Fill Your Pipeline

10 Ways to Generate Leads

Presented by
Wendy Nemitz

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Wendy Nemitz

Founder / Ideation / Strategy

- M.A. in Leadership
- Professional service marketing since 1987
- Visionary / Creative
- Worked with more than 100 professional service firms on strategy and marketing
- Co-wrote: "High Impact Marketing for Professional Service Firms."
- Wrote: "Leadership: A New Conversation."

call me.

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Ingenuity Marketing Group focuses exclusively on professional services. We help firms across the country address problems like:

- Increased competition pushing "commodity trap" pricing.
- Blocked growth: slow or no organic growth.
- Getting everyone on the same page as to your differentiators.
- Frustration with marketing programs and websites that burn money and time but do not produce ROI.

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Our Team

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Full Marketing Solutions

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14 The New Pursuit

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Hot, warm, cold marketing

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Lead Generation or Lead Nurturing?

Overview

Lead Generation

- Cold Calling
- Speaker's Bureau
- Seminars
- Networking
- Associations
- Emails/Direct Mail
- Content Creation
- Micro Sites/Niche Focused/Industry/Practice Areas

Lead Nurturing

- Speaker's Bureau
- Seminars
- Networking
- Associations
- Emails/Direct Mail
- Social media
- Webinars
- Content Creation

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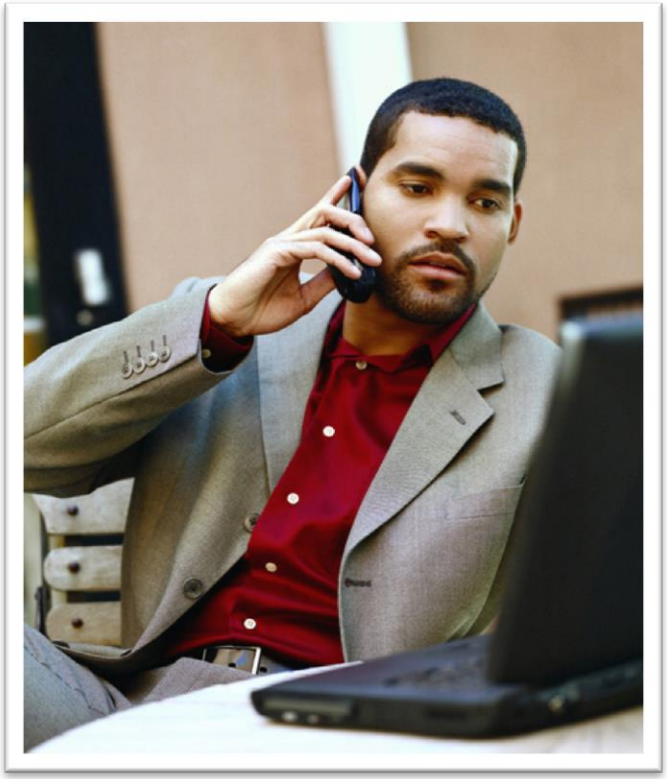
#1: Cold calling



Things to be aware of:

- 2%–10% response rate
- Generates “cool to warm” leads
- Requires perseverance and willingness to either make the calls– or hire a lead generation firm
- Good for lead generation but must have a follow-up system

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#2: Microsites/Niche marketing

