

# How to Generate More Leads



# OUR VISION

We inspire companies to do their best work.

# OUR MISSION

We help companies leverage marketing  
to reach their goals and realize their business vision.



# TODAY'S PRESENTERS



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# Agenda

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1. INTRODUCTION
2. TARGET MARKET RESEARCH
3. MESSAGING BLUEPRINT
4. DISTRIBUTION CHANNELS
5. OUTBOUND MESSAGES
6. ADDITIONAL ASSETS
7. EXECUTE & MEASURE

# INTRODUCTION

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## Typical Lead Gen Challenges

- Little to no sales or marketing experience on staff.
- Assume they know what's important to customers, but don't really know.
- Unsure how to communicate your unique value or how you are different.
- Vulnerable to “silver bullet” solutions.

# INTRODUCTION

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## Why Plan A Lead Gen System?

- Reach business goals.
- Get more leads faster.
- Deliver compelling messages to your ideal customers.
- Reduce risk - Rule out 95% of channels where spend will be wasted. Spend money on the right channels.

# INTRODUCTION

## What You Will Learn Today

- How to identify and understand your ideal clients and what is important to them.
- How to cut through the noise to talk about your business in the most compelling and relevant ways.
- How to determine where to market your company.

# TARGET MARKET RESEARCH



## WHO IS YOUR IDEAL CUSTOMER?

If you could bottle your top five customers, what would they have in common?

# INVESTIGATE ON LINKEDIN

The screenshot shows the LinkedIn 'All people filters' interface. At the top, there's a search bar and navigation links (Home, My Network, Jobs, Messaging, Notifications, Me, Work, Advertise). Below the search bar, the title 'All people filters' is followed by 'Clear' and 'Cancel' buttons, and an 'Apply' button. The filters are organized into several sections:

- Connections:** Includes checkboxes for '1st', '2nd', and '3rd+' connections.
- Connections of:** A button to 'Add connection of'.
- Locations:** A button to 'Add a country/region' and a list of locations: United States, Greater Denver Area, Greater Philadelphia Area, Greater New York City Area, and Greater Pittsburgh Area.
- Current companies:** A button to 'Add a current company' and a list of companies: West Virginia University, Jackson Hole Group, Drexel University, University of Denver, and University of Denver - Daniels College of Business.
- Past companies:** A button to 'Add a previous company' and a list of companies: Barnes & Noble, Inc., West Virginia University, ECFMG, University of Denver, and IBM.
- Industries:** A button to 'Add an industry' and a list of industries: Marketing & Advertising, Information Technology & Services, Financial Services, Real Estate, and Public Relations &.
- Profile language:** A list of languages: English, German, Spanish, French, and Others.
- Schools:** A button to 'Add a school' and a list of schools: West Virginia University, Temple University, University of Colorado Boulder, University of Denver, and Metropolitan State University of Denver.
- Contact interests:** A list of interests: Pro bono consulting and volunteering, and Joining a nonprofit board.
- Services:** A button to 'Add a service category' and a list of services: Consulting, Marketing, Writing, Coaching & Mentoring, and Marketing Consulting.
- First name, Last name, Title, Company, School:** Input fields for these details.

**Want to better focus  
your search?**

Upgrade to a Sales or Hiring  
plan to unlock additional  
filters, including Function  
and Years of Experience.

# WRITE RESEARCH BRIEF

## PURPOSE AND OBJECTIVES

### **Purpose of this Research**

The purpose of this research is to better understand the outsourced IT buyer journey and how best to message the three target markets.

### **Research Objectives**

This research will focus on three areas: the buyer's journey, the buyer's pain points, and the messaging that resonates with the client. The objectives are:

# WRITE RESEARCH BRIEF

## USE SPECIFIC OBJECTIVES

### **Buyer's Journey**

- Discover the stages of the buyer's decision-making process
- Determine who influences their decision/ who they reach out to for help

### **Pain Points**

- Learn what problems they have hired an IT consultant to solve for them in the past
- Discover what they learned about hiring consultants from those past engagements

### **Messaging**

- Learn how they search for an IT service when they need one
- Discover the criteria by which the client evaluates the solution

# CONDUCT INTERVIEWS



Zoom



Christian Lunde



Paige Black

# WRITE MESSAGING BLUEPRINT

## TARGET MARKETS

Business Owners, IT Officers, Practice / Office Managers

## TONE

Upbeat and informative, familiar but respectful.

## 30-SECOND ELEVATOR PITCH

I'm in a thankless business. Our outsourced IT services are so efficient, we solve the thorniest problems before they slow up the customer's business.

## VALUE PROPOSITION

Our service offers easy scalability with quick turnaround times to streamline your workflow and increase your productivity.

# WRITE MESSAGING BLUEPRINT

## PRIMARY MESSAGES

We love solving all our customers' problems.

We take care of the big picture by unravelling all the small IT challenges on your checklist.

## SECONDARY MESSAGES

We provide outsourced IT for companies like IBM, Tesla, and Joe's donut shop down the street.

