

Digital Lead Generation

Three Part Workshop Series

Part 1: July 7th Using your website for lead generation

Part 2: August 4th Using channel management for lead generation

Part 3: September 1st Creating content for lead generation

What will you get from the workshop series?

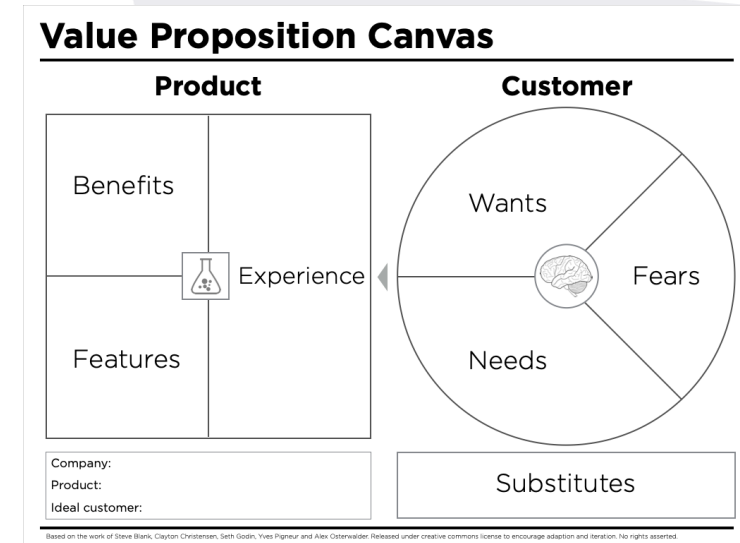


- Understand when digital marketing can promote your business and when to use it to sell your capabilities
- Apply a simple funnel framework for lead acquisition, curation and conversion to a prospect
- Learn the techniques to implement or improve paid or organic lead generation

