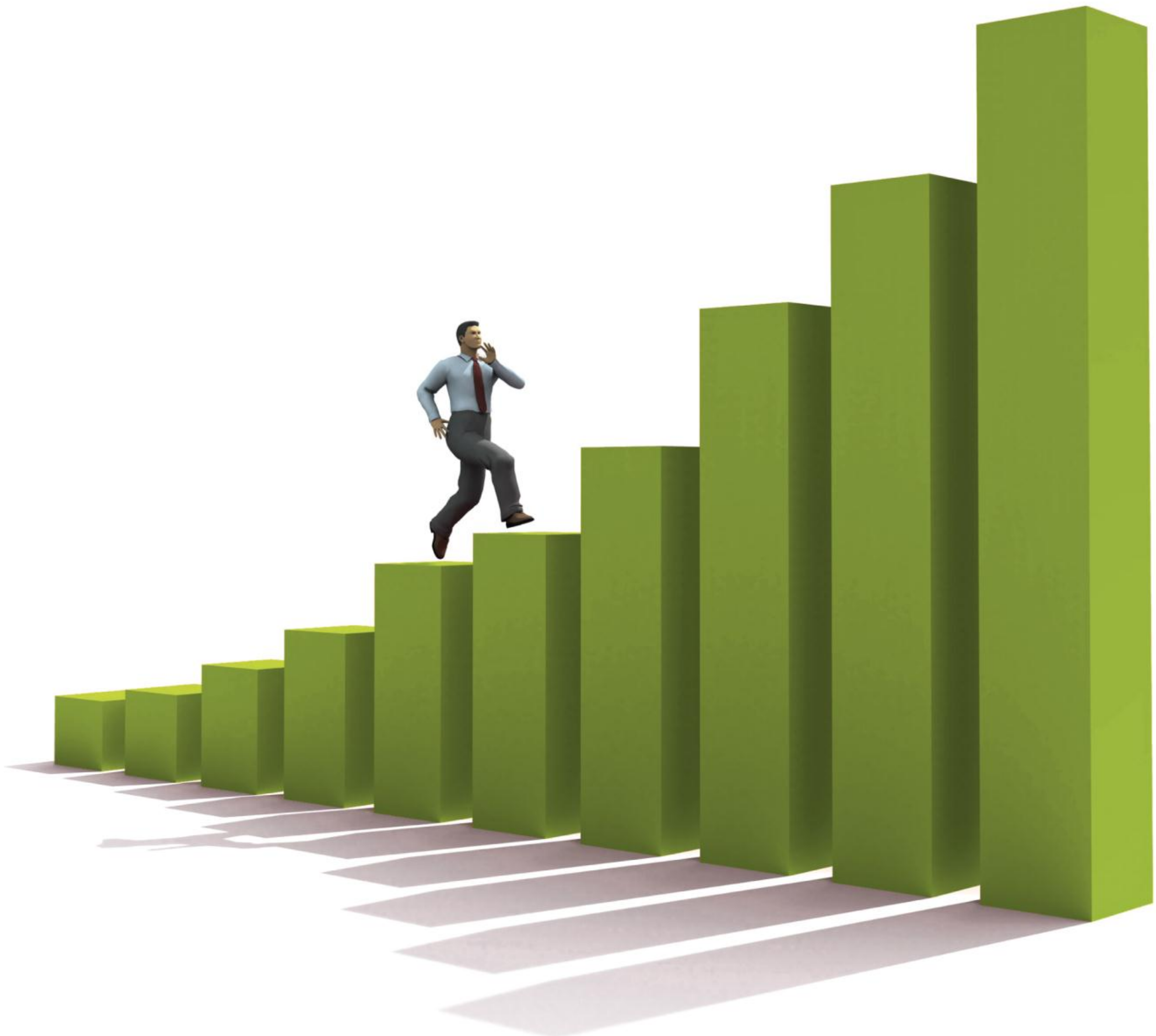
Step by Step

Lead Generation and Lead Nurturing

A Blueprint for New Business Development



McCARTHY & KING
MARKETING, INC.

Introduction

Whether you're a solo practitioner or head of a large, multi-national firm, new business development is always on your mind.

Even if you already have a solid base of clients today, you know that finding new clients is essential to your future growth and stability.

But how do you that? What marketing strategies do you employ?

For many consulting and professional services firms, new business has traditionally been developed through referrals primarily from writing, speaking and networking. It is a formula that still works today, but not every business can rely entirely on these sources.

More and more have decided they need a lead system to keep their pipeline filled with a steady flow of fresh leads and new clients.

If this sounds like you, this Blueprint should be very useful to you. Please feel free to contact me if you have any questions or would like to discuss this further.

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MARKETING, INC.

For consulting and professional services firms

This report was developed to support the new business development efforts of consulting and professional services firms. This covers a broad range of businesses, including:

- Consulting
- IT Services
- Engineering
- Environmental
- Accounting
- Architectural
- Design
- Construction
- Real Estate
- HR/Personnel
- Education/Training
- Legal
- Medical
- Financial/Insurance
- Sales/Marketing
- Management

We realize not all professional services firms market their services exactly the same way.

However, we believe that most have a sales process that can benefit from the lead generation/lead nurturing model we've outlined in this report.

Contents

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A Marketing Dilemma

If you own or operate a consulting or professional services firm, you have a dilemma.

You need to generate new business, but you don't want to advertise or cold call.   It's not your style.

Flashy marketing campaigns and pushy sales techniques are inconsistent with the image of a firm like yours.

And cold calling is just out of the question. It is time consuming, unproductive and frustrating – and it can make you look desperate.

So what do you do? What are your options?

You have probably relied on referrals and networking in the past – and that worked for a while – but at some point, you realized you needed a more consistent way to generate new leads and new clients.

That why we developed this Blueprint because we know businesses like yours could use …

- a system that continually generates new leads all year long – and stays in touch with those leads until they are ready to talk – for as long as it takes.

- a marketing approach to help position you and your firm as a thought leader in your industry without having to write a book or go on a speaking tour.

- a method for tracking and measuring every marketing activity so you can make decisions based on real results – and not your gut.

We hope you find the following pages helpful.

Why brand marketing doesn't work … for most of us

There are two approaches to marketing – brand marketing and direct response marketing.

Brand marketing is what everyone knows and understands. It emphasizes exposure and repetition – more eyeballs – and that means very big ad budgets. For brand marketing to work, you need to spend a lot of money over an extended period of time.

Brand marketing decisions are based almost entirely on intuition, creative preferences and gut instinct because it's not something that be measured with any degree of certainty.

Brand marketing is what Madison Avenue sells – so naturally, most business owners think it's the right approach for them.

This is a mistake.

Direct response marketing is the approach most businesses should take. True, it is much less understood (by Madison Avenue too), but it's much more effective for generating leads and sales.

With direct response, there's no guesswork involved, and there's no waiting around for months for the campaign to take hold.

Instead, each and every marketing activity – even a single ad, email or direct mail promotion – can be measured immediately for performance.

Then you can leverage those results to repeat, expand and improve your performance every week, every month or every quarter.

Let Nike, Coca-Cola and Chevrolet spend their money building their brands. Use your money to generate a steady flow of new sales leads and new customers.

A Better Approach

Most business owners take a pretty simple approach to their marketing.

They throw a lot of stuff against the wall and see what sticks.

That would be okay if they really did it – if they really measured the response from each activity and actually did something with those results.

Here's a better approach:

Focus on systems, not campaigns

Most business owners come to advertising and marketing with big hopes and expectations.

They believe – or want to believe – that a single ad campaign or direct mail campaign is all they need to produce new customers.

If only this were true. A well-constructed advertising or direct mail campaign can produce immediate sales leads – and that's a good start – but one batch of new leads is not the way to build a new business program.

You need a consistent flow of leads throughout the year – and you need to stay in touch with those leads until they are ready to talk.

And for that, you need a system – not a campaign.

Build a multi-step process

Most consulting and professional services companies sell through a multi-step process, and marketing needs to support each step along the way.

1. It starts with an initial contact – either through lead generation efforts or referrals.

2. After the initial contact, qualification is needed to determine whether this new inquiry is, in fact, a serious and qualified prospect. With sufficient lead volume, you may need a lead scoring system in place to prioritize leads.

3. Once qualified, lead nurturing needs to take place to further educate the prospect and solidify the new relationship. The lead nurturing process could vary depending on the industry, job title or sales potential of the prospect.

4. Over time, if the lead does not covert right away, a follow up program is needed to stay in touch. Many prospects will buy eventually. You just need to be on their doorstep when they finally make that decision.

5. When you discover that a prospect has become serious, you have what is known as an opportunity, and you may want to create additional communications to support this step in the process.

