

7 Steps to Attracting More Qualified Leads Online



A Few House Keeping Items



- All lines are muted
- Submit your questions via dashboard
- Q&A session at the end
- Webinar is being recorded
- Webinar recording will be sent out
- If you experience a drop in audio, try calling in or switching to the phone audio option and back to your computer again

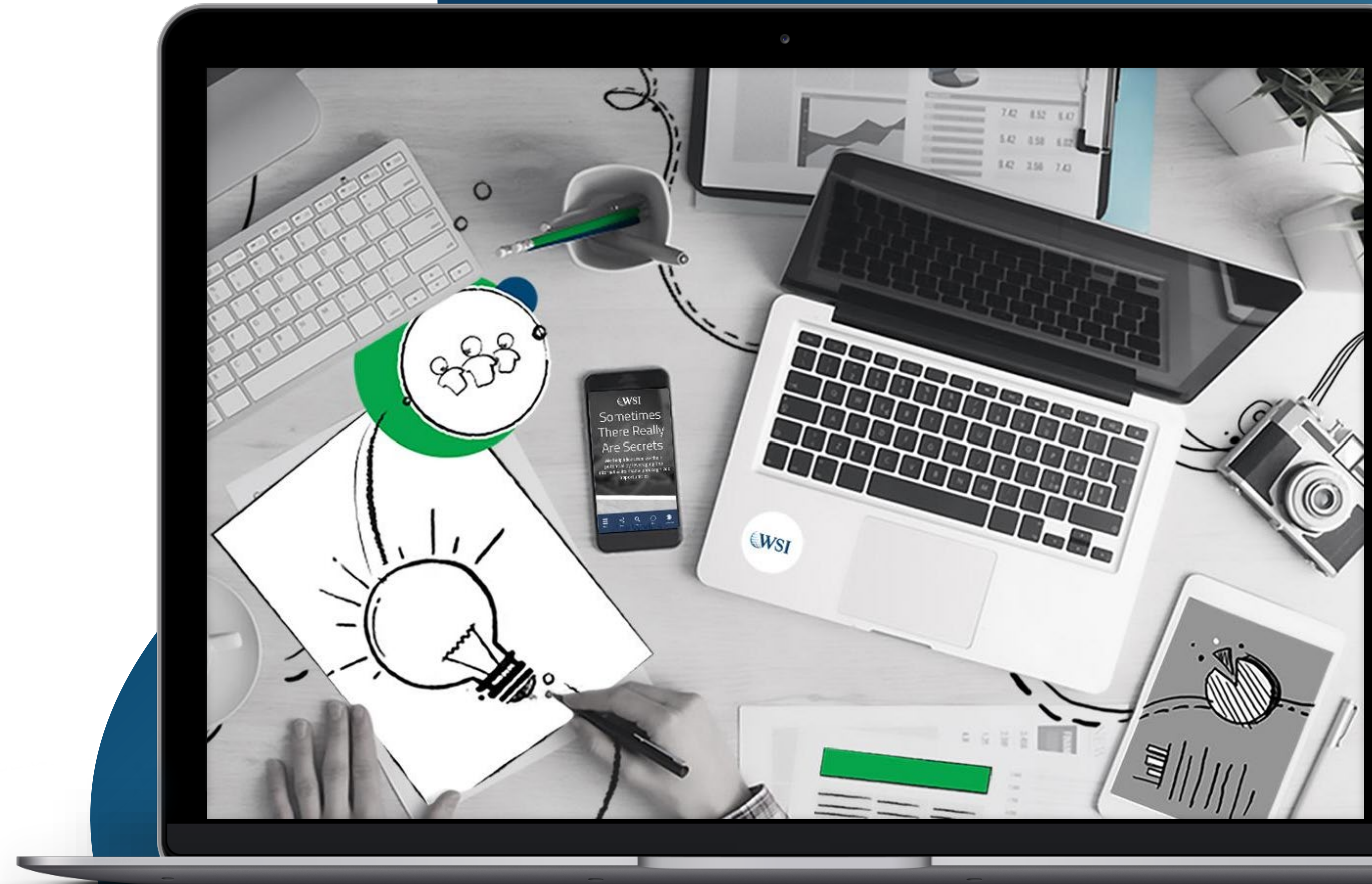
The screenshot shows the GoToWebinar interface. At the top, there is a menu with 'File', 'View', and 'Help'. Below this is the 'Audio' section, which includes a 'Sound Check' indicator with a green bar and a question mark. The audio settings are set to 'Computer audio' (selected with a blue radio button) and 'Phone call' (unselected). A red microphone icon with the word 'MUTED' in orange text is displayed. Below this, there are dropdown menus for 'Microphone (HD Webcam C510)' and 'Speakers (High Definition Aud...)'. A volume slider is also visible. Below the audio section is the 'Questions' section, which contains a text input field with the placeholder text '[Enter a question for staff]' and a 'Send' button. At the bottom of the interface, there is a section for 'Multi sessions different registrants' with the 'Webinar ID: 980-960-603' and the GoToWebinar logo.

WSI AT A GLANCE



For over 25 years, WSI has been providing digital marketing services and comprehensive marketing strategies to businesses of all sizes and across various industries. We are the largest network of digital marketing agencies around the world.

We are a full-service digital marketing agency that helps elevate your online brand, generate more leads and sales, and improve your overall marketing ROI.



TODAY'S PRESENTER



GERARDO KERIK

WSI Digital Marketing Consultant

Gerardo is a digital marketing, multi-cultural, and technology leader and the Managing Director of a WSI Agency located in Atlanta, Georgia. As a WSI Consultant, he is passionate about helping CEO's, business owners, and marketing executives improve their ROI by generating more leads and sales. Before WSI, Gerardo held executive positions in Fortune 500 companies including Diageo, Disney, and Time Warner and launched brands and products for companies in the US, Europe, South East Asia, and Latin America.

On the Agenda



1. What is a Lead?

2. The 7-Step Framework

3. Recap and Summary

4. Q&A

What is a Lead?



In simple terms, a **lead** is an individual or organization with an interest in what you are selling. The interest is expressed by sharing contact information, like an email ID, a phone number, or even a social media handle.

