



Double Your Leads Playbook

*From the trenches: digital agency reveals proven
9 step blueprint to 2X your leads online*

Strategy | Implementation | Blueprint

Content First | www.contentfirst.com.au/apply | (07) 3103 7991

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Winning online lead generation



With businesses flocking to digital marketing for lead generation, this year will see two types of businesses:

Those struggling to keep up with the competition, falling behind the marketplace using outdated strategies.

And those taking every step to win every advantage to propel their business to the next level.

We're betting you're ready to win!

Winning online lead generation



Who is this playbook for?

We've crafted this lead generation blueprint specifically for our ideal clients!

This is for you *if*:

- You are an existing business selling a valuable product or service
- You already have happy customers and provide exceptional service
- You have a website and are marketing online
- Your goal is to generate more leads
- You close leads offline

If this sounds like you, then please read on!

Winning online lead generation



What to expect from the playbook:

Inside you'll find an overview of our 9-step lead gen process, along with access to our point-by-point documentation walking you through how to implement each step.

If you're looking for more detail, we'd be happy to send you a replay of the workshop - *just ask!*

Remember, you're invited to book in your 1:1 Strategy Session to work on your core strategy and set your business up for online lead gen success.

Go to: www.contentfirst.com.au/apply

STEP 1 Planning for digital lead gen

It's not your fault!

Most marketing providers and experts only work on their piece of the puzzle:

- SEO companies do SEO
- PPC agencies do traffic generation
- Social media agencies do social media
- Web designers design websites

No one is responsible for managing your end-to-end lead generation results.

But what you need is ONE unified strategy that cuts through all of these disciplines to get you measurable RESULTS.

STEP 1 Planning for digital lead gen

Who is your ideal client?

? Why is this important?

Mapping out your ideal client's core problems and goals lets you: Firstly, create targeted messaging that speaks to their needs. And secondly, helps you identify how and where to market to attract more of these people into your business.

Demographics:

- Age
- Gender
- Income
- Marital Status / family
- Job title
- Geographic location
- Etc.

**WHO THEY ARE /
HOW TO FIND THEM
ONLINE**

What keeps them up at night?

- A problem they have
(and don't want)
- A goal they want
(and don't have)

WHAT TO OFFER THEM

Attitudes and behaviours:

- What makes them tick
- Beliefs about the world
- Interests, likes, motivations
- Media consumption, influences
- What triggers them to search for you
- Typical purchase process
- Etc.

HOW TO OFFER IT

STEP 1 Planning for digital lead gen

Online lead gen metrics

? Why is this important?

Tracking the right online metrics will ensure that your marketing campaigns are profitable for your business and will help you identify opportunities for improvement. Make sure you understand *AND* track these metrics if you're doing any lead generation marketing online (and don't fall for vanity metrics!)

Lead generation numbers you need to be tracking:

- **Visitors:** number of people to - your webpages
- **Cost per Visitor:** average dollar cost of each visitor to your web site * **KEY CONVERSION METRIC**
- **Leads:** number of people who submit enquiry or download a free offer
- **Visitor to Lead Conversion Rate:** percentage of visitors that become a lead * **KEY CONVERSION METRIC**
- **Cost per lead:** average dollar cost of each lead (*marketing spend / no. of leads*)
- **Value per lead:** average revenue to the business this lead brings (*average sale value * offline lead to sale conversion rate*)
- **Lead to Sale Conversion Rate:** percentage of leads that result in a sale * **KEY CONVERSION METRIC**
- **Average Sale Value:** dollar value of the average sales transaction
- **Lifetime Customer Value:** average dollar value of the lifetime of a customer (*average sale value x sales per year x number of years customer retention*)

STEP 1 Planning for digital lead gen

Map your sales funnel

? Why is this important?

Use a spreadsheet to map out your sales funnel so that you can identify the highest leverage areas to work on to increase your overall profitability. Define each stage so that you can see the impact of an increase conversion rates at each touch point a prospect and client moves through.

FRONT-END FUNNEL:

Ad Spend	Cost Per Visitor	Visitors	Lead CR (%)	Leads	Cost Per Lead	Sales CR (%)	Sales	Sale Value	Revenue	Profit (25%)	ROI
\$,1,000	\$5	200	5%	10	\$100	20%	2	\$2,000	\$4,000	\$1,000	100%

BACK-END FUNNEL:

New Customers	Average Sale Value	Average Yearly Sales	Ave. Customer Retention (Yrs)	Lifetime Customer Value	Profit (25%)	ROI
2	\$2,000	4	2.5	\$40,000	\$10,000	1,000%

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FRONT-END FUNNEL:

-30%

Ad Spend	Cost Per Visitor	Visitors	Lead CR (%)	Leads	Cost Per Lead	Sales CR (%)	Sales	Sale Value	Revenue	Profit (25%)	ROI
\$,1,000	\$3.5	285	5%	14	\$71	20%	2.8	\$2,000	\$5,600	\$1,400	140%

BACK-END FUNNEL:

New Customers	Average Sale Value	Average Yearly Sales	Ave. Customer Retention (Yrs)	Lifetime Customer Value	Profit (25%)	ROI
2.8	\$2,000	4	2.5	\$56,000	\$14,000	1,400%

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Ad Spend	Cost Per Visitor	Visitors	Lead CR (%)	Leads	Cost Per Lead	Sales CR (%)	Sales	Sale Value	Revenue	Profit (25%)	ROI
\$,1,000	\$3.5	285	6.5%	18.5	\$54	20%	3.7	\$2,000	\$7,400	\$1,850	185%

BACK-END FUNNEL:

New Customers	Average Sale Value	Average Yearly Sales	Ave. Customer Retention (Yrs)	Lifetime Customer Value	Profit (25%)	ROI
3.7	\$2,000	4	2.5	\$74,000	\$18,500	1,850%

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\$,1,000	\$3.5	285	6.5%	18.5	\$54	26%	4.8	\$2,000	\$9,600	\$2,400	240%

BACK-END FUNNEL:

