intrigue

# MARKETING GUIDE TO GENERATING LEADS

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This guide is designed to help you generate more leads for your contracting, professional services, or B2B business.

It will walk you through five simple steps, which you can take today to not only start generating more leads, but also get better leads.

Let's get to it!

# 1 Niche The riches are in the niches.

The idea to focus on a niche is simple in concept but it tends to be difficult for most entrepreneurs for one BIG reason. When you pick or find your niche, you have to say ‘No’ to some customer opportunities in order to design a business specifically for your niche.

Even at Intrigue, we’ve been guilty of saying ‘Yes’ to client opportunities we should not have been focusing on. Focusing on everyone is, by definition, not focused.

We have heard many of our clients, and even more entrepreneurs, talk about their hesitancy to focus on a niche and say no: “If I focus on a niche, there won’t be enough customers to support the business and its growth

> “The solution is simple but counterintuitive: Stake out the smallest market you can imagine. The smallest market that can sustain you, the smallest market you can adequately serve. This goes against everything you learned in capitalism school, but in fact, it’s the simplest way to matter.”
>
> — Seth Godin

At Intrigue, our vision is to champion a world where entrepreneurs can trust their marketing company to help grow their business. Our target audience is entrepreneurs. Within that, we focus on four types of clients.

1. Contracting Service Businesses and their Suppliers
2. Professional Services Firms
3. B2B Companies
4. Industry Associations for the above types of businesses.

We have staff that are specialists in these areas and, as an organization, we’re constantly trying to find more ways to bring value to the entrepreneurs in these markets. Over time, we’ll be more than a marketing company in these niches — we’ll be a trusted advisor, a value partner, and in the end, THE Choice as a marketing company.

## What's your niche?

Here are some questions you can answer to start identifying your niche:

1. What does your business do exceptionally well?
2. How are you different and better than your competitors in the space?
3. What are the challenges your customers face?
4. Why is your product or service the best option to solve those challenges points?
5. What success stories can you tell?
6. Which data or Key Performance Indicator (KPIs) back up your success story?
7. What is your ideal customer size?
8. What are the decision makers' titles?
9. What size list can your team personally contact in a month?
10. Are there any conflicts of interest to consider with current clients?
11. What technologies will you use to maintain and communicate with prospects?
12. What are the industry pain points?
13. What products or services can you provide to address your audiences' pain points?
14. What are the buying triggers?
15. What information will aid in informing a purchase decision?
16. Which associations, publications, and social media channels influence your prospects?
17. Which tools and technologies will you use to vet and track opportunities?

You can also fill out our A-Client Profile to get a head start!

### Activity: Fill out your own A-Client Profile (60 Minutes)

Click here to access a copy of our A-Client Profile worksheet.

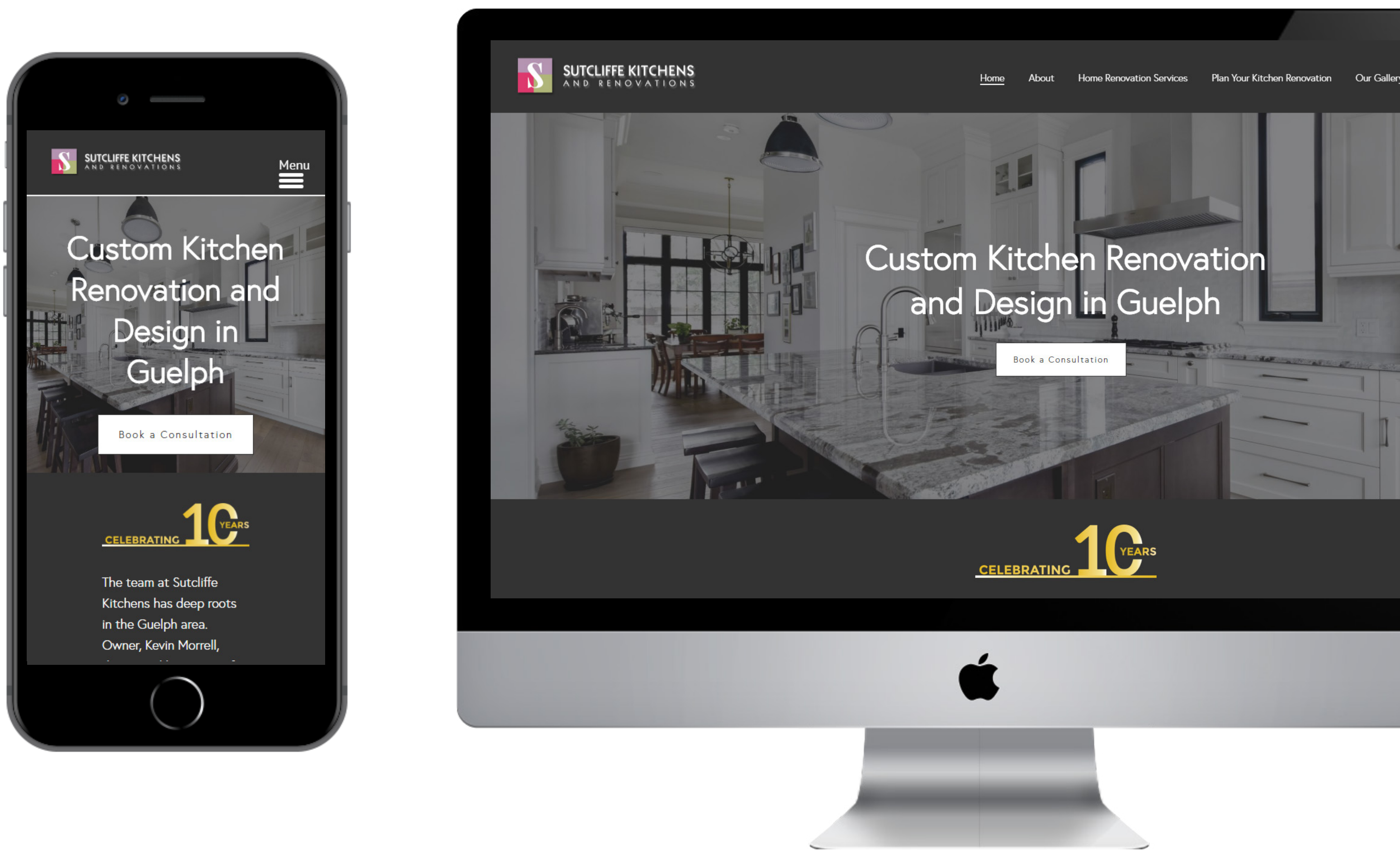
# 2 Calls to Action Telling people what to do

Typically, people don't like to be told what to do. Saying, "You know what you should do?" or "You should…" usually doesn't work out. Except on websites!

Users visiting your website need to be told what to do, where to go next, and what to look at.

Here are a few examples of websites we've developed for our clients that illustrate the point.

**Sutcliffe Kitchens and Renovations**



## Sinclair Homes


You will notice that in both of these examples there is one clear call to action. For Sutcliffe Kitchens, it is 'Book a Consultation', and for Sinclair Homes, it is 'Register Today'.

