

Increase Your Sales with Internet Lead Generation

Everyone is on the Internet

So What?

More Consumers Online

- 875 million consumers that have shopped online*
- 85% of the world's online population
- Industry verticals like mortgage, real estate, and auto survey 75-85% of consumers go online first**

*Nielsen Global Online Survey

**National Association of Realtors

Ability to Target

- Traditional advertising is a shotgun
- The Internet is a funnel
 - Target specific market
 - Filter and qualify
 - Adjust quickly
- Small adjustments yield big results

Even Offline Gets a Lift

- Establish credibility
- Reduce consumer anxiety
- Build trust
- Professional image
- Sophistication

Get Them In Your Pipeline

Lead Capture

How Does It Work?

- Internet lead generation is 100% about lead (prospect) capture
- Website doesn't not generate sales
 - Generate traffic
 - Capture inquiries and contact information
 - Point of sale or lead management

Many Techniques

- Article marketing
- Display advertising
- Email marketing
- Search Engine Optimization (SEO)
- Pay Per Click (PPC)
- Social Media

Ask for the Sale

- #1 failure in Internet lead generation
 - Forgetting to ask for the sale!
 - Or, not selling anything
- Call to action
 - Telephone number
 - Contact form

Capture, Capture, Capture

- Know who visited your website
- Multiple contact opportunities
- Make sure contact form works
- Follow-up!
- Attempt all contact information
- Verify contact information

Internet Consumers are Different...

Better!

Smarter

- Search
- Research
- Educate
- Filter
- Qualify
- Self-select

Closer to Buying

- Convenience
- Efficiency
- Self-select
- Hand-raisers

No Nonsense--How Fast?

- Internet lead generation gives you the opportunity to:
 - Attract
 - Educate
 - Qualify
 - Inquire
- Increased conversion rate

The Database, Stupid!

Focus on the Database

- #1 failure in Internet lead conversion
 - Internet leads are not one call closes
 - Internet customers don't call you
 - Internet customers compare
 - First contact wins (75% go with first call)
- Build a database, not a list
 - Customers will return to the convenience of the Internet if you do not keep in contact

Leads Don't Die

- Leads are people
- People don't buy for a lot of reasons, but they are still buyers
 - Timing
 - Need
 - Product

Managed Databases Convert

- 3% of database leads convert annually
- Law of large numbers
- Contact converts
- Activate your database

Lead Nurturing

More than Email

Works with the Database

- Lead nurturing is about building a relationship
 - Telephone
 - Email
 - Mail
 - Newsletter
- Value first

Multiple Touch Marketing

- No one builds trust or a relationship via email alone
- Stop trying to do it with your leads
 - Mix it up
 - Make it natural
 - Engage leads/customers

Success!

- The formula
 - Contact
 - Education
 - Value
 - Referrals
- Internet lead generation still requires sales--don't treat it like magic

Contact Me!

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