multi-tactic approach to lead generation. Because, building a company's image does not happen all at once but rather over a period of time. Therefore, Public Relations are an ongoing process that never ends. Even in the case of negative public opinion, public relations can be used as a tool to help avert the destruction of an organization's lead generation program.

Event Tactics

In the multi-tactic approach to lead generation, Event Marketing can be extremely useful in helping an organization find prospects. Event Marketing is defined as the promotion and marketing of a specific event such as a conference, workshop, seminar, Webinar's, or trade shows.

A conference is a gathering of like minded professionals who get together to discuss their industry as well as network. Conferences are put together by conference organizers who are totally responsible for the strategic planning of the conference. They are also responsible for securing exciting speakers who become the draw for attendance. Organizations send their marketing and sales teams to conferences in order to

network and meet prospects. After the conference, the lead miner will qualify the prospects and any that look promising will be turned over to the sales team as a lead.

Webinar's are similar to a conference room seminar; however, the participants of the Webinar watch the presentation on their office computer. In order for a Webinar to be successful it must be able to provide it's attendees with information that they can't get anywhere else. Usually, the Webinar host will bring in a third party speaker who is an industry expert. Many times an organization will host a Webinar just to demonstrate new features of a new product.

Webinar's also have interactive features like; giving, receiving and the discussion of information. They can reach a large audience, they are cost effective, and they can be recorded and replayed on demand by prospects that were not able to attend the original Webinar. Attendees of the Webinar receive an invitation by the host company and then register for the event. The action of registering for a Webinar is a confirmation of an individual's interest in the information, and so they become a new prospect.

A Trade show is an exhibition which is organized in order to provide space to organizations that wish to demonstrate their services and new products. Usually, a trade show is organized for a specific industry and all the companies in that particular industry take part in the show by renting booth space. Trade shows can be another useful tactic for lead mining. Anyone interested in the organizations products or services can stop by the organization's trade show booth for a demo or discussion about their products. There is usually an exchange of business cards or the prospect has his trade show badge scanned. The scan is a digital way of recording the prospect's contact information. The lead miner will be responsible to follow up with the potential lead after the trade show is over.

Referral Tactic

Many organizations, as a tactic for growing leads, will solicit their vendors, customers, strategic partners and consultants for referrals. Once the organization gets a referral it is the responsibility of the lead miner to follow up and contact them. Often customers will contact an organization and become an instant prospect based on a referral they received from another satisfied customer.

Direct Mail Tactic

The direct mail tactic has been used, traditionally, as a successful opportunity for building awareness and developing leads. Unfortunately, its use has diminished considerably over the years due to the cost to print and mail a brochure. Furthermore, the open rate is extremely low, and, unless there is a call to action like a return postcard that requires follow-up, direct mail in the multi-tactic approach to lead generation should only be considered in specific instances. For example, once contact has been made, the prospect may ask for more information about the company and its products and services. The information sent could keep the sales cycle open and could eventually help turn the prospect into a qualified lead.

Branding Tactic

The American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers. Branding as a tactic is not about getting your target audience to choose one organization over another. It is about getting potential prospects to become aware that the organization is the only one who can provide a solution to their problem.

As a tactic in the multi-tactic approach to lead generation, branding is accomplished through several efforts; advertising, sponsorships, joining associations and becoming an active member, newsletters and company events. The purpose of branding is to build awareness of the company and create the need for prospects to want to know more about the company, what they do, and their products and services.

Content Marketing Tactic

Content marketing is a tactic that is used in the multi-tactic approach to lead generation for creating and distributing relevant and valuable content with the purpose of attracting and engaging the organization's target audience. Marketers create content about industry trend, enterprise solutions, and innovative products and services that are of interest to the perspective customer. The content is distributed as articles on websites, Blog's, Podcasts, e-books; web based flash presentations and speaking engagements at conferences, seminars, retreats and trade shows.

Content marketing is a tactic that allows an organization to communicate with customers and prospects without selling. This type of content marketing is also known as non-interruption marketing. Instead of pitching products and services, content marketing delivers information that makes the buyer more

intelligent. The logic beyond the content marketing tactic is that if an organization can continually deliver valuable information to potential buyers, they will reciprocate by purchasing the organizations products and services.