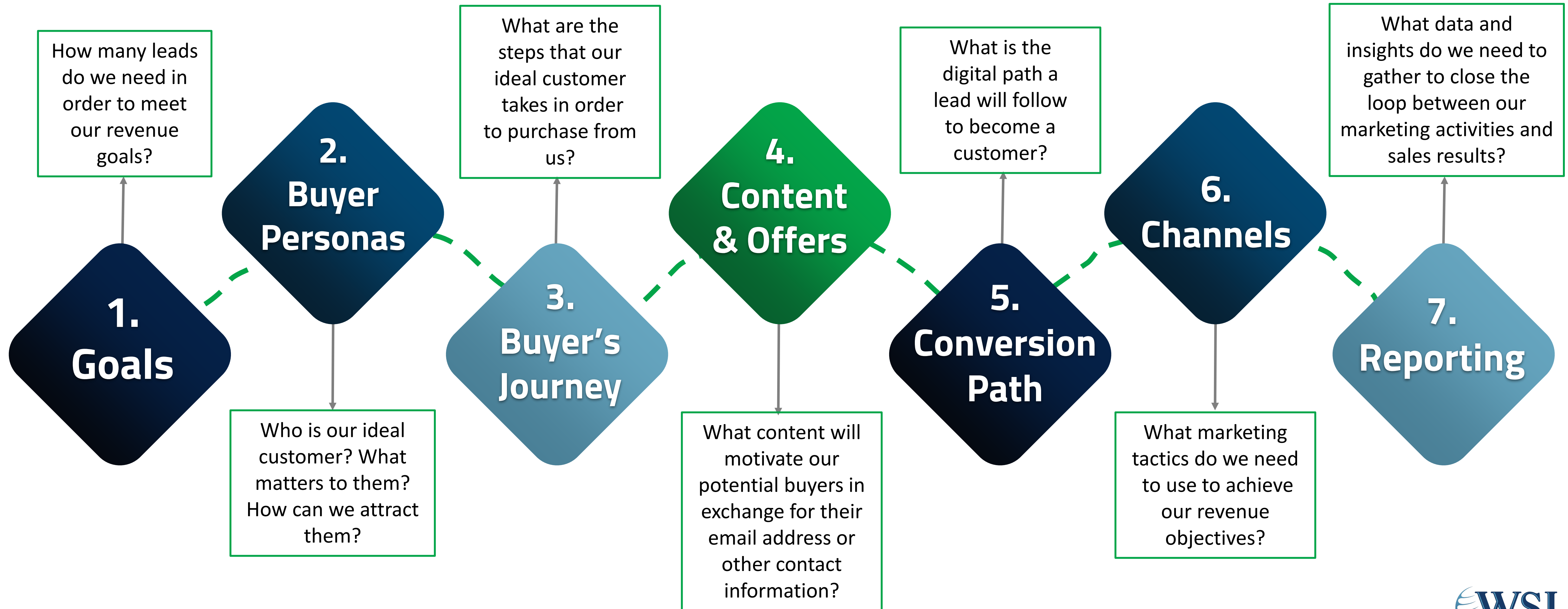
Not All Leads Are Created Equal



- Leads can be defined in several ways:
 - Cold leads
 - Warm leads
 - Hot leads
 - Marketing Qualified Lead (MQL)
 - Sales Qualified Lead (SQL)
 - Etc.
- **Quantity vs. Quality**

A high-quality lead has a clear intent to buy and has the means, finance, authority, etc. to do so.

7 Steps to Attracting More Qualified Leads Online





1. Goals

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How many leads do we need to achieve our revenue objectives?

Step 1 - Goals



How many leads do we need in order to meet our revenue goals?

Objective	\$100,000 more in revenue
Average sale price of our product	\$1,000
We need	100 new sales
Average close rate of our leads is	10%
We need to generate	1,000 more leads
Average cost per lead is	\$20
Total budget	\$20,000

If you know what your marketing plan can generate in terms of new leads, and you also know your average lead-to-customer conversion rate, your business can predict future sales!

Make Sure the Funnel Matches Your Business



LEAD LIFECYCLES



TARGETS




SMART GOALS



Pro Tip

Use our Digital Marketing Traffic & Leads Calculator to setup the goals for your campaigns.



Digital Marketing Traffic & Leads Calculator

Step 1 Enter your monthly revenue goal.

How much *new* monthly *booked* revenue do you plan to generate from inbound marketing?

New Monthly Revenue: Enter as a whole number.

Step 2 Enter the % of new revenue that your marketing team must generate.

What percentage of your new monthly revenue do you need to book from marketing as opposed to other sources of new leads and customers?

Percentage:

Step 3 Enter the average revenue generated by one new customer/account.

TIP: You can calculate your average revenue per client by taking the total revenue collected over the past 12 months and dividing it by the number of customers you have.

What's your average revenue per new customer or new account?

Arg. Revenue Per Client: Enter as a whole number.

Monthly New Customers:

Step 4 Calculate the number of monthly leads needed to support new customer goal.

TIP: You can find the lead-to-customer conversion rate by taking the number of new customers you acquire each month and dividing by the number of leads generated each month.

What's your lead-to-customer conversion rate? What's your goal?

	Current	Goal	
Lead-to-Customer Rate:	<input type="text" value="10.0%"/>	<input type="text" value="12.0%"/>	Enter the percentage without the '%' -- e.g. 12% should be entered as 12.
Monthly Leads Needed:	<input type="text" value="100"/>	<input type="text" value="83"/>	*Depends on Conversion Rate

Step 5 Calculate monthly traffic needed to generate required number of leads.

TIP: You can find the visitor-to-lead conversion rate by taking the number of leads you generate from your website each month and dividing by the number of total website visits you receive each month.

What's your visitor-to-lead conversion rate? What's your goal?

