**Actionable Lead Generation and Nurturing Strategies**

What you do need to understand is 60% of companies admit to struggling with lead generation. You are in good company. Most of us struggle with keeping consistent with this. Are going to look at a few business goals that will give you the ability to determine how you should generate your leads come have any leads you need to generate, and so forth. So understanding your business goals is number one. Then let's look at how has marketing changed over the years. So early on, I had a direct marketing company and we did sales letters that we mailed and we do tell marketing calls for our clients behind those sales letters. So that is very different than how things are done today. Buying decisions are typically made online before the consumer goes into a store where come in the past, they went in the store and made their decisions then. So the traditional buying model was got an interest, let me go stop, I want a bicycle, let me go to the bicycle shop, see with a half, and then I will make the decision to give them my money and then I decide whether I love their service or product or whether I did not. And that would influence how I would talk about that business basically. But today, I have an interest, I want a bicycle call now I'll go to Google and I will look for the local bicycle shop and I will read all of the reviews and I'm going to make a decision as to what store I walk into to then say take my money. And then I will make that decision that, you know, the second moment of truth, do I love them or do I hate them. Hate is a strong word that you get what I mean. So and then, that determines whether I write a great review or a not so great review. We all know that we start with Google and then we know that something triggers that stimulus that makes them think that they want something. And that can be attributed to your marketing to put them, you know, put your service or product in front of them and they then start get an interest and then he think about it a little more and then they go do the research. So these things, so I want this, take my money, the second moment of truth, it actually contributes to that moment of truth that someone else contributed their decisions to the zero moment of truth because they, you know, the reader reviews. So you need to look at where do you stand out when people are making these decisions. And you know that 88% are making the decision, whether they buy your products or services compared to your competitors and they are going to look at the reviews on Google, they are going to look at the reviews, depending on your business, it might be reviews on yelp, MIP trip advisor, or multiple other review sites that they could be, you know, commenting about your products or services. So you need to understand where your audience goes to do the research and make certain that you are in a platform where they are make a decision so making certain that you have a Google my business listing and that you are requesting your current and past clients to write a review on Google, that is going to be probably the first place anybody goes to do their search and then they might find you elsewhere on other sites as well. So we want to talk about that customer journey, how do you get in front of them so that you are the business they choose to do business with? It happens in various ways. The first thing is that they have to become aware of you. They have to understand that you have a product or service that they might need and so that happens through social and search advertising. It happens through email, text messaging, loyalty programs, YouTube, and video ads, so if you have a service that people need to learn how to do something, then you know they are going to be on YouTube and that means that you need to have videos on YouTube, sharing with them how to do whatever it is that you provide. Here is an example. When I was searching for a new vacuum cleaner, I went on YouTube to see what was being recommended and there were multiple people that, what they do is they purchase a product and then they share, so there were people running the sweeper and videotaping themselves so they could tell you how good or bad that sweeper performed. So certainly, that could be something that you would do. There is an automobile parts guy, so he sells parts. His videos are all about telling people how to change the spark plug or fix attire. His videos are all how-to videos. And because he does those, it has increased his business because they trust him and so they will buy the parts directly from him. So the other things that certainly can bring awareness and interest is television and billboards and online display advertising, newspapers and radio and of course word-of-mouth. So a lot of those, though, are very expensive. And as a solo or micro business owner, you might not be in a position to have billboards or have a radio campaign going on. But a lot of the other things you can do that are not so costly, you want to be in front of your audience so that you can generate interest. They have to become aware of you. And then you have to be found and stand out. So if you do a Google search like the best tacos in Boston or family lawyers in Austin, record store, top homebuilder, you will, most of the time, Google will prevent you -- present you with a little information because I know by your IP address where you are located. So if you optimize your website to be found for those terms, then you will show up at the top of the list rather than at the bottom. So it's how you get found and how you stand out. So make certain that you have lots of reviews. When we work with clients, let's say at the chiropractor, one of the first things we do is start reaching out to the past and current clients. We ask them to write reviews on Google because those reviews will help push you up the search engine. So organic search, pay per click, maps, directories online that Google gives a lot of weight to when it comes to search engine optimization, those of the things you need to do so that you are findable. People look at social media accounts to see how you participate in social media. So it needs to be very positive. You seem to be providing value enables a look at your blog or