Online Marketing Tactic

Online Marketing is a tactic that organizations use in order to build awareness of their products and services. For example, many organizations participate in online directories such as the online Yellow Pages or industry directors such as the Hollywood Creative Directory, which has been called the Hollywood phone book. Other forms of online marketing include;

Affiliate Marketing: a business recruits associates to promote the company's products or services. This is also referred to as cross promotion or cross linking.

Display Advertising: use of web banners or banner ads placed on a third-party website to drive traffic to a company's own website and increase product awareness.

Email Marketing: Companies that use email marketing send promotional emails directly to customers. Constant Contact is a popular service that many companies use in order to blast emails out to clients and prospects.

Interactive Advertising: use of animation and other graphic techniques to create ads that engage the viewer and invite participation.

Search Engine Marketing: a tactic that companies use to increase their visibility in search engine page results. Companies pay a search engine provider to help increase their ranking hierarchy.

Viral Marketing: is a tactic which companies use to encourage customers to pass along information about their products or services. ["Let Me In"](#)

Jay Henderson in his article 10 Key Online Marketing trends for 2010 describes a survey that he conducted where he asks 155 organizations the question, "How important an issue is it for your organization to shift their marketing to be more online or web focused." The results revealed that 45% of the marketers said it

was "somewhat important," 39% said it was "very important," 12% said it was "somewhat not important" and 4% said it was "not at all important."

Henderson predicts that in 2010 an organization's marketing dollars will continue to go where the customers and prospects are and that is online. Online channels have a lower cost than traditional marketing tactics, and they are measurable. 84% of the marketers that Henderson surveyed believed that it is important for their company to continue to move their marketing focus online.

Online marketing is convenient, affordable, and provides companies with the opportunity to track results. Internet marketing also allows even the smallest of companies to compete in a global marketplace. Online marketing, therefore, should be considered as another important tactic in the multi-tactic approach to lead generation.

Website Tactic

A company website is absolutely mandatory and should be considered the most important sustainable tactic in the multi-tactic approach to lead generation. Besides giving a prospect instant gratification to

their quest in finding solutions to their problems, it also gives the marketer a vehicle for capturing a prospect's contact information when a prospect request's additional information. Also, a website is available 24 hours a day which makes it an efficient lead generating tool for marketing globally.

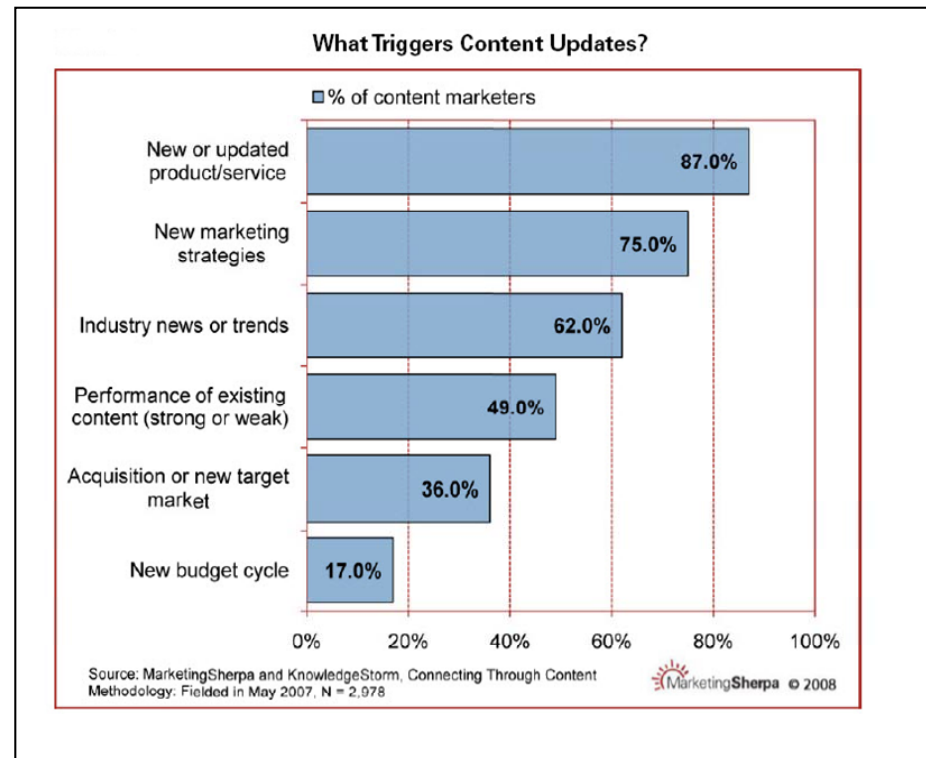
A website designed for lead generation should be professionally done, conveys the proper message about the company, includes the correct and current information, is easy to navigate, so that the user can find the information they need easily, and a website should have a strong value proposition. The value proposition should explain how the organization can help the prospect's business, what difference the organization can make to their business and why the organization's solution is the one the prospect should buy.