	Current	Goal	
Visitor-to-Lead Conversion:	<input type="text" value="1.0%"/>	<input type="text" value="2.0%"/>	Enter the percentage without the '%' -- e.g. 2% should be entered as 2.
Monthly Visitors Needed:	<input type="text" value="10,000"/>	<input type="text" value="4,167"/>	*Depends on Conversion Rate



2. Buyer Personas

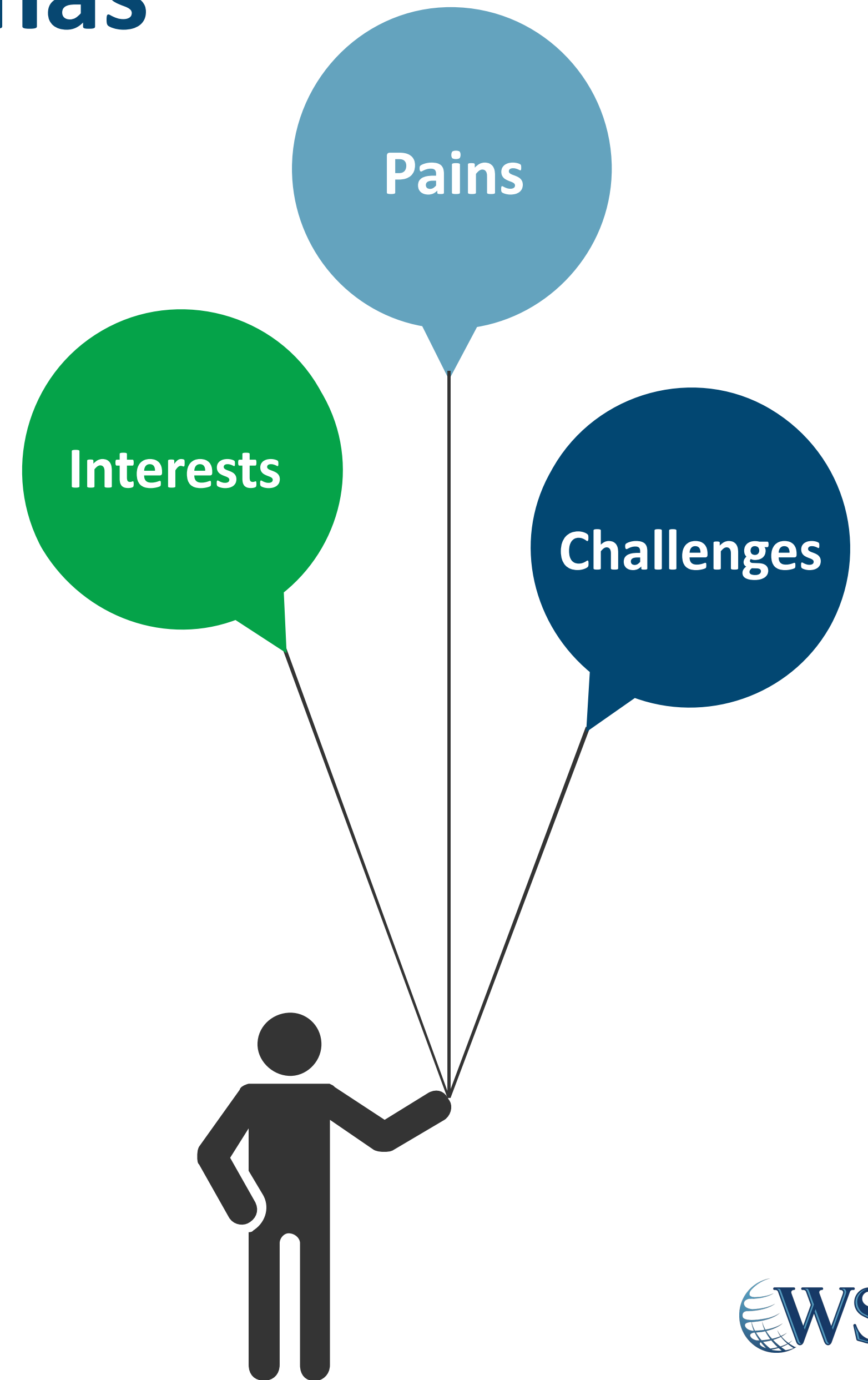
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Defining Your Ideal Customers

Step 2 - Buyer Personas



A **buyer persona** is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers.



Ronald | Grill Enthusiast



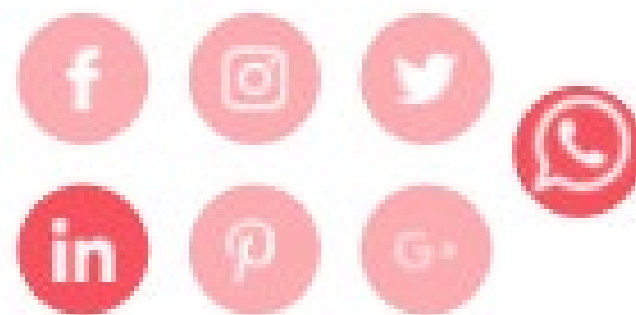
Age
40s

Highest Level of Education
College's degree

Salary
75K+

Neighborhood
Suburbs of Atlanta

Social Networks



Industry
IT/Back Office

How to describe them

- Married with kids
- Kids in Middle School
- Don't have Child Care

What is important to them?

- Versatility - smoker, grill, dutch oven.
- Taste of food
- Learn about good recipes
- Experiment with flavours and meat cuts

Challenges?

- Price
- Need to be able to cook for a variety of tastes
- Mobility
- Concerned about the propane

Mickey | Weekend Entertainer



Age
40s

Highest Level of Education
Master's degree

Social Networks



Industry
Spirits

How To Describe them

- Very busy person. Works hard during the weekend and loves having people home during the weekends
- Teenage kids, lots of friends
- Has already a spending budget cap for the year

What is important to them?

- Entertain family and friends
- Have his close circle at home
- Wants to be seen internally as someone that can has great taste
- Experiment with different cooking methods

Challenges?