New Customers	Average Sale Value	Average Yearly Sales	Ave. Customer Retention (Yrs)	Lifetime Customer Value	Profit (25%)	ROI
4.8	\$2,000	4	2.5	\$96,000	\$24,000	2,400%

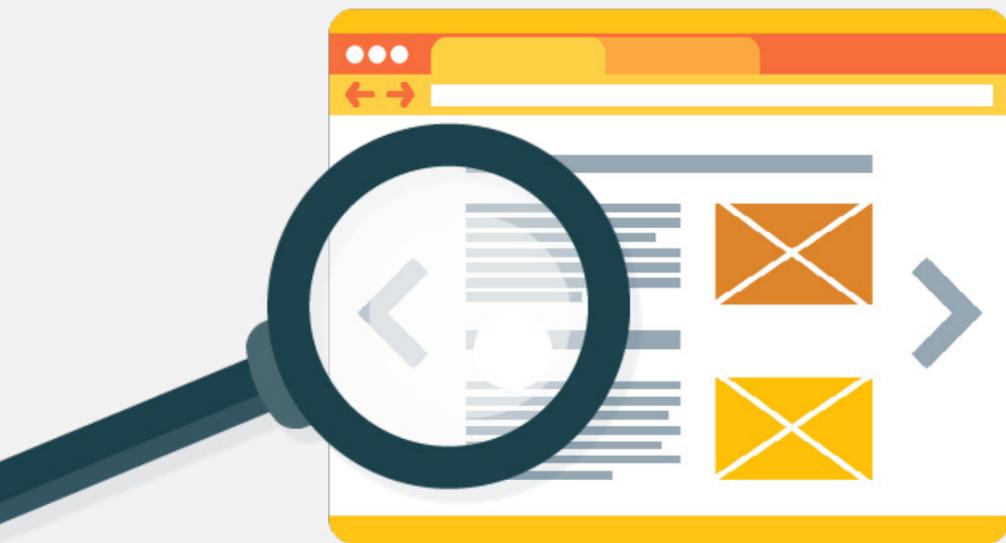
STEP 2 Optimised lead gen ads

? Why is this important?

Effective advertising comes down to putting the right message and offer in front of the right person at the right time. Use your ideal customer profile to create an irresistible offer, then fulfill search demand through advertising on Google, or create demand using Facebook or LinkedIn.

If there are searches on Google for your product or service,

FULFILL DEMAND



STEP 2 Optimised lead gen ads

Fulfilling demand

? Why is this important?

The secret to making Google PPC advertising work is to respect the user's search intent by offering relevant ads that link to relevant landing pages. Design a well segmented campaign that's highly relevant to your core search phrases and you will pay a lower Cost Per Click, get more visitors for your budget and generate more leads. Relevancy rules!

Effective PPC advertising:



✓ **20ft Shipping Containers - gatewaycontainersales.com.au**
Ad www.gatewaycontainersales.com.au/20-Ft (07) 3348 6463
20ft Shipping Containers For Sale. Amazing Prices. Get A Quote Today!
Our Gateway Guarantee · Widest Range · Fastest Turnaround
20 Ft Shipping Containers - 40Ft Shipping Containers - The Gateway Guarantee
📍 70 Gosport St, Hemmant QLD

Tailored ad and landing page for '20ft shipping containers'

✗ **Buy Shipping Containers - shippingcontainers.com.au**
Ad www.shippingcontainers.com.au/
New And Used Shipping Containers. Available Australia Wide.
Products: Standard Shipping Containers, Specialised Shipping Containers...

Generic ad linking to home page

WHAT MAKES A HIGH PERFORMING PPC CAMPAIGN

- Ads that are highly relevant to keywords
- Ads that link to highly relevant landing page
- Using Lead Capture Pages designed for conversion
- Campaign segmented into granular ad group topics
- Liberal use of negative keywords to avoid appearing on un-relevant searches
- Split testing ads to test messaging
- Re-marketing to website visitors to stay relevant throughout the buying process

STEP 2 Optimised lead gen ads

Creating demand

? Why is this important?

Two steps to creating demand: Firstly, find where your ideal clients hang out online. Use Facebook for B2C and B2B audiences, and LinkedIn for B2B audiences. Explore these advertising platforms further to discover even more granular targeting options that can help you precisely target your ideal client.

Where to advertise to find your ideal clients:

FACEBOOK:



B2C / B2B:

- Age
- Gender
- Life-stage
- Family size
- Geography
- Device type
- Interests
- Hobbies
- Job-title

LINKEDIN:



B2B:

- Job title
- Seniority
- Geography
- Company size
- Company rev
- Industry

STEP 2 Optimised lead gen ads

Creating demand

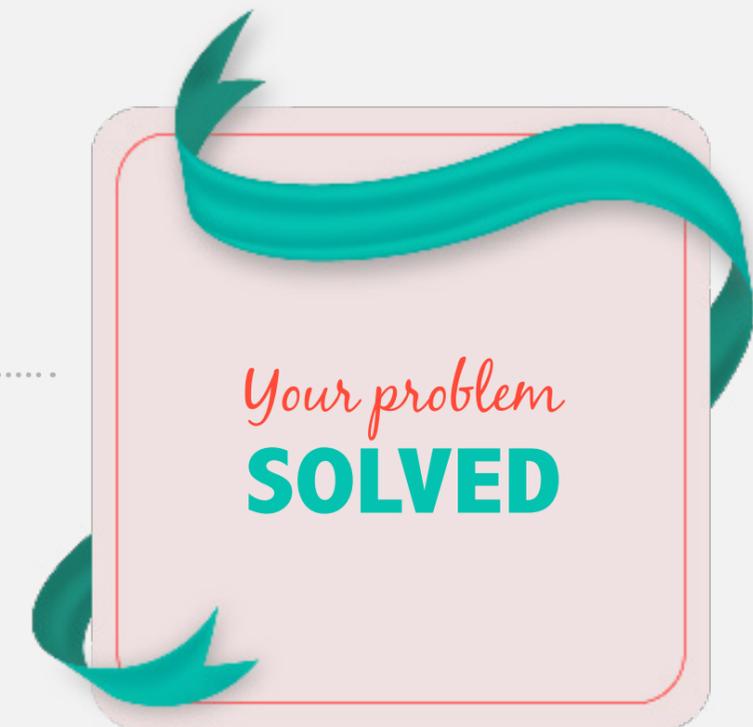
? Why is this important?