Three things to remember with Calls to Action:

**1**

### Keep it simple

Try to use only one Call to Action per page to reduce the number of choices that a user has to make.

**2**

### Use colour contrast

Make sure your Call to Action pops off the page, by using a colour that contrasts with your typical brand colours.

**3**

### Use a button

People are used to clicking buttons on desktop and pushing/ tapping buttons on mobile. Try to match their worldview

# 3 Value Exchange

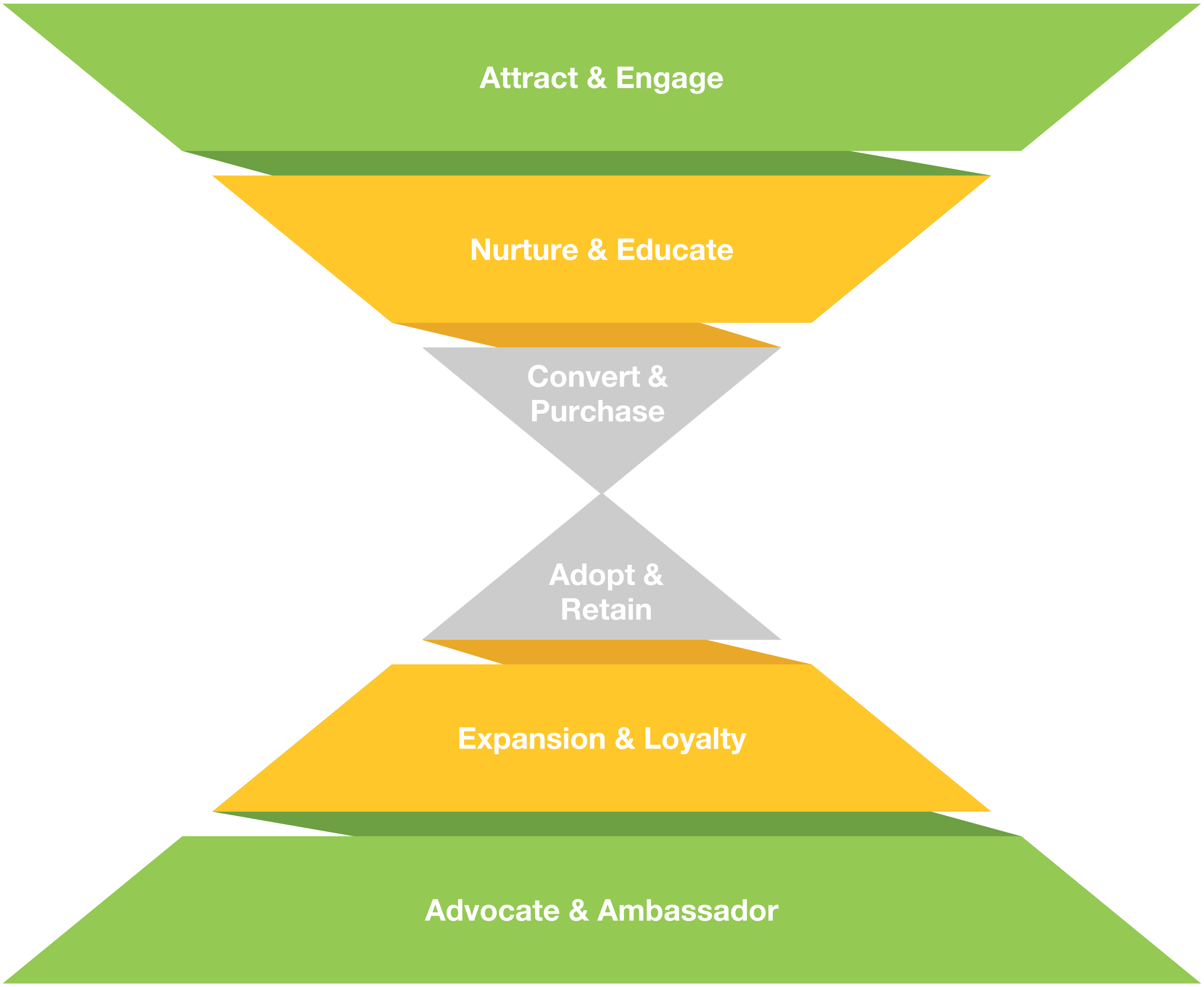
## Provide pieces of gated content like this guide!

There are a few key ideas to keep in mind when it comes to your website.

1. Not everyone visiting you is ready to buy.
2. Your website is a sales tool and a recruiting tool.
3. A visit is an opportunity to engage in a relationship with a potential customer or team member.

So, how do you apply these ideas?

Here's a visual overview of a marketing and sales funnel:




1

## Attract & Engage

Visitors are seeking information about their problem.

2

## Nurture & Educate

Visitors are looking for a solution to their problem.

3

## Convert & Purchase

Visitors are ready to make a decision and buy.

4

## Adopt & Retain

Visitors are experiencing their purchase.

5

## Expansion & Loyalty

Visitors are ready to buy more from you.

6

## Advocate & Ambassador

Visitors are telling others about you.

Most businesses focus on #3. This section is about #1 and #2, and exchanging value with those visitors like you did with Intrigue. :)

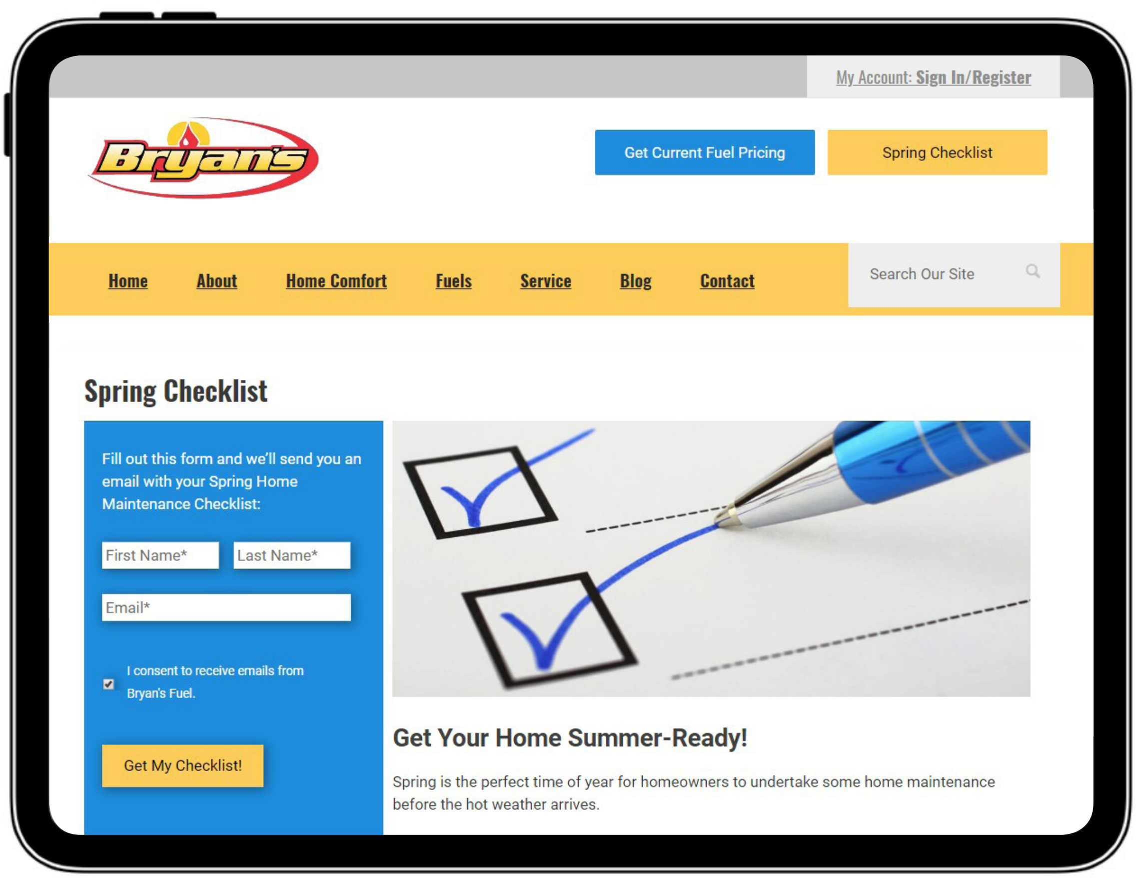
**The questions we need to answer are:**