articles that you might publish and then, of course, your friends and family or those that have fallen in love with you are going to, you're going to get word-of-mouth in that way. That reputation management is really important today. And then suddenly became aware they found you in a like your reputation and now they are ready to buy. So they go to your website, they go to your app if you have one, they do an online booking, maybe they call the business or they actually walk in the store, but they are ready to make the sale, they are ready for you to convert, so you need to have all of those pieces in place if you don't already. So and on my booking like for my business, we do a lot of consultation calls and we put the calendar on the website so that prospects can put themselves right then and there when they have that, you know, when they are ready, and it increases our call volume or our appointments considerably. So that something to think about. Then let's say you provided a fabulous product or service. So they did a social media post about you, they were to review, they talked to you, they talked about you to their friends, and maybe they even brought a blog post about their experience. So you want to make certain that they become advocates for you. You want to make sure they are talking about you and raving about you so that they are impacting other people, they will also do business with you. Here are the different ways, so regardless of where the customer is in their journey, what kind of, where you need to be, I should say, so you need to be in social search, you need to do email and text messaging and in the awareness section and the findable, you need to make certain you are being found on search, in the research, you want to make certain that you are writing blog posts that provide value to your clients and prospects, that you get a lot of reviews, that your social media is engaging. How do you help them to make the purchase? What steps do you need to put in place. And then after, do not be afraid to ask them to write the review, to send out a social media post about you to help encourage them to build that word-of-mouth. You might even want to put in a program that helps you refer to them and help to give something back. All right. Regardless, it is important that you win in each stage. If you don't, you will contribute to your competition. Let's say that your reputation, that you have got some crappy reviews but your competition has great reviews or you have one review and they have 100. You could actually be driving business to your competitors because when he find you, they are also finding your competitors. Where do we need to start? The smartest place to get started is your SCO on page and off page. Search engine optimization on and off your website, Google search -- local search is key. 93% of the to be or be to see purchases begin with Google search. So you definitely want to get found. One of the ways to get found to write blog content. Business to consumer companies that blogs do not fall of your chairs, that blog 11+ times per month get four times as many leads as those that only blog 4 to 5 times a month. 4 to 5 times a month can seem overwhelming. But if you are going to invest time in marketing, creating a good blog that provides value might be one of the best things you can do because it will boost your on page search engine optimization. The first thing to do, though, is to go to your website and do an audit and make certain that all of your links are working. Once a visitor leaves your site, they click on a link, it is broken, they did not get the information they wanted, they leave, they are probably never coming back. And if you have not captured their email address, then you have no way of following up with that individual unless you do retargeting ads. So first things first, get to your website, get it fixed, make sure all the broken links are done, the make certain that every page has been optimized with the search terms that you, that your prospects look for, as well as your descriptions. So get that done first. Get a Cody Eakin at your website and it will then give you the ability to remarket, remarket your website visitors. That means you will not run a retargeting ad for 90 days, so you can check those people for 180 days and so in 90 days, you could start running an ad that puts you back in front of them across the Internet so that you become top of mind. So that is an important piece to do. Even if you do not think you are going to run ads right away, you still want to have that code in place so that you capture that information while you are moving forward with your lead generation. So get the codes, put them on the site. You might have to ask for help from somebody that is okay. So again, can use Facebook at Google at to either drive them to your website initially or to just do the retargeting. And you can start with a very small budget. You can start with two dollars a day and initially, that would probably be enough to keep in front of your website visitors. You can also use Gmail ads. So you can get a lot of lead by using Google ad that target your target audience in a Gmail account. There's also the ability to use and audience in Google ads, there is a way to capture the audience of your competitors visitors. So that might be another thing that you want to do. It's a very smart place to start the ads as long as you are driving them to a landing page where they have to give you their contact information. All right. So I talked to you about this a little bit at you need to have good content on your website. So if you are driving people just to your homepage, and you are not converting anybody, then you need to make certain that the keywords that are being searched for defined your page and then those keywords in your call to action that will help to improve your conversion. So you get all of those, your pages are not converting, you're not getting enough traffic, you need to look at all of it. It's not sexy but it is important. And then once you complete steps 1 and 2, that you want to have your website submitted to Google using Google Webmaster tools because then Google would index the site and they all know what your website is about. And then I can send you traffic.