Secondly, make them a free offer that's irresistible (a lead magnet) to respond to. Speak to your ideal client's core problem and make a promise to help them solve it. By creating a free offer that's tailored to solving your ideal client's problem, you are only attracting leads that are qualified to purchase your product or service.

Make a free offer that only a qualified buyer would respond to:

- ✓ Free information
- ✓ Free consultation
- ✓ Free trial
- ✓ Free quote
- ✓ Competition / giveaway

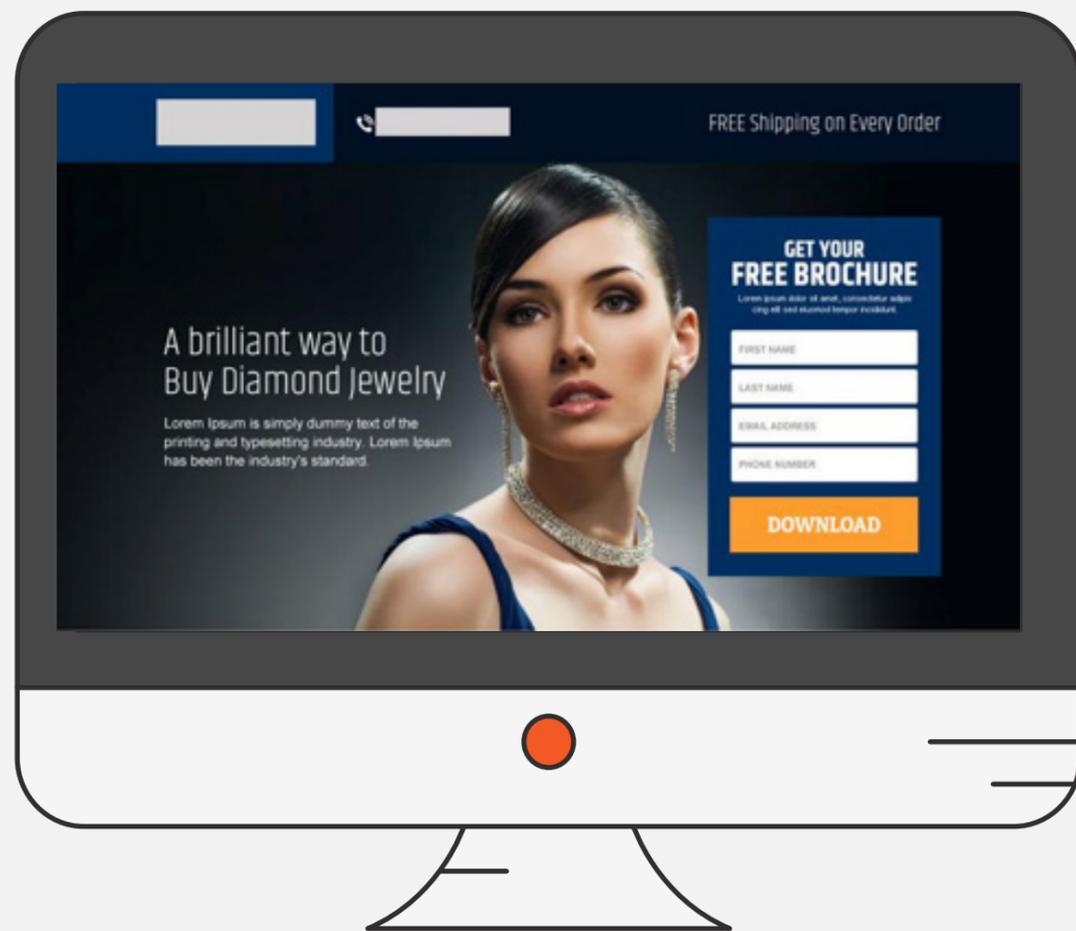
**MAKE A FREE OFFER
THAT SOLVES
YOUR IDEAL CLIENT'S
PAIN POINTS**



STEP 3 Lead capture web pages

? Why is this important?

Creating custom landing pages specifically for your lead-gen advertising campaigns allows you to deliver relevant content to your visitors. Lead Capture Pages are designed to CONVERT visitors into leads, so they are the most effective tool to use when advertising to prospects.



WHAT MAKES A HIGH PERFORMING LEAD CAPTURE PAGE

- Messaging aligned to the ad for user experience consistency
- Compelling headline that offers a benefit to the visitor
- Clear call to action that directs visitors to take action
- Image that connects to the copy to enhance the offer
- Encapsulated contact details capture form
- Bright action button in contrasting colour that attracts the eye
- Benefits written clearly in the copy
- Trust symbols such as address, phone, industry associations
- Social proof such as testimonials and reviews
- Trust building micro-copy such as benefits, explanations around what comes next, etc.