Unfortunately, just building a website is not the all encompassing panacea for generating sales leads. Anyone can build a website, but getting people to visit it is a whole other challenge. Using some of the already mentioned lead generating tactics such as; public relations, branding, e-mail blasts, direct mail, content marketing, events, and online marketing, will certainly help in getting potential prospects to visit the company's website. Brian J. Carroll, the founder of InTouch Inc. points out that in order to use a website to accomplish lead generation, an organization should consider using the following principles:

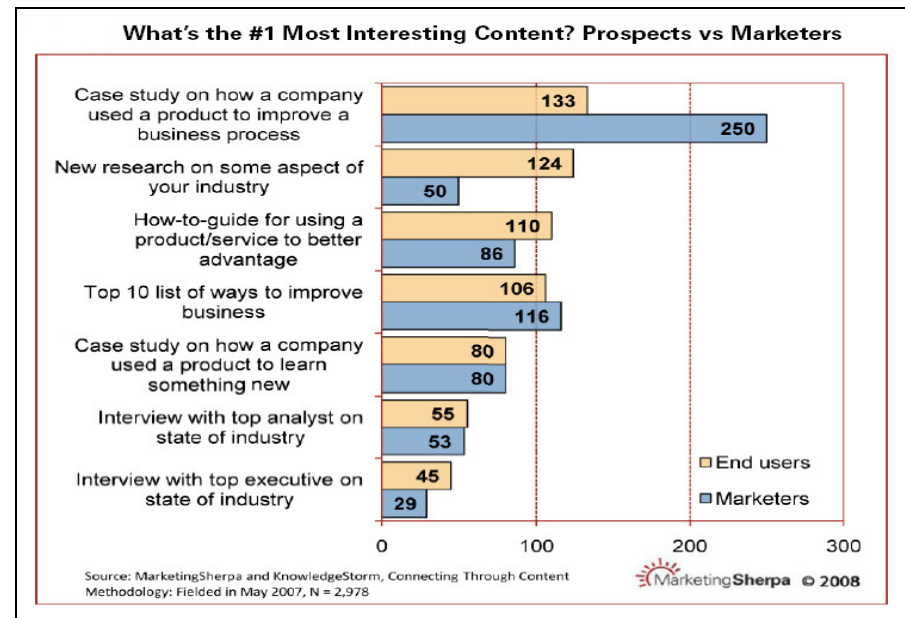
- The organization's value proposition should relate to the search terms that the prospects will logically use. The website should be perceived as having high-value with thought leading content.

- Resources and collateral materials should be provided freely with little or no qualification.
- Inquires must be responded to quickly and in a professional manner.
- The website should be extremely user friendly so that visitors can retrieve information or ask for additional information easily.
- Website content must be audience specific and cater to their needs and desires. Many marketers are either unaware of this edict or simply ignore it.

When 2,978 marketers were asked the question, “What triggers content updates.” their response showed that content initiatives were primarily driven by their own internal needs, such as, product updates and marketing cycles. The chart shows that 87 percent of marketers queried believe that new website content is triggered by new or updated products and services. 75 percent believe that new marketing strategies also trigger content updates.



According to Marketing Sherpa Inc. a website should appeal to audience needs and desires. The division between what website content providers think is compelling versus what prospects think is compelling is illustrated in the following study. A total of 2,978 people composed of both end users and marketers were asked the question, "What is the number one most interesting content on a website?" The highest ranking response was; "A case study on how a company used a product to improve a business process."



