

Marketing Studio Webinar Series

Lead Generation Tactics

for Resource Limited Small Businesses

February 11, 2009 @ 8 PM EST

Hosted by Eric Glazer

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Thank you for joining us Wednesday!



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VP, Marketing
Cambridge Healthtech Associates

Marketing Studio Webinar Series

Leveraging **twitter** To Grow Your Small Business

MARK YOUR CALENDAR

March 11 @ 12 PM EST

- Elliott Kosmicki, Founder GoodPlum
 - <http://twitter.com/iElliott>
- Becky McCray, Small Town Entrepreneur
 - <http://twitter.com/BeckyMcCray>
- Aaron Strout, VP Marketing, Powered, Inc.
 - <http://twitter.com/AaronStrout>

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Lead Generation Strategy

- builds relationships with people that may one day need your services
- nourishes ongoing relationships with people that may one day need your services

Lead Generation Tactics

- webinars and teleconferences
- emails
- email marketing
- blogging
- posting on blogs/communities/Twitter
- live events (conferences, trade shows, dinners)
- white papers/articles
- phone calls (cold and hot)
- SEO
- SEM

Today's Panel

Moderator:



Eric Glazer, MBA
Consultant to Practitioners,
Freelancers, Small Business

Vice President, Marketing
Cambridge Healthtech Associates



David Crouch
Founder and President
Ten24Web



Joel Granoff
Founder and President
Be Greeted



Pam O'Neal
Vice President, Marketing
Breakingpoint



Chuck Rodman
Founding Partner
Rodman, Walker and Di Marco

Question 1

How do you overcome limited resources when it comes to the execution of a marketing strategy?



Ask questions of panelist via the Q&A Module

Question 2

What are some ideas that you have successfully employed to better leverage yourselves as a marketer?



"Give me a place to stand on, and I will move the earth." - Archimedes

Ask questions of panelist via the Q&A Module

Question 3

What are examples of 1-2 tactics that work best?



Ask questions of panelist via the Q&A Module

Question 4

What are the most effective lead generation platforms and tools to support these tactics?



twitter



Google



Windows Live



LinkedIn

facebook



CITRIX®

Ask questions of panelist via the Q&A Module

Question 4



David Crouch's Response:

ten24's most effective lead generation platform has been partnerships with marketing consultants, graphic design firms, SEM companies, ad agencies and PR firms. Finding and building relationships with these partners is a long term process and ultimately the tool that cements these relationships in face to face meetings, however there are many tools that I find critical leading up to the actual personal connection.

Social Networking Online: I focus on LinkedIn and Twitter, spending about an hour per day. On LinkedIn it's important to use the Groups and start/join in on discussions and well as answer questions. A recent recommendation I made for a partner in response to a LinkedIn question resulted in a \$40k project.

Social Networking Offline: Social networking groups, business associations and referrals from existing relationships.

Continued on next slide



Question 4



David Crouch's Response (continued):

Website: Ultimately every connection you make is going to visit your website, so it is critical that the content on your site supports your efforts. ten24's expertise is in developing websites powered by content management systems, and our own site runs on our *Online Marketing Suite*.

The Key for Small Businesses: The system allows a non-technical user to update pages, images, documents, create forms and manage a blog. We have integrated several tools into our Online Marketing Suite that support the website and our marketing efforts:

Email: VerticalResponse email marketing (<http://www.verticalresponse.com/email-marketing-solutions/>) - an excellent self-service software that allows you to create, send and track broadcast emails.

Metrics: Google Analytics (<http://www.google.com/analytics/>) - It's important to know where you web traffic is coming from and how visitors are using your site. Google Analytics is a great tool and it's free.

CRM: Salesforce.com (<http://www.salesforce.com/>)- each form on the website is connected to SF and updates our CRM database every time a form is submitted. Salesforce.com provides the tools to manage your sales contacts and sales funnel.

Question 4



Joel Granoff's Response:

I would be remiss if I did not mention **Be Greeted**.