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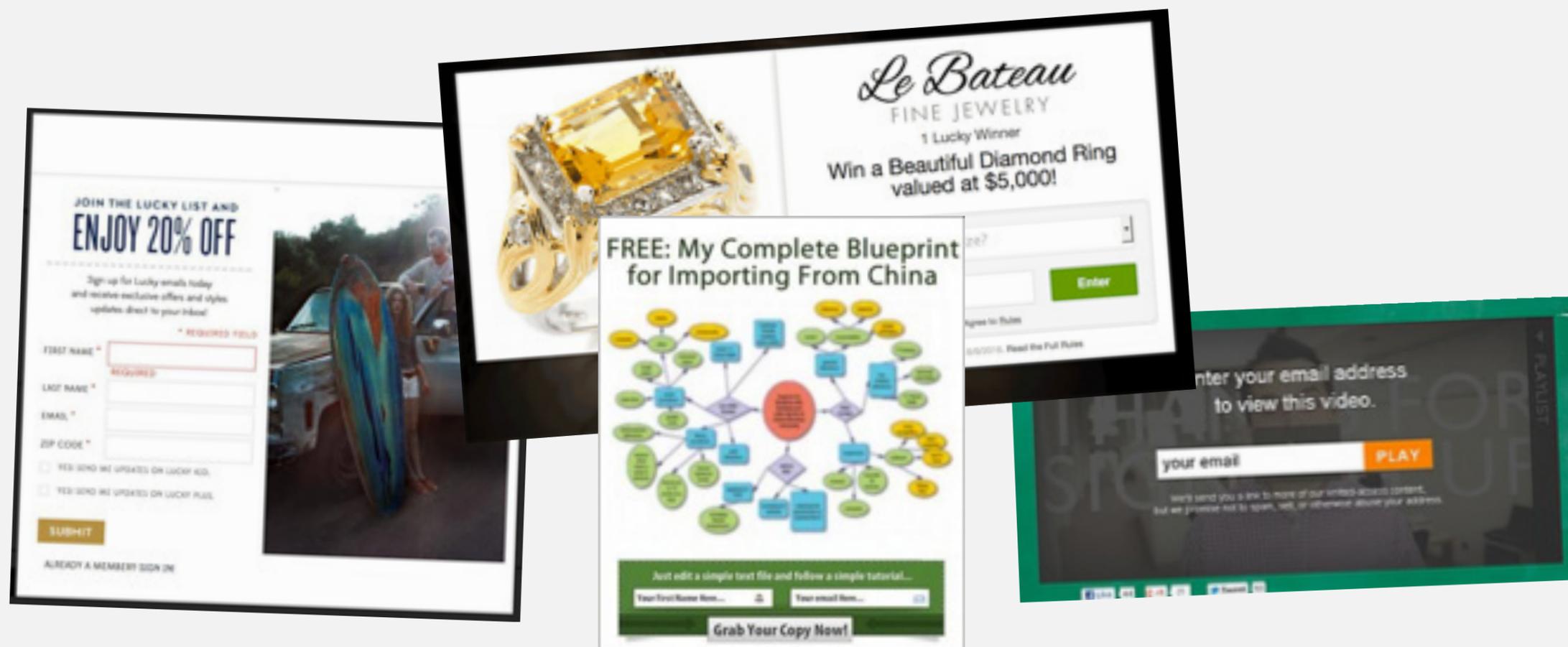
Example: 24% conversion rate on cold LinkedIn traffic



STEP 4 Lead magnets

? Why is this important?

Create an irresistible bribe that provides value to a prospect in order to gain permission to develop a relationship with them. Use these on your website, landing pages and advertising campaigns. Prove your expertise, deliver value, build trust and make the selling process easier with this low-risk free offer to qualify prospects.



STEP 4 Lead magnets

8 types of lead magnets

? Why is this important?

No matter what type of business you have, you can package your expertise into a risk-free complimentary offer that you can use to generate more leads. Choose the right type of lead magnet by thinking about how your ideal client prefers to consume information.

8 TYPES OF LEAD MAGNETS

1. Guide / report / whitepaper
2. Cheat sheet / handout / mindmap
3. Toolkit / resource list
4. Video training
5. Free trial / giveaway
6. Discount / coupon / competition
7. Quiz / survey / assessment
8. Strategy session / consultation



STEP 4 Lead magnets

4 elements of a killer lead magnet

? Why is this important?