- Don't have much time
- Needs a grill that can cook for large parties
- Ease to take care of

IT/Back Office
Industry

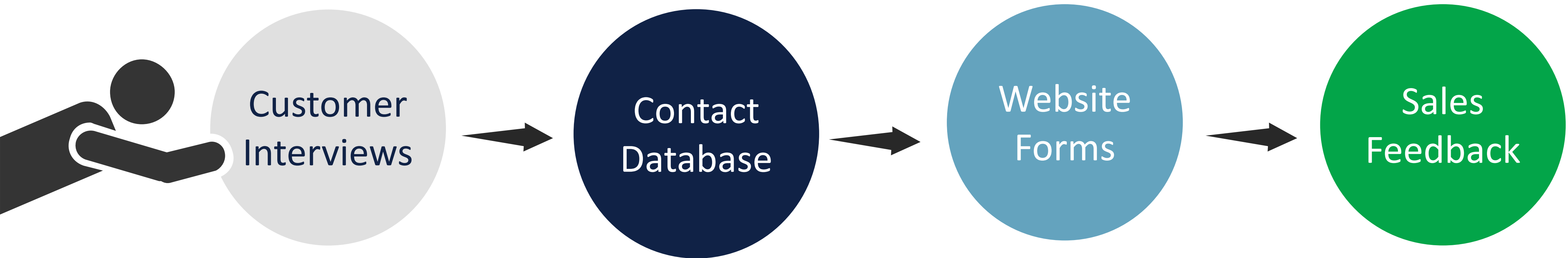


Spirits
Industry



- Ease to take care of
- Needs a grill that can cook for large parties

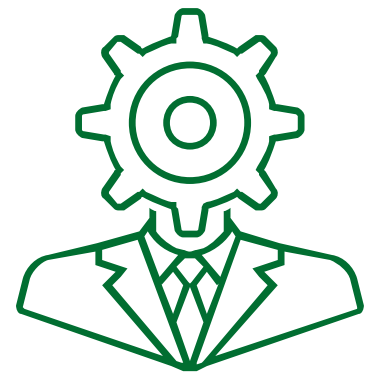
Ideas for Gathering the Information You Need to Build Your Buyer Personas



Pro Tip

- Once you have gathered information on your current customers, run a workshop with your team to brainstorm and create your buyer personas.
- Ask to get a copy of our How to Create Buyer Persona Ebook (includes a buyer persona template) after the webinar.





3. Buyer's Journey

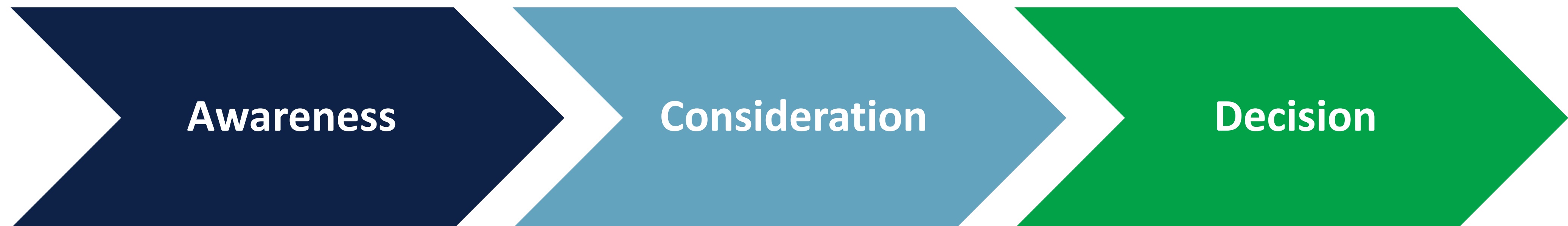
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Thinking Like Your Customers

Step 3 – Buyer's Journey



The buyer's journey is the process buyers go through to become aware of, consider and evaluate, and decide to purchase a new product or service.

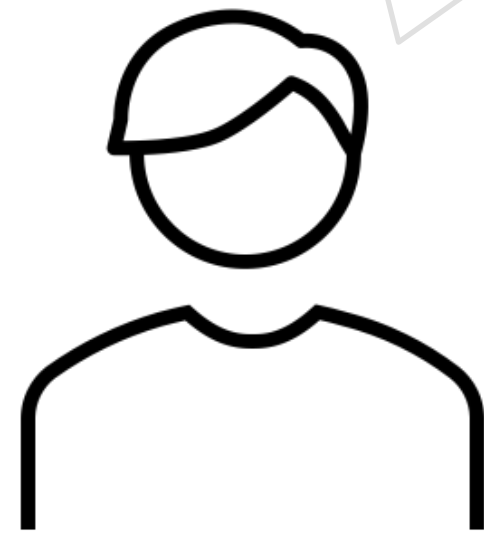




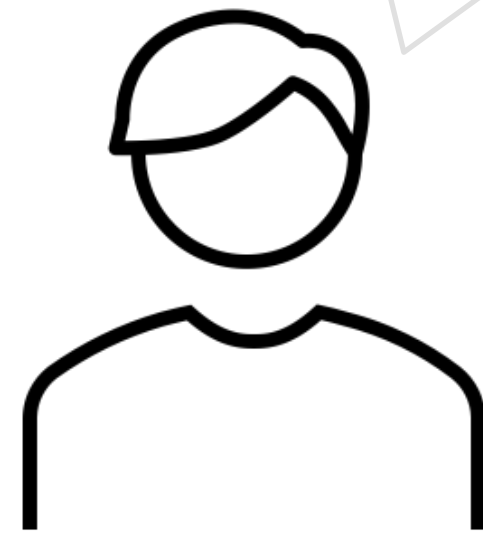
Ronald | Grill Enthusiast



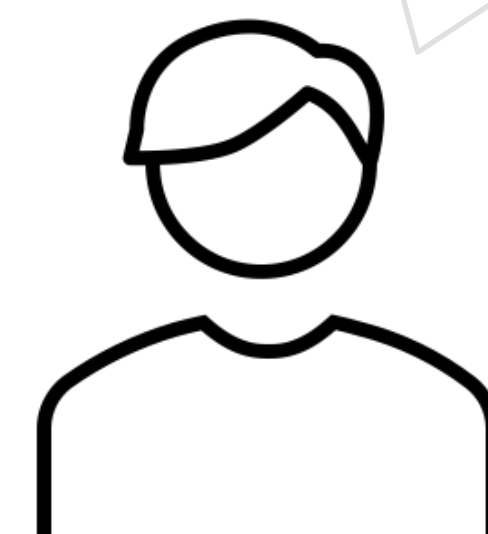
My grill is looking quite rusty, I think I'll need to replace it soon.



I found some great options on this blog. These 3 brands seem like the best.