Social Media Tactic

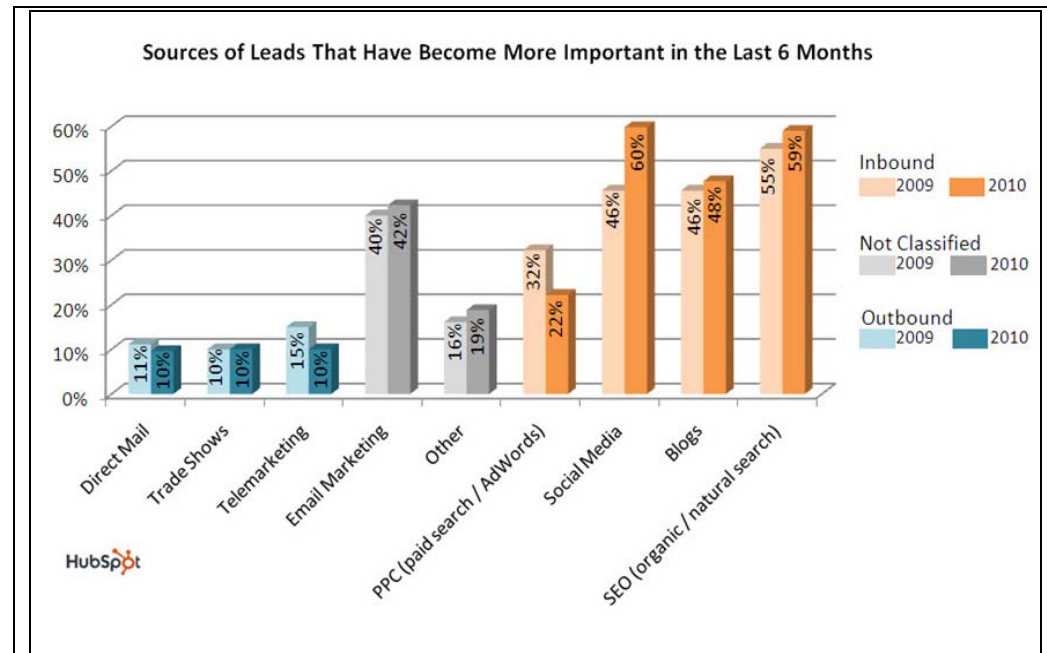
Social media includes various online technology tools that enable people to communicate easily via the internet in order to share information and resources. Social media can include text, audio, video, images, podcasts, and other multimedia communications.

Dan Zarella (2010) in his book the social media marketing book notes that traditional media, such as television, newspapers, radio, and magazines, are one-way static broadcast technologies. For instance, the magazine Technology Today is a large organization that distributes expensive content to subscribers. Advertisers pay a lot of money to insert their advertising into the publication. If someone doesn't like something they read in a newspaper, sending a complaint to the editor will not garner instant feedback.

New web technologies have made it easy for anyone to create and distribute their own content. A blog post, a website, or a YouTube video can be produced and viewed by millions of people for free. Furthermore, marketers do not have to invest huge amounts of money in publications to embed their messages. Marketers can now make their own interesting content which they can post on many social media websites.

The eight most popular forms of social media are: blog's, microblog's (Twitter), social networks (Facebook, LinkedIn) media-sharing sites (YouTube, Flickr), social bookmarking and voting sites (Digg, Reddit) review sites (Yelp), forums, and virtual worlds (Second Life.)

The advantage of having a presence on a social media site when the organization already has a website is, reach. Organizations want their brand, products and services to reach as many people as possible. To maximize the reach, marketers need to find out where the decision makers go and post content that will interest them. For example; a lead miner could participate in a group discussion on LinkedIn where potential prospects go.



