



Digital marketing

Leaving no stone unturned?

Whether it's pay per click, seo or just attending networking meetings, the effectiveness of your lead generation is measured by the number of phone calls or online sales or contracts you get.

It would be great if we could generate all our sales using as little of our precious resources (money, time) but in a tough financial environment our competitors are also making more of an effort.

So, how to expand your efforts? You extend the daily budget or cost per click. Spend more time optimising your website. Double the number of networking meetings you go to.

This is all very well but it falls down in one major area.

By and large, your audience from these three generating practices are going to remain pretty much the same. Your extra effort will help improve numbers but quality could suffer. Worse still, you'll be missing out on a whole sector of untapped potential profits.

Your business needs to hit as many appropriate clients and prospects as possible, so what are you leaving on the table? How do you access those people who don't network or search online? Is there a service you offer that doesn't have wide appeal but might generate interest and profits from new areas?

Perhaps it's time to look at customer generation more broadly. What are you not using? What resource do you have that's not being leveraged?

Firstly, split your interest in two areas. New customers and Existing clients.

Now open your mind for each. Start brainstorming every possible customer type, location, motivation, demographics, etc, that you can think of (normal brainstorming rules, no idea is stupid). Kick around each thought because there may be a new way to target these people through email, blogs, video, viral, guerrilla, RSS, Facebook, Twitter, LinkedIn, etc. It will be worth it.

Most of companies stick with the standards methods, as do many marketing agencies, but there are horses for courses and some of these alternatives may well Hoover up the untapped interest and bring new profits and cement existing contracts. This is the real world of business – no stone unturned.

Find out more by calling me on: **01925 262 800** or emailing: gerryw@flyingveemgt.co.uk

Be prepared. Be persuasive. Make it happen.