Work with your sales team

Your new business blueprint doesn't replace your sales team.

Its purpose is to support the sales team and sales structure you already have … to ultimately improve the performance of your sales effort.

We understand that not all companies have the same sales structure. Some have a dedicated new business team while others treat sales as a part-time exercise.

Some companies use outside sales teams, others rely on inside sales people and some use both. And then there others who depend on third parties to representative their services in the field.

Your new business blueprint should be developed around your specific sales structure and your particular sales situation.

Plan for the long haul

This blueprint isn't a short term fix.

It is a long-term solution designed to produce a consistent flow of new leads and customers not just for three, six or twelve months, for many years to come.

One of the advantages of direct response is that it allows you develop a repository of response data which will help you plan for the future.

With each individual marketing effort or campaign, you can review the results, the repeat, expand or adjust.

Over time you will find a combination of factors and activities that consistently produces the best possible response for you. This is known as your Control.

With an established Control, you will want to stay with what works but you should still allocate a small portion of your budget to try new things – always with eye on improving your results.

Measure everything

Although marketing is fully measurable across all media, most marketers don't take advantage of it – at least on a consistent basis.

It's true, if they are using direct mail, they probably look at the response rate. And if they are using email, they may look at the open rate or click through rate. Pay per click give you click through rates, conversion rates and cost per clicks.

Marketers measure some activities for Return on Investment (ROI) which is good and interesting – and often expected by supervisors.

But the question remains: what do you do with this information? How can you make it work for you?

Response rates are helpful when comparing similar direct mail campaigns, but how do you account for lead quality which may vary from one campaign to another?

And how do you compare direct mail with advertising where there is no response rate?

At the same time, how do you compare direct mail and advertising (where you are spending money) with things like social media, public speaking and article writing (where you are spending time)?

These are questions you need to ask yourself as you develop your own new business plan.

We hope this blueprint will help.

Step 1 – Create your offer

In direct response – regardless of media – people don't respond to award-winning creative, clever prose or flashy design. They respond to offers.

Your offer is the key leverage point for determining both the quantity and quality of response – which affects both your response rate and your conversion rate.

We start this process with the offer in part to emphasize the importance of the offer no matter what tactic you are planning to use for lead generation tactic.

When you see the offer as the centerpiece – and not an afterthought – you will begin to see how the offer can be manipulated to deliver the response you need.

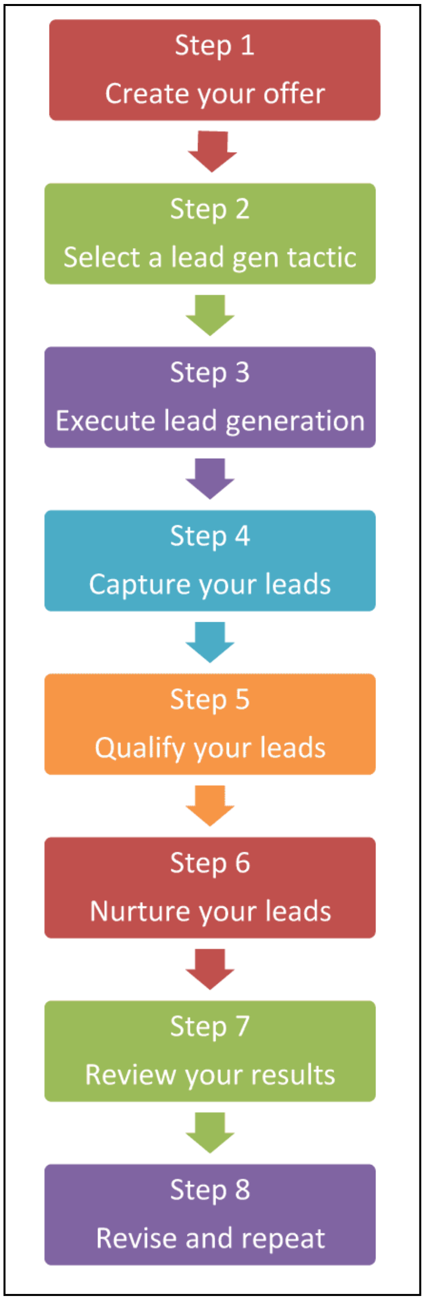
What is a lead generation offer?
Many people think of an offer as some variation of "buy one, get one free" or "10% off."

To be sure, these are offers for certain types of products and certain types of direct response applications – but not for generating leads for professional services firms.

In lead generation, we want offers that provide educational information – a free white paper, a how-to guide or a special report covering a topic that is closely aligned to the service you provide. Much like what you are reading right now.

Typically, these are free offers that are made available to your target audience with very little commitment other than sharing some contact information.

If your firm produces articles, reports, research or other helpful information, you likely already have the content to produce an effective offer.



Choose of a compelling title
Picking the right topic is essential, but after that, choosing a compelling title can make all the difference in the world.

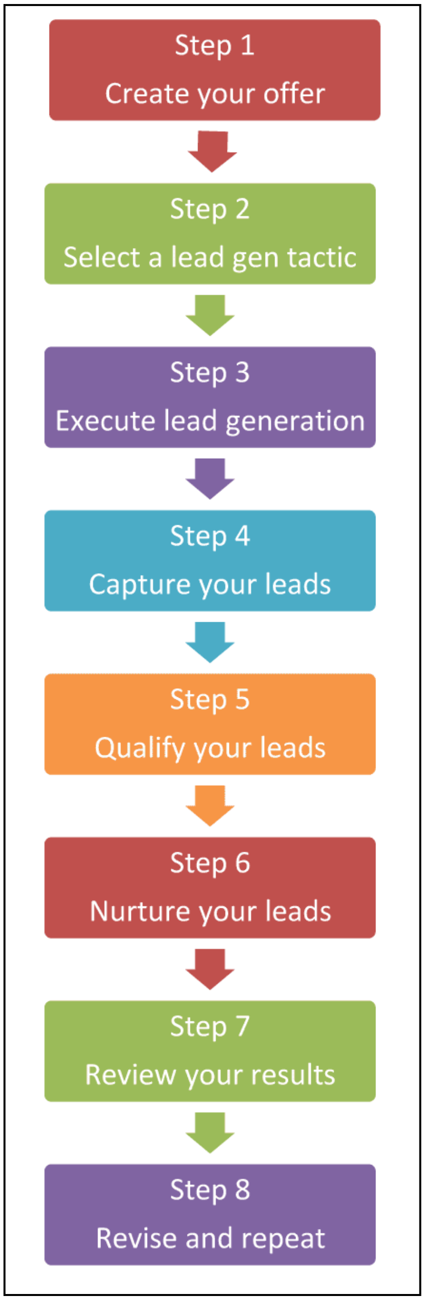
You need a title that will not only summarize the report, but will also get the attention of your audience.

But don't rely entirely on your personal preferences. Test out two or three titles to see which pull best. You could see significant changes in response with different titles.

Become a thought leader
For professional services companies, when you write these reports, you also help to position yourself (and your company) as a thought leader and the expert solution provider on the topic.

This could also help to build your reputation within your industry.

Over time, you may be able to create several of these reports which could make your website a popular destination for anyone doing research in your field.



Step 2 – Select a lead generation tactic

There are many tactics available to you for generating leads.

Some are "one-to-one" tactics like direct mail and email, and others are "one-to-many" tactics like traditional advertising, public speaking and article writing.

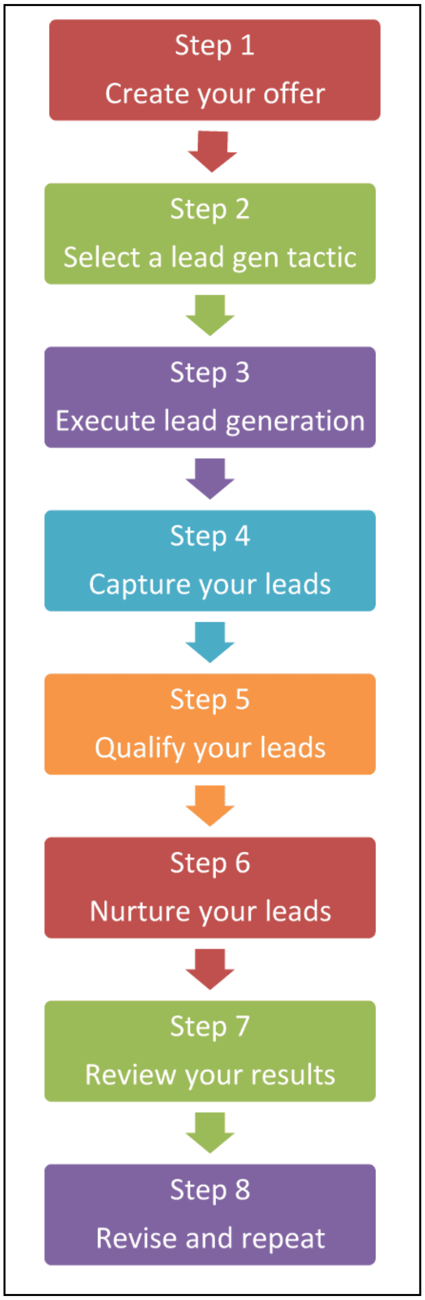
One-to-one tactics allow to you reach individuals on a personal level potentially with targeted precision. With the right list selection, you can be sure everyone on your list at least qualifies as a prospect.

