

Leads, Leads, Leads



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What will you be **IGNITED** with?

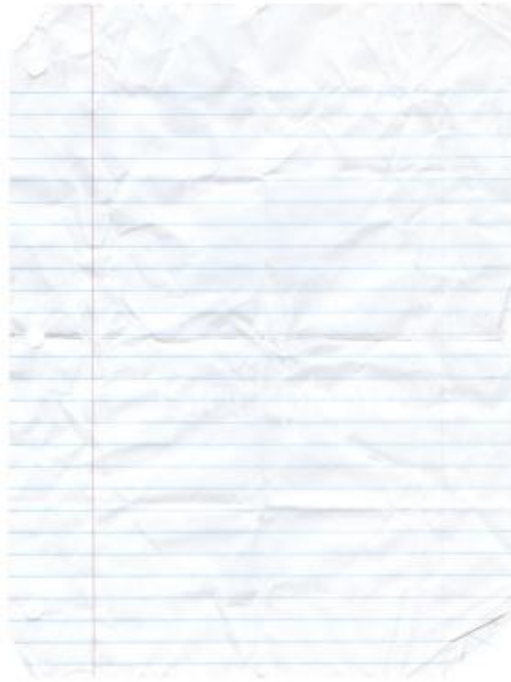
- How do you define your communication flow?
- How do you separate building awareness and generating leads?
- How do you nurture your leads for a good return on your investment?

Defining Your Lead



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What/Who is a lead for your business?



Defining Your Lead



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What/Who is a source of referrals to you for leads?

- Customer / Client Referrals
- Internal Database
- Website Traffic (Form, Call to Action)
- Social Media Networks (Facebook, LinkedIn, Twitter)
- Internet Search (Google, Yahoo!, Bing)

Defining Your Lead



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How do you communicate with your leads?

- Email Newsletter
- Personal Email
- Social Media Networking
- Telephone Call



How Do You Communicate With Your Audience?

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General Communication

- Print Magazines
- Newspapers
- Membership Publications
- Boards and Committees





How Do You Communicate With Your Audience?

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Internet Communication

- Email Newsletters
- Social Media Updates
- Blogs and Micro-Blogs
- Press Releases and Announcements





How Do You Communicate With Your Audience?

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Internal Communication

- Departments
- Events
- Members (*Word of Mouth*)
- Boards and Committees





How Do You Communicate With Your Audience?

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External Communication

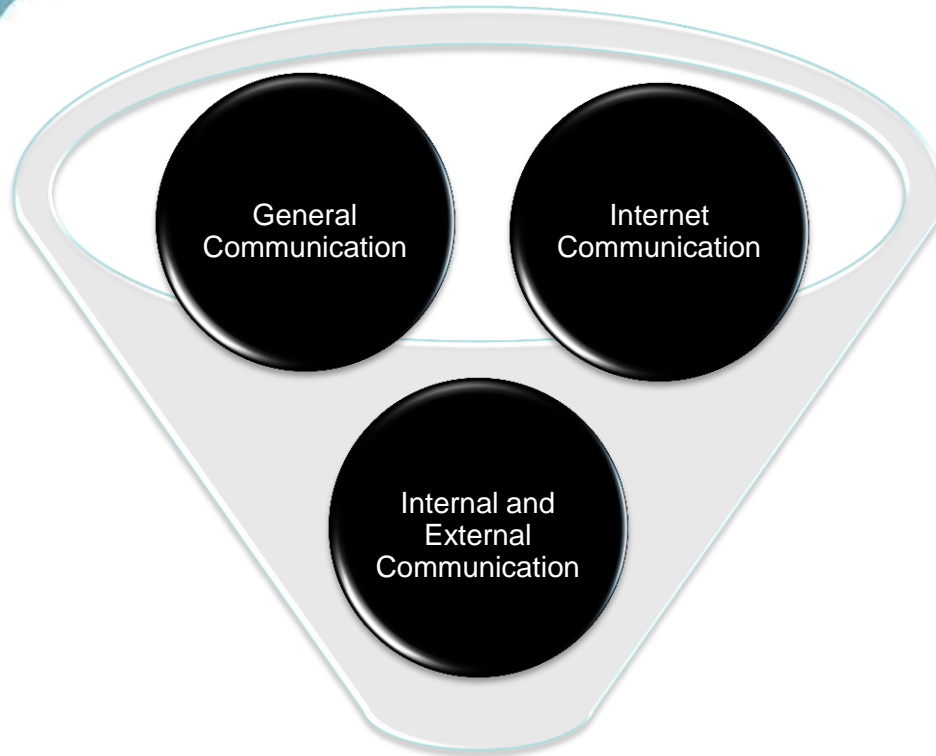
- Public Relations
- Media Connections
- Social Media Networks
- Awards and Recognition



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Flow of Communication

- General
- Internet
- Internal
- External



Building Awareness VS. Generating Leads

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Building Awareness

- Showcasing (*Newsletters, Ads*)
- Supporting (*Organizations*)
- Building (*Relationships/Partnerships*)