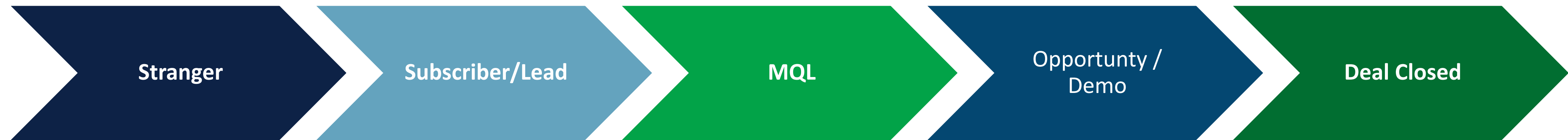
I am buying Brand A. I just need to decide what size is the right one for me!



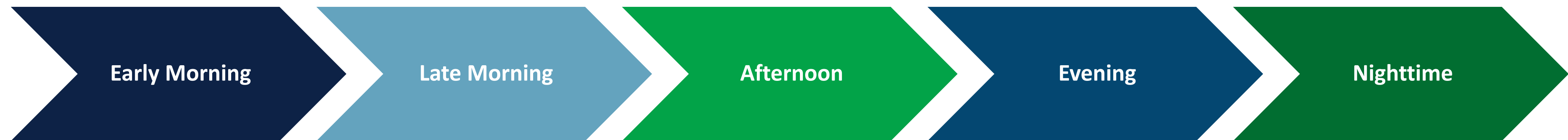
Match the Journey to Your Type Of Business

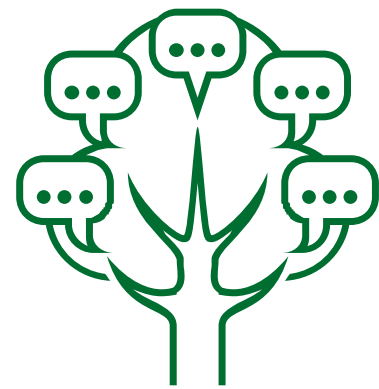


Lead Nurturing for a B2B



A day In the life for Retail or Restaurant





4. Content Mapping & Offers

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Creating Relevant Messages

Step 4 – Content Mapping and Offers



When it comes to marketing, one size rarely fits all. To ensure that your company's strategy is effective at generating and nurturing leads, you need to deliver the right message and content to the right people at the right time.

Start by Running a Content Audit



Create your buyer persona



Document their journey



Identify what content works best in each phase of the journey



Review and catalog the content you already have



Map existing content you have to the journey and identify any gaps

Pro Tip



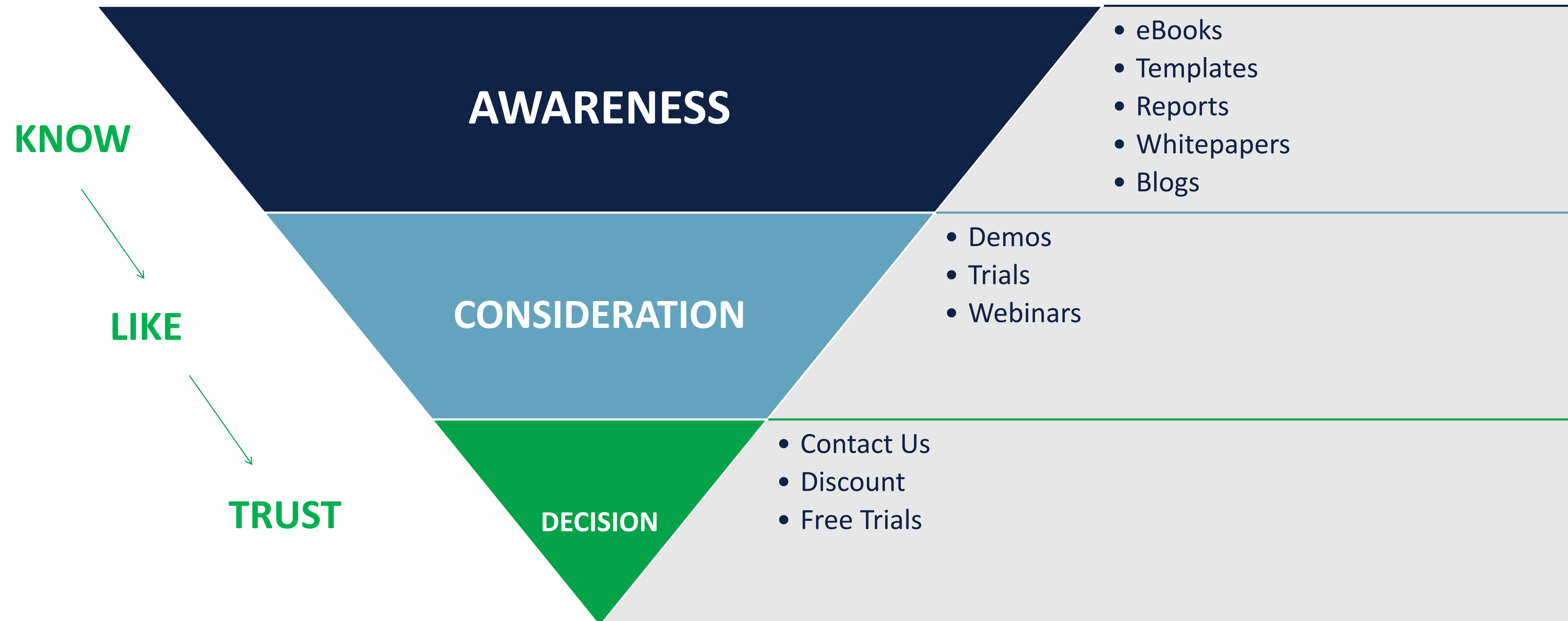
There are several tools than can help you research what type of content resonates with your audience. One of my favorites is [AnswerThePublic.com](https://www.answerthepublic.com).



Create Some Valuable Offers – Lead Magnets



An offer (or lead magnet) is a free item or service that is given away to a prospect for the purpose of gathering their contact details.