One-to-many tactics are good too – largely because they can generate leads at a lower cost. However, these leads can come from anybody including competitors so your initial lead quality may suffer.

Use your offer to test tactics
As a rule, it makes sense to use as many tactics as you can – whatever you can afford in terms of time and money.

After you see how each tactic performs individually, you can then decide to either expand your use of that tactic or remove it from your plan.

But you need to use the same offer across all tactics. Otherwise, you will have too many variables to produce an accurate comparison.



Step 3 – Execute lead generation

Once you have selected a tactic (or several tactics), it's time to execute that tactic – which includes planning, creative and production.

One-to-one tactics

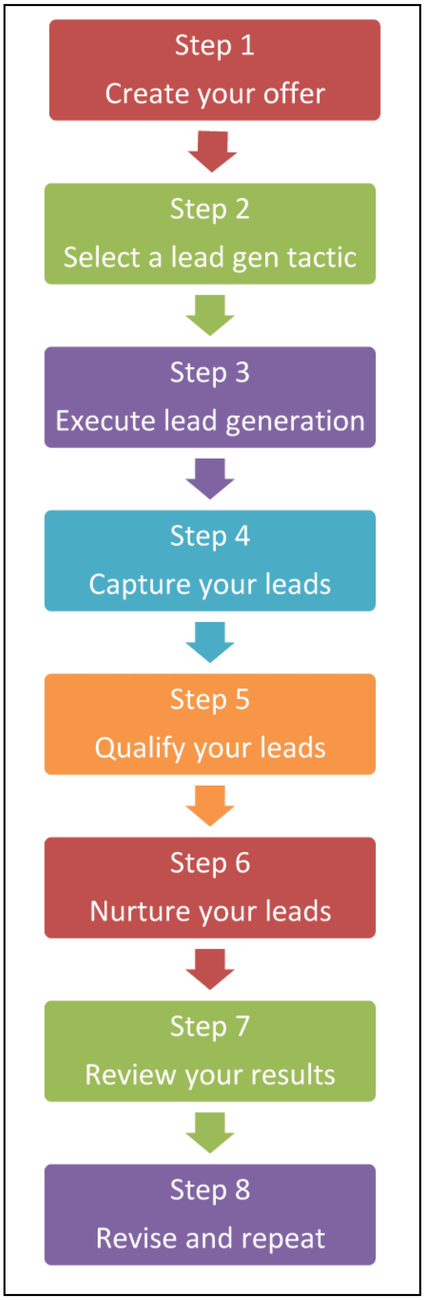
For one-to-one tactics like direct mail and email, consider the following:

>Mailing List – Before you can start looking for a list, you need to establish a customer profile by taking a snapshot of your most desired prospect. In B2B, this means identifying your ideal customer by industry, company size, job title and geographic location. Once you have your profile, you are likely to find there are many list sources that can deliver your list. It's a good idea to test several lists – if not right away, then over time.

>Format – With direct mail, you have many choices for format – self-mailers, postcards, simple letter packages and complete mailing packages. For lead generation, we recommend simple and direct. For professional services firms, we specifically recommend a simple letter package featuring an outer envelope, a one or two-page letter and a reply card. Similarly with email, we recommend a short email – a one-page view is usually sufficient.

>Message – This may seem odd and unintuitive, but in lead generation, your message should not focus on your service. It should focus on your offer. You'll have plenty of time to showcase your service – and you'll have their attention – if you wait until they respond. But to get them to respond at this stage, you need to sell the offer.

>Quantity – Quantity is often determined by budget, but it should be determined by need. How many sales leads does your sales team need? Believe it or not, there is such a thing as too many leads. Once you know your need, you can do the math to estimate how many pieces you need to mail or email to generate the right quantity of sales leads.



>Timetable – Too often direct mail and email are seen as one-time campaigns instead of a continual system. As you plan your budget, spread it out so you have a new mailing or emailing going out every month, every two months or every quarter. That allows you to provide your sales team with a steady stream of leads throughout the year.

As a rule, lead generation direct mail and email needs to be simple, direct and measureable. If you don't get overly invested in a single mailing, you will be able to measure results and adjust your subsequent mailings throughout the year.

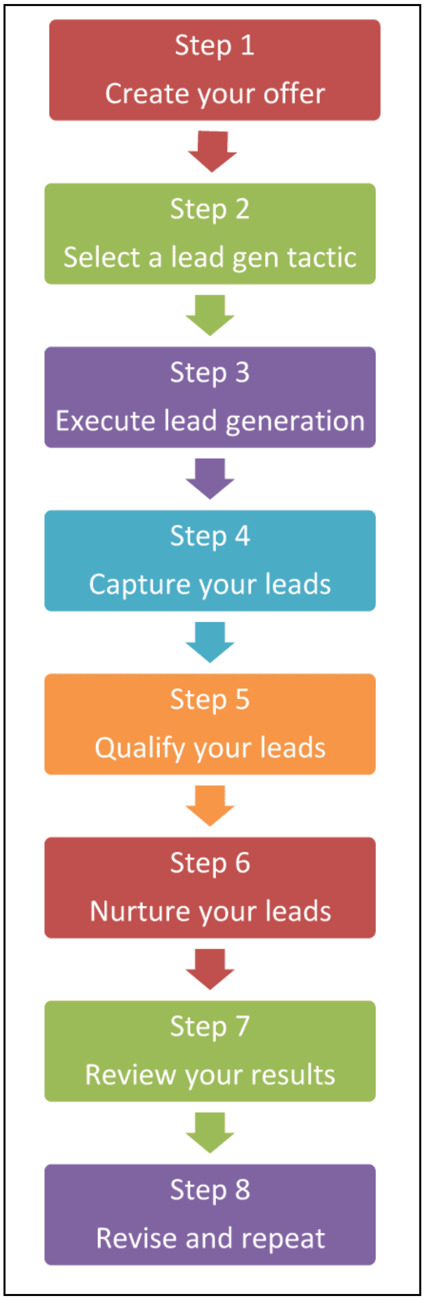
One-to-many tactics

While one-to-many tactics don't have the precision or predictability of one-to-one tactics, they can produce leads and build your reputation.

Some require an investment of money. Others require an investment of time. Some or all of these tactics should be part of your marketing mix.

>Website SEO – When you properly optimize your website for the search engines, you will be generating free traffic from people who are looking for services related to what you sell. What could be better than that? Blogging and video can improve your search engine ranking. Use your offer to convert your website traffic into sales leads.

>Pay per click – Through Google Adwords (and other search engines), you can place small text ads on search engine pages and pay only when someone clicks on your ad. Which keywords you select and how you bid on those keywords are the key challenges. Use your offer to convert those clicks into leads.



>Online advertising – There is no shortage of online advertising opportunities. You can find a website or a blog that serves your market – or find a network that helps you reach multiple websites or blogs. Use your offer to capture your sales leads.

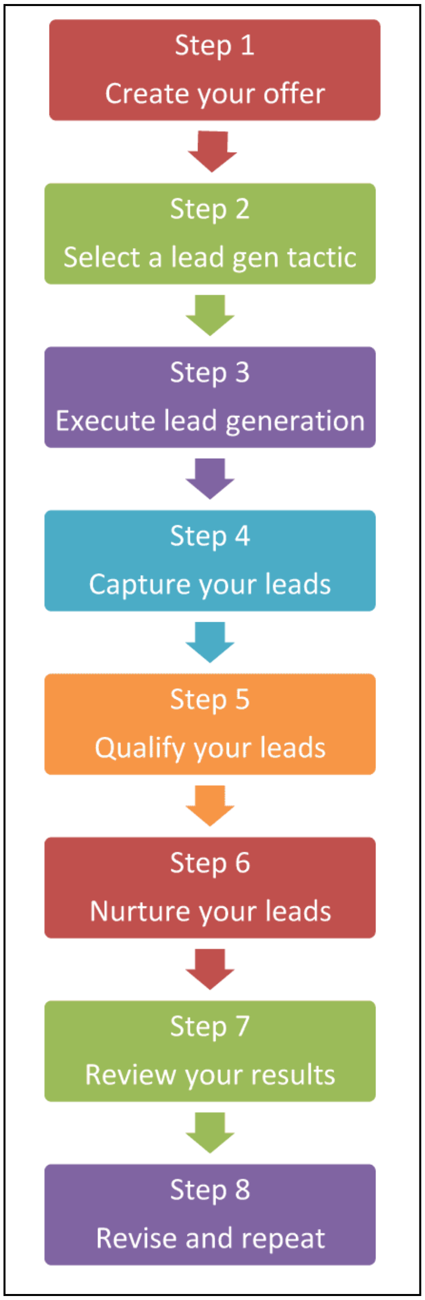
>Print advertising – This may seem like old school, but print advertising can still work. Pricing is going to be higher than online, but check it out on a small scale. The results may justify the added expense. If it works, go larger and see if your results follow suit. Again, make your offer the centerpiece of your ad.