General
Communication

Internet
Communication

Internal
Communication

External
Communication

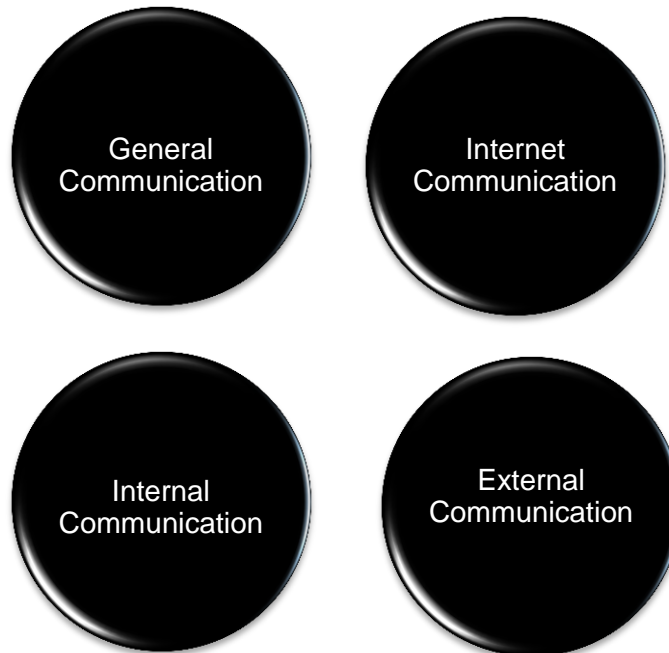


Building Awareness VS. Generating Leads

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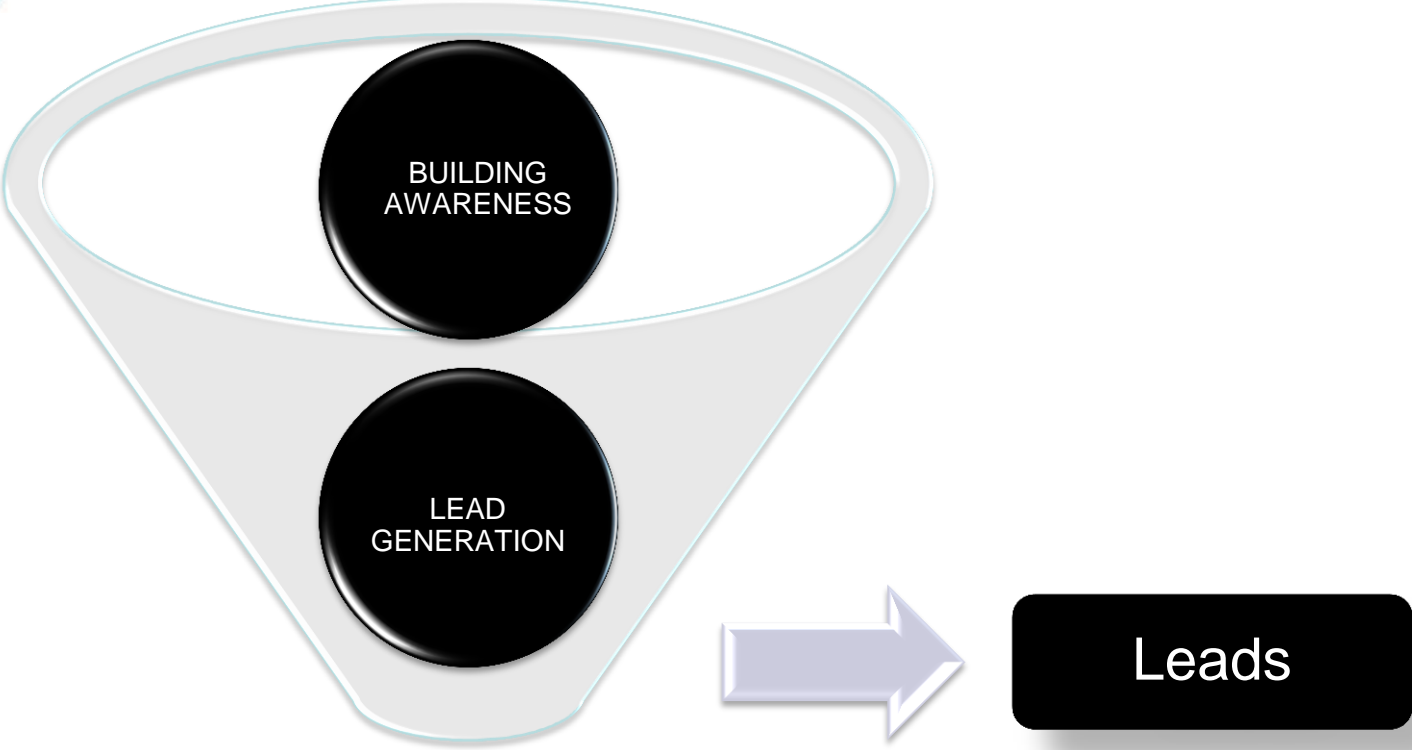
Generating Leads

- Call to Action (*Website Form*)
- Referrals (*Incentives Program*)
- Business Cards / Contacts (*Events*)

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How Do You Nurture Your Leads?

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Lead Nurturing Translates into Closed Deals

- Follow-up
- Email Newsletters
- Feedback

Lead
Nurturing



Deals



How Do You Nurture Your Leads?

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Lead Nurturing Translates into More Prospects

- Follow-up
- Feedback
- Referrals

Lead
Nurturing



Referrals

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“Through your communication funnel you build awareness about your company and generate leads for your business. It is important to nurture your leads just as you nurture your reputation.

-- Keo Frazier, Principal, Keos Marketing Group

IGNITE Your Business



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Want to Know More?

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