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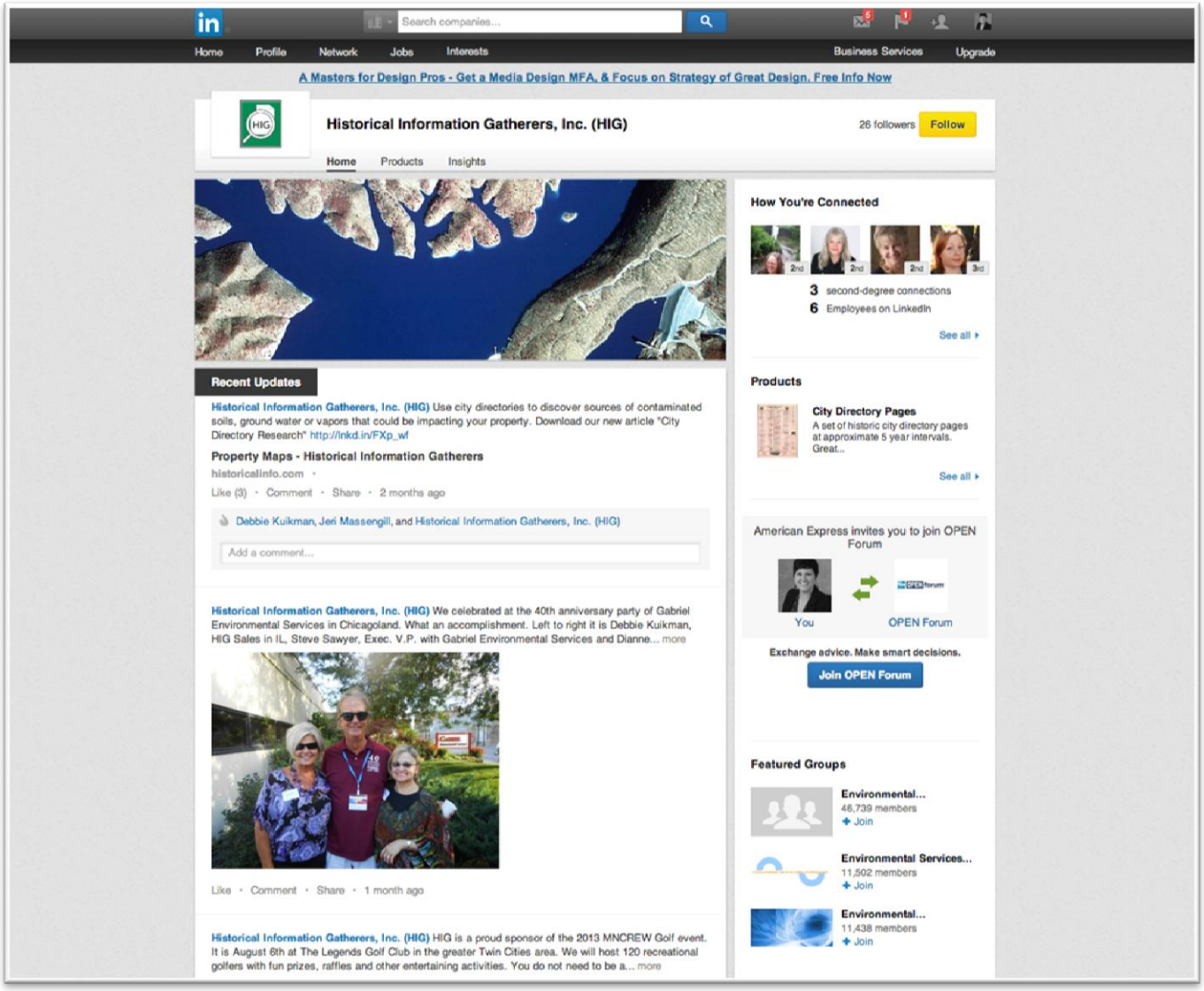
#3: Social media



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#4: Speakers Bureau

Preparation	Packaging	Pitching
Ideation for sellable topics. Define audiences and purposes for speaking. Set up strategy for programs.	Create speaker bio and electronic speaker kit.	Send out pitches at regular intervals to identified list.
	Define all appropriate organizations with contact information.	Coach speaker on interview process or other questions.
Present topic to speaking coach. Maximizing on chosen topics, body language, PPT effectiveness, and handouts.	Devise contact plan and regular pitches.	

