

# Marketing Methods: Lead Generation

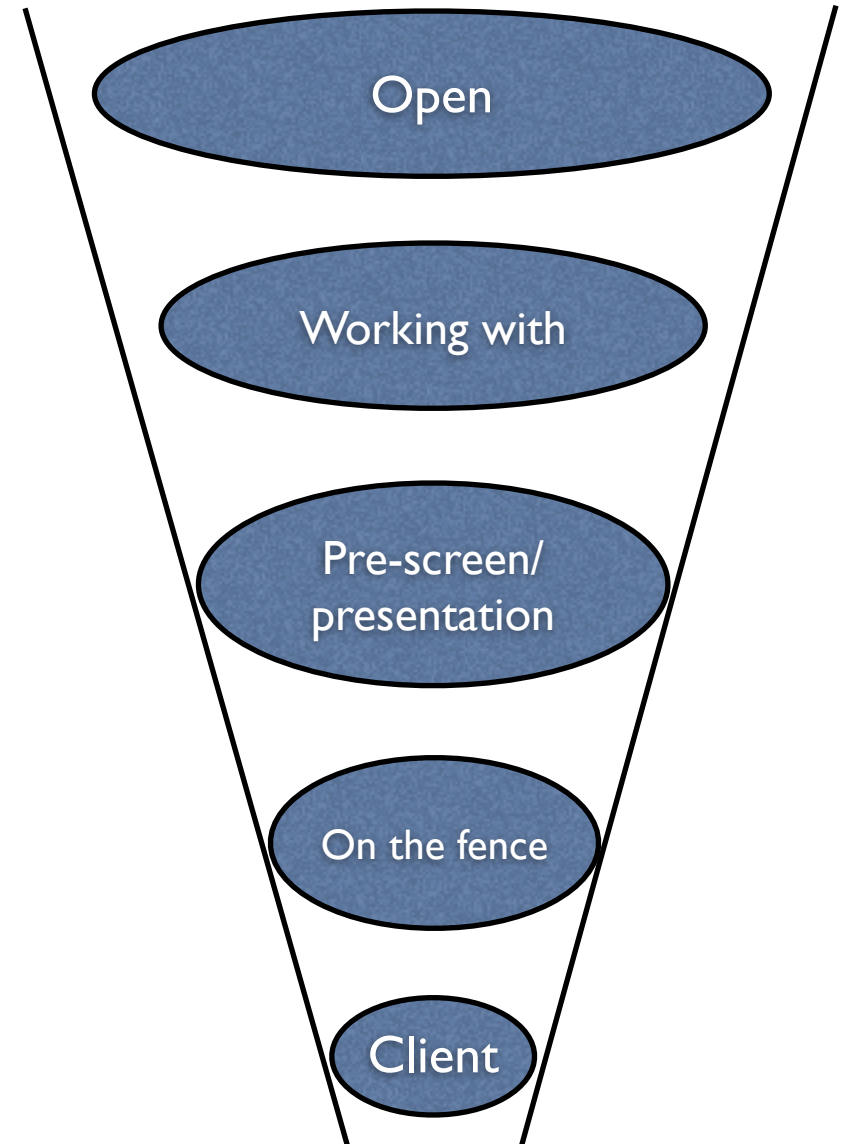
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Creating a Professional Practice

# Components of Prospecting: Marketing Funnel

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- Lead generation system
  - Marketing campaigns
  - Networking
- Database
- Lead conversion system
- Customer retention system