Homework

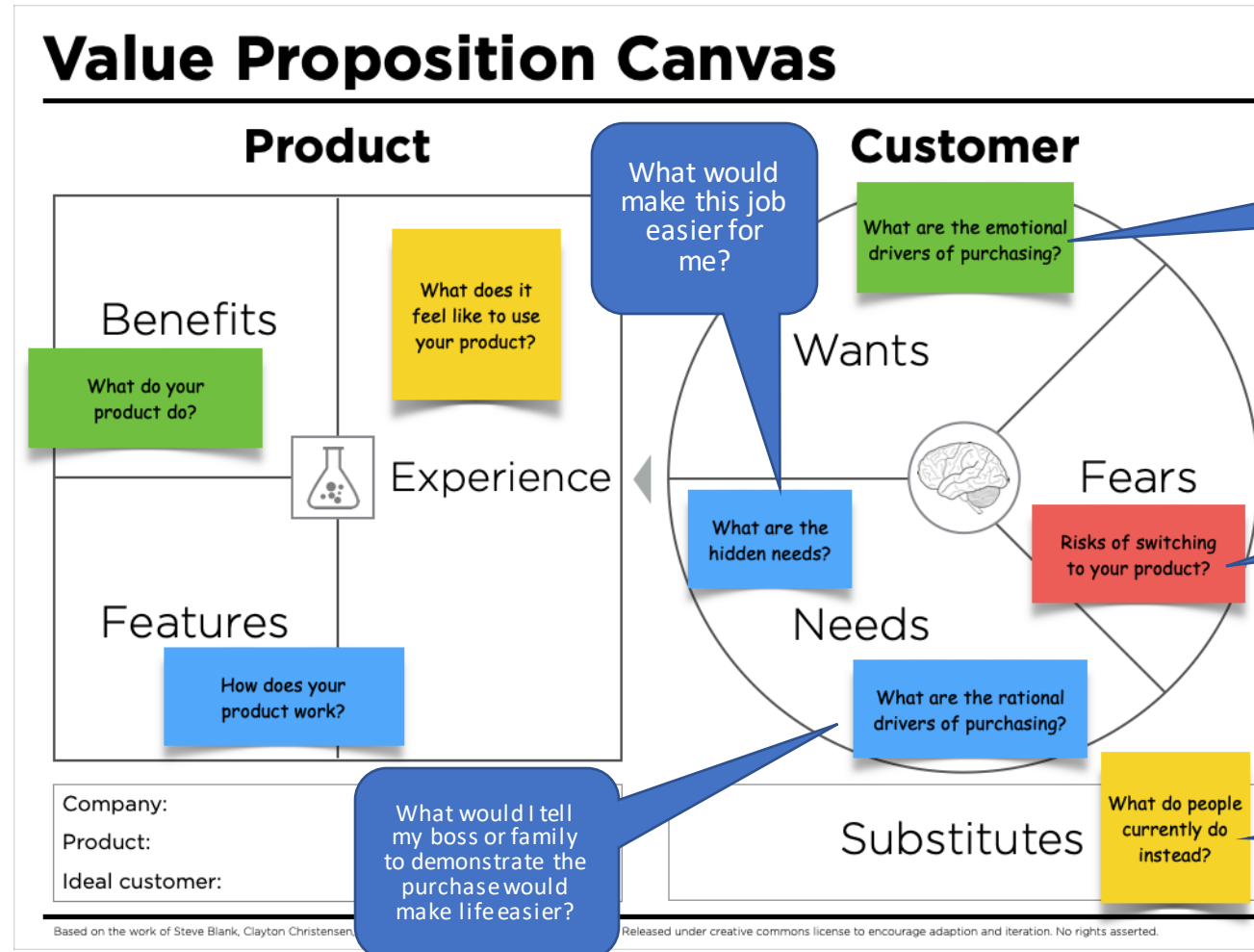


- This workshop series relies on the application of the value proposition design methodology presented by the LSBDC in the “What Customers Really Want to Buy Workshop” on May 6th, 2021
- To view the recording visit <https://youtu.be/tLojDcsHI-A>
- The VPD worksheet will be circulated with this deck



Value proposition design summary

Use VPD to confirm there is a product to solution fit.



How would your product change what the customer does?

Why would they not buy?

What would they do if they did not buy your product or service. Including doing nothing?

Workshop #1 Using your website for lead generation summary



- Social media channels are rented property, your website is what you invest in and build on for effective lead generation
- Models of lead generation are rarely singular. Most of the time are a hybrid of traditional and account based marketing campaigns
- Lead capture is good, but without lead nurture, it is too often wasted
- Your martech stack and maturity drives complexity of campaign strategy and execution
- Thought leadership and delivering value is the core of content marketing

Using Channel Management for Lead Generation

Workshop 2

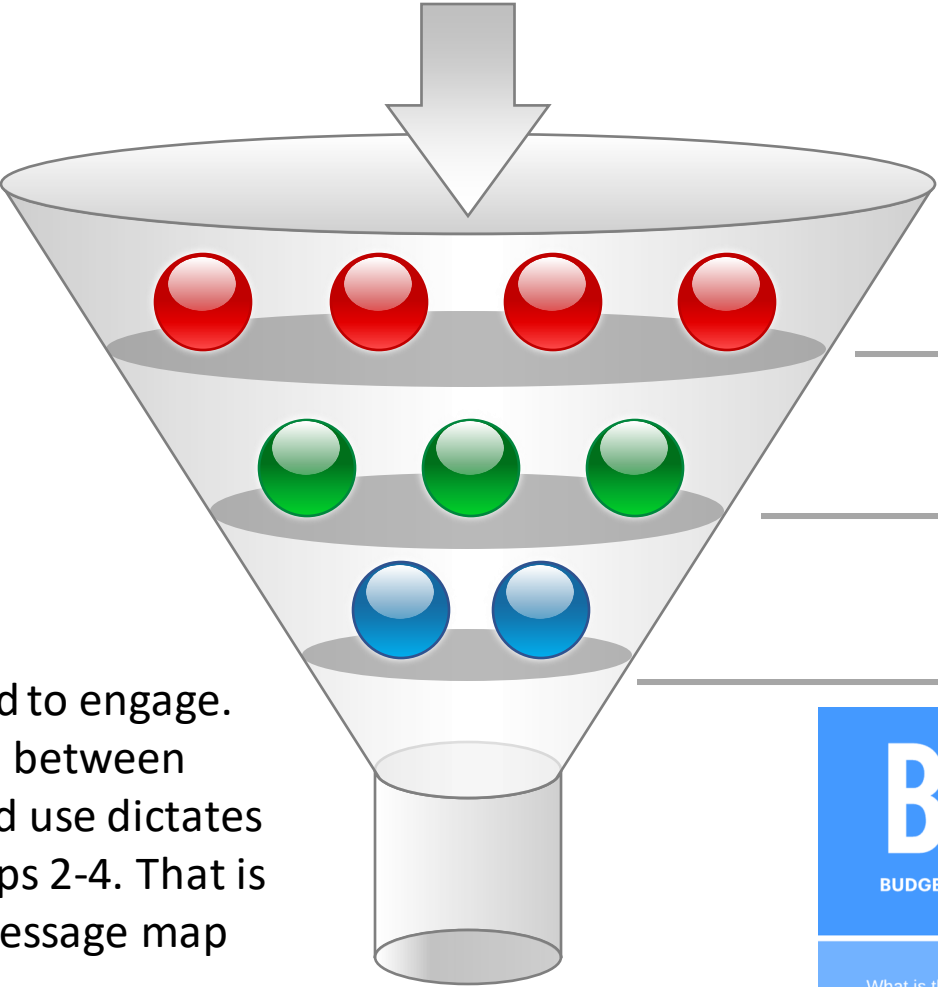
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Agenda