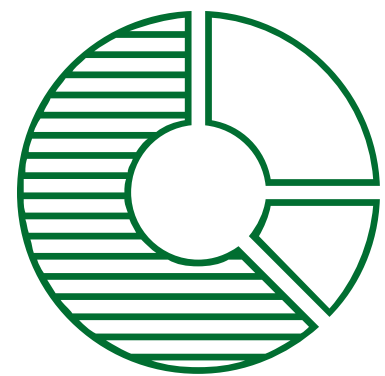
Pro Tip



When building your offers and lead magnets, try to answer the following:

- Does your audience care about it?
- Is there value to it?
- Does it solve a problem and/or give the audience something they need?





5. Conversion Path

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Putting the Funnel Together

Conversion Path



A conversion path is the process by which an anonymous website visitor becomes a known lead.



PRO TIP

Dive into your Google Analytics and use the Funnel Visualization report to investigate how your current clients are behaving on your website.

FREE SHIPPING Over



BBQ Grills & Smokers

Best Charcoal

Which Charcoal C

Charcoal grills are the
With the right grill in y
to historic kamados, th
this list of their best-in

Quality - When judgin
For charcoal grills, this
models should feel soli

Performance - With c
sweet spot of 225-250
its control must be abs

Features - Charcoal g
an ideal bonus could be
charcoal grill with a gre

Best Freestanding

mail.google.com/mail/u/0/#inbox/FMfcgxwLswMstFMTqjNqQZskCSxGRNGX

Gmail Search mail

Compose

Mail 99+

Streak Pipelines

Meet

You're in 🍌 Thank you for joining us! Inbox x

BBQGuys <bbqguys@email.bbqguys.com> [Unsubscribe](#)
to GKERIK ▾

Fri, Mar 19, 1:52 PM (21 hours ago)

BBQGUYS

Welcome to
BBQGUYS!

4 of 2,751

Streak Start Trial

MyCart

Sales & Offers

Charcoal Grill

ill

Charcoal Grill

+

ucho Grill

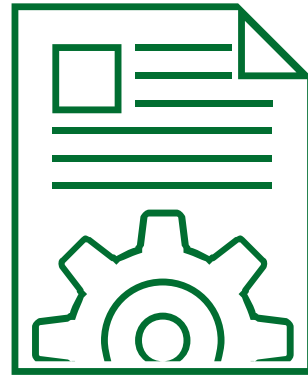
aucho Grill

Grill + Smoker

al Grill

Charcoal Grill

4.5 ★★★★★



6. Channels

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Creating the Plan

Benefits of Digital Marketing Channels



Paid Search

- Reach customers at “moment of intent”
- Text only ads
- Very flexible for testing
- Massive volume available for some terms
- Can be ramped up and down very quickly

Organic Search

- Reach customers at “moment of intent”
- Very high volume available
- After initial investment is set pays dividends in terms of free traffic for a long time

Social

- Very flexible for testing
- Massive volume available
- Can be ramped up and down very quickly
- Visual medium is good for demand creation
- Audience targeting tools are very powerful

Display

- Very flexible for testing
- Massive volume available
- Can be ramped up and down very quickly
- Visual medium is good for demand creation

Email

- Highly measurable for conversions
- Reach your core audience (know best, verified ID)
- Email addresses also allow for targeting of other digital advertising

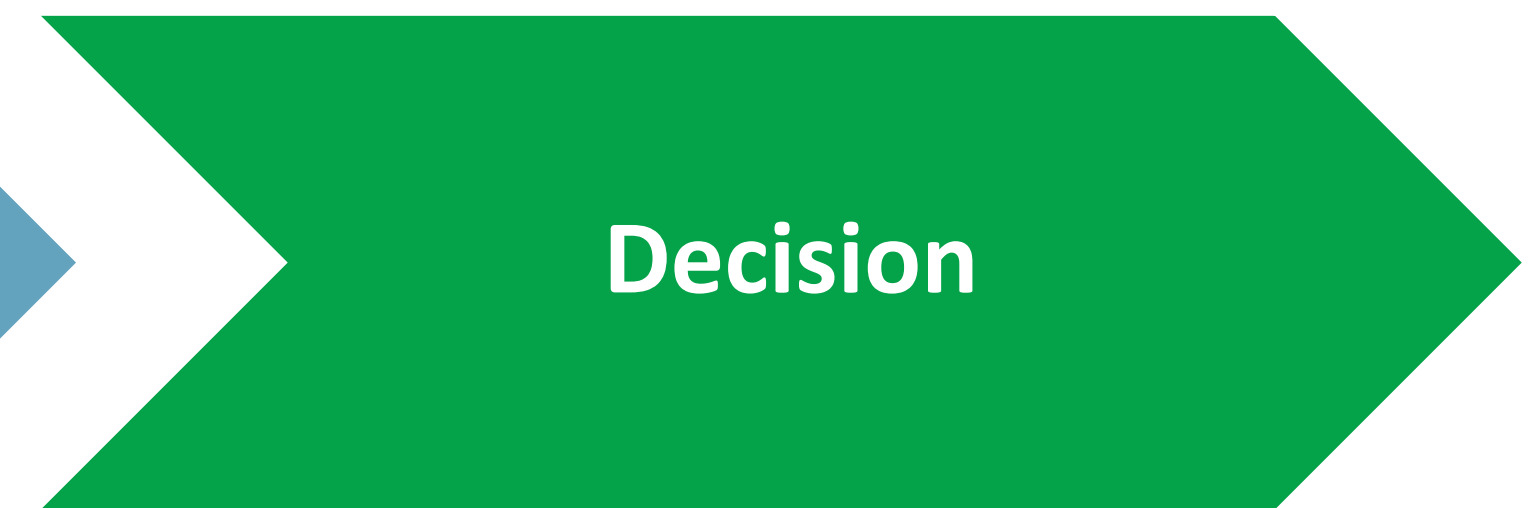
Mapping Marketing Channels to the Buyer's Journey



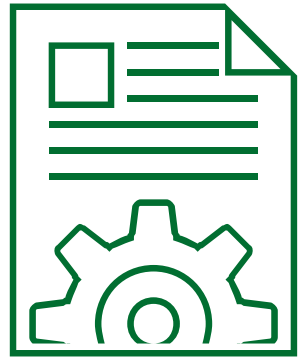
- Paid Social
- PPC, Google Ads, Display, YouTube
- SEO
- Organic Social Media
- Content Marketing