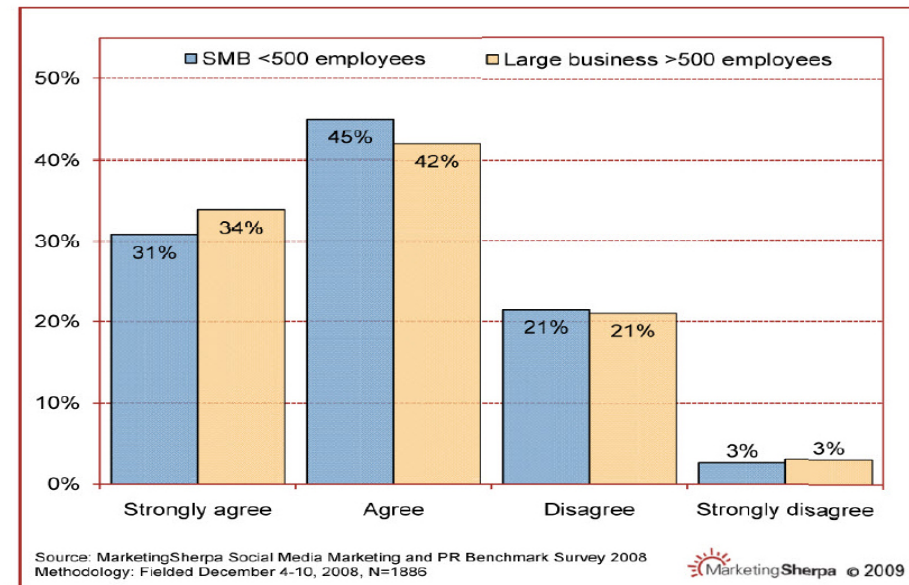
Social media can become a very useful tactic in the multi-tactical approach to lead generation. Not only is it cost efficient, but it can generate interest in a company's brand, products and services by merely demonstrating one's expertise in a subject on a social website. A marketer could use the process as an inbound tactic for his lead generation program. Instead of reaching out to potential prospects, social media helps prospects find the organization.

A lead generation program not only has to be fine tuned at the right time but also needs to be within the organization's budget. It is imperative that the campaign communicates a consistent and effective message to the right decision maker at the appropriate time. Furthermore, all of these efforts will increase the response rate and the interaction with potential customers; ultimately translating into greater market awareness, revenue and profit for the organization.

Lead Nurturing

Lead nurturing is a tactic that organizations use in order to build relationships with prospective customers. Its purpose is to foster relationships with prospects despite their timing to buy. The marketer continues to share insights and solutions with the prospect and begins to build a relationship as a trusted advisor. Eventually, the prospect will call the marketer or sales force when he has a need for a solution or needs

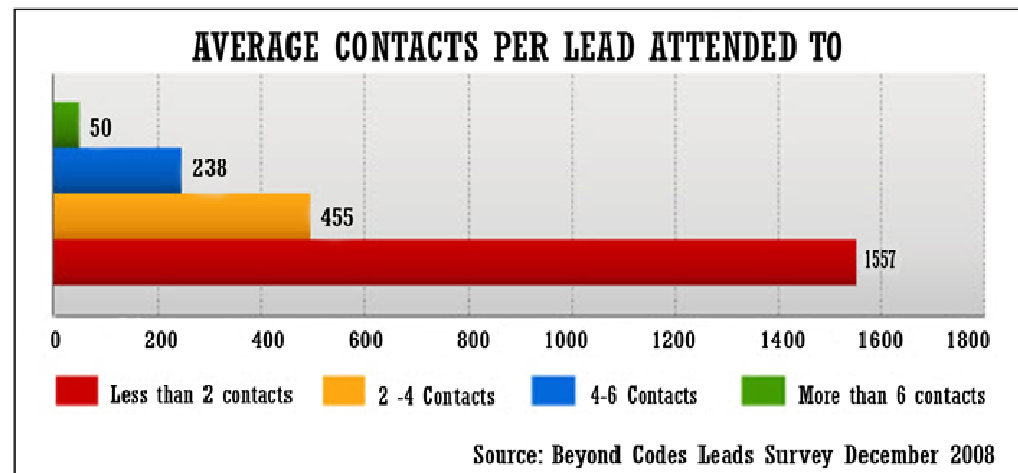
Do You Agree that Social Media is Changing the Way Your Company Communicates?



additional information about their products and services. Sometimes, marketers become discouraged when a prospect rejects their call to action. When this happens, they often just abandon the prospect in search of fresh prospects. Pressure from organizational executives can impact the way marketer's deals with rejection. Sometimes, the executives do not want the marketer to follow up with a prospect thinking that because of the initial rejection, the prospect will never buy their products.