 Number three Emma this is a great way to generate leads by launching a cobranded project where you and a partner have mutual goals. But there is no money that changes hands. So comarketing, it could be a guest blog, and there are a lot of ways where you can call market and it helps to double your degeneration and you are both promoted to email list that you are both promoting at a social account and unpaid advertising and you are blogging so you expand your audience because you are using somebody else's market as well. Let's find out where your ideal clients are. Let's help them to become an authority for the. So do a search on all the platforms that are listed here and go to each platform and search for your ideal client, job title, or industry plus the community, network, mastermind, group, and also do a search on Google to find any other outlier groups like those associated with paid courses. You can find if you that you can get, that you can start participating in. You can come the lead source that they go to. Now let do some cold outreach. Cold outreach can be very simple. It can be you created a list of your ideal client and doing the research so that you really know who they are, you know what they do, you have read their reviews, you check them out on LinkedIn, you really do your research, and then you choose one business to begin with and you figure out who the decision-maker is and who makes the decision to purchase your products or services and then start with outreach and build a relationship. So I would start outreach on LinkedIn because most of us have a LinkedIn account. And then start providing something of value. Make it personal. Don't reach out and do a big sales pitch. That is not going to help you. So get their email address. You can find it and offer them some free work and there is a list at the end of the presentation with some ideas for what free work might be. For me, it might be a coaching session. It might be a website mockup. Something that you can provide to the company that brings value to them and shows them the kind of work that you do. That you write in the email and deliver the item of value, the free marketing, the free work that you're willing to do, and you keep the email about the recipient and the value that you are delivering. You do not talk about yourself or your company. If once you oppress them, they will go look you up anyway, so you will not have to do that. They will, they will do that work for you. So if you offer, let's say, and SEO on it and you just might have a visitors making the change you'd suggest you learn them, then you will get their attention. And they will be more likely to listen to you. So you can do the free work. You are going to deliver the free work. That will be of value bomb in your email. Keep the email about the recipient. Do not talk about yourself. Described the link to the free work that you have done and get it out to them. Now that you have done, this is another way that you can become the resource for your ideal client. So this gentleman here, Chris Richard, he, on his Facebook page, he has a link for a free download. But before he gets there, he doesn't, he will go to Facebook groups. Again, if you go on your research, you will find there are Facebook groups for everything, so find the largest one. And start becoming a resource. Start commenting. Start offering free advice. Do everything you can to be helpful but not to sell. However, if there is something, if there is a direct service you can help someone with, comments with things, but if you want me to do this for you, just get in touch, that kind of thing, so if you do this every day, if you would visit three Facebook groups and just start at the top of the messages that go down the page and respond and like and comment, you know, all of that, until you get to the last post that you did yesterday, you will start to build an audience of people that see you as the guru and you will become the go to person. Now, if you have done any of those items that we talked about to help generate leads, then you have to have a nurture campaign employees. So the worst thing you can do is capture a lead don't do any follow-up because that you have lost it. You have spent money, time, energy, and really wasted it's because you did not follow up. So your sales cycle coming to understand how long does it typically take for Lee to become a sale. If your sales cycle is typically a month from the initial contact to close, then you might want to contact your lead once a week for four weeks period you had to adjust your timeframe based on actual testing. So once you start running your lead nurturing campaign, meaning that you are driving people to a landing page, you are capturing their contact information, email and text messaging and retargeting at, everything that you need to do to keep you in front of them, then you have got a good campaign employees and then you just continue to test and week it so that you are getting the most out of the process. And you need to know what kind of things you need to provide to them along the way. It cannot just be by my widgets. You need to provide content along the way that helps move them through the buyer journey