- Simple sales funnel and the importance of product-market fit
- B2C marketing with Pinterest, Facebook and Instagram
- How to use solution briefs and/or other similar downloadable content to shorten the sales cycle
- B2B and B2G How to expand your business network with LinkedIn

Step 1 – Is there a product-market fit?



Step 2 – Target and attract your customer segments

 Aware

Step 3 – Inform and educate interested leads

 Interested








Step 4 – Begin discovery to convert using BANT

 Prospects

All marketing is intended to engage. How intuitive the match between functionality and desired use dictates progression through steps 2-4. That is established with your message map

B	A	N	T
BUDGET	AUTHORITY	NEED	TIMING
What is their spending ability?	Who is the decision-maker?	What immediate needs or urgent problems are there?	In what time frame will they need a solution?

Establishing product-market fit

Problem How much interaction is required to define and resolve your client's top three problems? 	Solution Will configuration or customization be required to deliver the top three features? 	Unique Value Proposition Can you articulate a single, clear, compelling message that states why you are different and worth paying attention to?	Unfair Advantage How much education is required to understand and embrace your value proposition? 	Customer Segments How broad is your market? 
	Key Metrics Are there performance metrics associated with the product or service that impact the price paid?		Channels Can the customer largely self serve (purchase and provision)? 	
Cost Structure How tightly associated to cost of provisioning and delivery is the the number of unit sales? Does unit cost drop as the number of customers increase? 		Revenue Streams Will the addition of new features and capabilities serve to retain customers or create additional sources of revenue? 		

Work from left to right

Mapping the message to the lead



Sales Cycle	Target Community	Message	Objective	Digital Marketing's Role?
Now	Has a burning bridge	I am uniquely qualified to help you	Sell what you can deliver now	Demonstrate competence, reliability and experience
Soon	Has a need	Have you considered what's on the immediate horizon?	What have I learned that can help you prepare?	Inform and engage
Eventually	Interested in the subject matter	How will your market change and why?	Become a trusted source	Attract, create awareness and educate

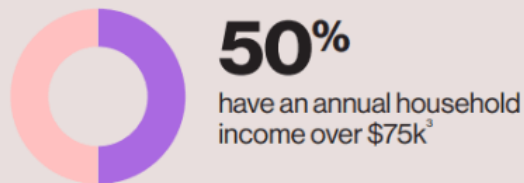
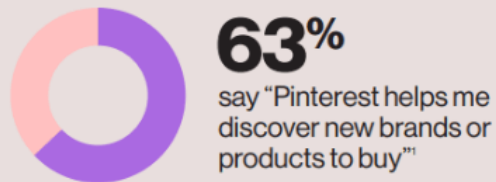
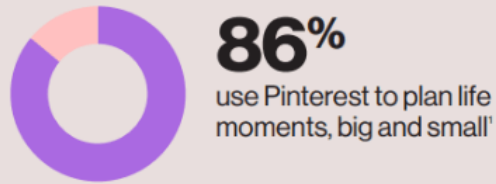
A message map works most effectively when it enables the 70/20/10 approach to selling:

- 70% Now Converting prospects to customer. Determining and address each prospects BANT
- 20% Soon Funnel progression from lead to prospect
- 10% Eventually Attracting leads with education. Then curate from educated to informed