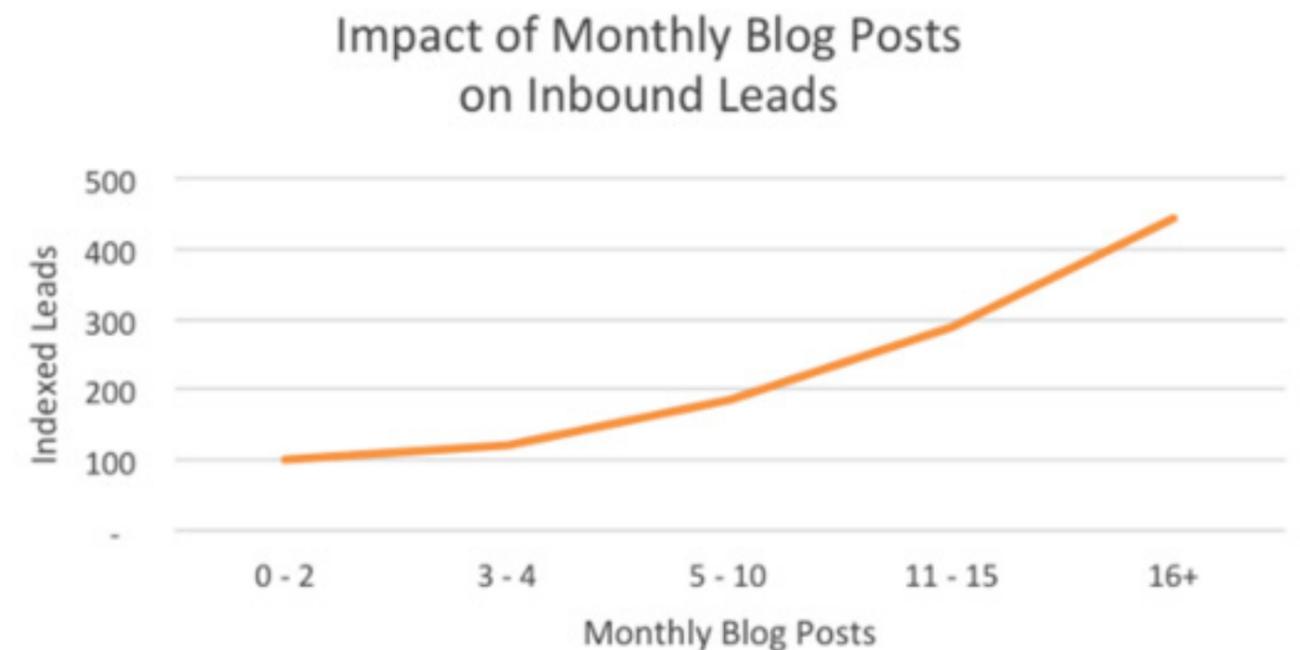
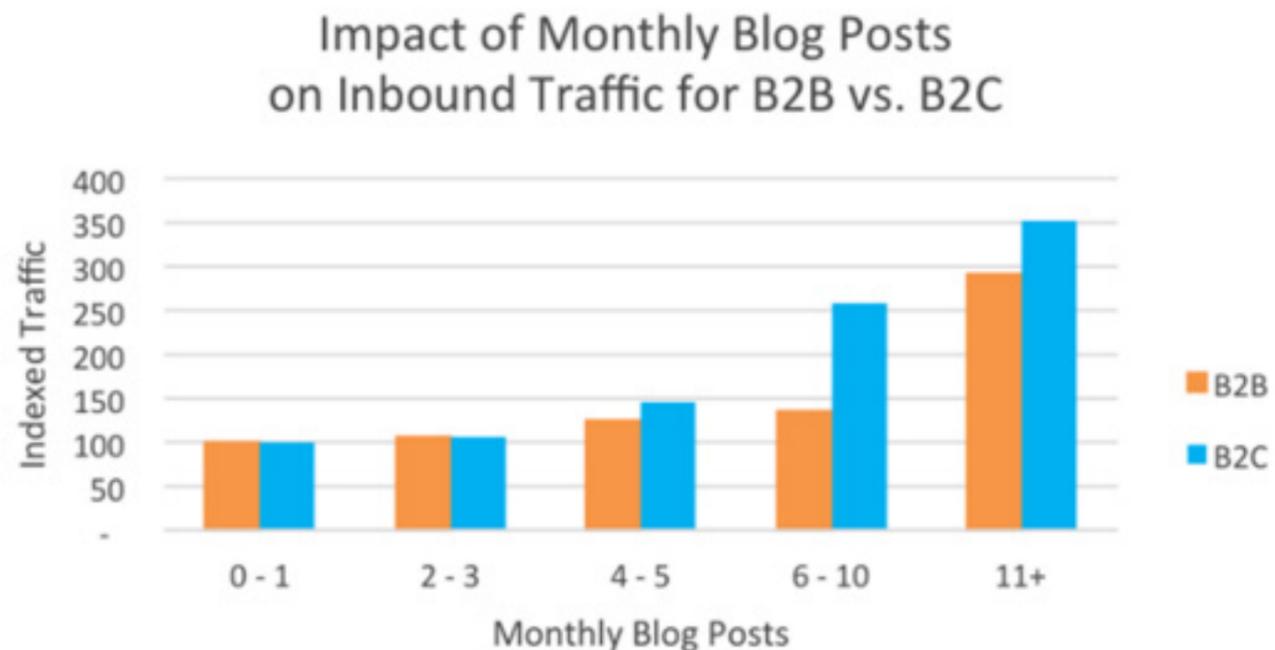
Many businesses use lead magnets that simply don't help them sell. There's no point investing time and money into creating something that doesn't move prospects down your sales funnel. Through years of testing, we've found it's critical that lead magnets have all these 4 elements.



STEP 5 Problem-solution content

? Why is this important?

Close to 90% of today's consumers search online for information about products, services and businesses before making a buying decision. If you don't have answers to their questions in the form of information and articles on your website, then search engines like Google will send these people to your competitor's websites instead of yours.



MORE LEADS In 2015 companies that published 16 or more blog posts per month got about 4.5X more leads than companies that published between 0 - 4 monthly posts. (source: Hubspot)

STEP 5 Problem-solution content

7 types of lead generating posts

? Why is this important?

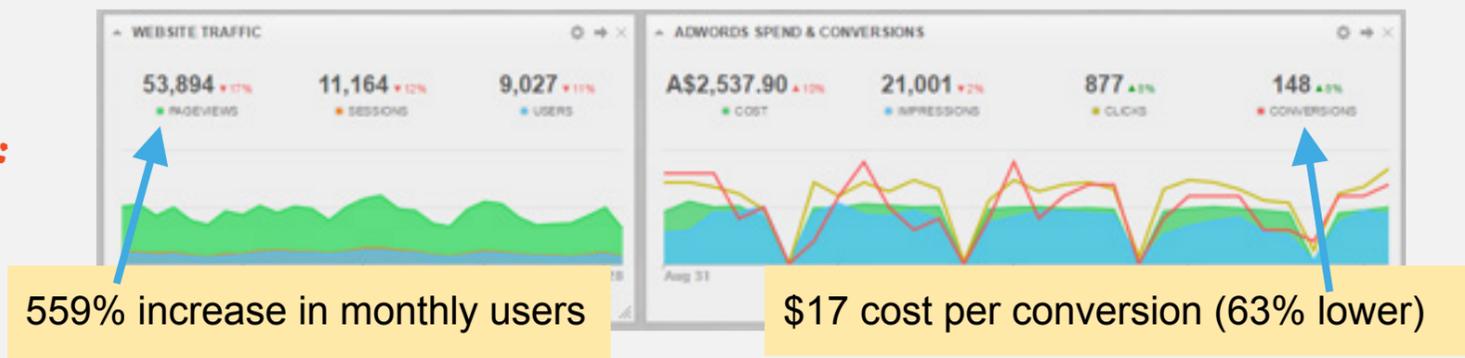
Many business owners and managers struggle when it comes to producing regular content for their website. With this list of proven blog post types combined with your ideal customer profile, you'll never be stuck for what type of content to create to attract more of your ideal clients.

Case Study: How regular content helped a local business win more leads

BEFORE:



AFTER:



7 TYPES OF LEAD GENERATING POSTS

1. Problem-Solution Post
2. List Post
3. How To Post
4. Case Study Post
5. FAQ Post
6. Video Post
7. Interview Post

STEP 6 Automated lead nurturing

? Why is this important?

Getting a lead is just the first step in your sales cycle. How you nurture that lead and what you do to move them down your sales funnel will dictate how many prospects become customers. Use an automated email auto-responder campaign to put your lead nurturing campaign on auto-pilot.