# Key Elements to the Marketing Mix

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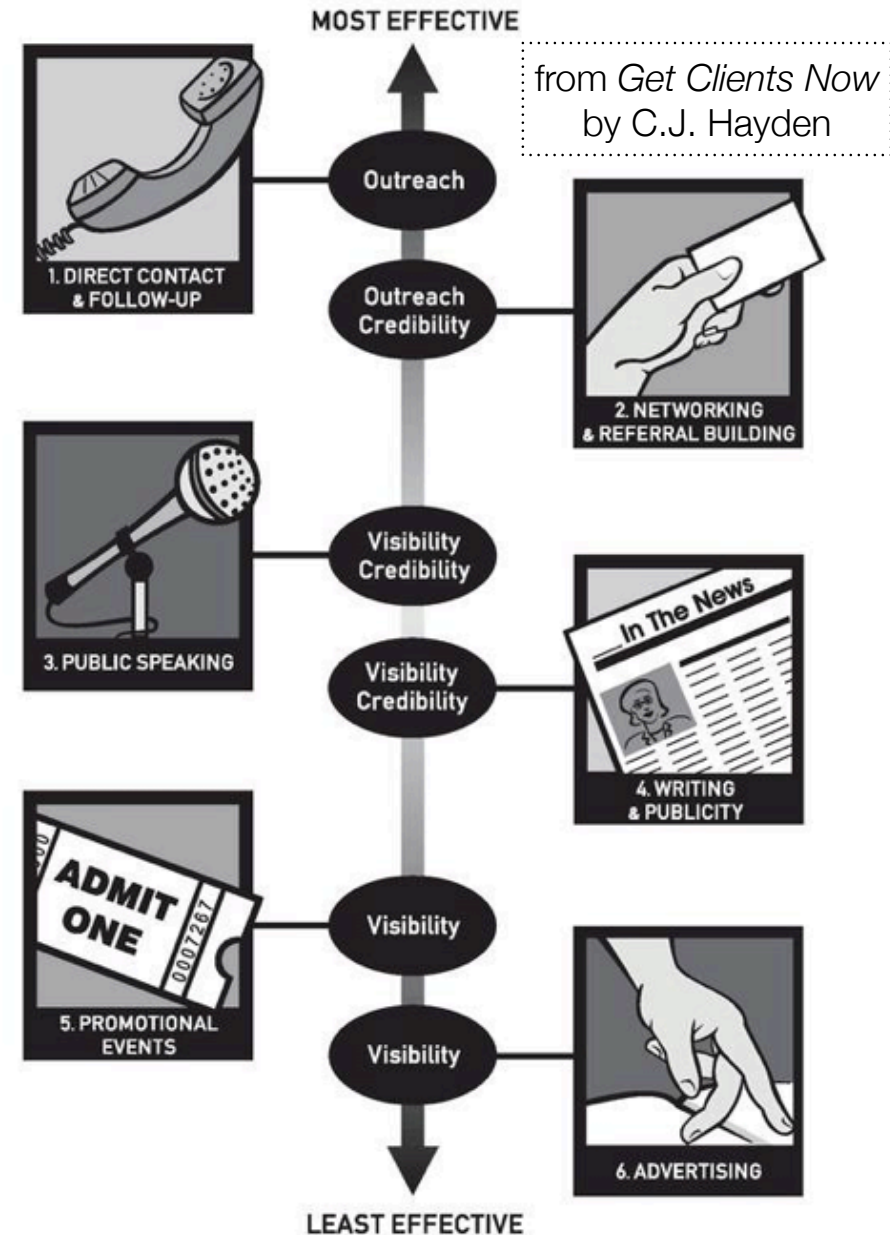
- **Consistency** of message, campaign
- **Persistence**: on-going nature of campaign
- **Variety**: assortment of methods, media
- **Branding** := (per Seth Godin)
  - [Prediction of what to expect] times
    - [emotional power of that expectation]



*Ultimate criterion: Will a given method appeal to your **target** market?*

# Efficacy of Marketing Methods

- Greater direct and personal contact yields greater conversion ratio
- Personal contact is sacrificed for increased exposure (leverage)
- Traditional model: advertise to generate leads
- New model: provide value, build **trust** and connect with your **tribe**
- Migration away from buying exposure toward expending *emotional labor*, which enables permission marketing



# Marketing Methods: Word-of-Mouth

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- Most effective: coming from trusted, reliable source; **testimonials**
- Least expensive method
- Networking
  - Who do you know?
  - Who do they know?
  - Build symbiotic relationships
  - **Leverage** others' *spheres of influence*
- Communities (family, friends, colleagues)
- ASK for referrals, **incentivize**



# Marketing Methods: Public Speaking

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- Reasonably low-cost
- Less targeted, greater exposure; **more efficient for lead generation**
- Provide presentations/demonstrations of your work
  - Workshops: Learning Annex, crisis centers, health & wellness groups, recovery centers, businesses
  - Event on-site demonstrations: trade shows, conventions, health fairs, salon openings, conferences
  - Volunteer services: massage parties, social/spiritual/charitable group events



# Marketing Methods: Publishing & Electronic

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- Highly leveraged, ranging from free to very expensive
- Builds credibility
- **Content** is king; provide value to audience



- Social media
  - Web site/Blog
  - Facebook, Twitter, LinkedIn
  - YouTube
  - Podcasts (iTunes)
- e-Newsletters to clients & referral base
- Radio, TV: guest interview on health-related program
- Article or column in health-related or community publication

# Marketing Methods: Collateral Material Distribution

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- **Business cards:** #1 visual promotional piece!
- Flyers and brochures: reinforcement to ANY marketing activity
- Coupons
- Promotional gift certificates
- External signage (sandwich boards, building signs)
- Letterhead/stationery/envelopes
- Clothing with insignia





# Marketing Methods: Advertising

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- Least effective by percentage “pull”
- Greater exposure & name recognition obtained at higher cost
- Formats include:
  - Pay-per-click ads (Google, Yahoo, Bing, Facebook)
  - Industry-specific directory listings (ABMP, AMTA)
  - Direct mail: letters of introduction, announcements (e.g. Open House flyers)
  - Signage on stores, vehicles, billboards
  - Print ads: newspaper, magazine, theatre playbills, church bulletins, classifieds

# Resources

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- Blog/web site development
  - [www.wordpress.com](http://www.wordpress.com)
  - [www.typepad.com](http://www.typepad.com)
  - [feedburner.google.com](http://feedburner.google.com)
- Opt-in email marketing:
  - [www.icontact.com](http://www.icontact.com)
  - [www.constantcontact.com](http://www.constantcontact.com)
  - [www.verticalresponse.com](http://www.verticalresponse.com)
  - [www.netatlantic.com](http://www.netatlantic.com)
- Word-of-Mouth Marketing Association ([www.womma.org](http://www.womma.org))
- No-nonsense marketing wisdom from Seth Godin's blog ([sethgodin.typepad.com](http://sethgodin.typepad.com))
- Social Media
  - [www.facebook.com](http://www.facebook.com)
  - [www.twitter.com](http://www.twitter.com)
  - [www.linkedin.com](http://www.linkedin.com)