Hubspot has been a terrific tool for us. Salesforce.com. Constant Contact for **e-mail** management. Personally linkedin is very effective ... I have even generated business by answering questions posted on linked in. Twitter is becoming increasingly important. We also use a neat tool for salesforce.com called Leadinsight that allows us to create persona based phone prompts and e-mail templates

Question 4



Pam O'Neal's Response:

Google, Yahoo for SEO and PPC Advertising, BuzzStream, HubSpot, Marketwire, Pitch Engine for driving SEO, Twitter, LinkedIn and Who's Talkin for New Media

MY FAVORITE TOOLS: BuzzStream (beta), HubSpot, Get Clicky, Twitter, LinkedIn, Who's Talkin, Salesforce.com, Eloqua, PitchEngine

Question 4



Chuck Rodman's Response:

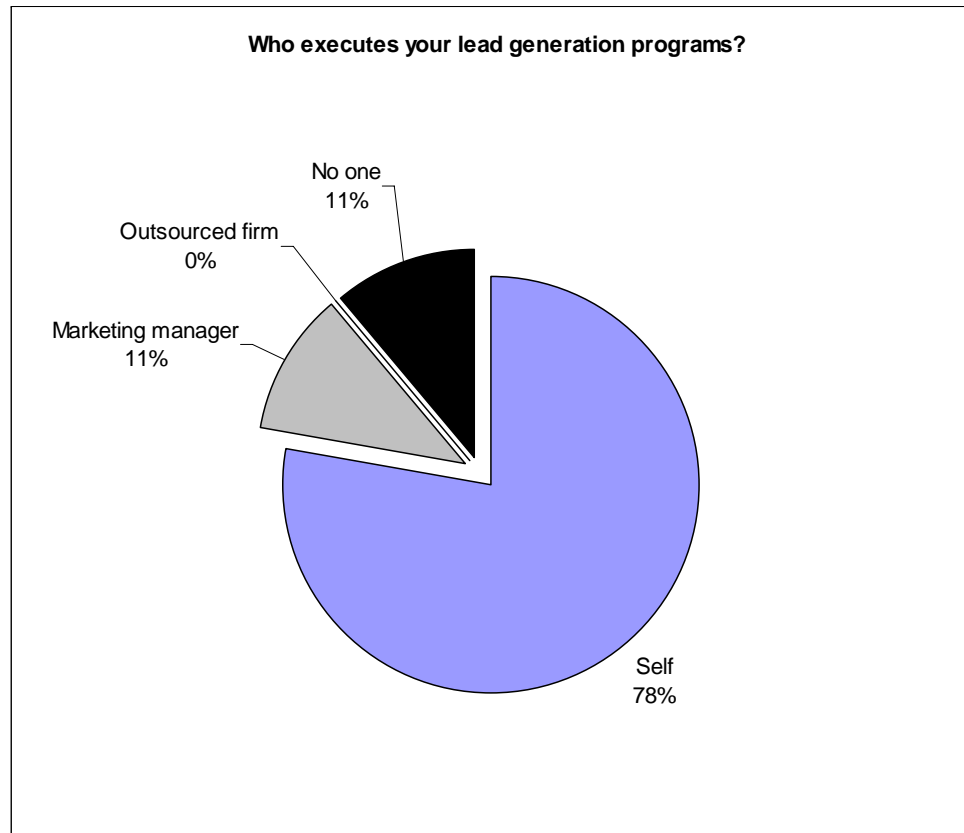
Networking groups comprised of individuals from varying professional disciplines; face-to-face networking meetings (best over coffee, breakfast or lunch); and most importantly, asking for introductions and following up on them.

Benchmarking Poll
*Lead Generation Tactics for
Practitioners and Small Businesses*

1. Who executes your lead generation programs?
2. How much of you lead generation is spent on between “traditional” tactics (meetings, dinners, direct mail, etc) vs. more “online oriented” programs (linked in, twitter, blogs, webinars, etc)?
3. What do you need more of in order to execute more online lead generation programs?
4. What do you find to be the most effective and cost efficient of the following lead generation programs?
5. What do you find to be the most difficult lead generation program to execute
6. Do you take the time track an ROI for most of your lead gen programs?

Note: Data is aggregate only and blinded; Respondent pool = 36 (N varies from question to question)

Question 1



Eric Glazer, MBA, Lead Generation Consultant to Practitioners, Freelancers, Small Business