EMAIL AUTO-RESPONDERS FOR LEAD NURTURING ON AUTO-PILOT



Capturing the lead is the first step:



STEP 6 Automated lead nurturing

The 'Strangers Into Clients' sequence

? Why is this important?

Use the 'Strangers Into Clients' sequence to create a relationship with your prospect, build trust over time and influence them to choose your company. Research shows that consumers need an average of 5-7 touch points before they buy, and B2B research shows that only 35%-50% of business buyers are ready to buy when they first enquire.

7 STAGES OF THE STRANGERS INTO CLIENTS SEQUENCE:

- 1. Know:** introduce your company, tell your story, share your mission statement
- 2. Like:** connect with prospects, share stories, agitate their problems, help them, show your process
- 3. Trust:** prove your expertise, share case studies, share testimonials
- 4. Try:** make a low risk offer, offer a free evaluation, offer a free product demonstration
- 5. Buy:** fulfil the order, new customer onboarding, cover financial details
- 6. Repeat:** post customer survey, ask for testimonial, cross sell products, offer customer only sales
- 7. Refer:** review results with clients, introduce partner offers and ask for referrals

STEP 7 Last minute offers

Stop visitors abandoning your web pages

? Why is this important?

Often we can multiply the number of leads a website is generating for our clients just by making strategic free offers to visitors. Last Minute Offer technology pops-up an offer when a visitor's actions indicate that they may be about to abandon the website. Use this tool to save more visitors from abandoning!

Stop visitors abandoning your web pages



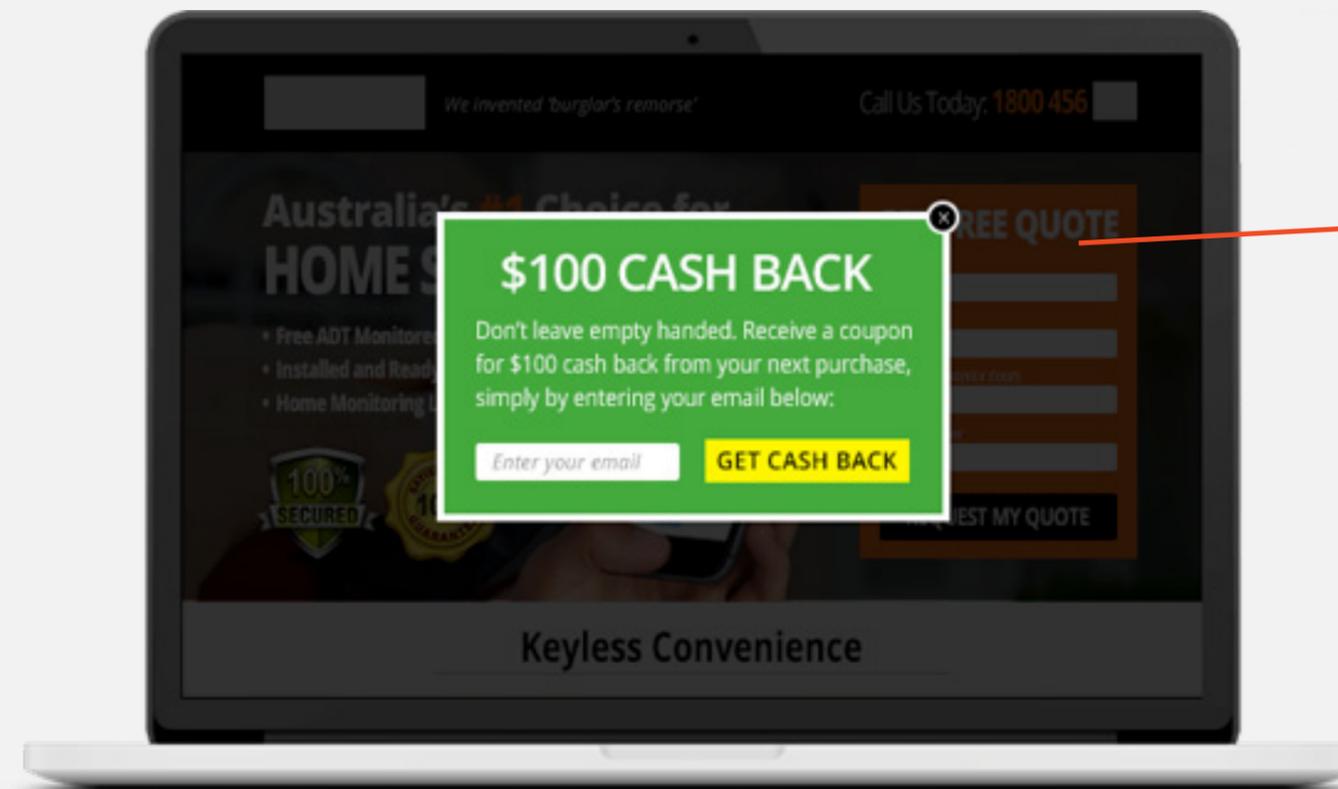
STEP 7 Last minute offers

Stop visitors abandoning your web pages

? Why is this important?

Trigger this tool when users make mouse movements that indicate they are about to leave your web page. Try making offers that 'save' the user by offering them an incentive to take action and convert into a lead. Make the offer linked to your product or service to ensure leads that this generates are qualified to buy from you.