1. What information is meaningful, relevant, and valuable to a future customer?
2. What information will help them make a better decision with their upcoming purchase?

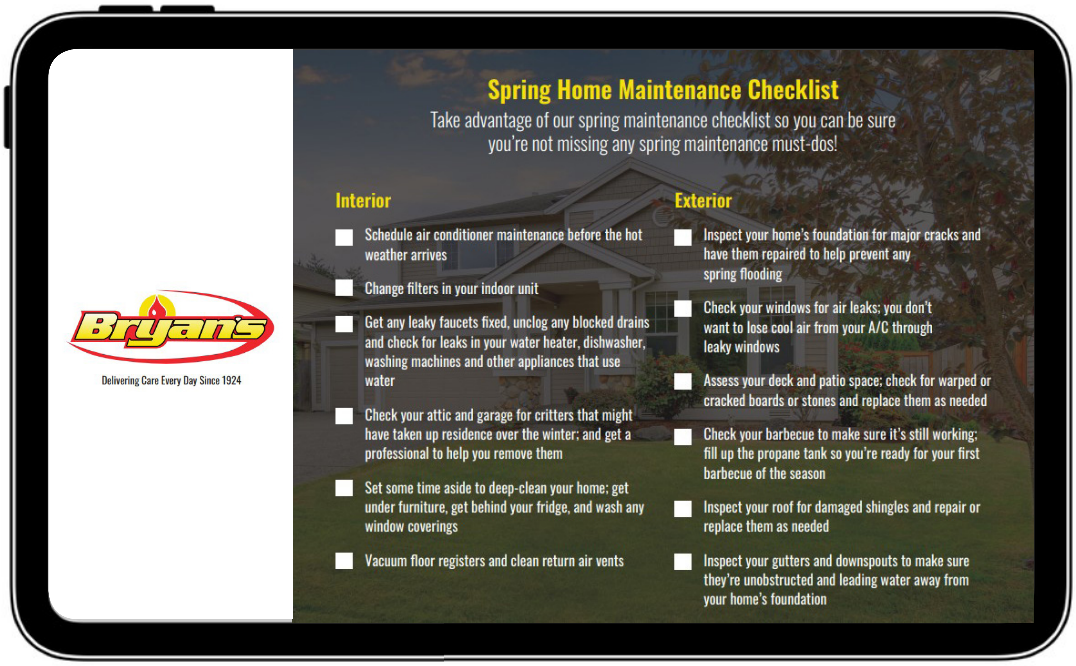
In the example of this resource, we identified that future clients of Intrigue are interested in generating leads, having a great website that represents their business well, and growing their business.

You will also notice that everything in this guide is designed to help you improve your current situation with no sales hook. If you want to work with us, we trust that you'll reach out when you're ready.

Here's an example from an HVAC business, using a value exchange to collect contact information on a landing page:



And here is the checklist:




There are a few points to consider:

**1**

**Keep it simple.**

Your resource doesn't have to be monumental or massively time consuming to create — it can be much more simple than this guide. :)

**2**

**It's not about you.**

At Bryan's Fuel, their target is homeowners and the checklist applies to aspects of the home that they don't service, but it is positioned to help the homeowner.

**3**

**They work!**

In three months, Bryan's Fuel generated 40 leads using this checklist to exchange value with visitors to their website.

# 4 Forms: Quality vs. Quantity

Contact forms on websites come in all shapes and sizes. From a one field email form, to a full mortgage application with hundreds of fields. Finding the right type and size of contact form will unlock your ability to generate leads to grow your business while you sleep!

First, there is a general rule that applies to contact forms:

- Small number of fields = more leads, less qualified.
- Large number of fields = less leads, more qualified.

So, let's start with types of forms.

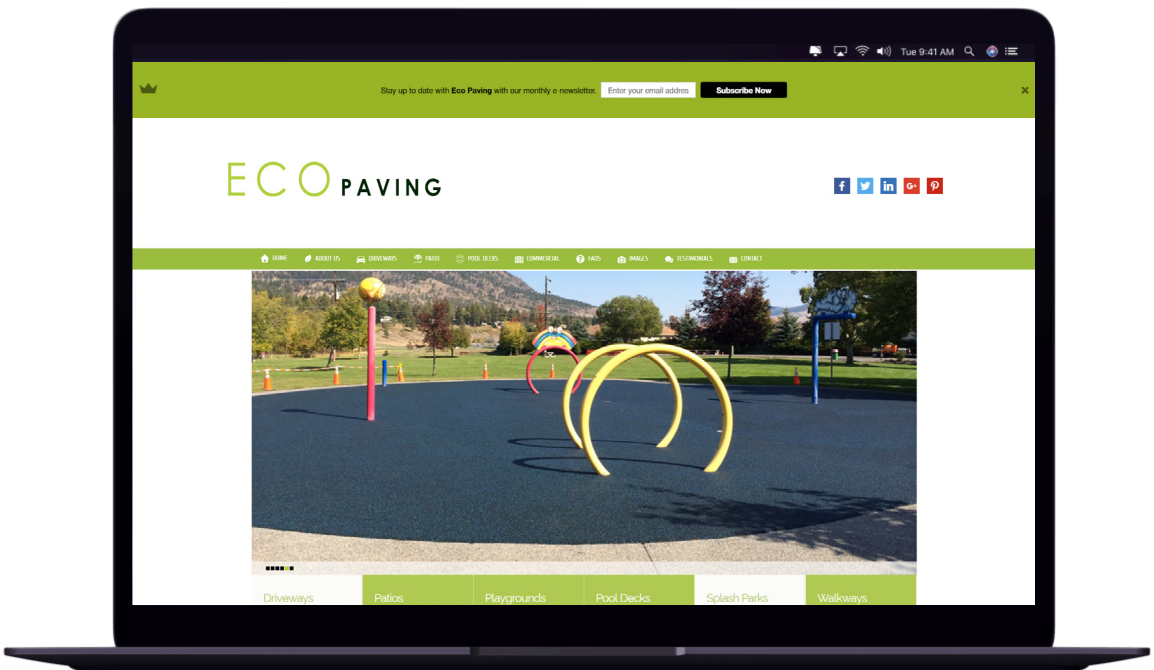

Email Sign Up | Simple Contact Page | Two-Step Form | Conditional Form

## 1 Email Sign Up

Here's an example from Eco Paving, an environmental paving company out of British Columbia:

**Email Smart Bar by Sumo**

You can see at the top of their website, they have a one-field email sign up form. It is simple and effective, and helps build a subscriber base for email marketing.




