



# 20+ Proven Tactics

**Discover how you can generate more leads,  
and convert more sales by making small  
changes that deliver maximum impact!**

## **Strategic Overview**

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## **Tip 1: If something's going wrong, look at your offer.**

Direct Marketing Old Timers will tell you that the success or failure of any marketing program is attributable 40% to the list, 40% to the offer, and 20% for everything else. If you're not getting the response you think you should be getting, look at the offer first.

## **Tip 2: Position yourself as something new but easy to understand.**

It is difficult, if not impossible, to change your customer's mind. We're all programmed to think the way we think. So to position your product or service favorably in your customer's mind, you must first understand how your customer thinks, and then use associations to position the product the way you intend, based on their experience, not yours.

## **Tip 3: Create a micro-web presence in a niche in your marketplace**

You've heard the old saying: "There are riches in niches"? It's true! You can take advantage of it by creating a specialized, micro-targeted web presence and a promotion program that positions you as the specialist and the go-to resource when your prospect has a need.

## **Tip 4: Aim for a top search-ranking for a major keyword phrase**

When you are ranked #1 for a major keyword phrase in your target market, you become an authority. When people contact you looking for a product or service, they are ready to engage you, and pay you top dollar without any haggling.

## **Tip 5: Display thought leadership by writing informative articles.**

Informed and educated prospects eventually become loyal multi-buying customers. More than ever, people are turning to the internet to research before they buy. You can position yourself as the go-to resource, thereby winning more business.

## **Tip 6: Posting / Commenting in Forums and Blogs.**

One of the factors in achieving higher search engine rankings for your website is what's referred to as "off-page optimization," which is determined to a large part by how many influential websites with a high page rank link back to your website.



## **Tip 7: Augment your visibility with Pay-per-click Advertising.**

What's great about Adwords is it provides a real insight into the keywords your prospects are actually using when looking for someone like you, and then you can incorporate those terms into your organic search engine marketing. Also, there is a very small minimum budget to get started, so it's not as expensive as you might think.

## **Tip 8: Increase Conversions with Landing Page Optimization.**

Landing page optimization is one part of a broader Internet marketing process called Conversion Optimization, or Conversion Rate Optimization (CRO), with the goal of improving the percentage of visitors to the website that become sales leads and customers.

## **Tip 9: Test Ideas Against Each Other Using Marketing Experiments**

The Secret to Getting the Highest Response (and lowering your cost per new customer)... The beauty (and the agony) of Direct Marketing, in the Mail and on the Internet, is that we are not in an ivory tower discussing theoretical principles. Direct Mail is all about action. And, about putting time-honored principles and techniques that we've learned through years of experience into practice.

## **Tip 10: Get your Prospects to Share their Pains and their Needs**

Using a Marketing Survey you can ask your customers and prospects questions relating to Budget Authority Need and Timing, and identify real opportunities quickly and efficiently. The Direct Mail Control Package that we use typically gets 15% response rates out of the gate. It's also possible to use an online survey methodology to accomplish this.

## **Tip 11: Posting / Commenting in Forums and Blogs.**

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## **Tip 12: Send Your Prospects a Postcard.**

Everyone tries to generate leads with one-off tactics. They try one or two things and then quit. But a successful lead generation program can be a source of competitive advantage for your company. Instead of one postcard, why don't you try a series of postcards, or incorporate one post card that includes several emails, a postcard, and a follow-up phone call to see if they're ready to buy yet!

## **Tip 14: Learn Word of Mouth Marketing.**

Give people a reason to talk about your products and services, and make it easier for that conversation to take place. Word of Mouth Marketing is the true-to-life art and science of building active, mutually beneficial consumer-to-consumer and consumer-to-marketer communications. Learn more about how it works!

## **Tip 15: Learn to Network like a Pro.**

If you're a small business owner or a professional, you could forego all the other things listed here (it would be good to have a website and some business cards), and create plenty of business so you'd never have to make another cold-call. There's a secret to networking, and it pays to be prepared.

## **Tip 16: Learn how to use Direct Response Advertising.**

David Ogilvy called Direct Response his "secret weapon." Because he could charge clients big dollars for creative, and for media buys, but Direct Response produced the results that kept clients coming back for more. The Ogilvy Formula is as true today as was 30 years ago because it is really timeless.

## **Tip 17: Run small little classifieds.**

Classifieds. What happened to them? They're all over the place and cheaper than ever. You don't have to buy from Don LaPre to learn the tricks of how to craft super-responsive classified ads that sell like crazy! Discover how you can, step by step, turbo-charge your tiny ads into perpetual, cash-flowing marketing machines.



## **Tip 18: Create a 60” ad and befriend a Remnant Media Broker.**

This tactic requires a low creative investment. And you can use Direct Response Advertising, Remnant Space Ads, Late Night Cable Buys to promote your offer—very often at little or no cost to you. Make friends with a remnant media broker and get a “PPI” (pay-per-inquiry) deal (these used to be called “coincidentals.”

## **Tip 19: Communicate with Email Marketing.**

Email Marketing, if done correctly, that is: (1) with permission, and (2) using double-opt-in’s, and sending timely, informative, relevant information designed to help you prospects solve their problems is a great way to communicate with your customers and your prospect base.

## **Tip 20: Automate Aspects of your Marketing (Lead Nurturing).**

You should beware of “auto-magic” as one of my bosses used to call it. But it is possible to automate certain aspects of your lead generation program. But it is wise to remember that lead nurturing is about relationships, and relationships are about people, not “auto-magic.”

## **Tip 21: Send out periodic Press releases.**

Public relations can create value for your product or service like no other endeavor, period. And it is one of the most cost-effective activities available. When people see your name in print, written by an objective 3<sup>rd</sup> party journalist, you achieve a great milestone in credibility that is unsurpassed.

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### **Tip 23: Integrate your Marketing and Sales.**

Business to Business lead generation is a straightforward process, but since it depends on both the sales and marketing departments working together as a team to be successful, it needs a high degree of cooperation from everyone involved. It is not something that just happens. It requires diligence, teamwork, and yes—a little luck, the kind of luck that you achieve through hard work and persistence.

### **Tip 24: Educate your Prospects until They're Ready to Buy.**

The inside sales/inbound marketing function has taken the place of the “feet-on-the-street sales person.” A good auto-responder series can help you educate prospects about the value of your services until they're ready to buy. Your auto-responder should help your prospects solve real problems with information that improves their life.

### **Tip 25: Create a Webinar that Solves a Big Problem.**

The topics of your webinars must be compelling, informative, and make a promise to solve a big problem. Do not do a bait and switch and start selling people. Remember, present the problem, present the solution, and then folks, by the way, we provide the solution!! Create an automated follow up sequence with reminders via email, post cards, and voicemail to ensure high attendance.

### **Tip 26: Create a Referral System.**

Everyone wants referrals. They can be the easiest customers to sell. To get a consistent flow of referrals, you have to have a system in place. The first and most fundamental key to getting referrals is making sure that you are completely satisfying your current customers. Second, you need to make sure that asking for a referral is integrated into your selling/fulfillment process.