Stop visitors abandoning your web pages



INCENTIVISE

make an offer to persuade users to take action

STEP 7 Last minute offers

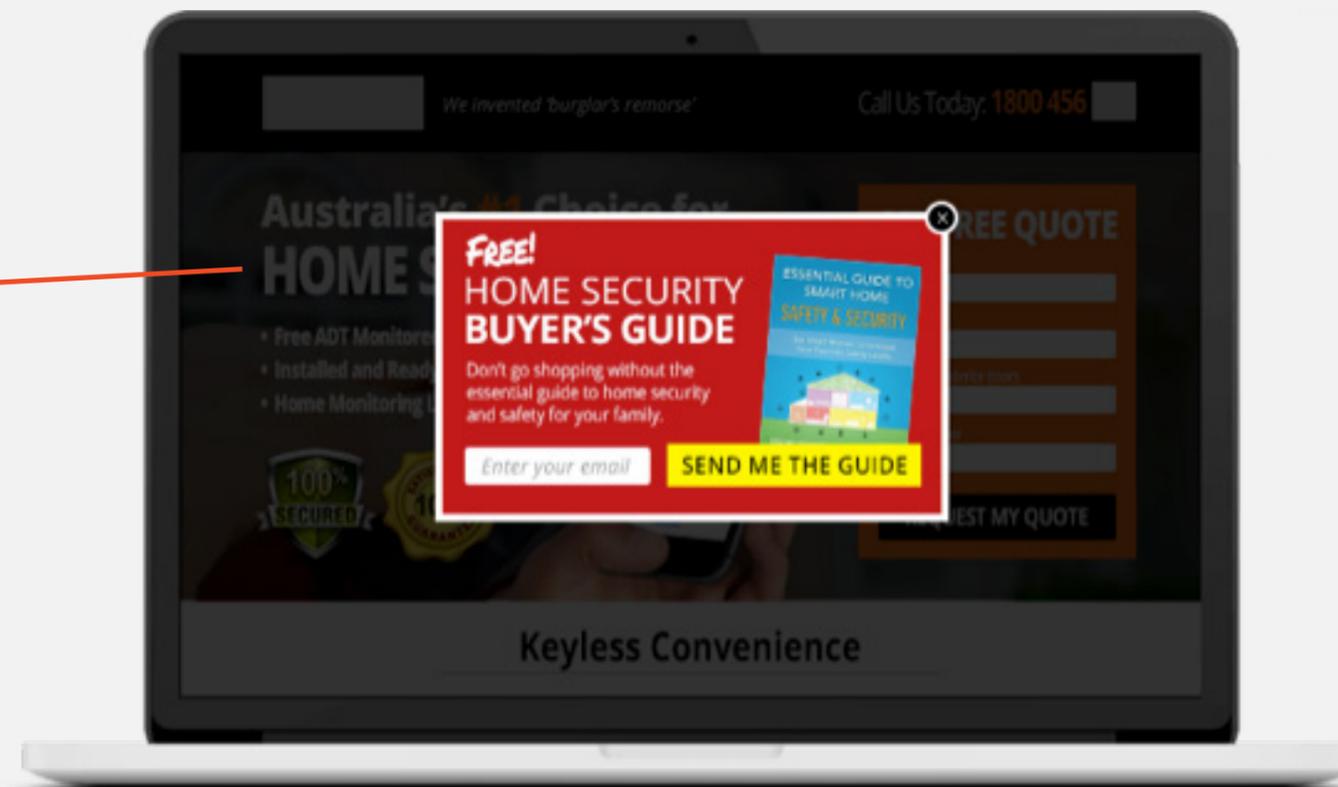
Stop visitors abandoning your web pages

? Why is this important?

Using this technology, you can also make content-based offers on your website or landing page, upon entry or by topic interest. For example, you can program the Last Minute Offer tool to pop-up and share a 'Home Security Buyer's Guide' only to visitors who are browsing specific web pages that are related to Home Security.

Stop visitors abandoning your web pages

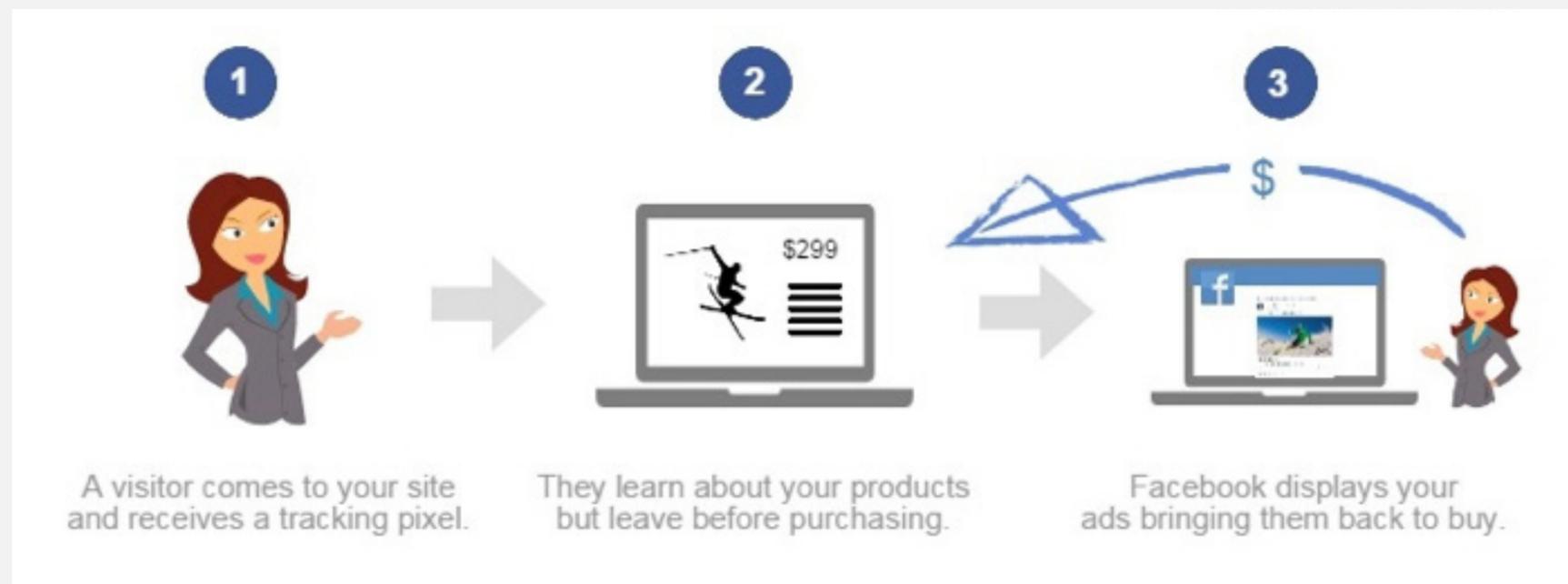
ENGAGE
offer visitors your lead magnet to convert more leads



STEP 8 Offer re-targeting

? Why is this important?