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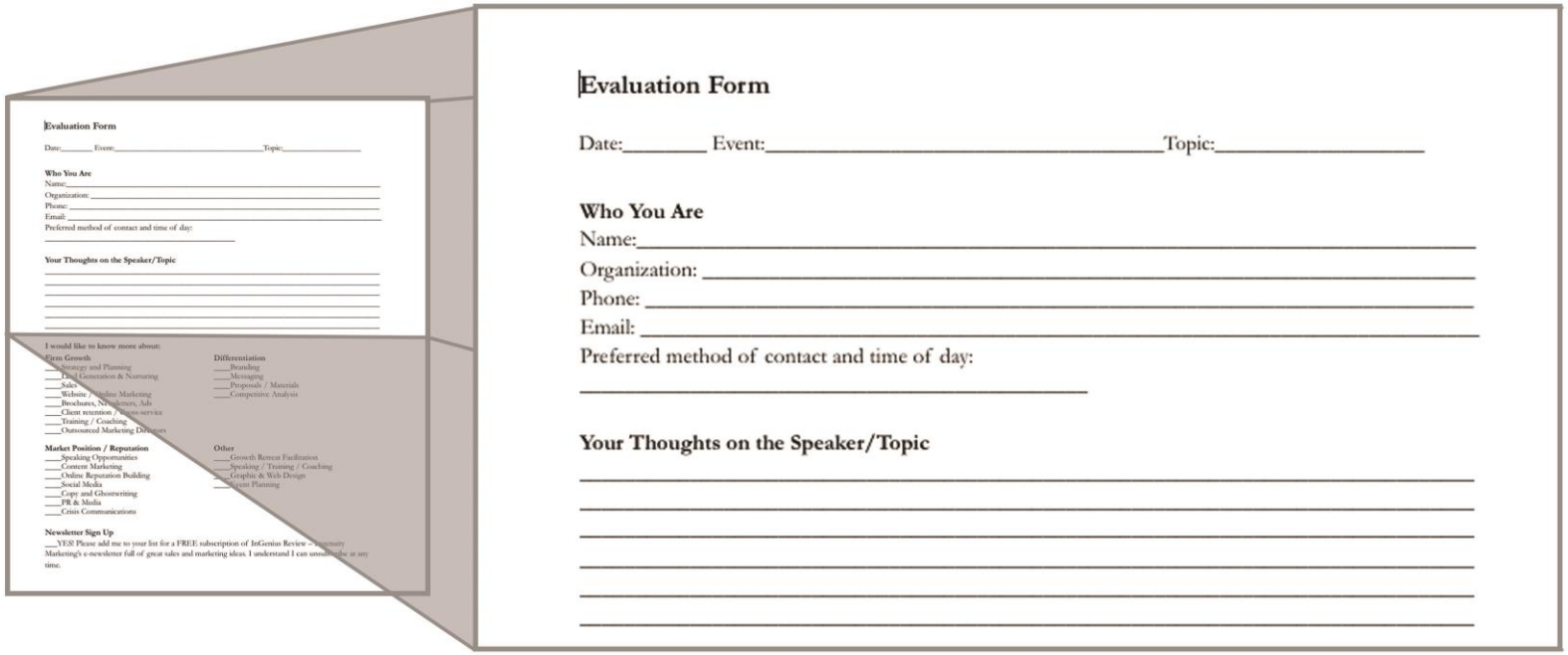
Example of an evaluation form



Evaluation Form

Date:_____ Event:_____Topic:_____

Who You Are

Name:_____

Organization: _____

Phone: _____

Email: _____

Preferred method of contact and time of day:

