

A Connected Lead Generation Strategy

Developing your company's top quality prospects is simpler than you might think. There are many tools at your disposal. You just need a detailed lead generation strategy that gets your solution in front of qualified potential buyers efficiently—and cost effectively.

14 Types of Attraction Strategies

- | | |
|------------------------|---|
| 1. Email | } Personal
 |
| 2. Phone pursuit | |
| 3. Letters | |
| 4. Personal networking | |
| 5. Postcards | |
| 6. E-newsletters | } Digital
 |
| 7. Articles and blogs | |
| 8. Social networking | |
| 9. Social media | |
| 10. Online PR | } Collaborative
 |
| 11. Online events | |
| 12. Local events | |
| 13. Offline PR | |
| 14. Alliance Partners | |

Prospect: The backbone of any successful campaign is identifying the right segment and knowing your customer's needs.



GETTING STARTED

Lead generation campaigns are a great way to educate and encourage new prospects about their needs and how you can help.

Step 1
Determine your target market and personas

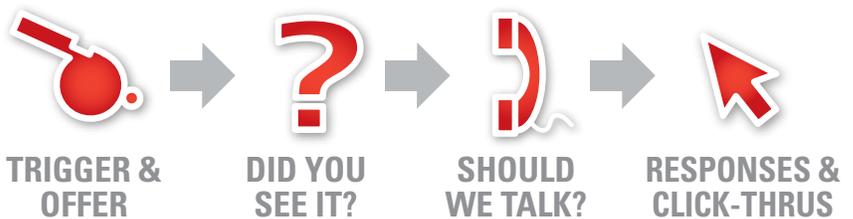
Step 2
Choose your Attraction Strategies

Step 3
Create your lead generation campaign



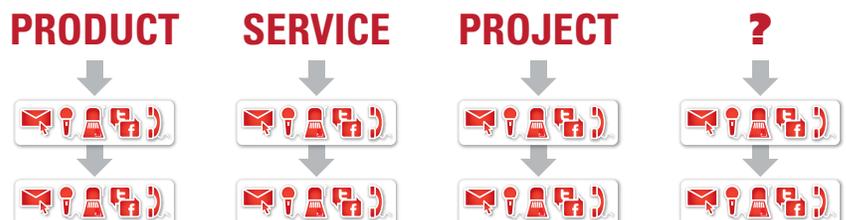
THE BASIC CAMPAIGN STRUCTURE

This is a basic structure that can be used for any campaign integrating different types of attraction strategies. Campaigns can be expanded to span 6-9 months, even a year or longer.



WHAT DO YOU WANT THEM TO BUY?

Each of your company's campaigns should keep your business objective in mind. What will these campaigns do for you? To turn campaigns into results, you need to know what you want your prospects to buy—and then center your campaigns around those offerings.



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