We understand the trickle down ramifications of having the wrong IT solution. IT problems hit every single person in your office and affect everything you do.

# DISTRIBUTION CHANNELS



## HOW TO CHOOSE

- Budget
- Audience
- Message
- Goals

A background image showing several light bulbs, some of which are glowing, against a dark blue background. The bulbs are arranged in a way that suggests a cluster or a group of ideas.

# OUTBOUND MESSAGES

## PROSPECTIVE FORMATS

- Social Media
- Social Selling
- Blogs
- Email Prospecting
  - Email Signatures

The top of the slide features a dark blue background with a blurred image of several incandescent light bulbs. One bulb on the right is in sharper focus than the others. A solid yellow horizontal bar runs across the slide just below the image.

# **SOCIAL MEDIA**

## **BUILD TRUST FIRST**

### **ENGAGE WITH YOUR AUDIENCE IN SOCIAL MEDIA**

- Like
- Comment
- Share

## DISTRIBUTE & REPURPOSE

- Create Videos
  - [Social Media Examiner](#)
  - Vimeo
  - Lumen 5
- Create Social Posts
  - Tweet Quotes
  - Missinglitr

# OUTBOUND MESSAGES

## Email Signature



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Tuesday, August 25th 10 AM MDT [How To Generate More Leads](#)

# EMAIL MARKETING



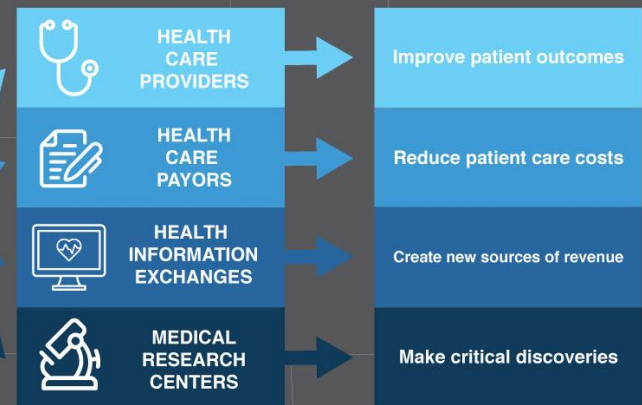
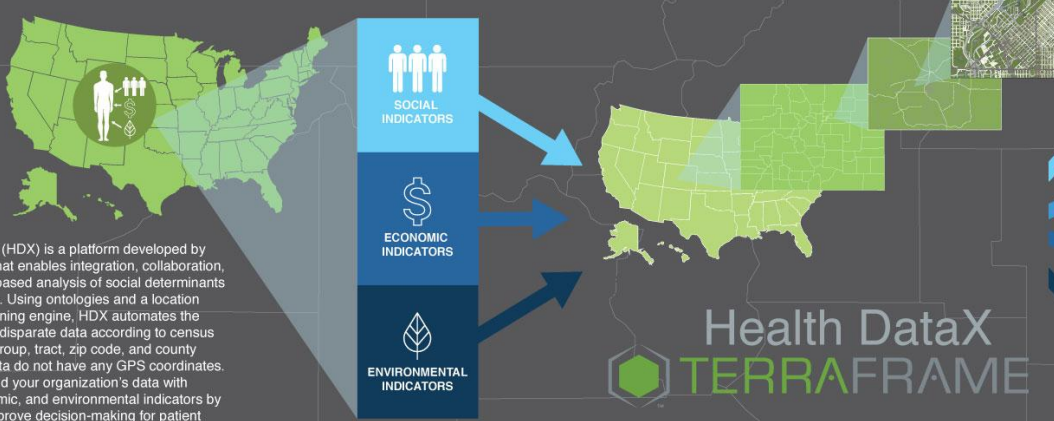
## DELIVER VALUE

- Industry News
- Kudos/ Shout Outs
- Nonprofit News
- Be of Service

# ADDITIONAL ASSETS

## INFOGRAPHICS

### SEAMLESS INTEGRATION OF DATA ON SOCIAL DETERMINANTS OF HEALTH



# ADDITIONAL ASSETS

## CASE STUDIES & WHITE PAPERS



### What Every CEO Needs To Know About Marketing

There is an overload of information (and misinformation) about marketing available everywhere you look. It's a full time job sorting through all of the options to identify what could for your business. And even then, it's not entirely clear if your choices are really what's best for your situation. This whitepaper explains the six most critical tenets you need to know to market your business effectively. Understand them, and you will be able to make better marketing decisions that will save you time and money.



### Wedding Planner Gains National Recognition And Higher Search Rankings

This case study outlines the challenges faced by a **luxury wedding planner**, the **media relations** and **SEO** solutions Paige Black implemented, and the results they achieved together.

#### Industry Background

##### National Market Situation

Event planning and wedding planning, in particular, are highly competitive fields. The low cost of entry, lenient regulations, and minimal capital required to launch a wedding-planning business make it a relatively easy industry to break into.