so that you make it easy for them to make that conversion. You caught their attention. You need to woo them in multiple stages. They are not going to say yes to a weekend getaway before they have had a chance to get a cup of coffee with you. So don't bother with trying to get them to buy your widget immediately. That is unless you got some kind of product that is just, oh, my gosh, everybody has to have it. That typically does not happen. So you have to have an offer so that they can give you there contact information. It is a way of saying, if you are curious about my services, here is a risk-free way of seeing if we are a fit. That where it could be the free offer, the free work that you are willing to offer. If you are offering, your offer needs to be a no-brainer for any touristy lead. You cannot just say the day of doing my newsletter, give me your email address so you can to my newsletter, that does not work anymore because we all get too many emails in her inbox. So there has to be a really good reason for me to give you my email and phone number and name so that you can continue to market to me. So give them something, a ridiculous alley that helps to give him a quick win and leave them feeling really great about potentially working with you. Make certain that you add that offer to your Facebook page, pitted to the top does my pin it to the top or edit your cover image. You don't have to do both because that looks like spam. That's the same thing on twitter. Added to your header image or you pinned to tweet at the top but not both. Otherwise, again, you look like spam. You can also put it on your cover on LinkedIn. You can pin it to the top and link it in to your company page. That one, you can do both ways. You can pin it to the company page and you can put it on your cover image for your personal account. Regardless, you have to have a nurturing campaign employees. So organizations that nurture their leads experience a 45% lived in lead generation, ROI over those organizations that do not. If you do not currently have a lead nurturing campaign employees, that's got to be a top priority because nurture leads produce a 20% increase in sales opportunities versus non-nurtured leads. So if I give you my contact information and I don't hear from you for six months, you pretty much lost me as a client. You have to create those campaigns and you have to make certain that you are using some automation because you do not have time in your business to do everything manually so use one of the software products. There are 1 million others that actually help you to automate the whole nurtured campaign lead generation campaign so that you are getting the biggest bang for your buck so you want to set specific goals for your lead nurturing because you probably have different personas that you do business with us and the campaigns may have to be slightly different for them like you might have a nurturing campaign for work but you might also have a nurturing campaign for home buyers so you want to make certain that you have Pacific goals for that campaign and that you are not just using the same thing for everyone across the board. So you want to set up a lead nurturing database and create an email list and a CRM system. To find your audience and the segment based on the persona that you did business with or that you want to do business with and then just make certain that you are choosing content that is of value to your prospect. Make certain you are emailing them, following your timeline that you have created and then measure and track those results, reevaluate based on those results. Marketing is all about measuring what you are getting and making adjustments to its. Your campaign can include things like email text messaging, [ audio cutting in and out ] retargeting ads that can be put in front of them. Here's a snapshot of a funnel or where you can see how many opportunities you have and if you have assigned a value, you can see the value of those opportunities and also you are having a conversion rate. Those are all important numbers to be aware of. You can get the most out of everything that you are doing that way. So look at your current business. We started off with knowing what your business goals are. Look at what your conversion rate is. Look at what your search presence is. And look at your awareness. Those are the three top things that you need to be aware of. Here are some of the work examples that I mentioned earlier. You are a web design company, you do a mockup of a redesigned homepage. If our eTracker, a basic technical auditor keyword audit, freelance writer might want to write an original article to have them put on their website or a video. A developer might present a report on how to improve your website load be. A life coach might offer free coaching. Product creator might offer a free sample of the product. Pet grooming, first bath free. Dentist free exam or x-ray. Chiropractic, free massage. Electrician, free inspection. There are plenty of ways that you can provide something of value that will help them to say yes, please, I would like that, I will give you my information to get that. Okay. Thank you so much. I will turn it over to Alexa.