**Quick Note:** Besides your website, your email list is the only marketing asset most companies actually own. Google, social media, and ad space is all leased real estate, while your email list is yours and yours alone. Don't underestimate the value of emails. :)

Here's another example of a website using a pop up window on the home page to capture leads. The best part is, after we installed this pop up, the bounce rate (people leaving after one page) didn't go up and the form started growing their email list!

- Email Pop Up Window

**Popup Maker for Wordpress**


The idea is simple — not everyone wants to buy right away. Make it easy for them to stay in touch.

The last piece to note about email sign ups is that you need to tell people why to sign up. In the case of Bavarian Windows, they use the message, "Get expert tips straight to your inbox" and it works.

## 2 Simple Contact Page

This section is pretty straight forward, but there are still a few pieces that need to be addressed.

**A. Use contact forms, not an email address.**

Email addresses don't serve you for two main reasons:

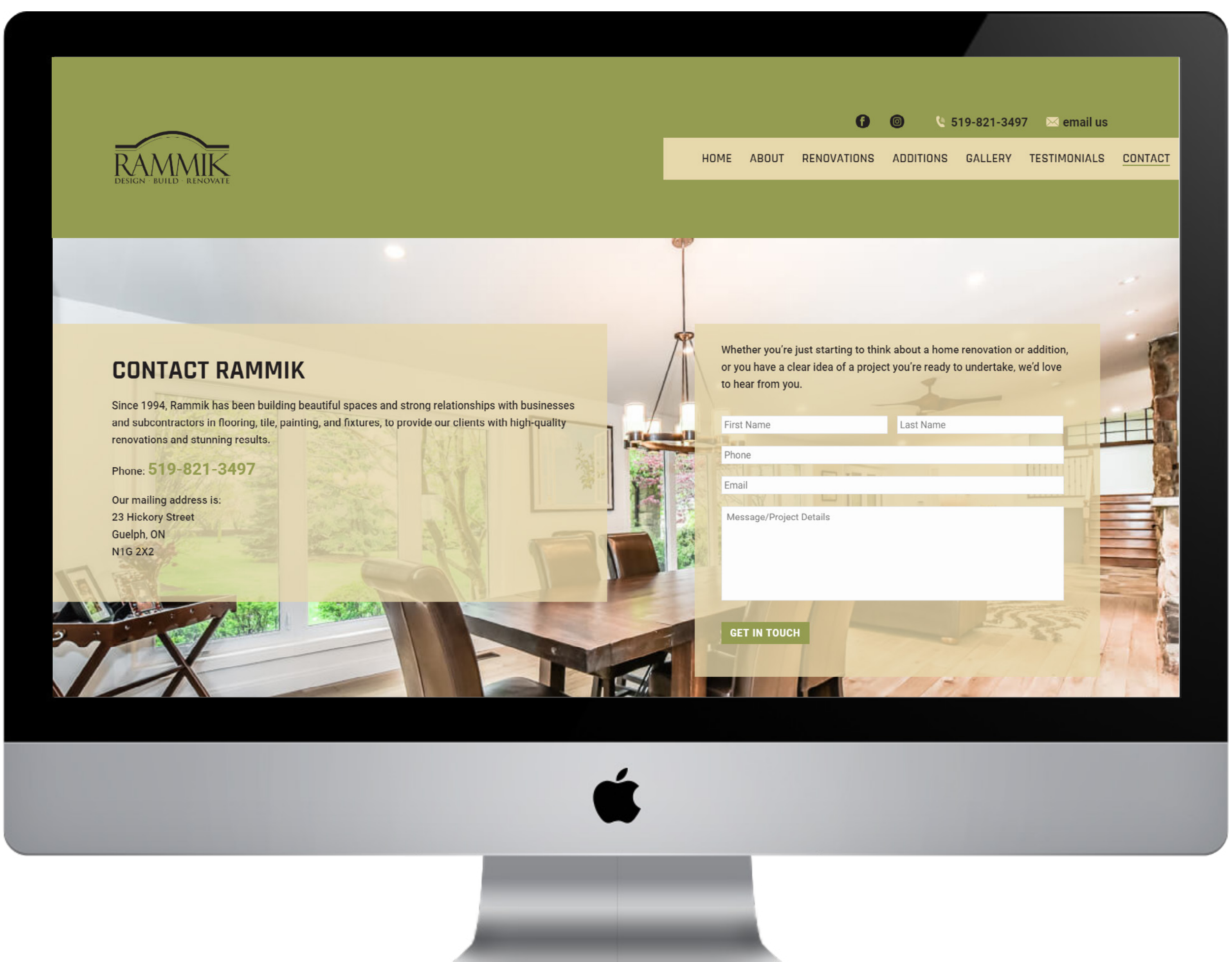
First, when someone emails you by clicking your email address, you can't track that it came through from your website, which also means you can't track what traffic source created the inquiry.

With a contact form, you can direct a visitor to a Thank You page. This is a page that can only be visited by submitting a form and that allows you to see how people got to your thank you page. If they had clicked on a Google Ad, received an email newsletter, or searched for your website organically. This allows you to track each conversion and, if you track who filled out your forms with who actually turned into customers, you can find out ROI to the dollar.

Second, spam bots will email you like crazy if your email is accessible on your webpage. That's right, robots will email you. They're actually programs written to crawl the web and send emails to addresses found.

**B. Provide context**

Tell your users why they should contact you and explain what will happen when they do. Here's an example from [Rammik](Rammik) to illustrate the point.



