

# White Paper

## Lead Acquisition Using New Media Techniques



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Two generations ago, people stood outside appliance stores looking at small boxes showing programs such as "The Gene Autry Show" or "The Texaco Star Theater" in black and white and fantasized about buying one of those technological wonders. It was a great source for lead acquisition, and it was cheap.

One generation ago, salespeople could make a cold telephone call and actually talk to a prospect. Then the answering machine was invented and then caller ID.

Fifteen years ago, the marketing department could send a direct mail offer for a prospect to receive a free VHS video tape of the company's products or services and get a good response. Then the World Wide Web was invented.

Seven years ago, many email campaigns generated fifty to seventy percent response rates. Then...well, you know this story.

The point is that methods for lead acquisition change, and as we become more technologically advanced, that change occurs more rapidly. We cannot just tell people we have a great product and get them to believe it, and we cannot just use traditional lead acquisition tools. We need to demonstrate our value proposition as being beneficial to the prospect and different than our competitors, and we need to look at new and additional ways to get the message to them.

This white paper covers some of the new media techniques you can use to generate leads.

Let's start with online list services. These are companies that provide lists of prospects and offer them for sale on the Internet. Online services such as these make it easier for you to target you most important prospects, and you get your list immediately. The following are a few sources I have found to be excellent.

### Online Lists

**The List Inc.:** [www.thelistinc.com](http://www.thelistinc.com)

The List Inc. provides names, addresses, telephone numbers and many times email addresses of corporate executives and marketing and sales managers. You can purchase a one year subscription to the service, or regional lists on Disc or for download can be received.

**Sales Genie:** [www.salesgenie.com](http://www.salesgenie.com)

Sales genie is a subscription-based source of both consumer and company names and addresses. It covers a wide range of targets.

**Jigsaw:** [www.jigsaw.com](http://www.jigsaw.com)

This is a unique service where members receive points for adding prospect names to the site. These points are used to buy names. Of course, you can also just pay for them. They claim to have over four million contacts.

**Spoke:** [www.spoke.com](http://www.spoke.com)

Spoke provides online business-to-business contact information designed specifically to help individuals and organizations find and sell to targeted buyers. It is subscription based.

**Internet Research:**

While it can be tedious, you can also use the Internet to find prospects, especially if you have done a good job targeting. If you are looking to find a prospect's email address on a company Web site and it is not listed, first find out what email address URL (web address) the company uses. Some companies have a different email URL than they use for the main Web site. You can generally find an email address that reveals the correct URL in the jobs or news release section. In my company's case, is the URL is Hallman.com. The next step is to search the Internet using the URL (@hallman.com). If you are lucky, you might find the person's email address you want. If not, at least you will see what convention they use. It may be harry.hallman@hallman.com, hhallman@hallman.com, harryhallman@hallman.com, hallmanh@Hallman.com or even harry@hallman.com. Apply your target company employees' names, and you will most likely get a hit. If you don't, try all the conventions until you get a hit.

Once you have a source of information on your targeted prospects you need to look at some additional tools to help you get the word out and generate interest. The following are suggestions for lead acquisition using new media techniques.

**Web Site Leads**

Web site registrations have dropped drastically in the last five years. This is mainly due to the problem of SPAM. If you are going to generate registrations through your Web site, you must provide a real value to the person registering. It simply is not enough to just ask people to register. Dairy Queen uses an online game where prizes can be won to attract registration and then offers membership in a club that provides discounts and other benefits. Some B to B companies are using customer education, reports and white papers.

**Blogs**

A rather new and growing technique is blogs. Again something of value must be offered to get people to read the blog. Software can be added to your Web site or you can purchase space on a blog service such as [www.typepad.com](http://www.typepad.com).

## Webinars

Seminars have always been a good way to attract target prospects; however, it has become more difficult to get people to leave their offices and attend a seminar in a hotel or your office. That's where webinars come in. These are online seminars where people can attend just by logging on to the seminar site. I suggest recording the seminar material and making it available on your Web site, so people can access it anytime from anywhere. Try [www.gotowebinar.com](http://www.gotowebinar.com), a new service from the folks who brought us [GoToMyPc.com](http://GoToMyPc.com). It is inexpensive and works well.

## Search Engine Organic Optimization

Don't under estimate the value of an organic search. When people look for information, they may have heard your name somewhere or searched under a heading that describes your service. You want to be as close to the top of the results as possible. Rankings cannot be guaranteed because of the changing nature of the Internet, but your Web site can at least be search engine friendly.

## Paid Search

It is very hard to get the top billing on a search engine and stay there. That's where paid search comes in. You pay for clicks on sites such as Google, Yahoo and MSN. When a person searches using a keyword, your ad appears on the page. For Google, it is on the right hand side. You get a better position by paying more per click than your competitors.

## Banners and Portals

There are numerous social network portals, and they are growing just as cable television stations did 25 years ago. They are specializing. This makes them a great opportunity for you to advertise to your target audience. For instance, if you are looking to attract people who love dogs, you might try ads or sponsorship on [www.dogster.com](http://www.dogster.com). Dogster.com and its companion site, [catster.com](http://catster.com), currently serve more than 1.2 million photos for over 265,000 uploaded pets by 225,000 members. I bet you can find a portal that services your target market.

## Directories

There are lots of directories online that highlight companies in virtually every field. Find them, and get listed. Many are free.

## Cold Emailing

Even though email response rates have gone down, it is still the most effective method of reaching target prospects. Emailing works far better than cold telephone calling and sets the stage for personal contacts. It is important to track which emails are opened and to what information the target has responded. Good mass email programs will provide this information, and one online service,



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www.salesgenius.com, not only tracks if the email was opened but also exactly what the prospect looked at on your Web site when they clicked on the Web site link in the email.

Be sure to include your address, use a valid email return address and offer people a method of getting off your email list. You can learn more about the laws governing emails by visiting this link <http://www.ftc.gov/bcp/online/pubs/buspubs/canspam.htm>.

**To obtain other Hallman white papers visit** <http://www.hallman.com/whitepapers.htm>.

### **About Hallman & Assoc.**

Hallman & Assoc. brings you an outside, unbiased viewpoint of your marketing efforts. We help you develop a strategy that incorporates creative concepts for the use of interactive and online media and provide measurable results.

### **Services include:**

- Research
- Strategy
- Creative Concepts
- Production and Development
- Implementation
- Measurement

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