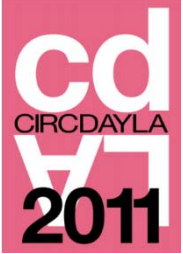




# **9 Lead Generation Tips for Audience Developers**

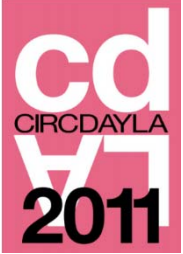
Abraham Langer  
1105 Media, Inc.  
October 13<sup>th</sup>, 2011

# 1. Set Expectations



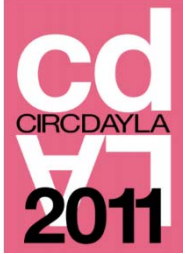
- Set realistic expectation with your **sales team**
  - Define campaign timeline
  - Don't guarantee number of promotions
  - Define a reasonable lead expectation for flat rate programs
  - Factor in topic performance and filters
  - Impact of delays in creative or asset submission
- Sales reps need to ensure that clients understand the program
  - Consider having client sign a campaign scope agreement

## **2. Know Your Email Database**



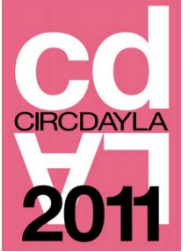
- Your email database is likely your primary source of leads
  - Make sure your database can support the number of programs your reps sell
  - Monitor response rates
  - Monitor opt-out rates
  - Identify usable segments for targeting
  - Contemplate where new names come from

# 3. Consider Using Telemarketing



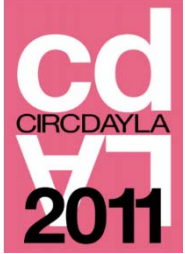
- Telemarketing can yield effective cost per lead
  - A familiar process
  - Multiple campaign/asset offers in a single call
  - Breakthrough the clutter of email
  - Prepopulate responses
  - Can add on to circulation efforts

## 4. Consider Using SEM/PPC



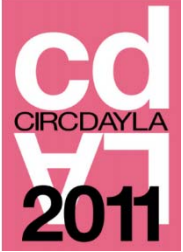
- Search Engine Marketing can yield effective cost per lead
- Build custom campaign for specific assets
  - Optimize creative
  - Optimize keyword groups
  - Optimize landing pages
- Keep trying...

## **5. Decide: In-house and/or partner**



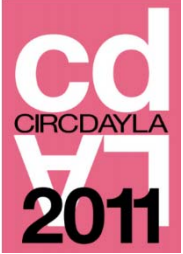
- Many organizations source leads from outside sources
  - Proprietary partner networks
  - Affiliates
  - List Brokers
- Consider if your customers value quality vs. quantity
- Implications for market positioning
- What if you are unable to deliver on a program

# 6. Optimize Your Funnel



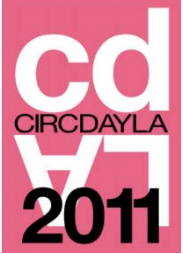
- Implement funnel tracking
- Landing Page Optimization
- Login Process
- Registration Process
- Cross-sell opportunities
- Post-registration opportunities
  - Thank You Page
  - Confirmation Emails

# 7. Track Audience Activity



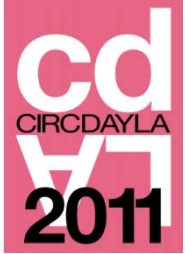
- Asset engagement is a goldmine of user behavioral data
  - Track what people access and use the data to target future campaigns
- Track all behavioral data
  - Website usage
  - E-mail newsletter clickthrough
  - Promotional clickthrough

# 8. Leverage Social Media



- Finally... a way to monetize social media
- In order of opportunity for B-to-B:
  - Linked-In Groups
  - Linked-in Share
  - Twitter
  - Facebook Like
  - Everything Else
- Must piggyback marketing message on established and authentic editorial presence/persona

# 9. Don't Forget Direct Marketing Fundamentals



- Think of lead generation as circulation with 2 week audit cycles
- Build promotion plan templates
- Test, Test, Test
  - Test copy
    - Optimize what clients give you
  - Test Creative
  - Test funnel steps
- Track Everything!