>Trade shows – Assuming the trade show is well matched to your target audience, this can be a great opportunity to put yourself in front of prospects. Use this opportunity to talk with prospects face to face, but also use your offer as an incentive for collecting leads from those who don't stop to talk.

>Social networking – For social media networks that reach your target audience (LinkedIn, Facebook, Twitter and other smaller networks), you can promote (or least mention) your offer through posts and comments. If readers want your offer, they can come to your website, leave their contact information and download it.

>Article writing – Getting your articles published in industry publications, websites and blogs is a great way to build your credibility and authority. Write as often as you can, but always make sure your "author bio" includes your offer. This will bring more people back to your website.

>Public speaking – Put together a presentation or two – and get yourself booked for speaking gigs at industry conferences, seminars, webinars and other events. In your closing remarks, make sure you mention your offer and give people a way to respond.



Step 4 – Capture your leads

An often overlooked component of lead generation is the process for capturing leads. Don't take this step for granted.

If you want to generate the maximum number of leads from your lead generation efforts, use multiple response channels.

Response channels are the methods people use to respond to your offer. Which response channels you use will depend on which lead generation tactic you are using. Here are your choices:

>Reply mail – Whether you are using Business Reply (pre-paid) or Courtesy Reply (unpaid), the reply card (or reply slip with envelope) is still a very effective response channel.

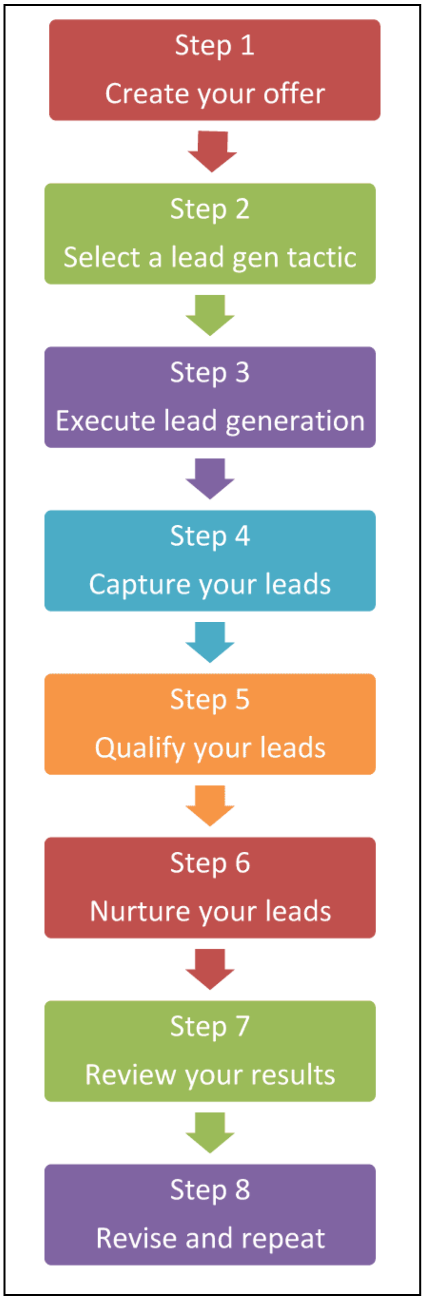
>Telephone – Telephone (both toll-free and standard numbers) continues to be an important response channel – especially for those prospects who want immediate answers or estimates.

>Fax – Less popular, but what harm can it do if you give prospects a fax number?

>Web – If you're going to be sending people to your website, make sure your home page has your offer and a way to capture their information.

>Landing page – This is much like your website except that a landing page is dedicated to your offer and promotion. It should not have all the usual navigation and other distractions you are likely to find on your home page because you want prospects to focus on responding.

>PURLs – These are personalized landing pages which assign a unique landing page URL to every person on your contact list. When a prospect clicks on the landing page link (or go types in the landing page URL), much of their contact information is already filled in when they arrive.



>QR Codes – A relatively new technology for the growing number of smart phone users, QR Codes allow prospects to scan in a printed code with their phone and immediately be taken to a dedicated landing page or website. QR Codes can be placed on direct mail, print ads, signs, posters and other printed formats.

>Mobile Text Messaging – Often used on billboards and radio advertising, prospects can type in the keyword on their mobile phones to register for a contest or respond to an offer.

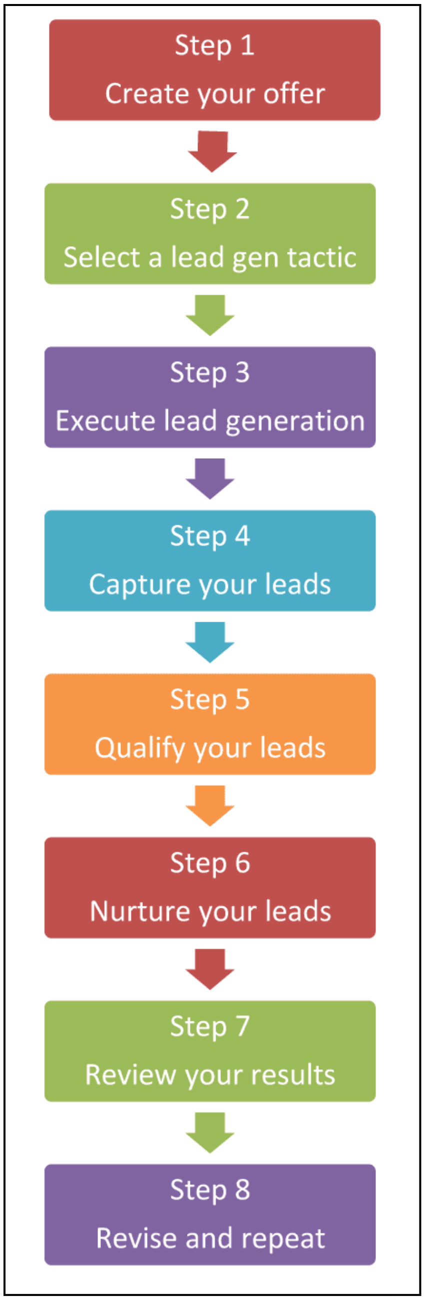
Take advantage of automation
While all response channels have merit, the newer technologies – landing pages, PURLs and QR Codes – also bring you automation. When prospects respond to your offer through these response channels, their contact information is collected and automatically entered into your database.

At the same time, prospects will receive a confirmation email and will be given immediate access to the report you're offering. And you will have confidence knowing everything was handled without any human involvement.

How much information to capture
During this step, you need to decide how much information you need to collect from your prospect. While it is desirable to gather complete contact information along with answers to key qualifying questions, remember the more you ask – the more you demand of your prospect – the lower your response rate. So you need to strike a balance.

If your only follow-up contact is going to be email, then just an email address might be sufficient. But that is probably not the case for most professional services firm.

More than likely, you are going to want to follow up with a phone call. So therefore, you want to collect the prospects name, title (maybe), company name, telephone and email.



Step 5 – Qualify your leads

In an ideal world, every lead we generate would have the potential for becoming a customer.

Sadly, that's not the case. In the real world, some of your leads have good potential meaning they are have the ability and interest to buy in the near term.

But many more do not meet these criteria.   They either have a long term interest or no interest at all. Some may even be competitors.

This will vary, of course with the method you used to generate the leads in the first place.

If you are using direct mail or email – and you carefully selected your list – you could expect a large percentage to be qualified.