_____

Your Thoughts on the Speaker/Topic

_____

_____

_____

_____

_____

_____

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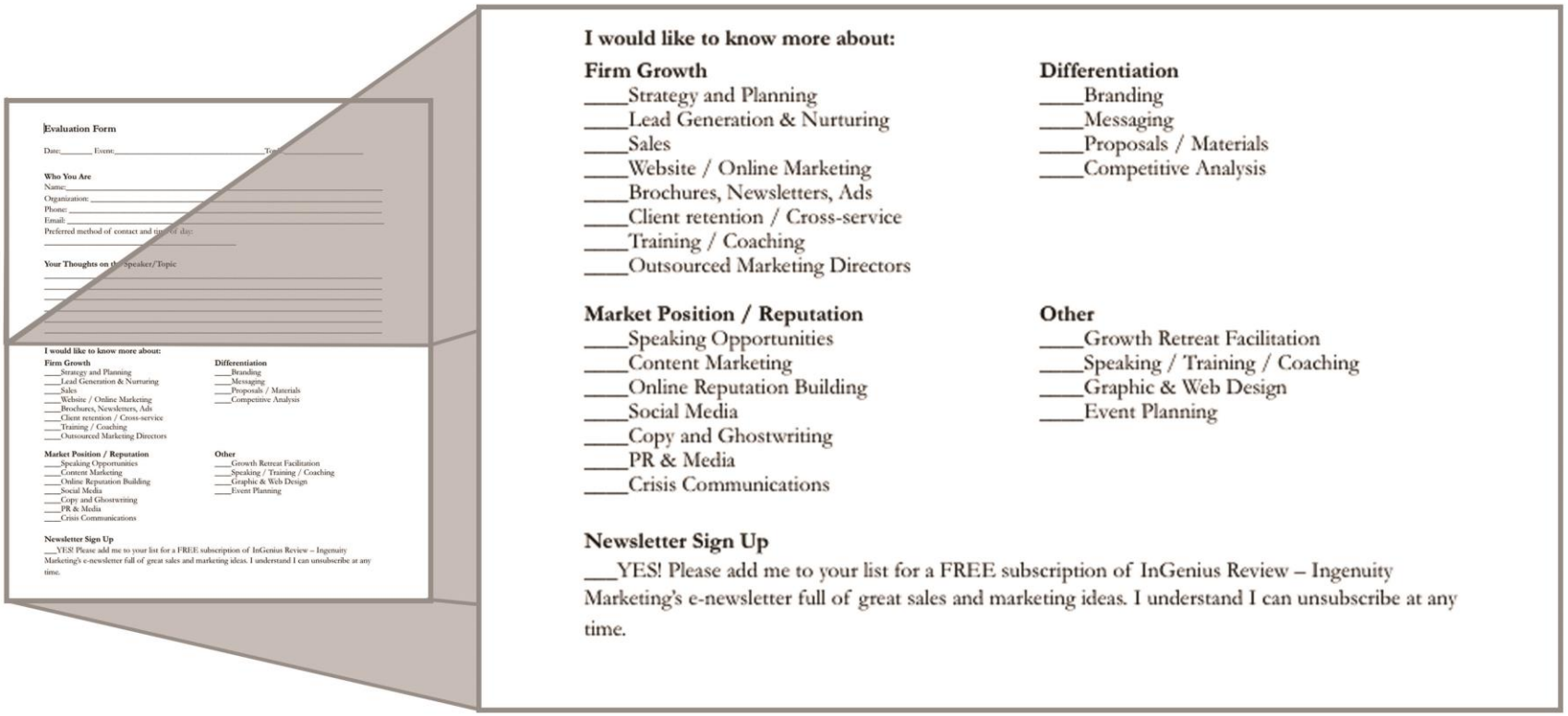
Example of an evaluation form



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Your Thoughts on the Speaker/Topic

_____

_____

_____

_____

_____

_____

_____

I would like to know more about:

Firm Growth

____Strategy and Planning
____Lead Generation & Nurturing
____Sales
____Website / Online Marketing
____Brochures, Newsletters, Ads
____Client retention / Cross-service
____Training / Coaching
____Outsourced Marketing Directors

Differentiation

____Branding
____Messaging
____Proposals / Materials
____Competitive Analysis

Market Position / Reputation

____Speaking Opportunities
____Content Marketing
____Online Reputation Building
____Social Media
____Copy and Ghostwriting
____PR & Media
____Crisis Communications

Other

____Growth Retreat Facilitation
____Speaking / Training / Coaching
____Graphic & Web Design
____Event Planning

Newsletter Sign Up

___YES! Please add me to your list for a FREE subscription of InGenius Review – Ingenuity Marketing's e-newsletter full of great sales and marketing ideas. I understand I can unsubscribe at any time.