Choosing how to attract, inform, educate and convert



A snapshot of millennial Pinners

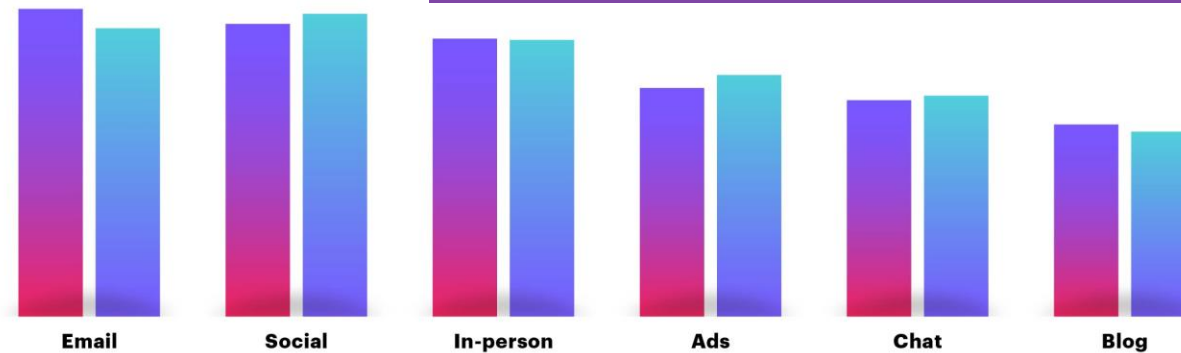


1 Deep Focus Intelligence Group, US Pinterest audience study, March 2017

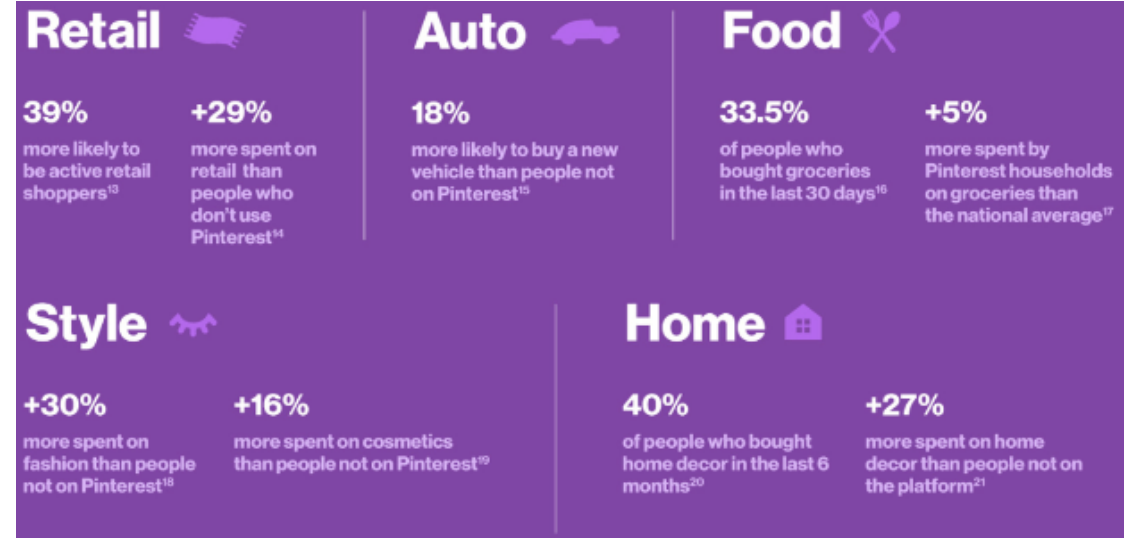
2 comScore, US data, June 2017

3 comScore, US data, January 2017

Millennials
Gen Z



What is the preferred channel for you to engage with a brand?



Campaign Monitor

Source: <https://www.campaignmonitor.com/>

Expanding your business network



- Using solution briefs and/or other similar downloadable content to shorten the sales cycle
- Expanding your business network with LinkedIn