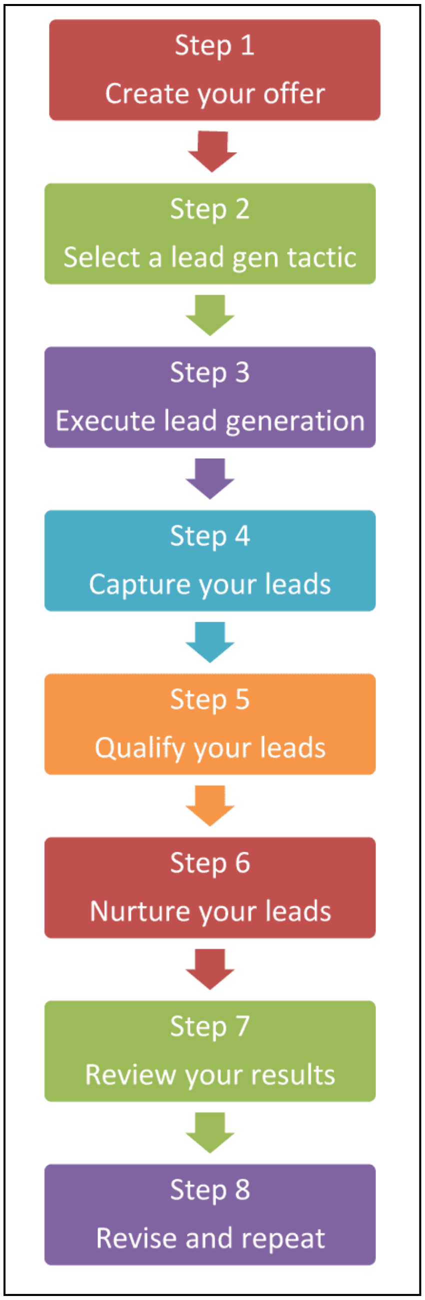
On the other hand, leads that are generated from media or search engines don't have any such selection criteria so you could receive responses from pretty much anyone.

Use the phone to qualify
Regardless of the source of your leads, at some point you need to find out which leads are most qualified, which are least qualified and which fall in the middle.

This is called Lead Qualification or Lead Scoring – and this is best accomplished with a phone call.

A telephone qualification call is not a cold call. This is a follow up call made as a courtesy call to make sure your prospect received their report without difficulty.

Once you have them on the phone, you can your qualifying questions.



You can make these calls yourself or you can use an outside professional.

If you find that too many leads are turning out to be unqualified, you may decide that the phone is too expensive given the small percentage that qualify.

This is sometimes the case with trade show leads if, for example, your sales people simply scanned the badges of everyone who walked by.

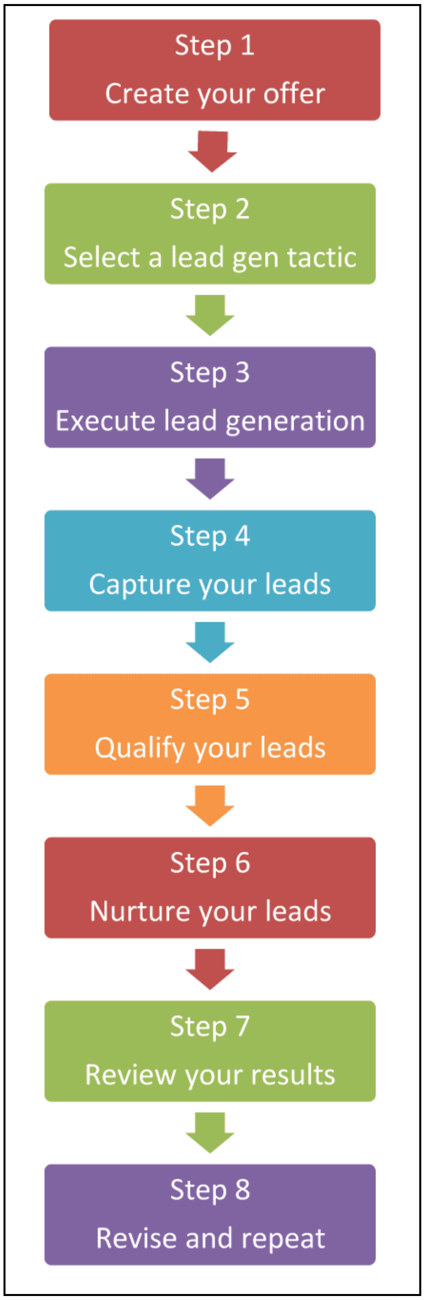
In this case, you may consider replacing the phone with online surveys to qualify these prospects.

Get the answers you need
Keep in mind the goal of qualification is not to sell your services or promote your business. The goal is to get answers to some key questions, such as:

- Do you have a need for our service?
- Do you have an interest in our service?
- Do you have a budget for our service?
- Do you have decision-making authority?
- What is your timetable making a decision?

At the end of each completed call, you will be able to assign a score based on how the questions were answered.

This will help you establish a priority list for each prospect – and it will help you identify the appropriate follow up contact strategy.



Step 6 – Nurture your leads

Not all of the leads you receive will be ready to buy right away. Some will take a few weeks, a few months or even longer before they will be serious about making a purchase.

That's why you need a lead nurturing program. A lead nurturing program will keep your name in front of these leads and, over time, will help to build trust and credibility with your prospects.

Short-term vs. long-term
Your nurturing program will have both a short-term and long-term component.

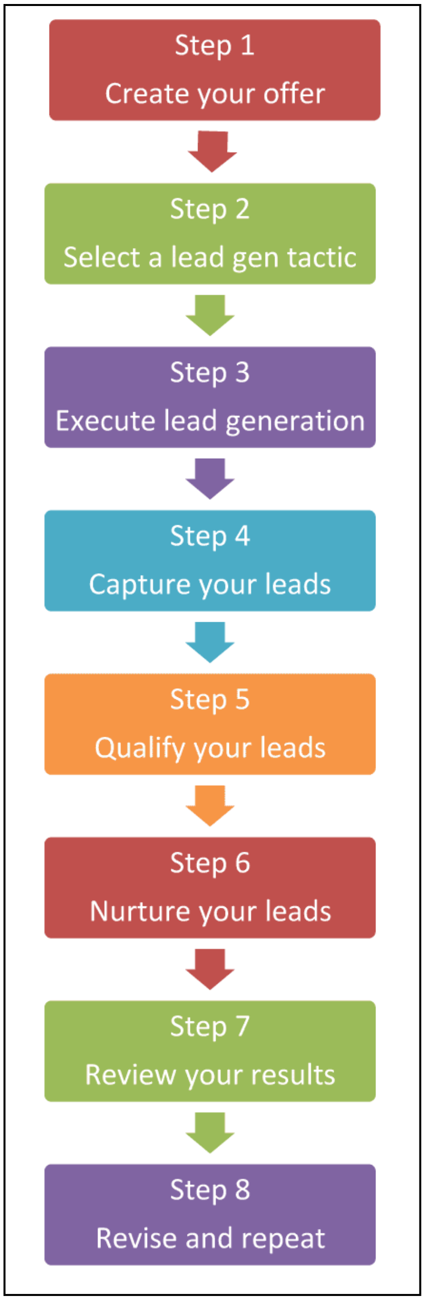
When leads start coming in, it's important to start lead nurturing right away. Strike will the iron is hot, as they say. When prospects respond, you are on their radar at least for a short period of time. Don't miss this opportunity.

Several months later, you'll still many leads that haven't converted – but you still want to stay in touch. Sales is all about timing, and even an occasional email or postcard could result some surprising sales down the road.

Mostly email, but …
Email is the clear choice as the most effective way to develop a lead nurturing program. It's targeted, fast and cheap. And so much of it can be put on autopilot. Email is very seductive in this way.

But don't overlook the mail. A follow-up mailing could have a dramatic impact if only because no one else is doing it. Keep in mind too that some prospects don't use or check their email as often.

With direct mail, you have many choices in format – a sales letter, a self-mailer, a postcard or a printed newsletter. As with email, it's best to look at your direct mail not as a single mailing, but as a series of contacts spread out over time.



And don't forget the phone. Your sales team should understand that not every call to a prospect has to be sales pitch. You can use the phone to build your relationships with prospects by providing helpful information and continued engagement.

Look for content to engage

Lead nurturing is most successful when you can engage your prospects with additional levels of response and interactivity. And this is accomplished through content.