Research reveals that:

- 20% of organizations make a second contact stop.
- 10% of organizations makes three-four contacts.
- Only 2% of organizations make more than six contacts.
- Research has shown that 60% of the sales for high value products/services are made after six to ten contacts.



Building a Solid Lead Generation Program

In order for an organization to build a solid lead generation program, they should first understand the marketing tactics that are available to them. Second, they should know their target audience well enough to understand how they feed their quest for finding solutions to their business needs. Third, they should understand that their target audience has gone through a behavioral shift and there is a level of resistance against any message that interrupts them. Television advertising, radio, print, telemarketing, cold calls, direct mail, rented e-mail lists, spam e-mail lists, all share the same push characteristic, they are interrupts. An organization's customers and prospects have two available options in order to deal with the intrusion; they can let the message through, or they can turn it off.

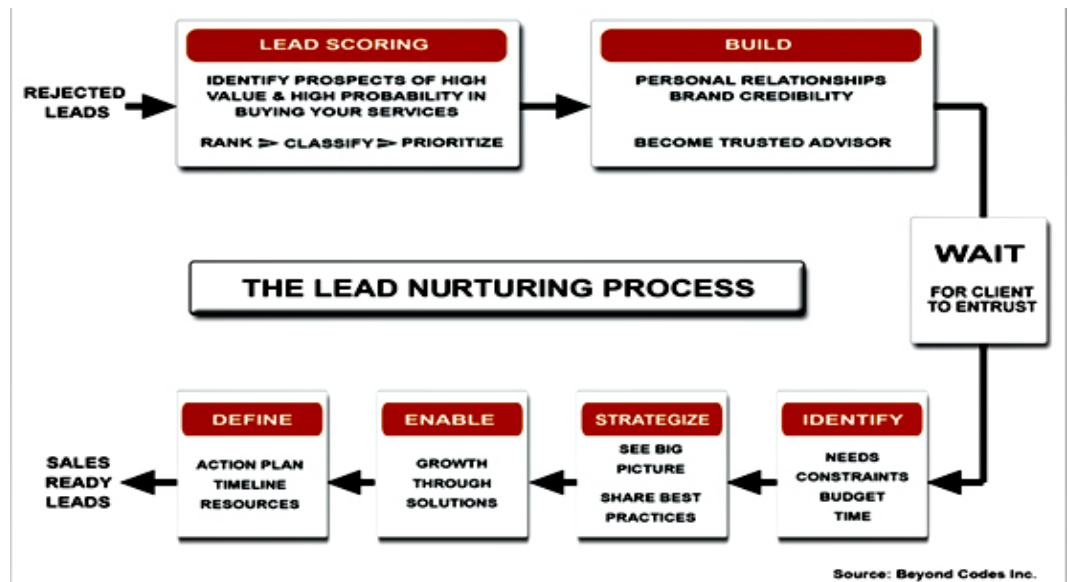
Consumers have become extremely clever and have learned how to block out marketing messages. Consumers are using TiVo's and DVR to record television shows. When they play the show back they simply fast forward to avoid the messages. For radio and music, consumers are using Ipods and iPhones, which will provide content without advertising. Many buyers and prospects today have learned how to block out ads and consume content in a way that only they want to consume it.

Marketers, who were successful at blasting their messages to potential clients, have hit a brick wall. Decision makers are installing spam filters on their computers and so now it is difficult to get a message to their e-mail inbox. It has become impossible to get these same people on the phone. With caller ID, decision makers are screening their calls and don't take calls, unless they recognize the phone number and name of person calling. Prospects and customers have learned to build bubbles around them that blocks out all the messages that marketers are sending.

Although customers are building shields around them to block out the messages that marketers are throwing at them, it doesn't mean that they are not buying products and services. Rather than wait for the right message, decision makers have discovered alternative methods for researching and finding the products and services that are new. They are asking people within their sphere of influence about their experience with different products; they are using search engines, Google, to search for reviews. They are going to many different websites to find content that has been published about the solution they are looking for. They are reading blog's and they are reading about the experiences that other people are having with those products and services.

