The Secret to Lead Generation

The First in a series helping you get the most out of your marketing

So you want to increase your turnover, increase your sales, increase awareness of your company, but what should you do? Many companies end up marketing to the same customers and people they know, whether that's on social media or through their own marketing database, because that's the cheapest and easiest option.

We all choose the path of least resistance. But most professional marketers know that to increase sales you need to increase the number of people you are speaking to. This is true.

Think about it, the more people you are talking to, the more people know about you, and therefore the greater chances of them buying from you. Makes sense? Well yes and no.

The trouble is in order to achieve this, what do many companies do (and you may have done this already!)? They buy a database.

Ok, in theory that is a good idea. But what isn't a good idea is just buying a list or two based on price or ease of purchase.

If you take one thing away from this article, you need to think where that data originates from and will those people on the list really be the ones you need to speak to? The answer, 7 times out of 10, is no.

So what should you do instead?

So what are you looking for?

As the old saying goes you only get out what you put in. Good B2B data carefully profiles people, looks at their buying habits, career history, experiences. Personal interests. B2C marketing has mastered the art of connecting with us as individuals but B2B marketing still seems fixated on messaging around Company objectives. The reality is, people make decisions not Businesses. Great data looks for the common link between your Sales Goal and an individual's personal situation.

AND WHAT MAKES BAD DATA?

Bad data typically comes in the form of mass calling lists of "decision makers" of businesses with certain x million turnover in a certain location. Bad data makes you shiver and sweat and marketers who like to bang that drum come out with phrases such as: "it's a volume game", "You have just got to smash the phones out". If any marketing company says this to you, RUN!!!

Also this data often costs a fortune, is out of date and offers limited insight into the individual you are calling. You'll waste a lot of your precious time calling into it and ultimately you'll end up demotivated.

What's rather crazy is just how many Lead Generation campaigns are run from this type of data. Probably because this is the easiest path to take. But think about it, we are in the age of Social Networking there is so much intel on individuals out there already on sites such as LinkedIn or Twitter. At Cheeky Gorgonzola, we take the time to help you research those people you need to speak to, so there is a bigger return on every dollar spent.

SO HOW DOES GOOD DATA MAKE A DIFFERENCE TO SALES GENERATION? WHAT ARE THE KEY BENEFITS OF USING THIS GOOD DATA?

If you are targeting individuals of the right profile that have been thoroughly researched then your sales messaging can become super simple. No need for the dreaded over-complicated elevator pitch.

Your reason for engaging can be so simple, with a logic so clear that people will want to talk to you.

HOW DO YOU IDENTIFY THIS GOOD DATA?

Business Intelligence

Good data feels empowering. You pick up the phone genuinely believing there is a good chance you will be able to form a connection with the person on the other end. Also a good tip, is to make sure you keep metrics so you can continually refine the profile of the data you are looking for. For example: How many people took your call? How many people connected with the logic of the approach? How many meetings? How many longer terms leads?

"The fact exists - your knowledge is only as good as the data collected. Data collection techniques can make a difference." Strategem Group 2008

Link here: http://www.cmemail.ca/presentation/data_collection.pdf

WHERE SHOULD YOU FISH FOR THIS GOOD DATA?

LinkedIn is an amazing source but you've got to know what you are looking for and how to look for it. Having a very clear profile of the type of traits you are looking for in a prospect and why is key.

Companies like ours, help you brainstorm that side of it, so you get in front of the right customer and importantly, the right decision maker.
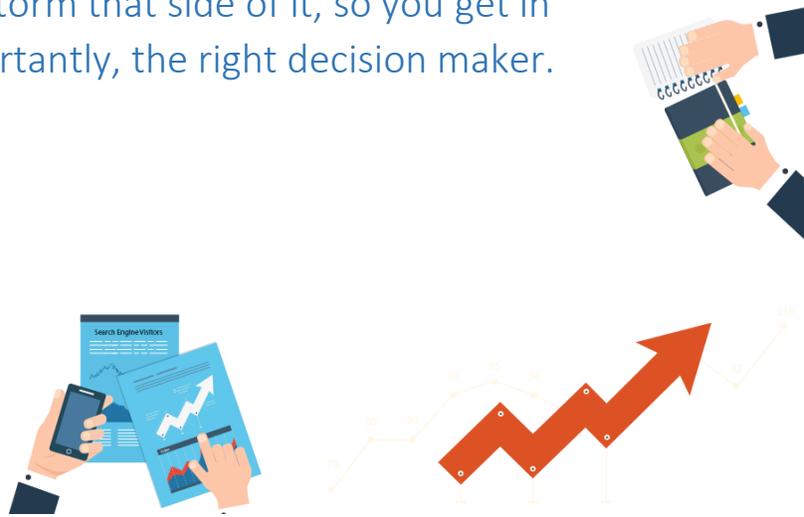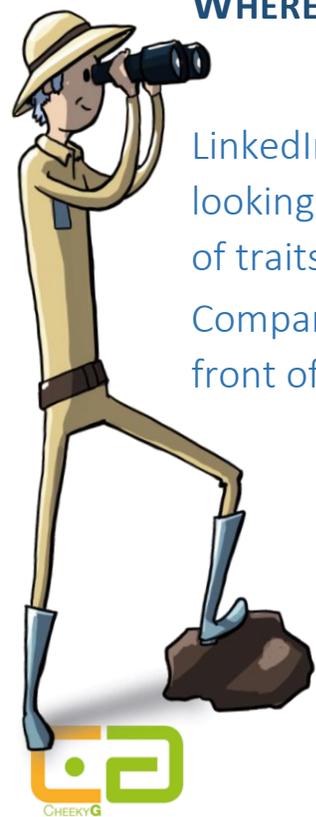
GOOD DATA IS CUSTOM DATA

The Research Intelligencia!

Our Smart Telemarketing Data Team are wizards when it comes to navigating the web to find people with the traits you are looking for. We are also great at coming up with ideas as to who you should be looking for. We know what works. We are quicker than most and because we work on an hourly basis we are more cost effective than hiring someone on a fixed contract.

Also, we are better as we know where to look and what to look for. We don't waste time.

Did you know that if you use Custom Data you can get amazing results and only spend as little as 2-5 hours a week on Sales calls? Also if you are prospecting to well-researched candidates, a super simple sales message will stand out, so no need to over-complicate or over-think the marketing spiel. I'm not joking when I say that you will genuinely enjoy Prospecting.

WHY SHOULD YOU USE CUSTOM DATA?

Bottom line, Custom Data gives you a better return on investment. It might seem counterintuitive, but actually, you'll have less calling to make but more leads. Because Custom Data
focuses on profiling individuals and is much more detailed and up to date in nature it means that every call has a greater chance of making sense to the person you are speaking to.

So,

it's not so much a cold call you'll be making, but an intelligent call. Also, because Custom Data is typically a lot smaller in volume and requires much less calling and therefore costs you a lot less. So, to sum up, Custom Data generates a much higher quality of conversation and lead and wins you more New Business.

Simples! Give us call if you want a free trial, always happy to help.

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