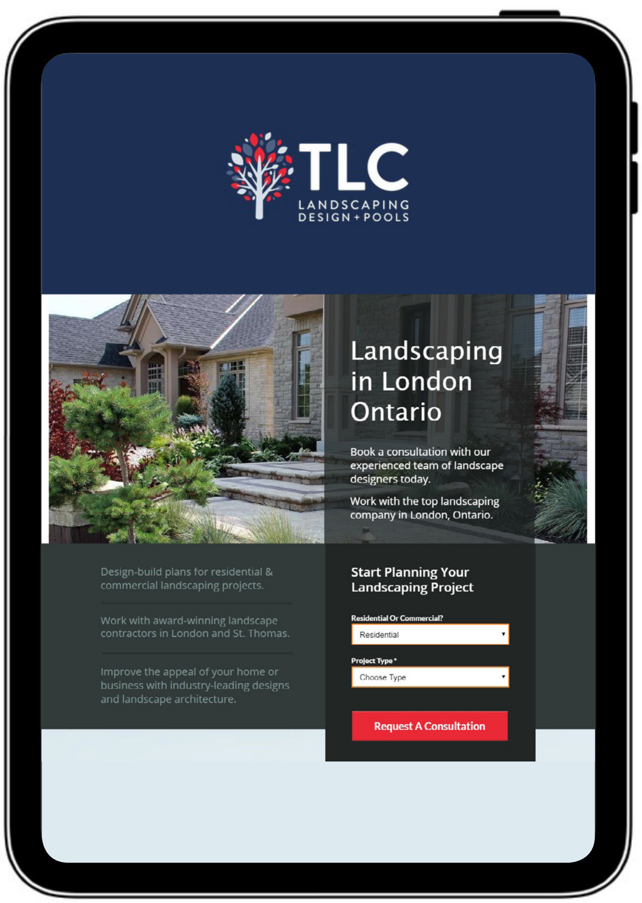
## 3 Two-Step Forms

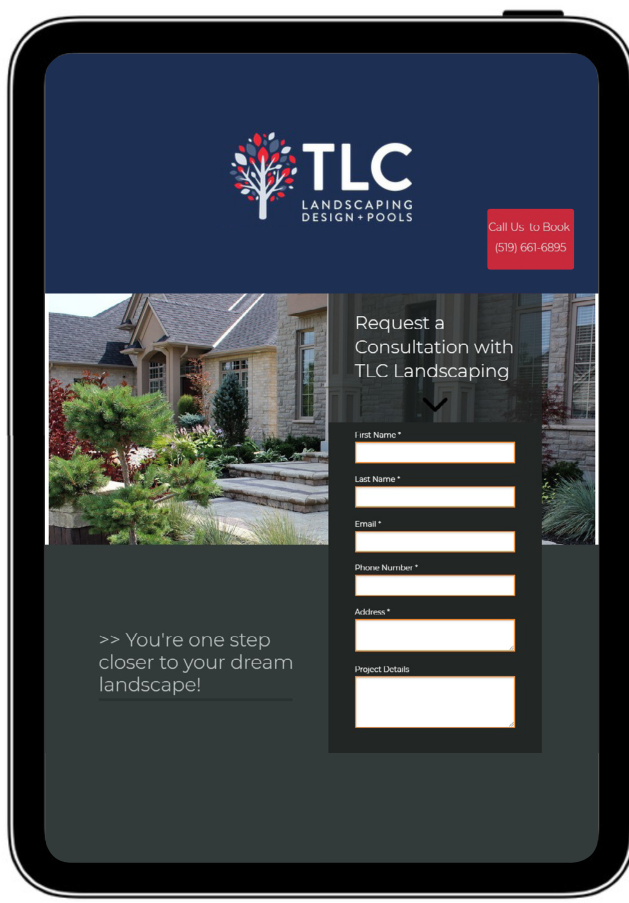
Two-Step Forms are great for a number of reasons.

The most impactful reason to use a two-step form is to help people get started without feeling overwhelmed or over-committed. Asking one or two simple questions for the first step gets people participating and then, when they get to the second step, they're more likely to keep filling out the form.

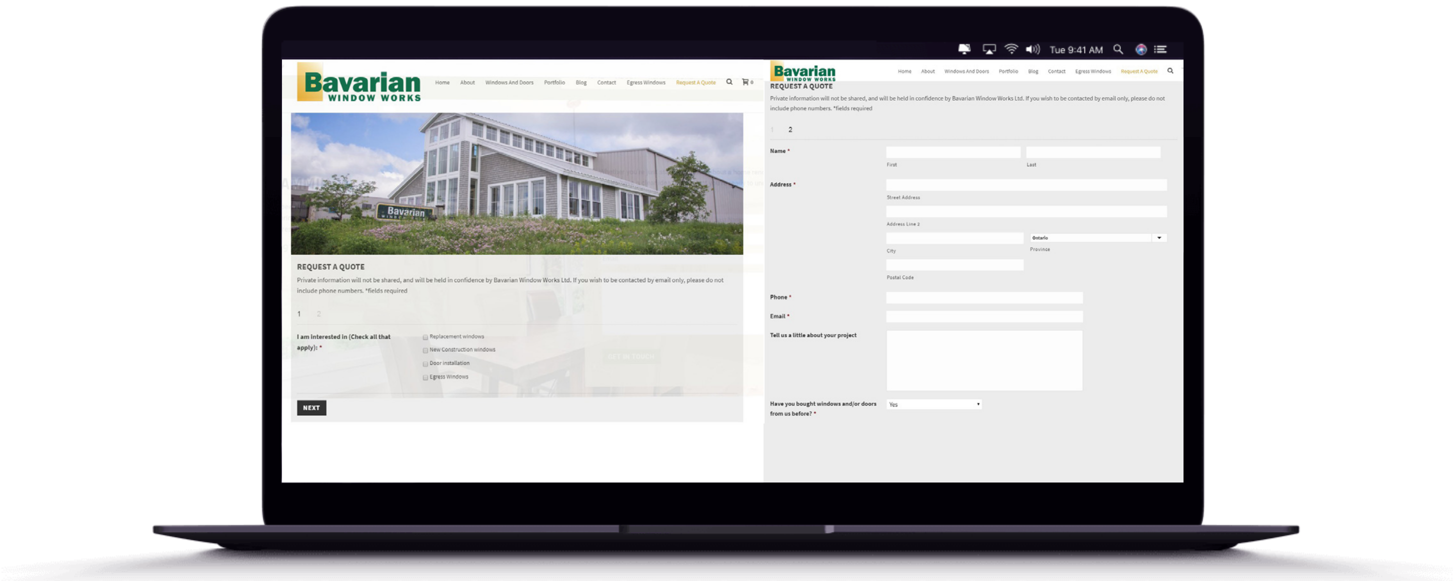
Here are two examples of two-step forms.

The first one is from our friends at TLC Landscaping. The first form is simple, one question. The second form is the info we need to get in touch.



The second example is from Bavarian Window Works and segues nicely into our next type of form. Not only is this a two-step form, but it is also a conditional form. Meaning, different fields appear based on the responses throughout the form.




Using two-step forms is like the best of both worlds, in terms of the general rule we mentioned at the beginning:

- Small number of fields = more leads, less qualified.
- Large number of fields = less leads, more qualified.