- Retargeting Ads
- Email Marketing
- Webinars
- Website Pop-ups, Lead Capture Forms
- Special Offers
- Whitepapers, Case Studies, Checklists



- Retargeting Ads
- Marketing Automation/Email Marketing
- Paid Advertising to BOFU Offers
- Content Marketing



7. Reporting

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Measuring for Success

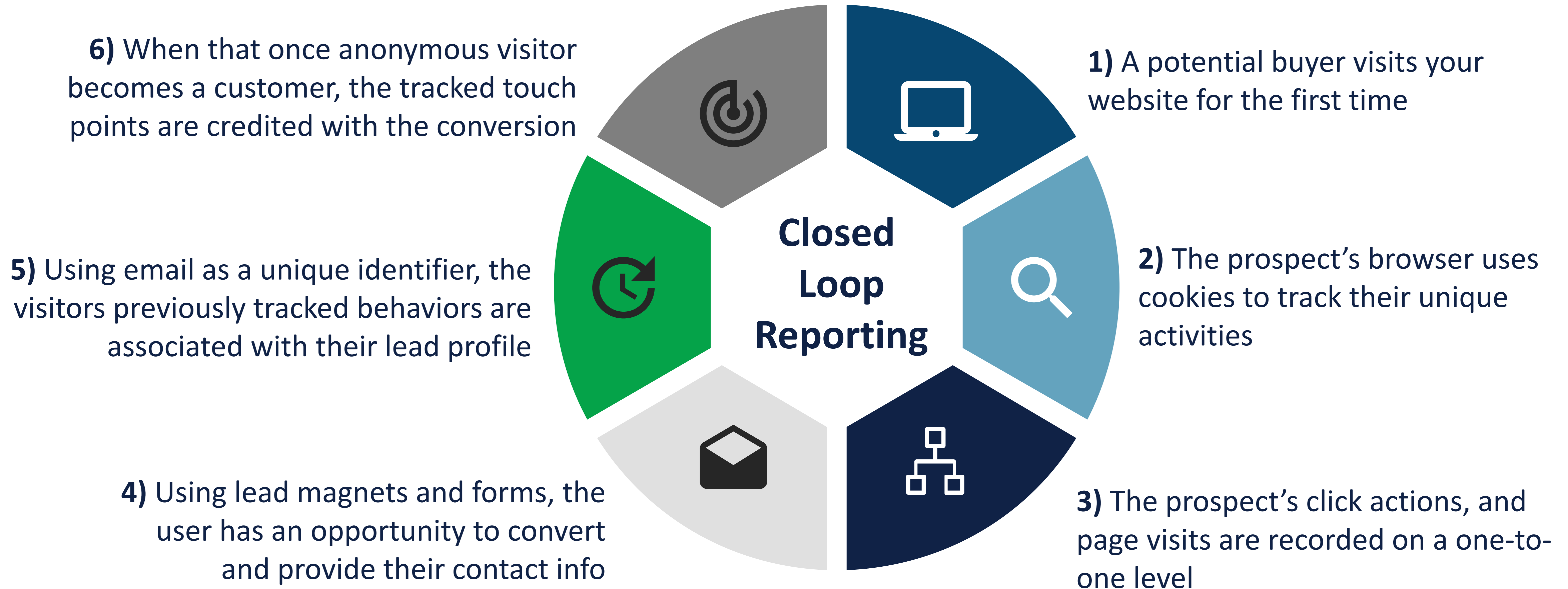
Closed Loop Reporting



Relying on data and insights to “close-the-loop” between marketing activities and sales results.



How Does It Work?



Benefits of Closed Loop Reporting



Focus on the right channels and offers

Better understanding of your results

Gain insights about your target audience

Shorten your sales cycle

Set the right goals and expectations

Keep your cost per lead low

PRO TIP

Use software that out of the box integrates marketing tools with CRM. My personal favorites:

- Hubspot
- SharpSpring
- Vbout

In Summary:



1. Determine your revenue goals

2. Understand your buyer personas and their journey

3. Create the content and funnel that is right for you

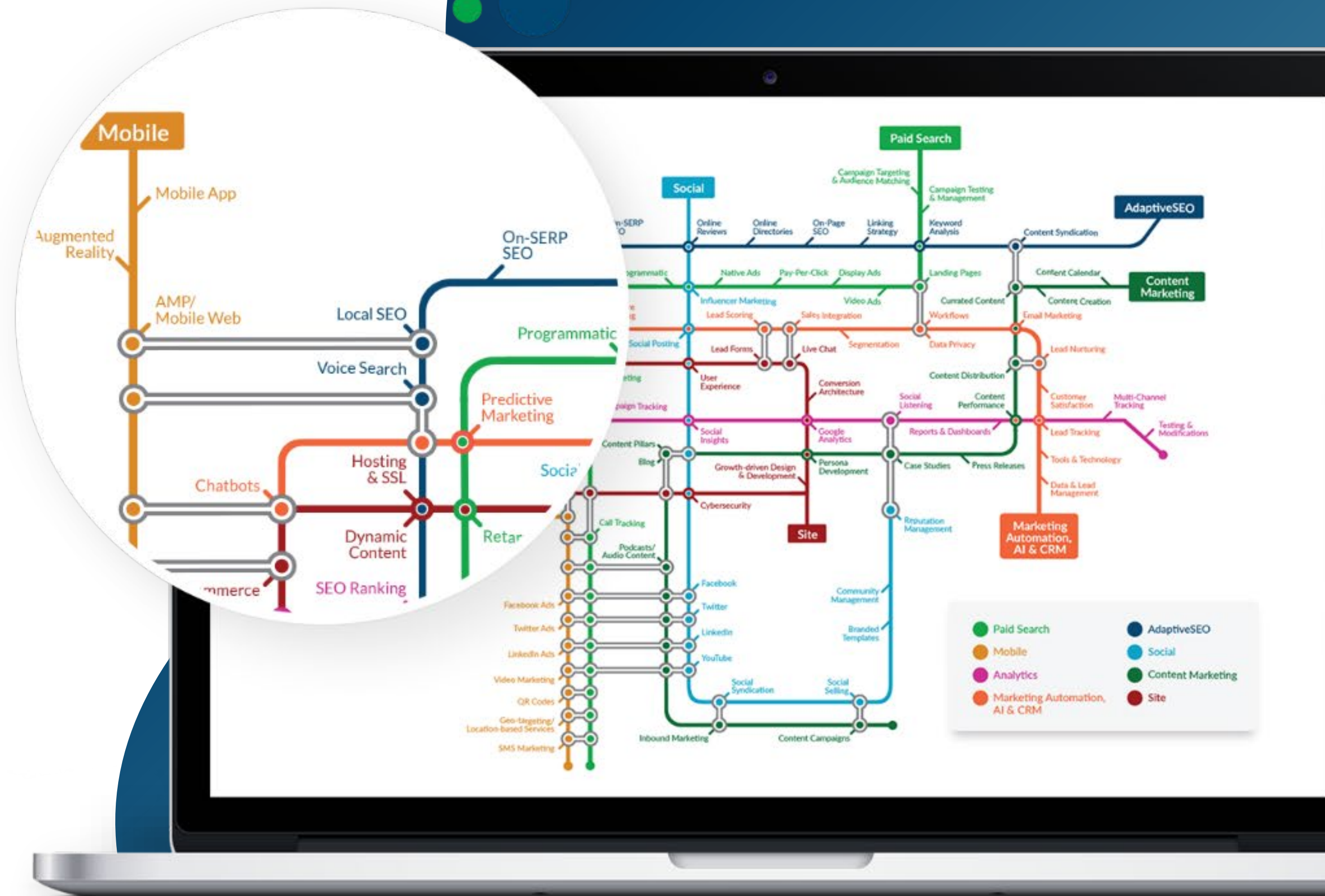
4. Test, try out, learn, measure results and iterate