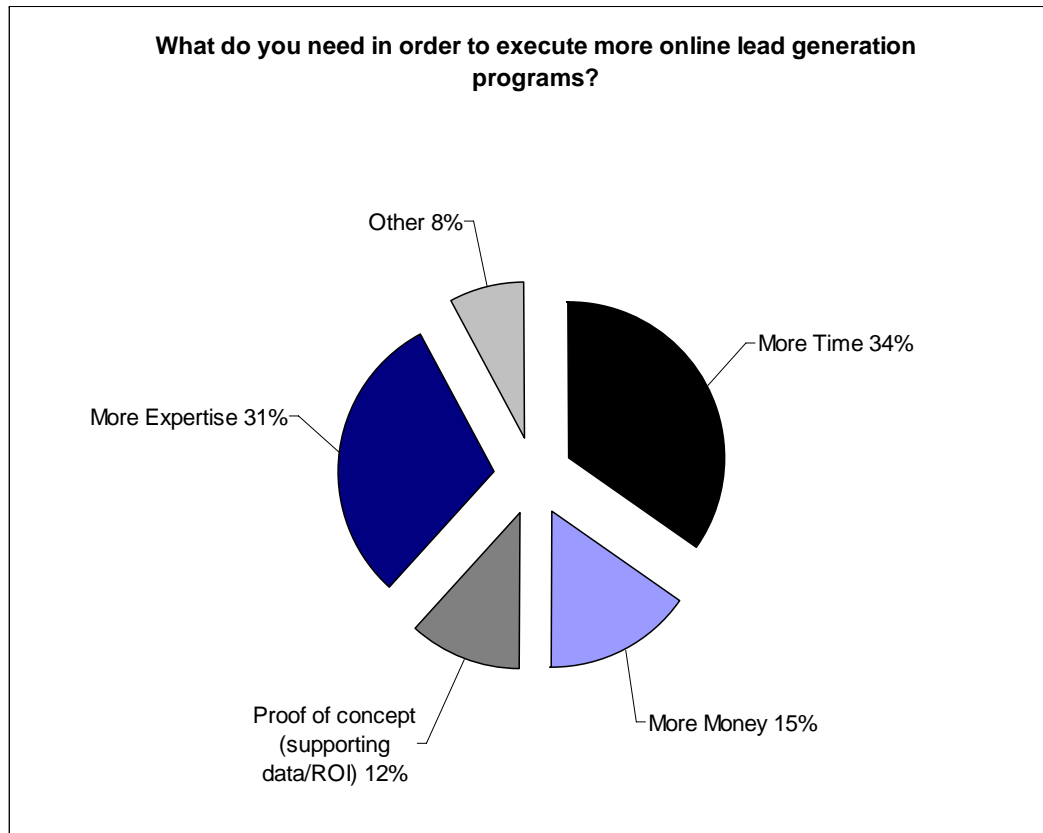
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Question 2

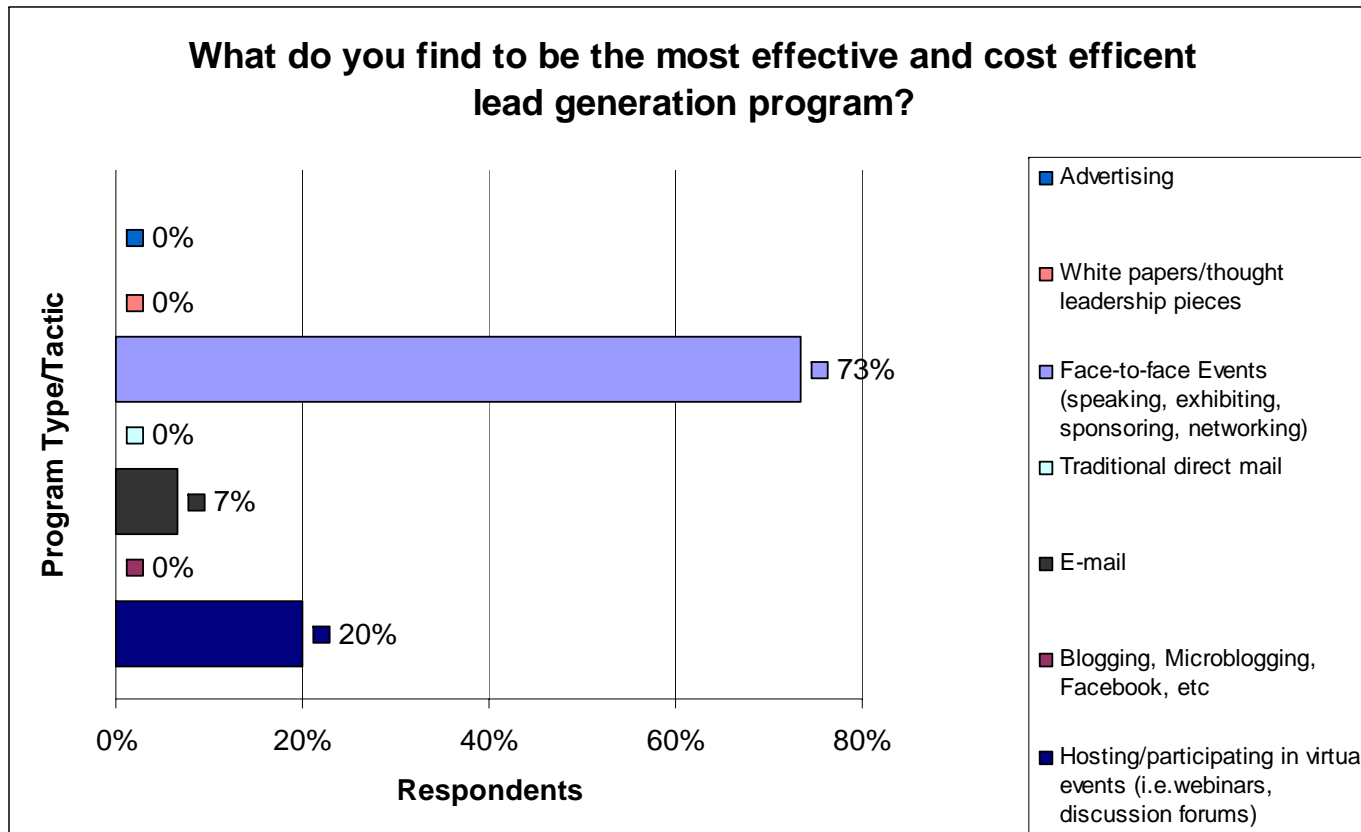
How much time do you spend on traditional tactics (meetings, dinners, direct mail, etc) vs. online programs?