However, quickly establishing a business doesn't always mean happily ever after. There are two trends in the industry that increase competition. First, couples are increasingly planning their own weddings rather than hiring a planner. Second, despite the DIY trend, analysts predict that the wedding-planning industry will experience a significant increase in revenue over the next five years. (The increase could come from higher-priced weddings as well as more couples getting married.) Together, these two trends create a fiercely competitive marketplace for wedding planners looking to establish or grow their businesses<sup>1</sup>.

##### Local Market Situation

With just over 350 wedding planners in the Denver metro area<sup>2</sup>, the local market is oversaturated with providers all vying for the limited number of couples seeking wedding planning services.

##### The Marketing Challenge

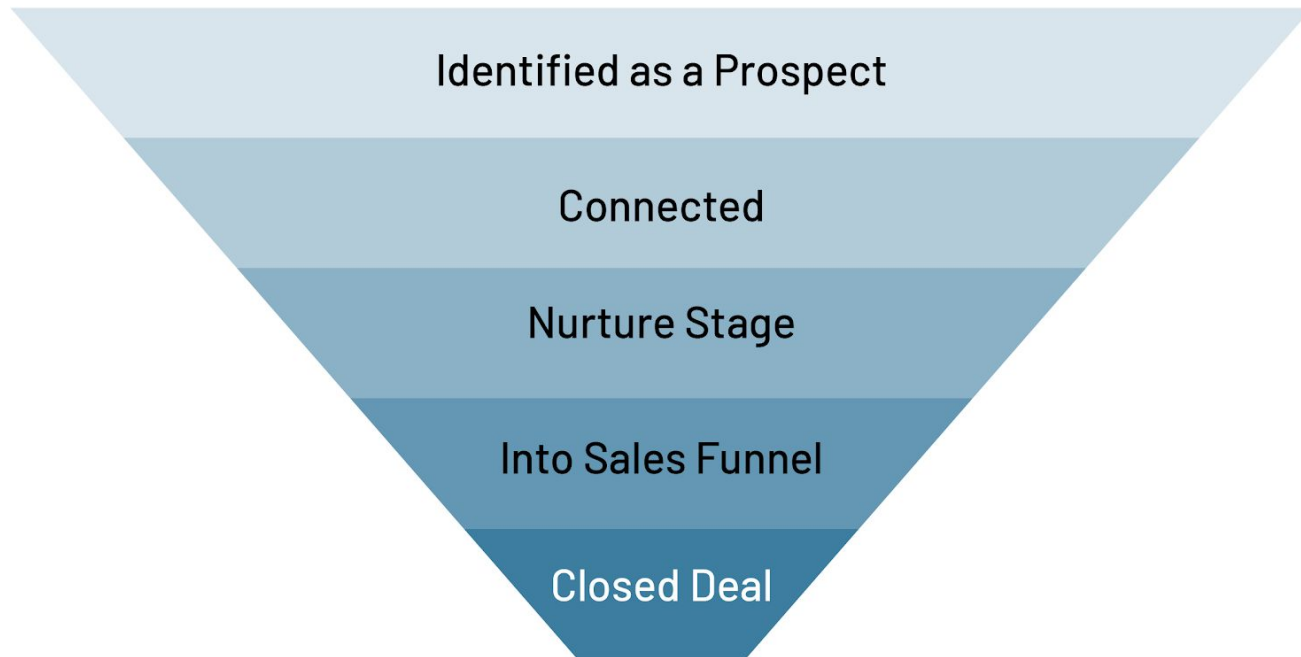
A wedding planning company needed to improve its website's [search engine optimization \(SEO\)](#) to stand out more in online searches. Additionally, the company wanted to expand their customer base for its luxury and destination wedding planning services. To do so, they needed to elevate their credibility and perceived value to attract the target markets who look for those services.

<sup>1</sup>BIS World Us Specialized Industry Reports: Wedding Planners

<sup>2</sup>Weddingwire.com

# EXECUTE & MEASURE

## EXECUTE, MEASURE, AND TWEAK



# How to Build the Right Marketing System for 2021 A Six-Part Webinar Series

**Part 2 - Plan**  
**Tuesday, December 1st**  
10 am MT / 9 am PT / Noon ET

A decorative header image featuring several light bulbs of different shapes and sizes, some glowing and some not, against a dark blue background. The bulbs are arranged in a way that creates a sense of depth and focus.

**STAY IN TOUCH**

**DOWNLOAD THESE SLIDES**

**<https://paige.black/lead-generation-slides>**

# QUESTIONS?

**What resonated with you?**  
**What are you walking away with?**  
**Any other feedback?**



The background image shows a laptop screen with a dashboard. The dashboard includes a sidebar with a user profile and navigation menu, and a main area with several key performance indicators (KPIs) and a line chart. The KPIs are: Total Users (2500), Average Time (1.51 Sec), Total Males (2,500), Total Females (4,567), Total Collections (2,315), and Total Connections (7,325). The line chart shows data over time, with a yellow area representing 'Some ability stuff 1' and a blue area representing 'Some ability stuff 2'. The text 'THANK YOU' is overlaid in large white letters on a semi-transparent yellow background.

# THANK YOU