REACH OUT TO YOUR LOCAL WSI CONSULTANT

Need help with your Facebook advertising strategy?

Reach out to your WSI Consultant or email contact@wsiworld.com

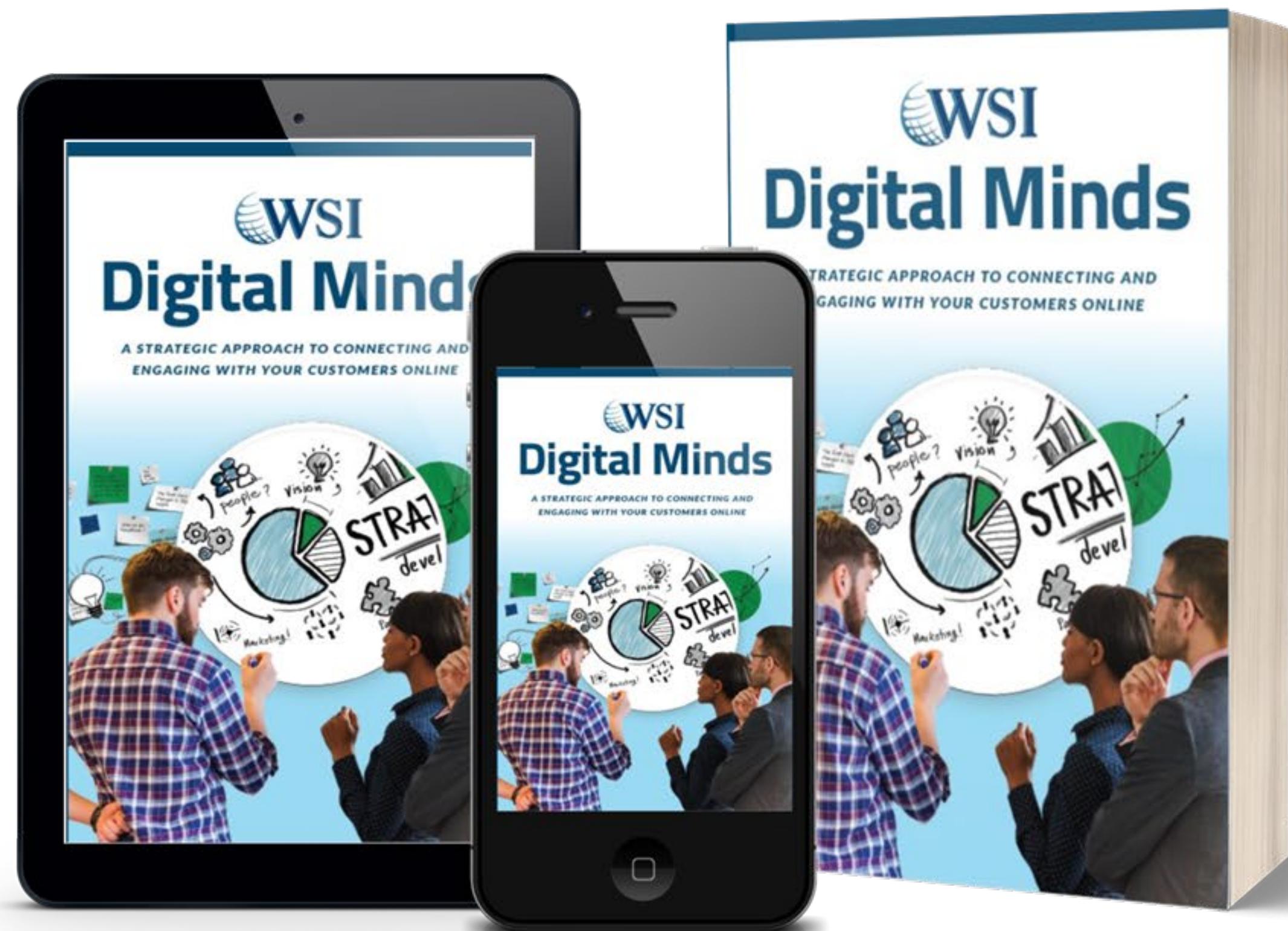
Talk to us, we can help!





Now it's time for some Q&A

READ MORE ABOUT DIGITAL MARKETING IN OUR 3RD BOOK



Available on Amazon and other online book retailers. Search “WSI Digital Minds” or visit

<https://bit.ly/wsibook3>



Thanks for joining us. See you next time!

April 28th Webinar: How to Increase Your Visibility for Local Searches