 Sounds great. We will move into the Q&A portion of this webinar. We will spend the remainder of time answering as many questions as we possibly can that have been coming in from everyone and are continuing to coming. Typically, we do have more questions asked during this time then we can get to. So if, by chance, your question does not get address, we recommend that you connect with your SCORE mentor after today's session to help you with those question and help you apply to strategies as well. If you are not already working with a SCORE mentor, you can get information on Doug.score.org -- www.score.org for requesting a mentor. Mentor services are free for the life of your business. Also, as a reminder, we are sending out the slide deck to a participant that are going out in a postevent email just after the webinar today and it contained pain down his contact information here you can reach out to Donna to get the questions answered as well as for further assistance. With that, let's go ahead and will move right on into these questions. Donna, the first one from [ indiscernible name ] who is asking when talking about company, service, or product reviews, does social media review influence Google as much as the Google reviews such as on LinkedIn or Facebook?

 No. Google reviews will give you, that does not mean that will not contribute somewhat but Google reviews will give you the biggest boost as far as your organic search is determined. On Facebook, they have turned off reviews. You don't get reviews on Facebook any longer. Next question is from Denise. Denise is looking to understand ways to gain interest and awareness. Does it change for those who offer professional services instead of a physical product or is it all one in the same?

 It's really all one in the same. You might find there are platforms social media -wise, there might be a platform that your audience is more likely to participate on so you would want to target a platform but everything else, so the awareness can be, you know, and email marketing campaign, it can be text messaging, it can be just your social media engagement can help with awareness, it can also be very helpful, we talked about comarketing, writing a blog post for another website and getting exposure to their audience, so for myself, there is a website called she owes it. And once a month, I provide them with an article and they have a big audience so it typically will drive traffic to me. I have posted or provided content for social media examiners and that has brought me clients. So you look for the ways that you can get in front of your audience without having to pay for it until you build up some awareness and get people on your list. So one of the things, there is a website called viral content VEE like a bumblebee. And you can post a blog post on that website and other people that participate on the website will share your contact in the social media accounts that I can be one way to start building some awareness while you are building your business.

 I just typed that website into the message board. It is viral content B EE. Next question is from Denise. Denise is asking if it is smart to postevent to gain more customers. For example, hosting a family event and collaborating with other vendors to showcase your services or products.

 Absolutely. That would be very similar to comarketing campaigns. It is just you are going to do it, well, it could be a webinar that you are hosting the event or a live event. Another place to find your audience as far as face-to-face live events is going to meet ups and doing a search to find your target audience there and participating in those meet ups. That can be extremely helpful. But if you can get people to come market with you so that you can drive the audience, absolutely. I have a client who is a business coach and he does an hour to have presentation once a month that he hopes business owners with steps to increasing the business. And he get a decent number of people to show up every time and that helps him to build his practice.

 The next question is from Liz. List says consumers may be checking out several good options for their interest-earning and perhaps the difference could be price or ease of website navigation or many other things. So Liz asked what are your suggestions for finding out why competitors are getting the sale?

 We question. One thing you can do to start off with is there is something called a heat map that you can install your website. It will show you where people are clicking on your site so you can see whether interest is and that can help to make some decisions. The other thing that you can do is, using Google as again, create the audience where you can track what you're competitors, what pages they are getting traffic to, even specific keywords, so you can really do kind of a deep dive to see, you know, what your competition, how is your competition averting those clients. However, I will also tell you, don't assume that because I have a fabulous website, don't assume that they are converting. You should just focus on getting your business and your landing pages and your website converting and not be concerned, I mean, you can't prevent your competition from capturing, you know, business. But you can see what they are doing well that you might want to emulate.

 This question is from Neil. As a new business owner with no customers, do you have any suggestions on other ways that you can stand out apart from customer reviews?

 On Google my business, you can actually do oppose on your page and that can help bring attention to your business. If you have an event coming up, make certain you have opposed to pick if you have a great blog post you can post, do that. Just add a lot of pictures if that is appropriate for your business. Just make that listing stand out the best you can. And then the other thing I can say is on your linked in profile, ask for past clients or past's associate or current business associate to write you a recommendation because that also can be, you are doing any kind of B2B, that can be a great way to help you stand out from your competition.

 Next question is from Elizabeth. She wants to know how to do reach to find out how and where potential clients are searching for services. She would also like to know how to encourage and manage word-of-mouth recommendations.

 The first one, you would create an account with Google ad words. Google will make you put a credit card number and but you do not have to run any ads. Then there's a tool in their under tools and you can do the research there to find out what people are actually searching for when it comes to your industry. And Google will help you with suggestions. The how often it's being searched for every month. You can see some things like, let's say I did a search for paint and all the be guys show up ahead of me because, you know, Sherwin-Williams and blah blah blah, because they have the budget, right, but I could show up, I could take that keyword and create what is called a long field keyword which might be the best paint for kids bedrooms. And if that is keyword, I can rank for that. And is a fairly new business, you probably do not need 100 new clients on a monthly basis. You probably need a few new clients so that can help you to stand out without competing with somebody the boys pick if you see a keyword that is searched for 100,000 times a month, you probably cannot compete with that, not yet. So look for longtail keywords. There is another website called out to the public. That lets you see, using the keywords, what people are actually typing into Google to find around that keyword. That can help you determine what the blog post should be about 50 take what they are searching for new create a blog post out of it so those are the kinds of things that I would start with. She had a second part to her question I forgot it.