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#5: Seminars

#6: Webinars

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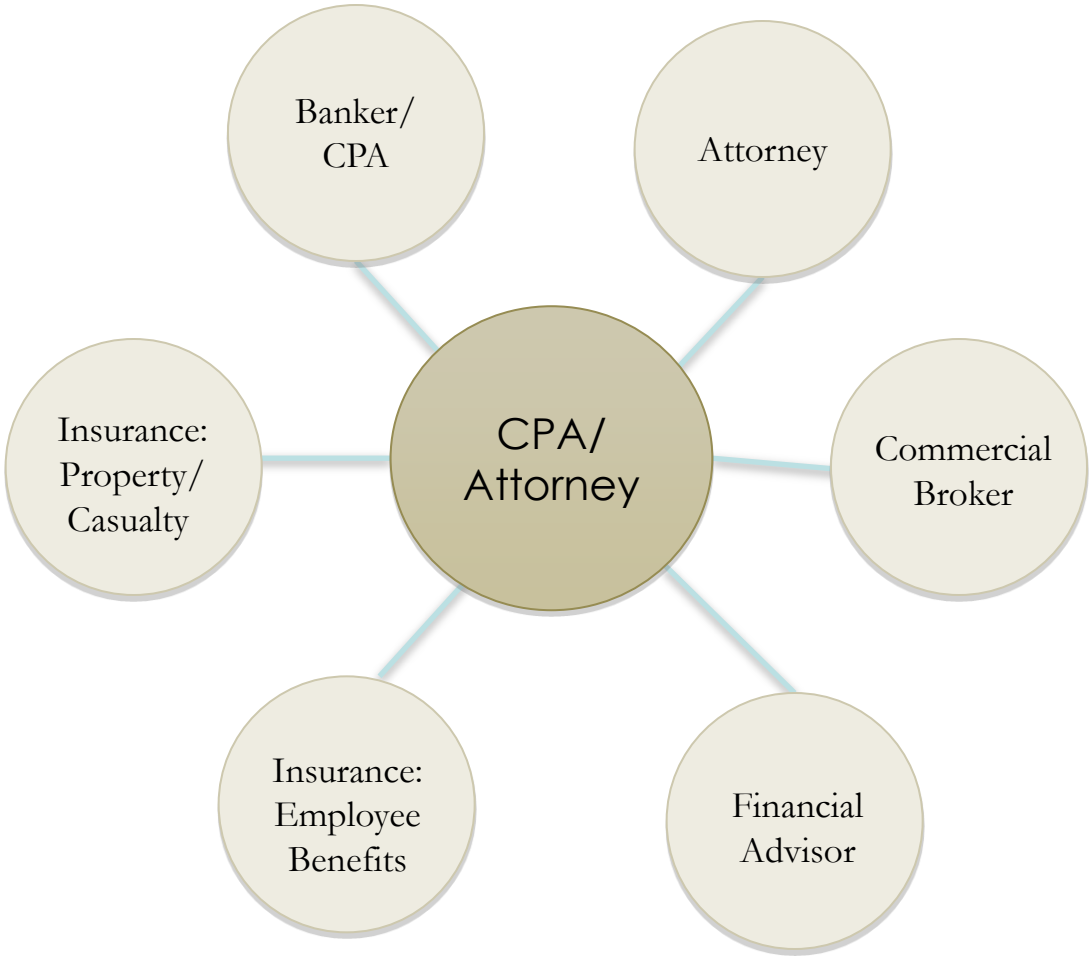
#7: Networking