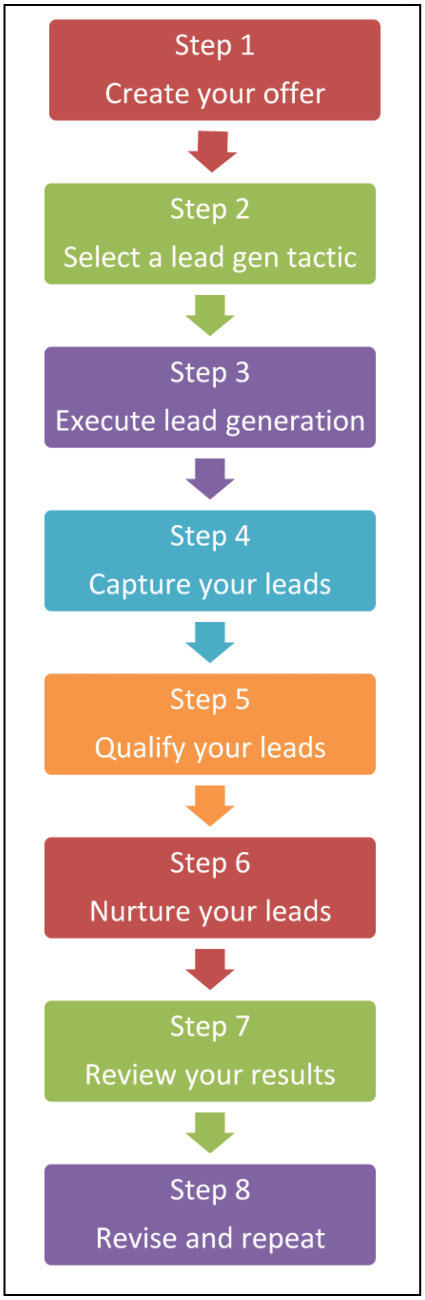
You'll not only be solidifying your relationship with your new prospects, you'll also be able to see – thanks to email tracking – which prospects are most engaged in your content.

You can use your emails to invite your new prospects to

- join a webinar
- watch a video
- view a slideshow presentation
- watch or read a tutorial
- read some frequently asked questions
- respond to a survey or a poll
- participate in research
- download a case history or customer story
- download additional white papers

Of course if creating this type of content is just not practical for you from a time or money standpoint, consider a simpler lead nurturing program – one that combines simple email messages with follow-up postcards.

This approach won't engage your prospects as much, but it will keep your name in front of them. And that's important too.



Step 7 – Review your results

Once your leads are in and you've had an opportunity to qualify all or most of your new prospects, it's time to review your results and evaluate the performance of your lead generation efforts.

With your first lead generation campaign, you will be able to establish a baseline of performance against which you can measure subsequent campaigns.

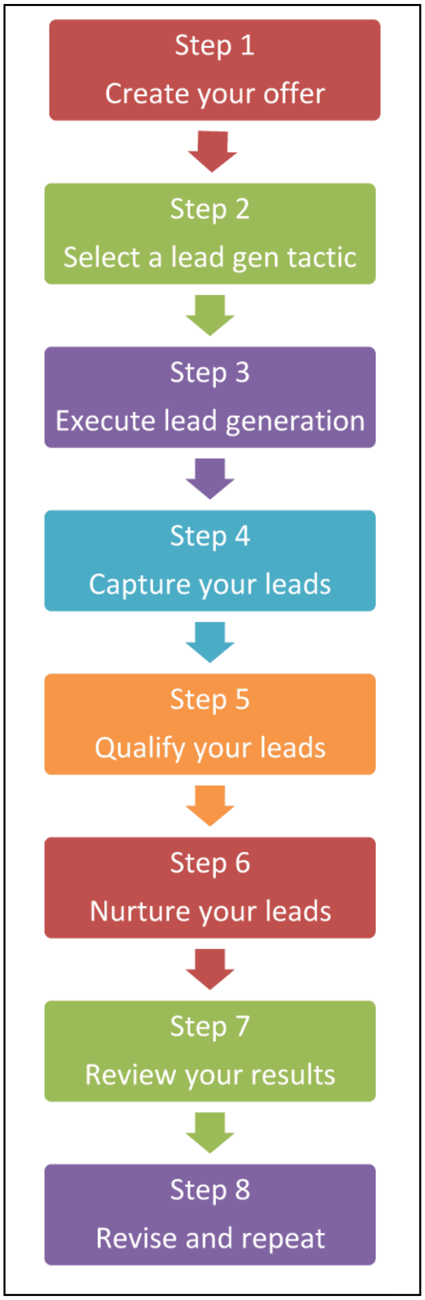
Look at the numbers
With direct mail, the first level of performance is usually measured by the "response rate" – and we'll measure that – but response rates don't work when you're comparing direct mail with other media.

For that, it is best to measure your "cost per lead."

But don't stop with the response rate or cost per lead. Remember not all leads are equal – and not all campaigns are going to produce the same number of qualified leads.

For this reason, it is important to also calculate your "qualified response rate" or better yet, the "cost per qualified lead."

Why not the order rate?
You may be wondering why we haven't mentioned measuring your "order rate" or "cost per order."



This is the ultimate measurement, of course, but for many professional services firms, the sales cycle can run several months or more. And you're not going to want to wait that long to do your response analysis. Using the "qualified response rate" provides a reasonable interim measurement.

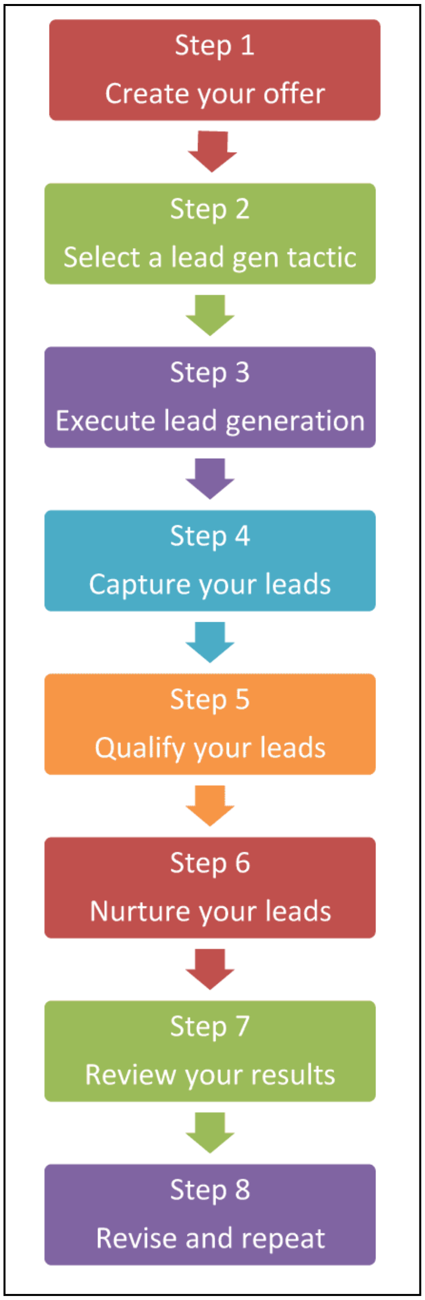
Talk to your sales team

The numbers are important, but they only tell part of the story.

You should also hear from the people in the field. Your sales team can offer invaluable information for improving your program. You should invite their feedback and incorporate their ideas into your program.

Remember your sales people can make or break your lead generation efforts. Keep them engaged and involved in all planning decisions.

When your sales people are involved from the beginning, they will be invested in the program and more likely to handle your leads in a professional manner.



Step 8 – Revise and repeat

When you treat lead generation as a system – and not a single campaign – you can benefit from previous actions.

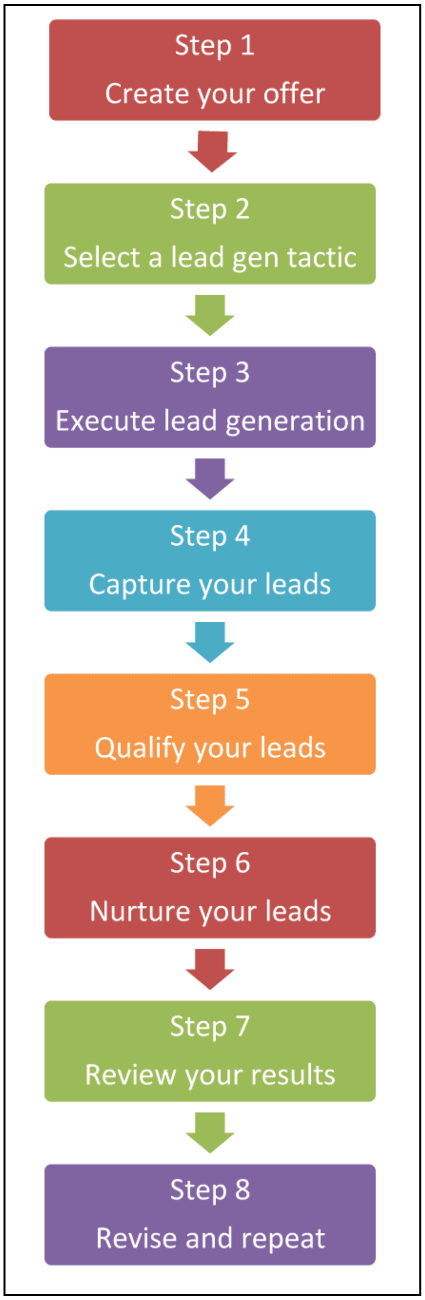
That's because with every lead generation effort you implement, you learn something new – and you can act on that knowledge with each successive effort.