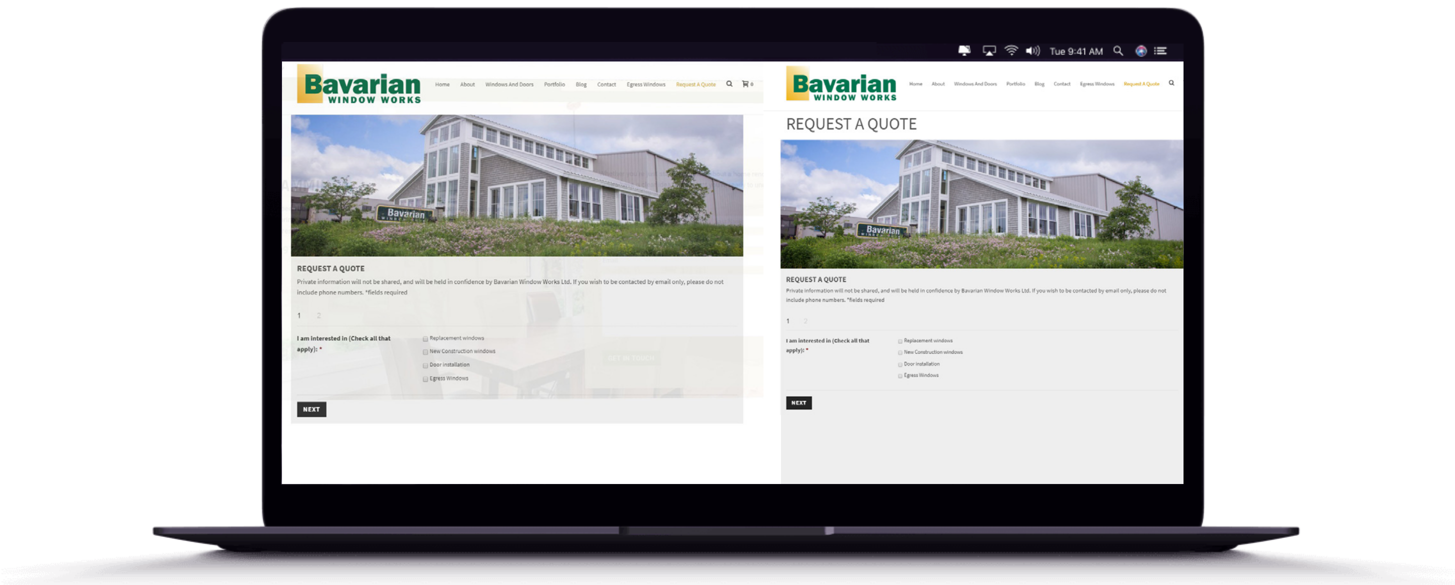
Using a simple form to start the process gets more people to fill out their information, as opposed to just one giant form to begin with. And having the second large form helps keep tire kickers away.

## 4 Conditional Forms

These types of forms are a little more complex and technically harder to manage, but they are worth the effort if you're getting a lot of unqualified leads.

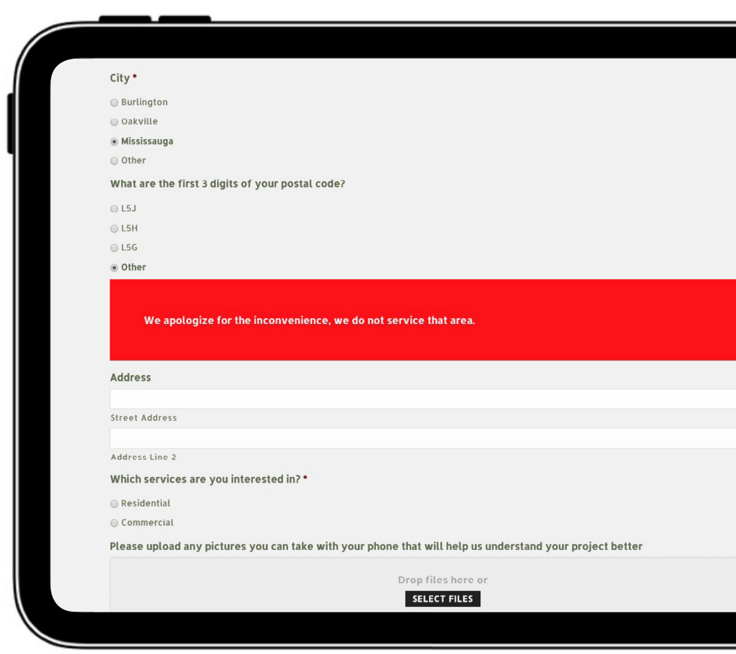
Using the Bavarian Windows example again, you'll notice that if someone picks 'Replacement Windows', then another choice pops up asking "How many windows are you looking to install?" with the options of '3+' or 'Less than 3'.

This allows the team at Bavarian Windows to know which inquiries need immediate attention, as they're not best suited for replacing one or two windows. Their target audience is looking for large projects and big renovations, not one-off replacements. They know their clients, they know their niche.




Below is an example of a conditional form on Green Thumb Landscaping's website. They used to spend an enormous amount of time responding to people that they would never serve because they were too far away. We used conditional forms to inform people that Green Thumb couldn't serve them before they submitted a form.

This simple tactic saves hours of phone calls, email responses, and back and forth with people who will typically not be able to become a client. As an entrepreneur, you know saving time is saving money!



# 2 Follow Up

## The most critical part of the process!

In this section we're going to explore three ways you can leverage automation to help with response time and improved customer experience.

1. Auto responders
2. Calendly
3. Drip campaigns

Before we jump into each of these, consider the following staggering statistics:

- You Have 5 Minutes to Contact Leads
- Less Than 7% of Businesses Respond in 5 Minutes or Less
- 78% of Customers Buy From the First Responder
- Sales Conversions Decrease 391% After the First Minute
- Longer Than 5 Minutes = an 80% Decrease in Lead Qualification
- Right Now, 55% of Companies Take 5+ Days to Respond

