OUTLINE
(Enhanced Lead Generation - Module 3 of 5)

ACTION PLAN

1. Use the sales ladder exercise to **OUTLINE A LOGICAL BUYER THOUGHT PROCESS**. What information and squeeze items can you use at each step?
2. Create a list of demographics and buyer behaviors for your **LEAD SCORING PLAN**.
3. **BRAINSTORM** some off-the-wall ideas for your Lead Scoring Plan.
4. **COMMIT** to trying new marketing methods. Many will not work, but some could turn out to be your most important **LEAD SOURCE** in the future.

CASE STUDIES

• **AWESOME 112 SLIDE POWERPOINT ON STATE OF ADVERTISING, SOCIAL MEDIA, AND MOBILE**

- http://www.businessinsider.com/mary-meekers-latest-incredibly-insightful-presentation-about-the-state-of-the-web-2012-5?utm_source=Triggermail&utm_medium=email&utm_term=SAI%20Chart%20Of%20The%20Day&utm_campaign=SAI_COTD_053112#-1

• **5 LEAD GENERATION CASE STUDIES FROM MARKETING SHERPA**

- http://www.hubspot.com/Portals/53/docs/marketingsherpa-top-5-lead-gen-case-studies.pdf

TOOLS

• Adwords how-to set up a campaign video http://www.youtube.com/watch?v=-eXQiINWJu4

• Using the Adwords Keyword Tool
http://www.youtube.com/watch?v=lyIn3Zk_jDk

•Adwords Editor how-to video http://www.youtube.com/watch?v=htVK2xbn4qc

RESOURCES

• **Google Keywords Exercise**
  • Designed to help create and refine your SEO plan (PDF)
• **Marketing Methods Exercise**
  • Exercise is designed to help create the right marketing mix for lead generation (PDF)
• **Squeeze Item List**
  • Designed help create a list of digital and other assets to aid in lead generation (PDF)

NEXT STEPS

• Complete the included exercises for this module
• Participate on the weekly implementation call to maximize value of the program