| | |
|---------------------|-----|
| ➤ 50% of my time | 30% |
| ➤ 75-90% of my time | 26% |
| ➤ 51-75% of my time | 22% |
| ➤ 25% of my time | 17% |
| ➤ All of my time | 4% |
| ➤ None of my time | 0 |

Question 3



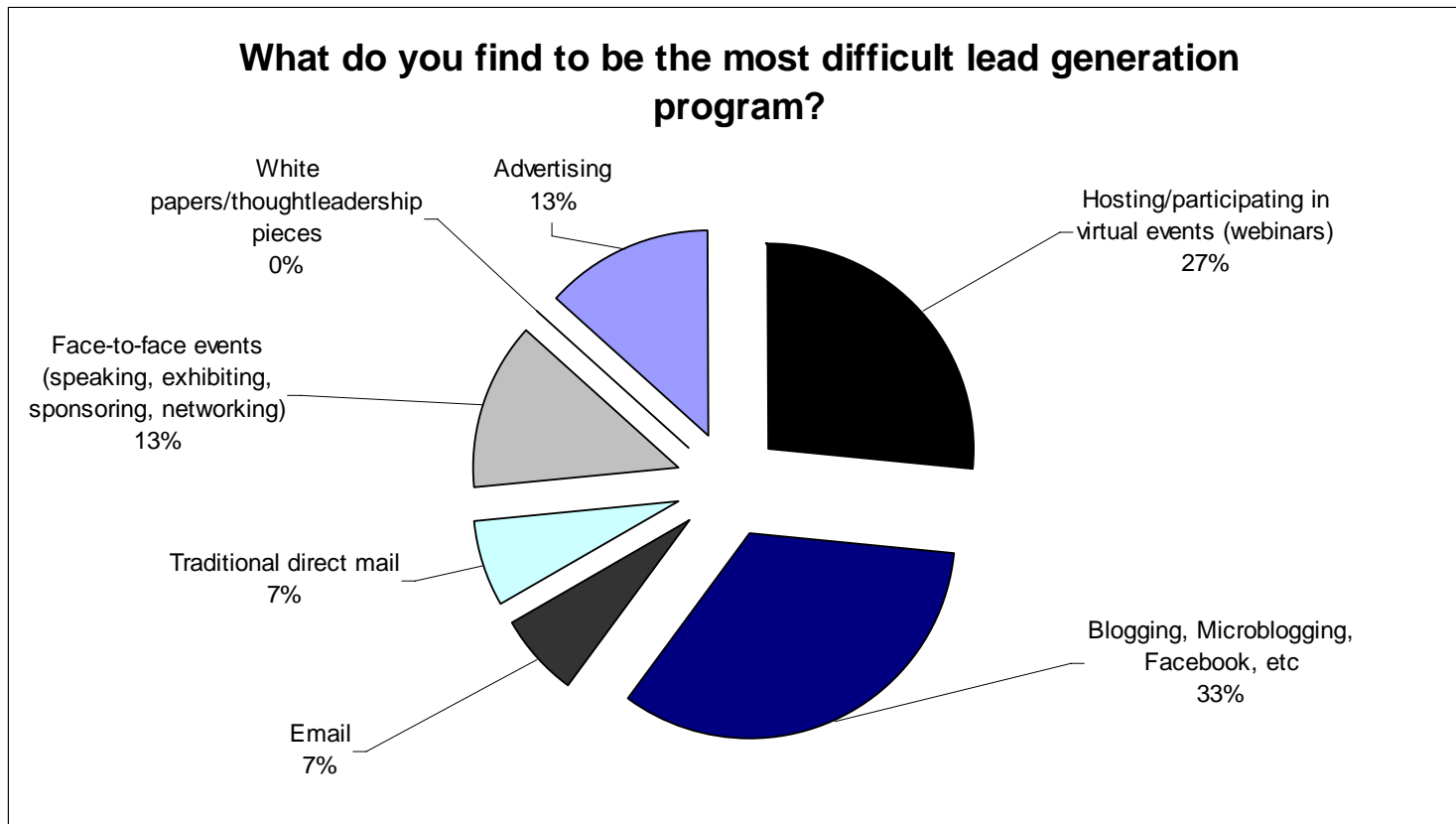
Question 4



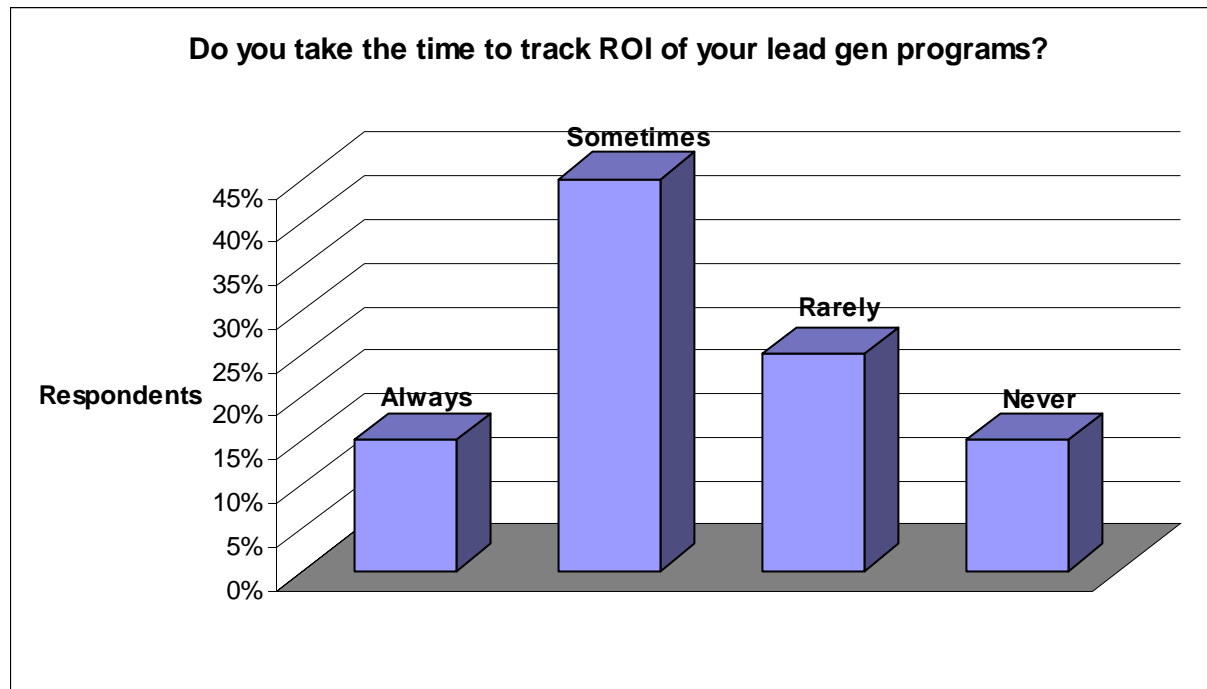
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Question 5



Question 6



That's All Folks!



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