On average, only around 2% of visitors are ready to buy from you when they first visit your website. With re-targeting technology, you can make strategic offers to people who have visited your website by advertising on Facebook and the Google Content Network. No visitors are ever lost forever!



USE RETARGETING TO

- ✓ Re-engage abandoned visitors
- ✓ Target users by content or topic
- ✓ Cost effective branding
- ✓ Reduce cost per impression
- ✓ Improve conversion rates
- ✓ Increase ROI

STEP 8 Offer re-targeting

Case study

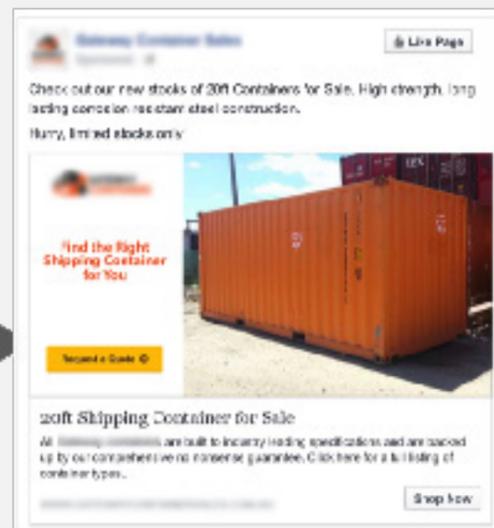
? Why is this important?

For this client, visitors that don't convert into an enquiry are added to retargeting lists. They are then retargeted on Facebook and when they click on an ad they are taken to a landing page which converts at 18%. This strategy is generating quality leads at between \$10.50 - \$18 a lead for a container that costs around \$2,000.

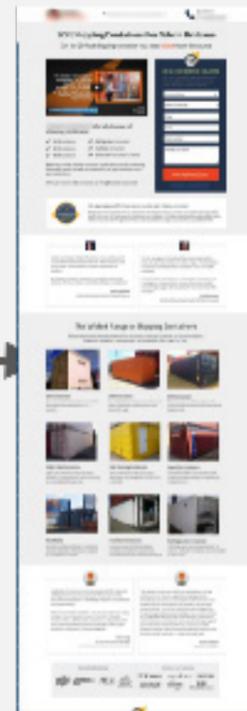
Case Study: Re-targeting adds 40 new leads per month



Blogs drive traffic



User is re-engaged on Facebook



Landing page converts leads

6 TIPS TO SETTING UP RETARGETING ADS

1. Relevant messaging produces high click through rates
2. Maintain brand image
3. Convey your value proposition
4. Don't disrupt user experience
5. Align your landing page content with the messaging on the ad
6. Simple, yet actionable call to action on the ads

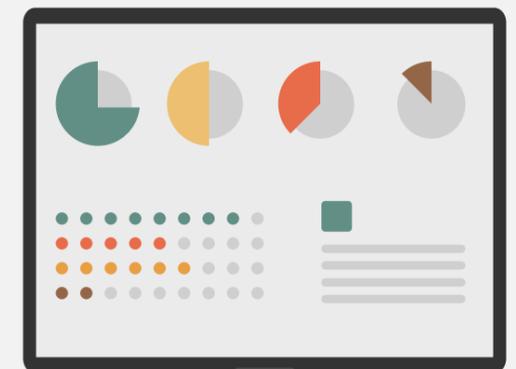
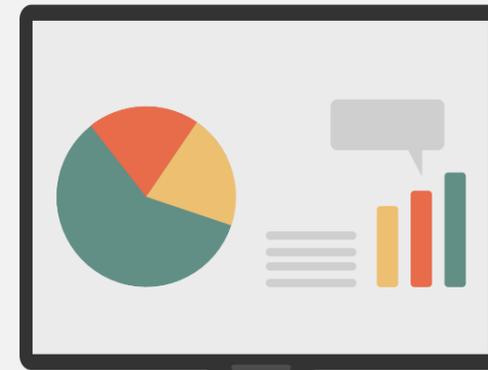
STEP 9 Tracking and measurement

? Why is this important?

A tracking and measurement program collates all of your key metrics so that you can manage and improve your lead generation campaign. Operating without this in place is like going to war without eyes and ears on the ground. Your conversion numbers are the key to improving your results.

TRACKING TO-DO LIST

- ✓ Set up Google Analytics
- ✓ Set up Google Webmaster Tools
- ✓ Set up goals in Google Analytics:
 - Complete enquiry
 - Request a quote
 - Sign up for newsletter
 - Call you on the phone
- ✓ Link your Google Adwords and Analytics
- ✓ Bring goals into Google Adwords
- ✓ Use a dashboarding tool to give you an at-a-glance overview



Get results fast

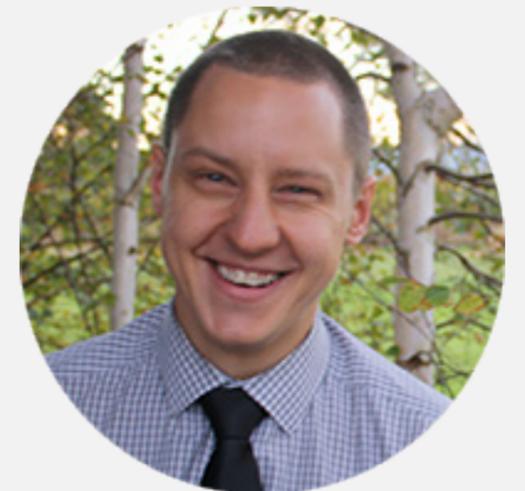
! Ready, set, *go!*

For more personalised help, I'd like to invite you to apply for a free Strategy Session. In the 30-minute strategy session, we'll review your lead generation objectives, help you define a roadmap for hitting your goals, and explain how a partnership with Content First can work, if it makes sense.

Apply for your 1:1 Strategy Session:
www.contentfirst.com.au/apply



Adam Wallace
DIGITAL STRATEGIST



Paul Giannotti
DIGITAL STRATEGIST