

WHERE DOES IT ALL LEAD?

Tips from *Interference Technology*
on Lead Generation: Part 1



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Introduction

- Most marketers deem lead generation as top priority in their business; but where does all this lead generation really lead?
- If your lead generation does not translate into \$\$\$\$, then one or more elements of your lead-generation strategy is probably broken and needs to be fixed.

So let's start at the beginning.



What is a lead?

- ❑ Some marketers define the mere possession of contact information as a lead.
- ❑ In reality, however, to qualify as a true lead, the contact must have expressed some sort of interest in your offer.
- ❑ So let me offer you some advice: make your offer interesting.



Create compelling offers

What's the point?

- Each month at *Interference Technology*, we send out product emails called *Resources*, at which time marketers from around the world submit their product offers to generate leads.
- Occasionally, the various submissions produce few results and the marketers begin asking us what went wrong.
- Typically, the offer was ineffective because it demonstrated little value to the readers.



Create compelling offers

How to create value

- First, consider what you are offering. Some of the most common offers that are sent to us for promotion in our Resources include:

- Datasheets
- Catalogs
- Demos/samples
- Brochures
- White Papers
- Presentations
- Sell sheets



Clearly not all offers are **equal** in value.

Which of the above are more **valuable** to your target audience?

Create compelling offers



- Some interested buyers may be at the beginning of the buying process and, therefore, prefer informational offers. Others may be further along and would respond to a free demo.
- Therefore, we suggest that your marketing campaigns present different offers for each stage of the buying cycle.
- Then for each individual offer, you should include different calls-to-action that appeal to the various stages of the buying cycle.

“Why?” you ask? Let’s continue.

No call, no action



- Creating a great offer is no guarantee that anyone will respond to it; that is, unless you craft a compelling call-to-action.
- Here at *Interference Technology*, we often receive compelling offers for our Resource emails but with no enticing call-to-action.

What sounds more compelling?

Free Datasheet – Stark Industries, Inc.

Revolutionize EMI Shielding – Download Stark's Catalog

Conclusion

- Now that you have a compelling offer and direct call-to-action, you will most likely begin receiving more sales leads.
- But where will they lead?



Stay tuned for Part 2, which will address effective ways to follow up on leads.