 The second part is how do I encourage and manage word-of-mouth recommendations?

 The best way is just to ask and encourage them. So let's say you do a weekly email annual want to have some kind of the valuable content in there but you also have a request. If we had done business together the past or if you know anybody that could use my services, please refer me. People often do what you ask them to do but you have to ask the question.

 This question is for Mark regarding blog posts. Mark asked if we need to update old blog post to make sure that all past links are working or is it better practice to remove all blog posts? No. Never remove. Go back through and audit those blog post, update them. Maybe they are new or you could add new content to the post that things have changed a little bit and then you can even put at the top of the blog post that it was edited or added to or refreshed on the date that you do that but, yes, go through and fix the links and that is content that you have already developed any don't want to just get rid of it. That would be craziness.

 The next question is from Amy. We've had several folks in the audience today asking about retargeting add. If you could just elaborate a little bit on what that is?

 Absolutely. I can tell you, I will tell you a story, so a few years ago, I went to Pier 1 a look at some chairs and then I looked on the website to see if they had a sale going on on the chairs. Well, almost immediately, when I went to Facebook, there was that chair showing up in front of me. It was the exact same chair because they were retargeting based on the product that I looked at. The thing the same thing can happen if I go to, oh, Kumon is a learning center, and I was going to work for a local Kumon, and I went to, like, it was the New York Times, or it was one of the publishing site, and because I had been on the Kumon site, Kumon was there ads were being displayed to me on that other websites. So think of it as when you use, when you used to get mail all the time consistently about a product or service, in your actual mailbox, well, today, instead of using direct mail, is dead of setting 10 postcards to the same person for 10 weeks, retargeting add keeps you top of mind in front of that potential client until they pull the plug. I hope that answers your question. If not, ask again.

 Next question, coming from Jennifer, Jennifer asked if Google tags work if you don't have a Facebook account and don't want to get one.

 Well, if your business is not on Facebook, that is a personal decision that you make. Know that a business page, even though you access it from a personal account, nobody sees a personal account. It is just business page. The Google tag, there's also a website called add role and that site will help you do retargeting across the Internet on multiple website. So that might something that you would want to do instead of using a Facebook page. But know that a lot of times, your prospects are going to go to face can search for you. You might want to reconsider.

 The next question is from Brenda and it may be our last question for the day here. Brenda asks what you would recommend for network marketers whose website is done by corporate. Brenda says that she's not sure she can do SCO -- SEO, and they have a lot of rules they need to abide by but she needs the business. Any tips there?

 Yes. I would create a landing page where you can offer something of value. That landing page can be optimized and it doesn't have to be, so if you are networking company that says you cannot give away a lipstick, you could write an article that is five best ways to clear up acne or how to keep from getting some cancer or something that the end-user with day, I could use that, I would like to have that information. You don't have to make it specific to the product that you are selling. You need to make it specific to the problem that your target audience has. So what problem that you can provide information around, not necessarily the product.

 Those are all the question that we have time for today. If we did not have a chance to address your question during the segment, we recommend that you connect with your SCORE mentor after today's Russian who can assist you further with your questions and your business needs and if you are not already working with a SCORE mentor, can go to SCORE.org , find a mentor, and get further information on mentoring services and request a mentor. As a reminder, we are going to be sending out the presentations by deck and a link to the recording to the session and the postevent email that will go out just after the webinar ends today so if you would like to reach out to Donna for getting questions asked for further assistance, for contact information, it is there on the flight deck as well. On behalf of Tremont I would like to thank you all so much for taking time out of your day to attend this live webinar. And I would like to give a very social thank you to Donna for presenting with us again here at SCORE. Thank you so much, Donna.

 You are welcome. I am happy to do it.

 Okay. And if you have not already, you can go online anytime the SCORE on-demand live webinar

 Webinars are recorded. They are housed on SCORE.org. You can check out Donna's previous webinar that she did with one simple fine social media. Thank you to everyone. Appreciate you being here today. We hope we will see you back at next time. Take care..

 [ event concluded ]