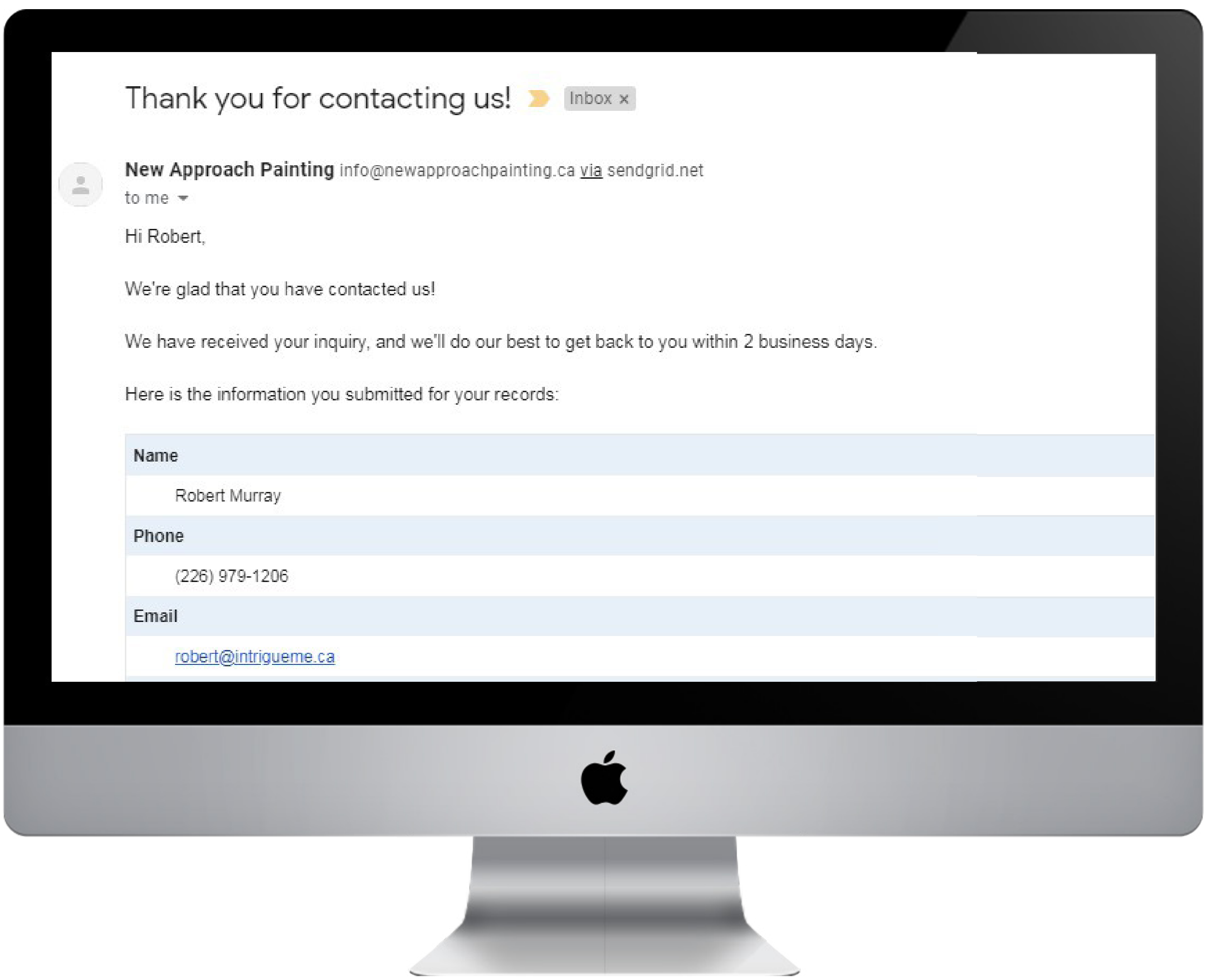
So, knowing that, what can you do?

## 1 Auto-responders

This is the simplest way to tackle immediate responses.

Auto-responders are messages that get sent automatically when someone fills out a form on your website. You can use merge tags to personalize them so they don't feel completely robotic, and you can also provide response time expectations or an alternative method of communication for a more timely response.

Here's an example from New Approach Painting. It acknowledges the inquiry has been received and provides an expectation of when someone will be in touch.



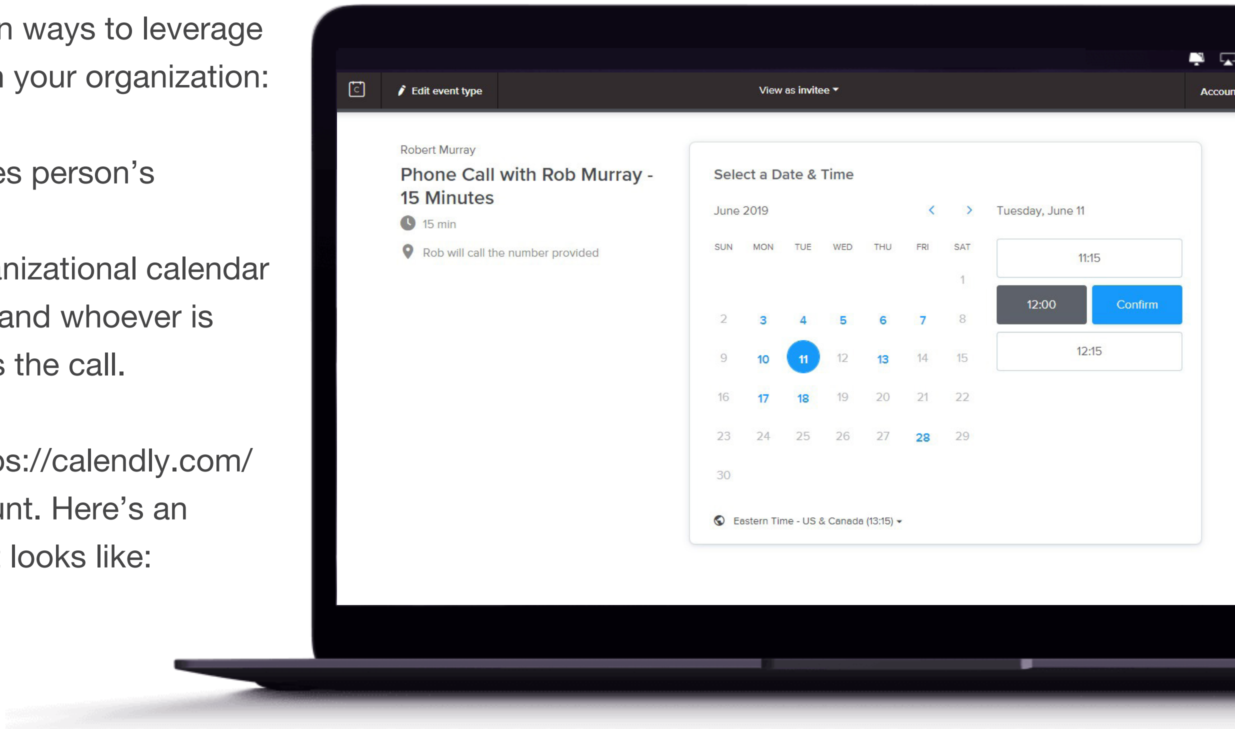
## 2 Calendly

Calendly is a great way to give potential customers an opportunity to book a phone call right into your calendar's availability! Just include the link on your autoresponder message.

There are two main ways to leverage this, depending on your organization:

1) Use the sales person's calendar.
2) Use an organizational calendar that is shared and whoever is available takes the call.

You can go to https://calendly.com/ to set up an account. Here's an example of what it looks like:




You can also [check out one of our calendly accounts] and if you'd like to book an initial call, just fill out the form. :)

[Book a phone call here.]

## 3 Drip Campaigns

This a great way to stay in front of your current or potential customers. The idea is simple:

When someone fills out a form on your website, they get added to a list. Everyone added to this list is then sent a series of emails that have predefined content and delivery times.

For example, someone fills out the form on your website. They get an immediate response acknowledging the inquiry. One week later, they get another message that provides value. Then they receive additional messages at the following times:

| | | | |
|---|---|---|---|
| 3 weeks after they submitted | 6 weeks after they submitted Contact Page | 12 weeks after they submitted | And a last one 20 weeks after. |

Now there are a whole bunch of considerations for this, but we'll keep it focused on a few key points.

