



## 16 Ways to Generate Leads for your Business

There are many different marketing strategies that you can use to promote your business. This is not an all inclusive list, but we hope that it helps you to think about the different marketing strategies that are available to you. The most effective plan is to try several strategies, survey your customers to find out which ones were the most effective, and then concentrate your money and efforts towards the ones that work the best.

### 1. Trade Shows:

Trade shows can be a great place to gather a lot of names and contact information fast. It can also be a great place to sell your product or service. Trade shows tend to be a lot of work, but if done right, this form of marketing can be very lucrative for some industries.

- Establish an interest in what you are offering by creating a professional booth that will attract visitors.
- Design your booth with an open setting that allows people to walk in and look at your product or gather informational material about your business.
- Gather the names and contact information from the people that visit your booth. You can do this by offering a discount, holding a drawing, or by offering a free consultation or bid. Be selective and ask for their interest level on the drawing entry forms.
- Follow up with your contacts within three days of the show ending. This will produce the best results and ensure that your contacts will remember you.

### 2. Website:

A website is a way for your customers to learn more information about your service or product on their own time. Having an interactive and informative website will help you to sell your product or service, but it is not enough on its own. You must have other marketing strategies in place to ensure your company's success.

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Get it  
**Together!**  
PRODUCTS

- Your website must be optimized so that search engines can locate and drive traffic to you.
- Use imagery in your website, not just words.
- Integrate an informative blog and update it regularly.
- Have a section for your visitors to register for further information or discounts. This will allow you to build a list of people that are interested in your product or service.

### **3. Online Social Marketing:**

Using online social networking is a free way of easily marketing your product or service. To learn five time-saving tips on how to use online social networking to build you business, read more at <http://ceosystems.net/wordpress/?p=347>.

### **4. Internet Marketing:**

You can use internet marketing to sell your product or to build your email list. Most internet marketing is focused on driving traffic to your website. If your target demographic is international then learning more about how to effectively market on the internet is important. There are hundreds, if not thousands, of coaching and teaching programs that can help you to optimize your efforts.

- Research the different internet marketing programs that are offered before you choose one.
- Talk to others that have been successful in using internet marketing and find out how they did it.

### **5. Store Front:**

If you have a retail establishment, there are many ways to pull traffic into your location.

- Use signage, balloons, banners, etc. to attract drive by traffic.
- Institute a customer service system for connecting with people once they are in your doors.
- Create a plan to establish a reason for your customers to visit your establishment again. This could be a weekly drawing, new products, or discounts for repeat customers.
- Gather your visitors contact information. This information can then be used for a variety of marketing purposes.

## 6. Networking Organizations:

Joining the networking organizations that exist in your area, such as the chamber, can help you to connect with potential customers and build friendships with other business owners.

- Attend networking events regularly.
- Prepare, practice, and feel comfortable delivering your key message. For more information on how to determine your key message, read more HERE. [http://ceosystems.net/PDFs/Key\\_Messages.pdf](http://ceosystems.net/PDFs/Key_Messages.pdf)
- Follow up with the individuals that you connect with. Ask them to join your mailing list or invite them to visit your business or website.

## 7. Join a Leads Group:

Leads groups allow only one business from each industry into their organization. They meet on a regular basis, often weekly. Their primary purpose is to refer business to each other.

- Attend the meetings and events regularly.
- Prepare, practice, and feel comfortable delivering your key message. For more information on how to determine your key message, read more at [http://ceosystems.net/PDFs/Key\\_Messages.pdf](http://ceosystems.net/PDFs/Key_Messages.pdf).
- Follow up with the individuals that you connect with. Ask them to join your mailing list or invite them to visit your business or website.
- Visit other groups or get on a sub list to fill in for group members when they need someone to stand in for them.

## 8. Volunteer:

Participating in organizations that support a cause that you believe in can help you to connect with community members and help a great cause.

- Sponsor a fundraising event that attracts your target market.
- Attend, support, or volunteer at local non-profit events.
- Encourage employees to volunteer and offer incentives for those who do.
- Serve on the board of a non-profit that benefits a cause you believe in.
- Follow up with the individuals that you connect with. Ask them to join your mailing list or invite them to visit your business or website.

## 9. Online Websites That Can Offer Your Product or Service:

Posting a listing for your service or product onto websites such as craigslist--<http://www.craigslist.com/> or Etsy--<http://www.etsy.com/> can help you to

boost sales. These websites will allow you to post a listing of your product for free or at a very low cost.

- Take pictures of your product and post them with your listing.
- Include your website address on your listing.
- Include a customer recommendation on your listing.

#### **10. Mailers or Direct Marketing:**

Using mailers or direct marketing can be a good marketing strategy for some industries. This can include door hangers, postcards, coupons, etc. You can hire a company to do this for you or use your contact list.

#### **11. Outside or Direct Sales:**

Enlist the help of commission-based sales people that are trained to represent your product or service. Be sure to establish a thorough training process to make certain that they are knowledgeable and successful.

#### **12. Purchase a Leads List:**

There are companies that can put together a leads list that is specific to your target demographic. Using this service can save you a lot of money on wasted marketing efforts focused on the wrong demographic.

#### **13. Offer Informational Classes or Seminars:**

Offering informational classes about your product or service will allow you to establish yourself as an expert and inform your clients about what you offer. For more information on how to plan a well attended informational class or seminar, read more at <http://ceosystems.net/wordpress/?p=334>.

#### **14. Advertise:**

Using radio, television, billboard, magazine, and other types of advertising can be effective.

- This form of marketing works through repetition. Having a commercial that only airs once a week will not be that beneficial.
- Include a call to action in every commercial.
- Establish a timeframe that creates a sense of urgency for your customers by offering a discount.

#### **15. Referrals:**

Having someone endorse your product and send their family and friends to you often results in the highest lead to sale conversion rate.

- Ensure that you have a referral program in place and that your customers know about it!

- Ask your customers for the contact information of their friends and family that may be interested in your product or service.
- Ask your customers if they are completely satisfied. If they are, ask them to tell others about you. Give them extra business cards or informational pamphlets to hand to others.

### **16. Strategic Alliances:**

Establish a partnership with other companies that market to the same target audience that you do. Create ways to compliment each other's services.

We hope that this gives you a good start on setting up a marketing plan that utilizes the best marketing strategies for your business. The best marketing strategy involves multiple avenues to reaching your target audience. We encourage you to try several different strategies, survey your customers to find out which ones were the most effective, and then concentrate your money and efforts towards the ones that work the best. Good luck!