You can make adjustments – large and small – and track your results carefully.   If your adjustment improves response, roll it out to a larger audience.

If your adjustment reduces response, drop it and try something else.

But keep adjusting and keep testing. It will pay off in the long run.

To ensure accuracy with your measurements, be careful to change just one variable at a time. Otherwise, you're going to have successful efforts, but you won't know what caused the success.

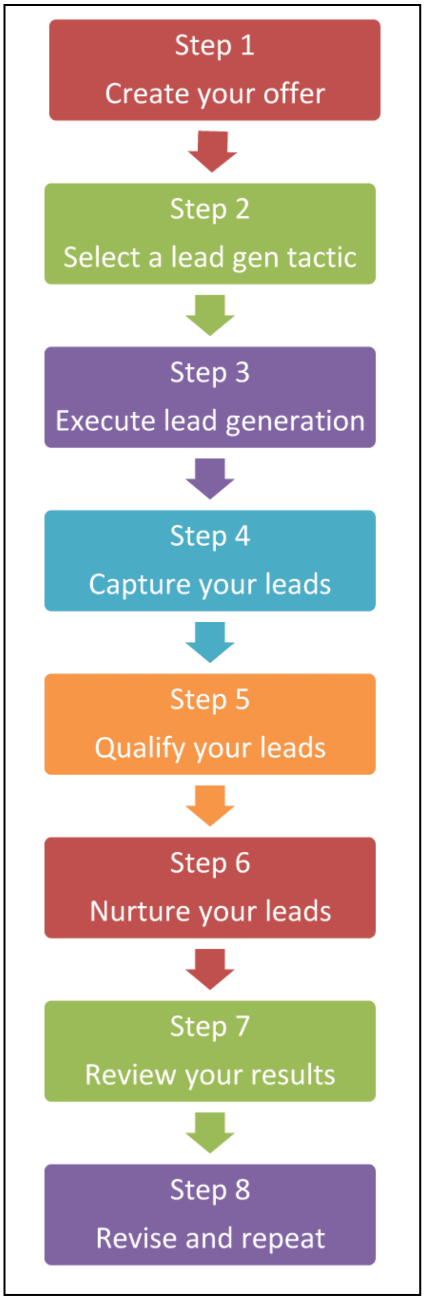


A Sample Program

The program below is a fictitious representation, but it accurately demonstrates how this Blueprint could work for you. Although the numbers are not real, they are realistic.

Workplace Safety is a small engineering consulting firm specializing in workplace safety and OSHA compliance. It works primarily with manufacturers providing advice and training on a range of workplace safety issues.

To develop new business, it wants to embark on a lead generation and lead nurturing program to work hand in hand with its sales team.



Step 1 – Create an offer
The firm starts by creating a special report on workplace safety and specifically the latest rules from OSHA.

The report, entitled "Meeting OSHA's Expectations: 8 strategies for complying with OSHA's latest regulations."

Alternative report content and titles are also considered and saved for future use. The long-term goal is to have multiple whitepapers and other offers available.

Step 2 – Select a lead gen tactic
The firm decides to use direct mail as its primary tactic to reach a highly targeted audience.

Secondarily, the firm uses the same offer:

- to capture leads on its website
- to develop posts on the firm's blog
- to generate traffic from other blogs and social media sites
- to capture leads from speaking engagements
- to capture leads from writing assignments

Step 3 – Execute lead generation
A personalized direct mail package – a #10 envelope with a letter and reply card – is mailed to 5,000 targeted businesses.

The list is split in half so that half of the mailing goes to the president of the company; the other half goes to an identified compliance officer in the company.

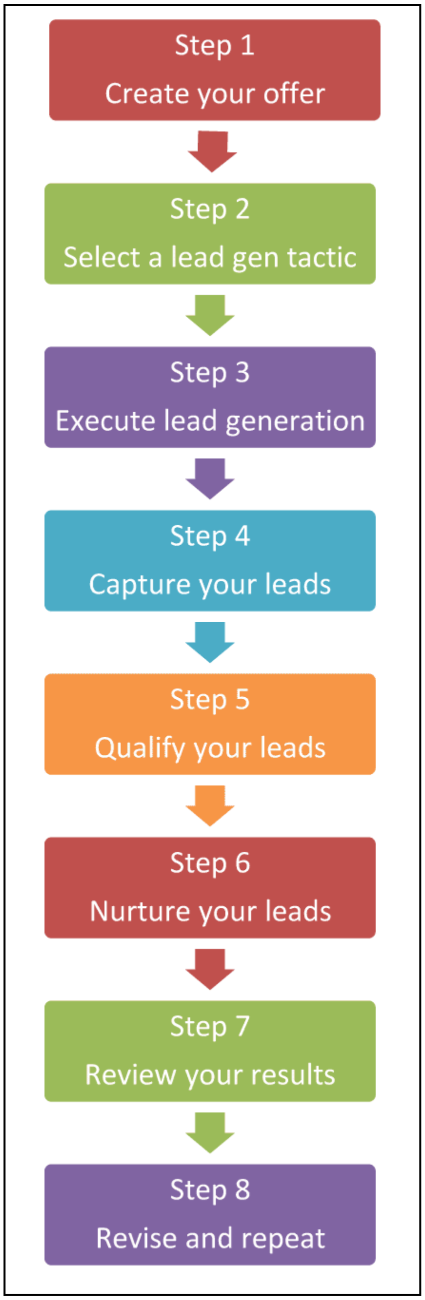
Step 4 – Capture your leads
The mailing generates a 1.5% response rate or 75 leads.

Two thirds of the response, or 50 leads, come from compliance officers; the other 25 leads come from presidents.

In terms of the response channels, 40 leads come in through the dedicated landing page. Another 25 come in by way of the reply card; another 10 by phone.

Step 5 – Qualify the leads
A follow-up phone call is made to all 75 respondents.

Of that, 20% or 15 leads are determined to be seriously interested prospects. Another 30% or 23 leads indicate a long-term interest while the majority of the leads – 50% or 37 leads – are either unreachable or say they were mostly interested in the report.



Step 6 – Nurture your leads

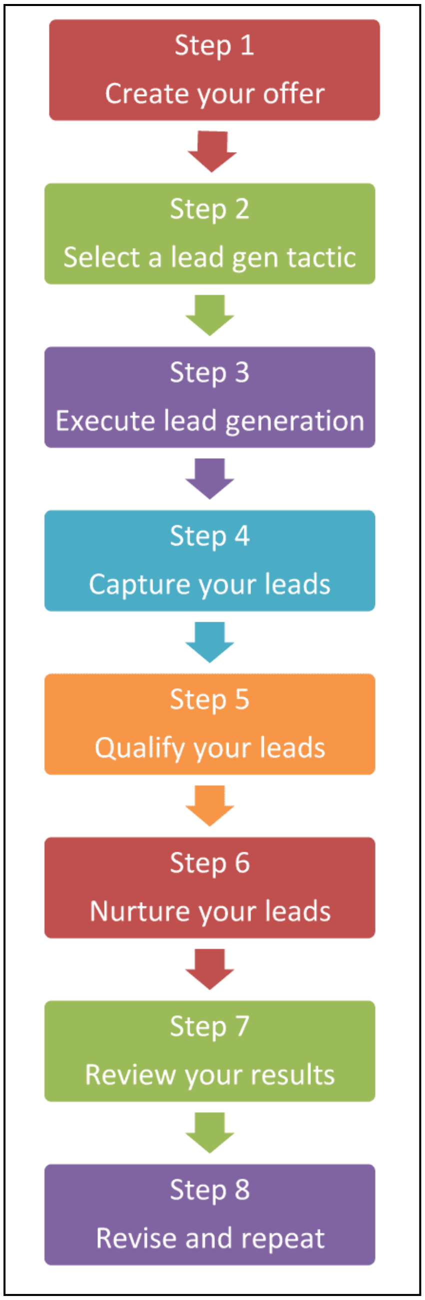
A lead nurturing program goes into effect as soon as the first lead arrives. Emails are set on autopilot to ensure consistent delivery.

- When a lead is received, a Thank You email is sent out that same day.
- Two days later, a follow-up email is sent to reinforce some of the key points from the report.
- Five days later, another email is used to invite prospects to share their current safety and OSHA concerns by completing an online survey.
- Ten days later, another email is used to present a relevant case study demonstrating the benefits of working with Workplace Safety.
- Fourteen days later, another email invites the prospect to click through to an on-demand webinar featuring much of the same information that was outlined in the report.