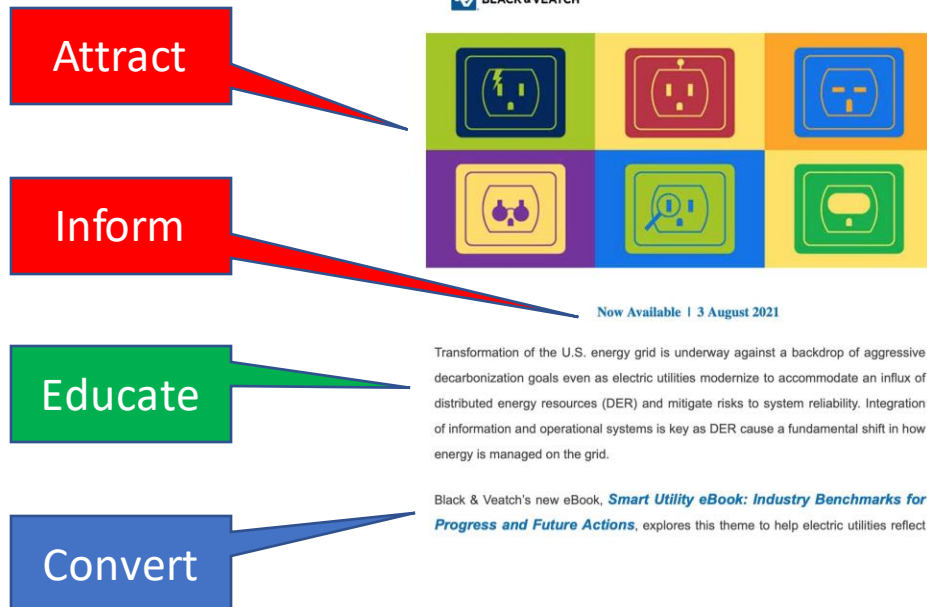


Using solutions briefs to shorten the sales cycle



First, Email

Capture lead nurture information



Inform and Educate

The screenshot shows the Black & Veatch website with the "2021 Smart Utility eBook" download form. The form includes fields for "Business Email", "First Name", "Last Name", "Company", and "Title". A checkbox indicates "I would like to receive future email marketing communications from Black & Veatch". A "Get Download" button is at the bottom. The form is titled "2021 Smart Utility eBook" and "Industry Benchmarks for Progress and Future Actions". The text describes the eBook's content, which includes recent federal regulations, electric utilities' integration of system planning, and a comprehensive snapshot of the U.S. utility grid modernization progress and obstacles. The form is part of a lead capture and nurture strategy.

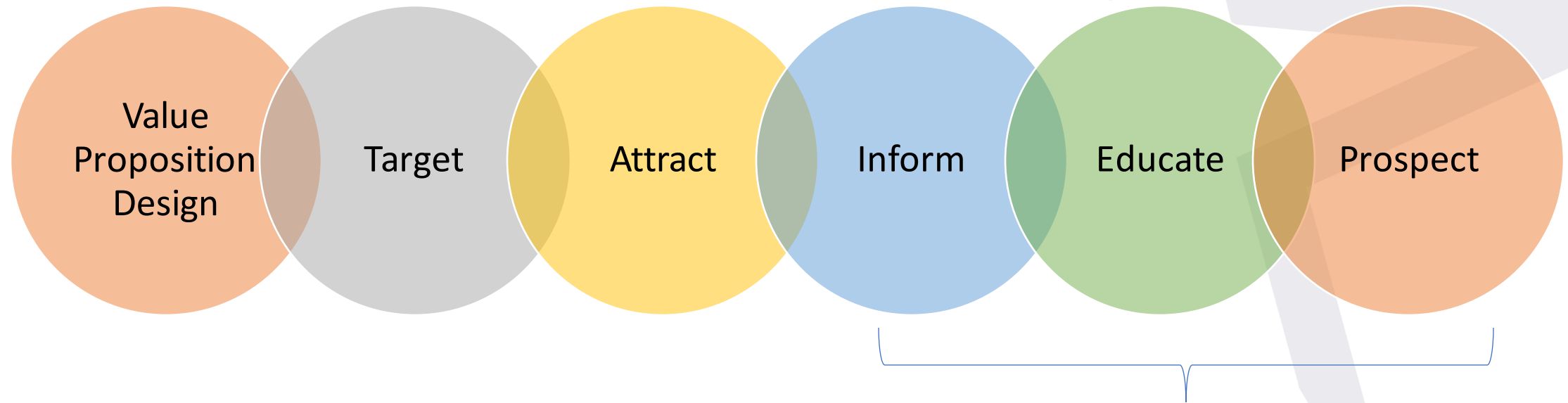
Prospect



Live Demonstration

Summary

All marketing is intended to educate and engage. How intuitive the match between functionality and desired use dictates effective use of digital marketing for lead generation



Digital marketing's contribution is directly proportional to the role of people/interaction in the conversion of lead to prospect to customer.

Questions?



Please ask now or email your questions to
help@masonsbdc.org

Workshop 3 - Preview



- How to engage your prospects on Facebook, Instagram and Twitter
 - How to write and post the content your clients and prospects want
 - How to put your business where your target is
 - How to create (recap from workshop 1) and use a message map
 - How to use your email list to lower the cost of paid social media
- The business case for investing in social media
 - What does content do for you?
 - Would you have more clients if you engaged more on social media?
 - Would educational, informative content help your business to get noticed in social media?