This does not mean gloom and doom for today's lead miner. The lead miner can still take advantage of the multi-tactics for lead generation in order to generate more interest and more leads for their business. However, it does require that lead miners think about marketing in a new way. Because of the cost benefit, the new age lead miner has discovered that search engine optimization, blogging and social media can be used as effective tools. Research has shown that social marketing has a 61% lower cost per lead over traditional marketing tactics.

Lead generation today is product and service specific. There is no generic method that will generate leads for an organization. However, there are many tactics that can be used to facilitate an effective lead generation program. The art of lead mining is to know which tactic to use. The marketer should be aware that if one program or tactic doesn't work, they should try another tactic.

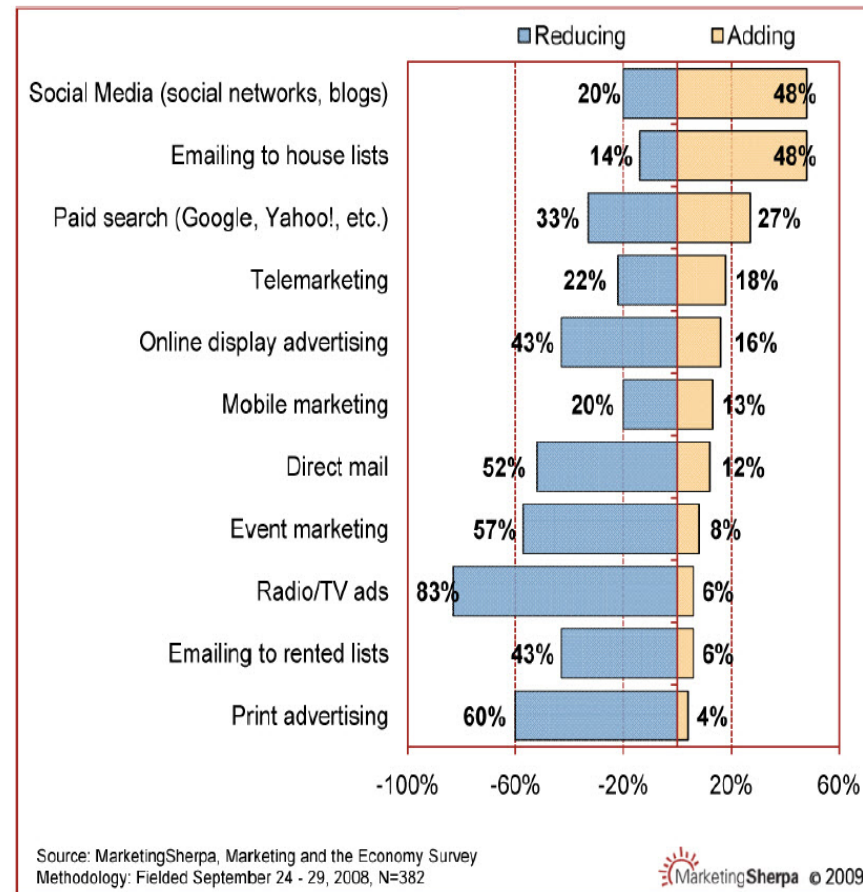


Lead generation is not about complacency, it is about implementation. The tools are available for any budget, and the only challenge is doing it. With the multi-tactic approach to lead generation, any

organization can generate prospects, which can be converted into leads. Once the leads are turned over to the sales force, it will be their responsibility to convert them into sales. (Volpe, 2010)

Marketing Sherpa Inc., conducted a survey where 2,978 marketing people were asked the question, "Which marketing budget line item will your company increase or decrease in 2009?" Social Media, which includes social networks and blogs, and emailing to house lists, both received the highest ranking, 48 percent said that they would increase expenditures in these modalities. While, 83 percent of the people queried said that they were going to decrease their radio and television ad expenditures and 60 percent of the people queried said that they were going to reduce their print advertising expenditures. Furthermore, online display advertising, direct mail advertising, emailing to rented lists and paid search would also be reduced.

Which Marketing Budget Line Items Will Your Company Increase or Decrease in 2009?



