

Lead Generation

Effectively using new interactive marketing technologies

What is Lead Generation?

Lead generation refers to the creation or generation of prospective consumer interest or inquiry into a company's products or services. Leads can be generated for a variety of purposes - list building, e-newsletter list acquisition, event marketing or for winning customers.

The internet has introduced new channels for marketing and created new customer interaction techniques. Most successful campaigns nowadays involve a combination of media: print, e-mail, personalized landing pages, and web pages, as well as today's new social media. By tying them all together in an integrated campaign, marketers have the ability to:

- collect more customer data for use in the next stage
- learn which media is most likely to get a response from each contact
- track responses with personalized URLs
- monitor campaign progress in real-time

The Need for Lead Generation

Effective lead generation is a crucial part of every sales organization. It not only assists in identifying who the organization should be talking to, but more importantly, what they should be talking about.

Marketers are finding that the old ways of generating leads such as TV, radio, and magazines are becoming increasingly ineffective because of the proliferation of alternate choices by consumers. Even the age-old technique of cold calling is becoming too expensive to use as a strategy for increasing sales. Companies that embrace today's new lead generation technologies have the potential to reach the same number of customers and prospects with fewer resources.

Today's New Lead Generation Technologies

Emerging advancements in marketing technologies provide us with a variety of tools which allow us to effectively deliver, track and measure all elements of a marketing campaign across a variety of mediums. Lead generation programs make it possible to actually carry on a dialog with customers so that marketers can learn their buying preferences, the immediacy of their buying needs, and how they prefer to be contacted.

But best of all, because the leads have typically been pre-qualified through data analysis and have actively responded to a campaign, marketers know they have a high potential for buying. Which of course, means less work for the sales team.

How a Typical Campaign Works

While there are many different ways to conduct a campaign, one of the most common is the integrated marketing campaign which uses print, email, and personalized landing pages. The integrated marketing campaign starts with mail, either a printed piece or email. The most critical aspect of any direct mail campaign is the actual offer to drive the recipient to the next step. This is typically a link to a personalized URL. The campaign's mail file (list of direct mail recipients) is used to generate personalized URLs for each recipient. These pURLs are then incorporated into the direct mail piece, along with other variable data.

When the recipients type their pURLs into a browser, they arrive on personalized web pages (landing pages or VIP pages) populated with copy, images, and offers also based on customer data. Also called microsites, personalized landing pages can be as simple or advanced as the needs of a marketing program dictate. And from there, the measurement and reporting of results begins.

Once the individual has linked into the pURL, creative marketers can gather additional data about the prospect. The offer strategy should be designed to entice the respondent to complete a brief survey or provide data relative to interests and needs. The objective is to ensure a high level of interaction with the prospect.

Most direct mail campaigns neglect the large percentage of recipients (estimated at around 42%) who prefer to respond online. Sending them to a same-to-all corporate website just isn't good enough for today's web-savvy audience. A "pURL Direct Mail Tracking System" engages these highly valuable prospects with their own VIP landing pages.

Effectiveness

Recent studies indicate leads which are generated as a result of targeted and relevant campaign initiatives are outstripping those of traditional static communications by an average of 56% - 275%. In 2009, 6% of corporate marketers plan to launch some form of integrated cross-media campaign.

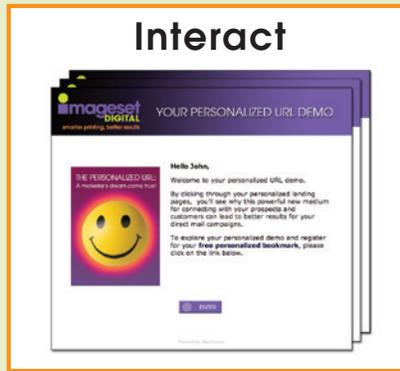
How a Typical Campaign Works



Step 1: Attract.

Print Personalized Web Addresses on each Direct Mail Piece

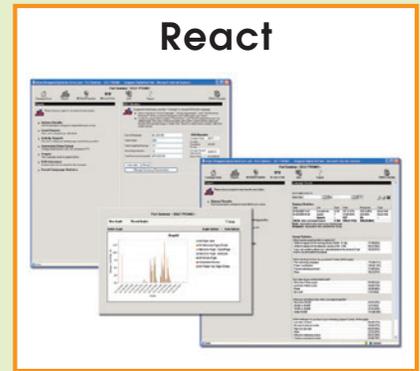
Your mailing list is used to automatically generate personalized URLs (pURLs) for each individual (record) in your mail file. The pURLs invite each mail recipient to their own "private screening" of your product or service. Or you simply invite them to learn more – on their own terms.



Step 2: Interact.

Capture Visits to VIP Landing Page

When "John Doe" visits his personalized web address, he visits a "VIP Landing Page" built specifically to support the direct mail piece he holds in his hand.



Step 3: React.

Generate Leads, Print Reports, and Follow-up

The VIP Landing Pages can expand the direct mail message or offer and obtain key qualifying information. You can ask questions about buying preferences, or invite John to begin a self-serve transaction, request a visit from a company representative, or request further information.

C A S E S T U D I E S

TCB SPECIALTIES

Program Objectives:

- Generate traffic for TCB booth
- Capture attendees' contact information
- Schedule appointment times for private meetings with sales personnel



Campaign Description:

A postcard was mailed to show attendees containing an invitation to visit TCB's booth where they could pick up a free ice chest.

The postcard contained a personalized URL to respond to. After logging on, respondents were asked about services they would be interested in, and were also given the opportunity to request a private appointment with TCB representatives.

Results:

- **12% response rate**
- **78% of respondents requested a private meeting with sales personnel**
- **\$30,000 in new sales**
- **ROI of 12X**

IMAGESET

Program Objectives:

- Invite attendees to informational seminar
- Learn more about prospect needs
- Obtain list of qualified prospects interested in integrated marketing technologies
- Obtain online seminar registration



Campaign Description:

A seminar invitation was mailed to customers and prospects, which included a personalized URL to log on to for more information and to register for the seminar.

Respondents were also offered a free personalized mousepad for completing an online survey about respondent's marketing challenges and role in planning marketing campaigns.

Results:

- **7.31% response rate**
- **\$92,000 in new sales opportunities**
- **ROI of 14X**

