Lead Generation Methods

Instructions

- Mark one column per marketing method
- How many new methodologies are you currently using?
- Highlight or circle the key methods you need to add

Method	Ineffective	Effective but declining	Effective and Growing	Need to Try	Someday Maybe	Probably won't work
Traditional						
Direct mail						
Telemarketing						
Newspaper display ads						
Newspaper classified ads						
Billboards						
Television						
Radio						
Trade show booths						
Trade show- other						
Drop in calls						
Trade magazine ads						
Cold email blasts						
Warm market email						
Traditional PR						
Ad specialties						
Restroom advertising						
Partnering						
Private workshops						
Public workshops						
Public speaking						
Partnering						
Co-branding						
Co-marketing						
Co-selling						
Nike/Starbucks/NFL (customer pays to wear the "mark")						
New methods						
Pay per click						
Google organic search						
Facebook free methods						
Facebook ads						
Twitter						
LinkedIn						
LinkedIn groups						
LinkedIn Ads						
Aggregation sites						
Banner ads						
Bulletin boards (craigslist)						
Article marketing						
Blog writing						
Pixel advertising						
Mobile advertising						
GPS advertising						
Squidoo/HubPages						
Traffic exchanges						
User-generated advertising (Pinterest)						