



49 WAYS TO GENERATE ▶ MORE LEADS

Creating a consistent flow of quality leads for your business requires a consistent effort by you and your team. The most important question to answer before you run any lead generation activity is: 'Will this reach my target customer?'

Below is a list for you to consider.

GENERAL

1. Be clear on your dream/ideal target customer
2. Create a unique selling point/differentiation
3. Have and promote a quality guarantee
4. Ensure your brand touch points are consistent
5. Create and implement a marketing strategy
6. Market to niche
7. Have a company brochure
8. Building and vehicle signage
9. Uniform for all your team
10. Build strategic alliances/partnerships
11. Nurture centres of influence/referrers of new business
12. Create and connect with a data base of contacts
13. Use a cloud based CRM software to develop you contact data base
14. Develop a portfolio of customer success stories
15. Put testimonials everywhere – website, brochures, welcome letter, etc.
16. Provide and give value early and at every interaction
17. Ensure you 'Test and Measure'

OFFLINE

18. Develop information/credibility packs
19. Develop a customer education program
20. Direct mail to your target customer – with valuable content and an offer
21. Offer a complimentary analysis or consultation
22. Contact customer regularly

23. Ask for referrals at every opportunity
24. Networking – with your target customers
25. Sit on industry boards
26. Sponsor community events
27. Enter business awards
28. Local newspaper advertisements
29. Named promotional gifts
30. Hold educational webinars
31. Radio and television advertising
32. School newsletter advertisements
33. Catalogues of your products
34. Direct postcard mailings to PO Box
35. In-store and sidewalk signage (A frame)
36. Shopping centre promotions
37. Stickers and fridge magnets
38. Trade shows

ONLINE

39. Ensure your website is mobile friendly and current
40. Use email marketing – with valuable content and an offer
41. Create a social media profiles – Facebook, LinkedIn, YouTube
42. Create a video offering value and email to potential customers
43. Create landing pages for one product at a time – for residential customers
44. Google Ad Words
45. Search Engine Optimisation
46. Free online directory listings
47. Develop quality education videos for your YouTube channel
48. Have links to your website on other sites
49. Provide downloadable articles/reports on your website



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