Conclusion

The job of a marketer is to spread the word about products and services in order to get people to buy them. To achieve this, marketers need to use a combination of outbound techniques including e-mail blasts, telemarketing, direct mail, print advertising, and trade shows in order to reach their potential buyers. The problem with using these traditional marketing tactics is that they have become less effective at spreading the organization's message as potential buyers have become adept at blocking out these interruptions. (Halligan & Shah, 2009). Marketers need to learn how to adapt to their customer's habits but this will be at a greater opportunity cost. Marketers do not have to abandon their legacy marketing tools, but they will need to continue looking for and incorporate new tools that will bring leads to their organization's products.

A lead generation program not only has to be fine tuned at the right time but also needs to be within the organization's budget. It is imperative that the campaign communicates a consistent and effective message to the right decision maker at the appropriate time. Furthermore, all of these efforts will increase the response rate and the interaction with potential customers; ultimately translating into greater market awareness, revenue and profit for the organization.

About the Author

Phil Shaps, MBA (media1040@aol.com) is a marketing executive whose career included; Executive Director Marketing/Advertising for Universal Motion Picture Group; Director of Marketing USA, Europe, Middle East, Asia, Mexico and South America for Xytech Systems, creators of workflow and media asset management software; Senior Executive Marketing and Sales at DesignQuorum, a creative services agency that provides products and services (B2B and B2C) to the entertainment, travel, technology, banking and law industries; as a consultant to Allied Advertising in Boston, Terry Hines and Associates and Cimarron Entertainment Group in Los Angeles. Phil is a rock drummer and guitarist, underwater photographer and has performed many times at the world famous Magic Castle in Hollywood. He has traveled extensively, including Turkey, Greece, Tahiti, Mexico, Europe and Canada.

Phil is internet savvy and proficient in SEO/SEM, PPC, CPC, social media, disruptive innovation and online viral marketing. He is an advanced computer user with extended knowledge in Excel, Word, PowerPoint, and Microsoft Project. Phil has advanced skills in Adobe Photoshop, InDesign, Illustrator, and After Effects. He is comfortable with HTML programming utilizing Dreamweaver and Phil is experienced with CRM system platforms.

Phil is experienced in business development and building strategic marketing plans to achieve corporate objectives for products and services and maintaining these strategies in alignment with the organization's sales strategy; developing and maintaining a comprehensive lead generation maturation program; developing and managing marketing operating budgets; developing and executing comprehensive marketing plans and the development and production of promotional and collateral materials; and monitoring of competitive products, Google Analytics, key Adwords, SWOT and win/loss analysis.

View samples of Phil's work at: www.philshaps.com

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Appendix

Lead Generation Tactics Table

Tactic/Purpose	Type	Use it?	Tactic/Purpose	Type	Use it?
Advertising			Online Marketing		
TV	Pull		Organic Search	Push	
Radio			Paid Search		
Print			Banners		
Internet			Portals		
			Online Directories		
Branding					
Sponsorships	Push		Phone Calls		
Associations			Identify and Verify Contacts	Push	
Newsletters			Develop relationships		
Events			Gain Internal Referrals		
			Uncover Business Needs		
Content Marketing			Opt-in for Content Notification		
Articles	Pull		Identify Sales Ready Leads		
Blogs			Invite to Upcoming Events		
Podcasts			Re-engage Past Opportunities		
E-books					
Video			Public Relations		
Speaking			Editorials	Pull	
Case Study			Public Speaking		
White Papers			Press Release		
			Content		
Direct Mail			Wire Services		
Self Mailer	Push		Article Placement		
Postcards					
Personal Letters			Referrals		
			Vendors	Push	
E-mail			Consultants		
One-to-One	Push		Customers		
One-to-Many			Partners		
Newsletters					
			Social Media		
Events			Blog	Pull	
Seminars	Pull		Podcast		
Workshops			RSS		
Webinars			Twitter		
Conferences			LinkedIn		
Tradeshows			YouTube		
Online Marketing			Website		
Organic Search	Push		Search Engine Optimization	Pull	
Paid Search			Landing Page		
Banners			Pay-Per-Click		
Portals					
Online Directories					

(Source: Lead Generation for the Complex Sale)