Within each email, the reader is also given the opportunity to learn more about the company or to request an initial phone consultation.

During the course of these emails, the sales team is attempting to reach the 15 serious prospects in an effort to explore the specific problems of each prospect. The 23 long-term leads will get a phone call too – but only after the email series is complete. The 37 information collectors will not get a phone call until or unless they respond to the email and move themselves up the interest ladder. They will, however, continue to receive emails.

Over the long term, an email newsletter will go out to all leads every month, and a periodic postcard will be mailed as an occasional reminder.



Step 7 - Review your results
Results are reviewed at different stages following the implementation of the mailing.

Lead generation results
Mailing quantity – 5,000
Initial response – 1.5%
Total leads – 75

Lead qualification results
Serious leads – 15 (20%)
Long-term leads – 23 (30%)
Information collectors/unreachable – 37 (50%)

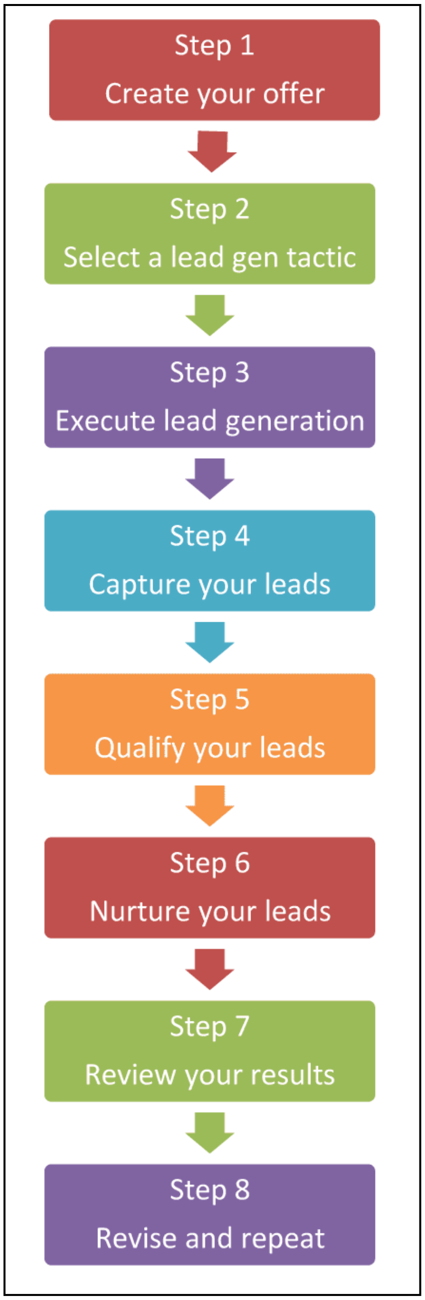
Short-term conversion results
Serious leads – 15
Request proposal – 6 (40%)
Accept proposal – 3 (50%)

Long-term conversion results
Serious and long-term leads – 38
Request proposal – 12 (30%)
Accept proposal – 6 (50%)

Test results
Mailing Quantities
Presidents – 2,500
Compliance officers – 2,500

Total response – 75
Presidents – 25 (1% of mail quantity)
Compliance Officers – 50 (2% of mail quantity)

Serious leads – 15
President – 6 (0.24% of mail quantity
Compliance Officers – 9 (0.36% of mail quantity)



Step 8 – Revise and repeat
The most important question Workplace Safety needs to ask after the initial mailing was did the mail produce enough response?

Were the 15 serious leads and 23 long-term leads sufficient? Does the sales team need more leads or (believe it or not) fewer leads?

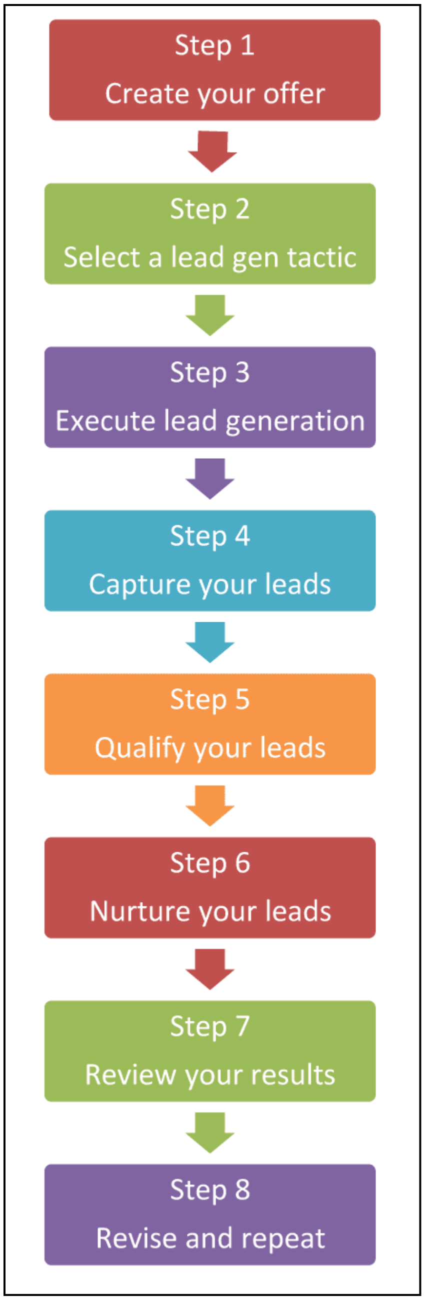
It's important to remember that leads will accumulate with each successive mailing so that follow-up will become more challenging down the road.

The most obvious way to match response quantity to the needs of the sales team is to adjust the mailing quantity. But this directly affects budget.

Another way to improve response is by testing different lists and offers. These changes could improve response dramatically – but could also reduce response.

The test results of this mailing – president vs. compliance officer – revealed a clear preference for compliance officers on the initial response. However, after qualification, the numbers were closer in terms of serious prospects.

While an argument could be made to switch entirely over to compliance officers, the numbers are still pretty small to make any definitive decisions. It is probably best to continue this test for another mailing or two.



What's Your Next Step?

When you run a professional services business, you have many options for generating new business.

If you already have a successful method in place, stick with it – but give us a call. We may be able to help you improve your results.

If you have don't have a method that works for you, we hope you will consider our Lead Generation and Lead Nurturing Program.

This is a program that can certainly be implemented on your own, but if you are interested in outsourcing the work, we are here to help. We offer a flexible menu of services to work with most budgets.

Complete Program – We will work with you to plan, develop and implement a complete program to fit your needs and budget.

Development Only – If you prefer to handle the implementation yourself, we will work with you to develop all the materials you need for your program.

Piece by Piece – If you already have some of the pieces in place, we will work with you to develop whatever you need.

Coaching – If you prefer to do everything yourself, we offer one-to-one coaching to keep you on the right track.

To learn more or discuss your marketing challenges, contact Bob McCarthy at 508-473-8643 or bob@mccarthyandking.com

About the Author

Since 1984, Bob McCarthy has been a copywriter, consultant, creative director, project manager, list researcher, and direct marketing instructor.

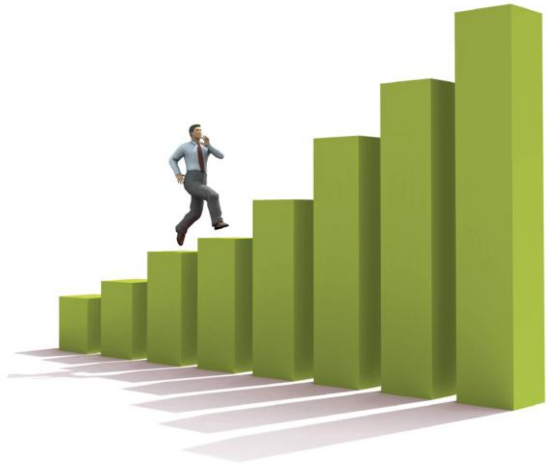
Working with a wide range of businesses, he has been responsible for planning, creating and executing dozens of lead generation and lead nurturing programs.

After working as a newspaper reporter and a public relations coordinator, Bob started his direct marketing career in 1980 as a copywriter for The DR Group, one of the nation's first direct marketing agencies.

In 1984, he went out on his own as a freelance copywriter. He is currently president of McCarthy & King Marketing, Inc. – a Milford, MA-based firm providing complete lead generation and marketing programs to support the sales process.

In addition to his client work, Bob spent 10 years teaching direct response copywriting at the Bentley College (Waltham, MA) Direct Marketing Program, and two years teaching mailing list research at the Merrimack College (Andover, MA) Direct Marketing Program.

Bob is a past president of the New England Direct Marketing Association (NEDMA),



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