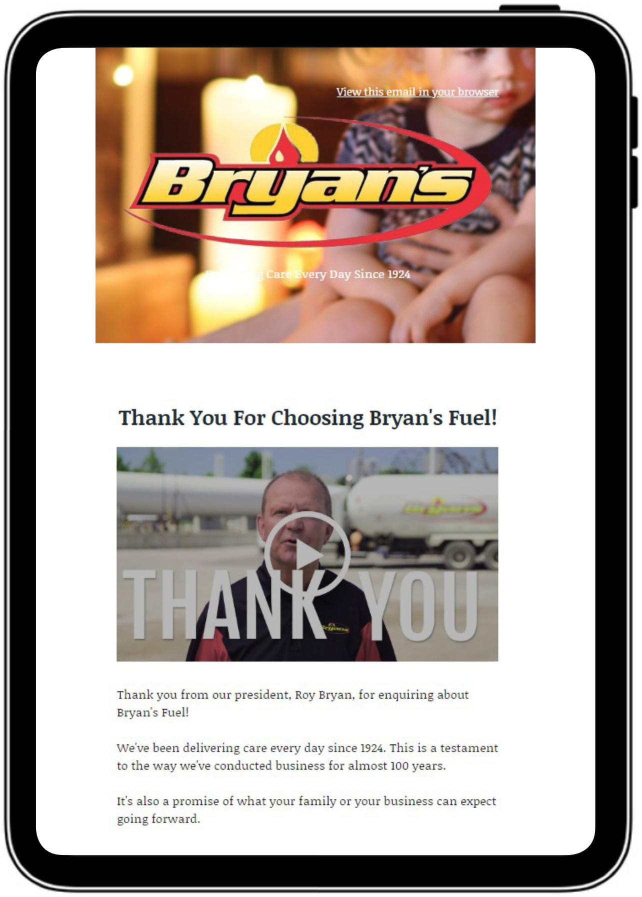
1. Keep it simple, use Mailchimp if you don't have a CRM capable of doing this.

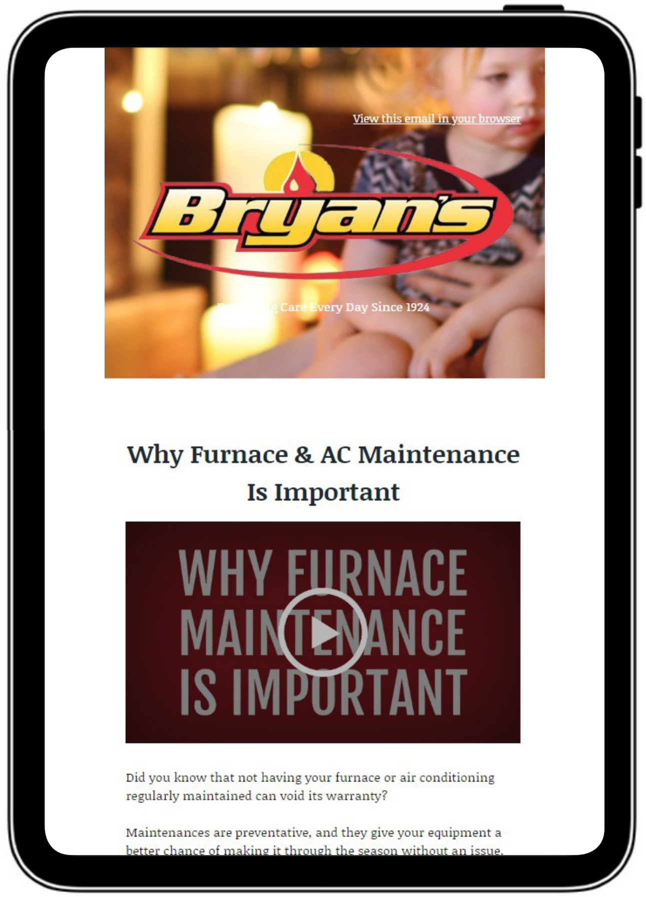
2. Make the messages valuable, helpful, and informative. Not salesy!

3. The content for the emails needs to helpful enough to be relevant, but also generic enough that they will be useful to a potential or a current customer. That way you don't have to manually clean your list based on the status of the contact receiving the messages.

4. Be CASL compliant! CASL stands for Canadian Anti Spam Legislation and you can read more about it on the Government of Canada's website. But certainly not least, this IS CASL compliant. If you'd like to know why, [you can read this excerpt from the Government of Canada's Website.]

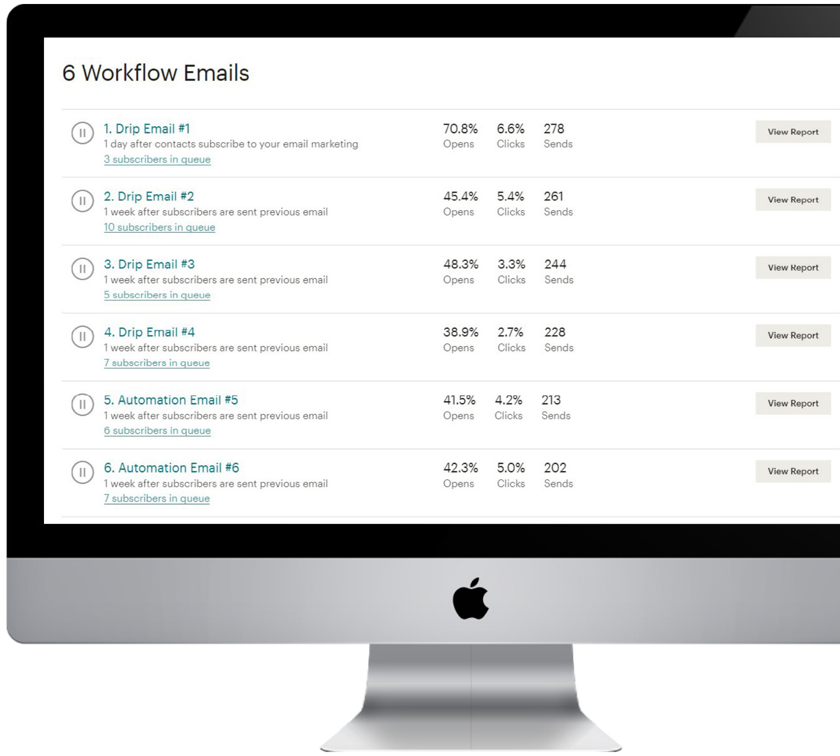
Here's an example of a drip campaign from Bryan's Fuel




And here is a sample report of the people that have started this series of emails, and the amount of people that have received each one. Check out the open and click rates. :)

The best part of this approach is that it happens while you're sleeping! You can set it and forget it.



# Final Note

The tips in this Guide are designed for entrepreneurs who want to step up their digital marketing game and are not using platforms like Hubspot, Pardot by Salesforce, or any other robust CRM platform. Using a sophisticated CRM can make a big difference with regard to how you approach the tips above, but the tips still apply.

Our goal was to give you easy to digest tips and tricks that you can apply to your business right away.

If you have any questions about the content in this guide, or would like to talk to us at Intrigue directly, please let us know by emailing us at info@intrigueme.ca or calling our office at 519-265-4933.

To your success!

**The Team at Intrigue**
Empowering Leaders to Strengthen Communities