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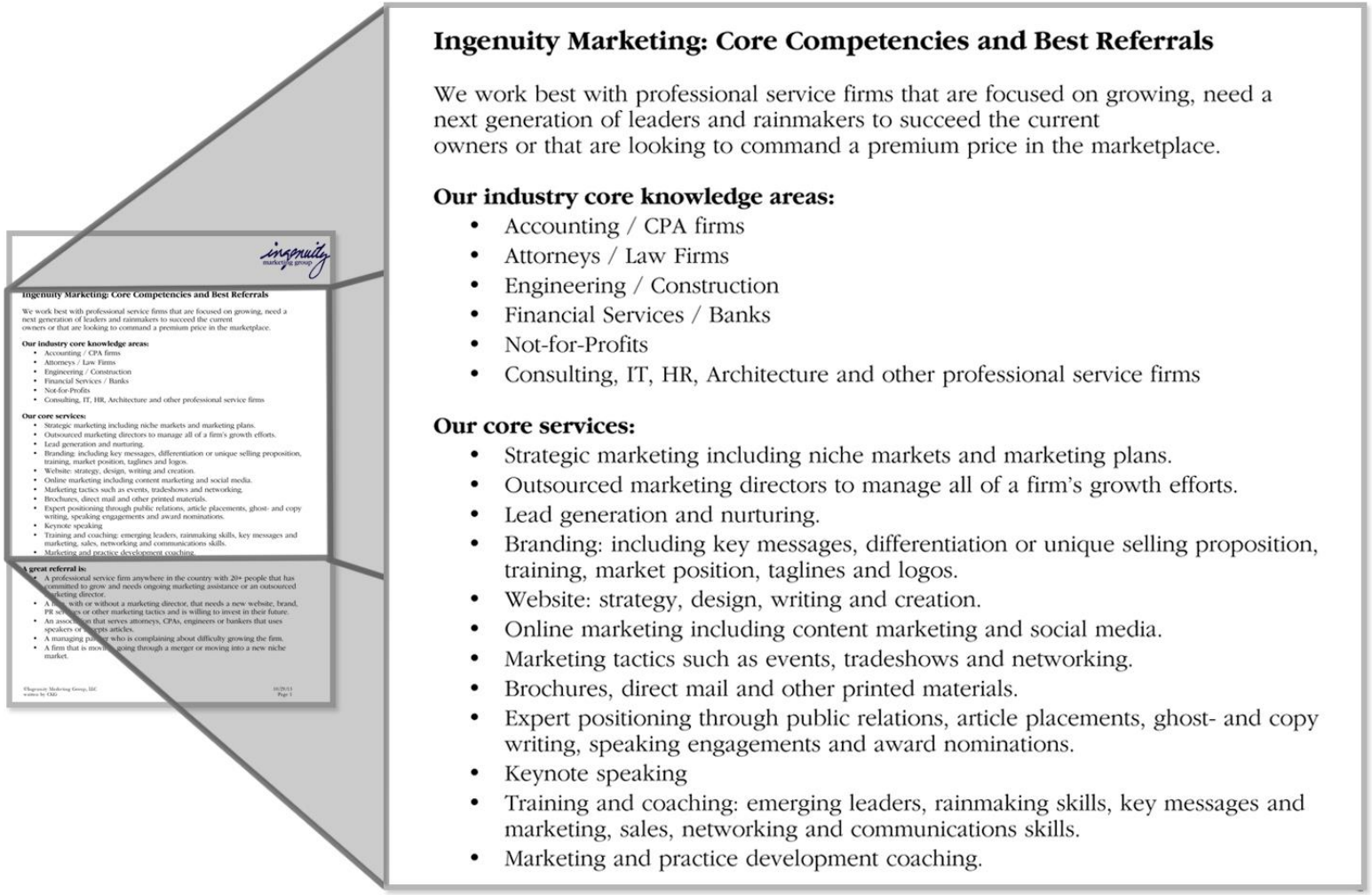
Example of a referral sheet



Ingenuity Marketing: Core Competencies and Best Referrals

We work best with professional service firms that are focused on growing, need a next generation of leaders and rainmakers to succeed the current owners or that are looking to command a premium price in the marketplace.

Our industry core knowledge areas:

- Accounting / CPA firms
- Attorneys / Law Firms
- Engineering / Construction
- Financial Services / Banks
- Not-for-Profits
- Consulting, IT, HR, Architecture and other professional service firms

Our core services:

- Strategic marketing including niche markets and marketing plans.
- Outsourced marketing directors to manage all of a firm's growth efforts.
- Lead generation and nurturing.
- Branding: including key messages, differentiation or unique selling proposition, training, market position, taglines and logos.
- Website: strategy, design, writing and creation.
- Online marketing including content marketing and social media.
- Marketing tactics such as events, tradeshows and networking.
- Brochures, direct mail and other printed materials.
- Expert positioning through public relations, article placements, ghost- and copy writing, speaking engagements and award nominations.
- Keynote speaking
- Training and coaching: emerging leaders, rainmaking skills, key messages and marketing, sales, networking and communications skills.
- Marketing and practice development coaching.

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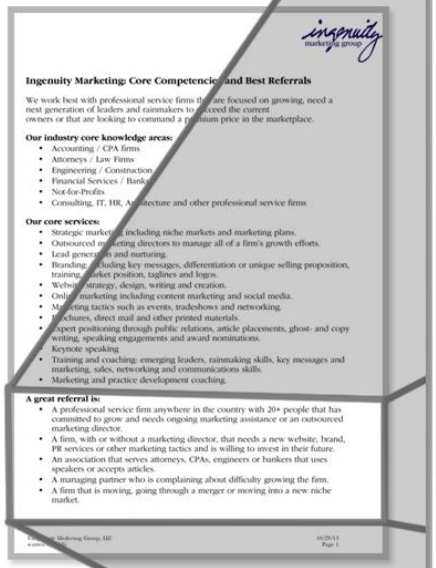
Example of a referral sheet



A great referral is:

- A professional service firm anywhere in the country with 20+ people that has committed to grow and needs ongoing marketing assistance or an outsourced marketing director.
- A firm, with or without a marketing director, that needs a new website, brand, PR services or other marketing tactics and is willing to invest in their future.
- An association that serves attorneys, CPAs, engineers or bankers that uses speakers or accepts articles.
- A managing partner who is complaining about difficulty growing the firm.
- A firm that is moving, going through a merger or moving into a new niche market.

A referral that does not usually work out is:

- One person just starting a new business on a very limited budget.
- Very small firms with plenty of clients or no interest in growth.
- Individual sales-focused businesses.
- Individually owned/operated businesses like Realtors, Insurance Sales, Coaches, etc.

Our minimum project fee for a new client is $10,000. We are looking for clients who want to spend $30,000 or more on effective marketing per year.

What are you looking for and how can I help?

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#8: Association involvement

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#9: Email Blasts

"Go To Guide to Pharmacy Accounting" Highlights

Posted October 22, 2013 5:25 pm By sykes

If you missed Ollin Sykes' session on the "Pharmacists 'Go To' Guide to Business Accounting" at the recent National Community Pharmacist Association (NCPA) convention in Orlando, you can watch him recap a few of the highlights and questions in this video. This was his most highly attended session and included lively questions and answers.

Highlights from the NCPA Annual Convention Oct. 12-16, 2013

Posted October 17, 2013 8:00 pm By sykes

The National Community Pharmacist Association recently held its annual convention in Orland, Fla. Ollin Sykes attended with others from Sykes & Company, P.A., and presented three sessions.

In this video, Ollin talks about some of the highlights he saw at the convention. You'll hear:

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#10: Content creation

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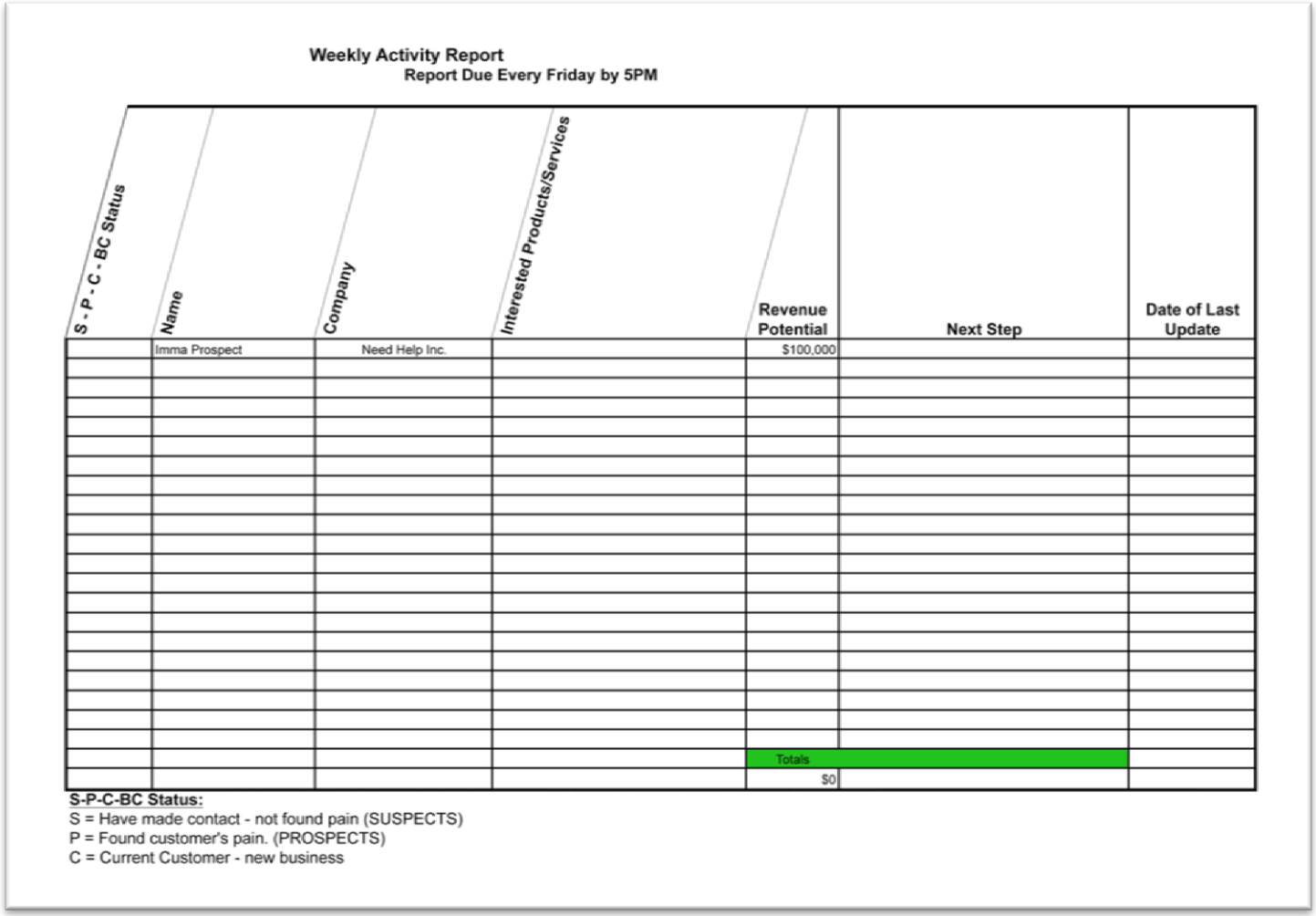
Biggest thing about a pipeline is having regular pipeline meetings to discuss

Example of a pipeline sheet



Weekly Activity Report
Report Due Every Friday by 5PM

S - P - C - BC Status	Name	Company	Interested Products/Services	Revenue Potential	Next Step	Date of Last Update
	Imma Prospect	Need Help Inc.		$100,000		
				Totals		
				$0		

S-P-C-BC Status:
S = Have made contact - not found pain (SUSPECTS)
P = Found customer's pain. (PROSPECTS)
C = Current Customer - new business

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Educational tools

InGenius Review
our free bimonthly newsletter about professional service marketing

A REVIEW OF GREAT THINKING VOLUME 11 ISSUE 3

INGENIUS REVIEW

Top Tactics of Great Online Marketers

By WENDY NEMITZ
Principal

When you read the headline, you probably think this is another article about the latest and greatest online widget and how to leverage the social network flavor of the week.

Surprise! This is an article about people ... real live human beings.

It's easy to forget in a world of smartphones and computer screens and status updates that business development and marketing still boil down to people. There are people out there who are a great fit for your firm. Use these proven tactics from great online marketers to find them.

Let Prospect Questions Drive Content.

Michael leads a company within your target audience. He has a thorny problem regarding a mechanic's lien and he's not content with the answer he got from his lawyer, so he goes online to do a little research. Typing in the keywords, "defense for mechanic's lien," he finds a handful of articles on the topic, but one in particular answers his question and does so in a friendly, accessible tone.

Did your firm expert write that article? I hope so!

Because this article spoke plainly about Michael's problem, he looks up the author. He reads a few pages on the firm website and subscribes to the firm blog or follows the article's author on a social network. If he doesn't call today to set an appointment with the firm, he'll probably call about another issue within the next few months — especially if he sees another great article or two.

A recent case study by Scripted,* a ghostwriting service, found that visitors to their website who first saw their blog (or articles written by their people and posted on external sites)

CONTINUED ON PAGE 2

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Ingenuity Marketing helps professional service firms grow through strategy and implementation systems.

InGenius GrowING™: Strategic, smart and systemized growth.

InGenius BrandING™: Message-based branding that puts your whole team on the same page and clearly spells out your firm's unique value.

InGenius AttractING™: Content marketing strategies to build a reputation as the best place to go for trusted advice.

InGenius MarketING™: Access the complete services of a strategic marketing firm.

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Educational tools

Ingenuity Webinars
Whether you're looking for personal growth or firm-wide transformation, we add just the right kick to your creative palettes.

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Thank You

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call me.

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