

Generate Red-Hot Leads: Where to Find New Clients

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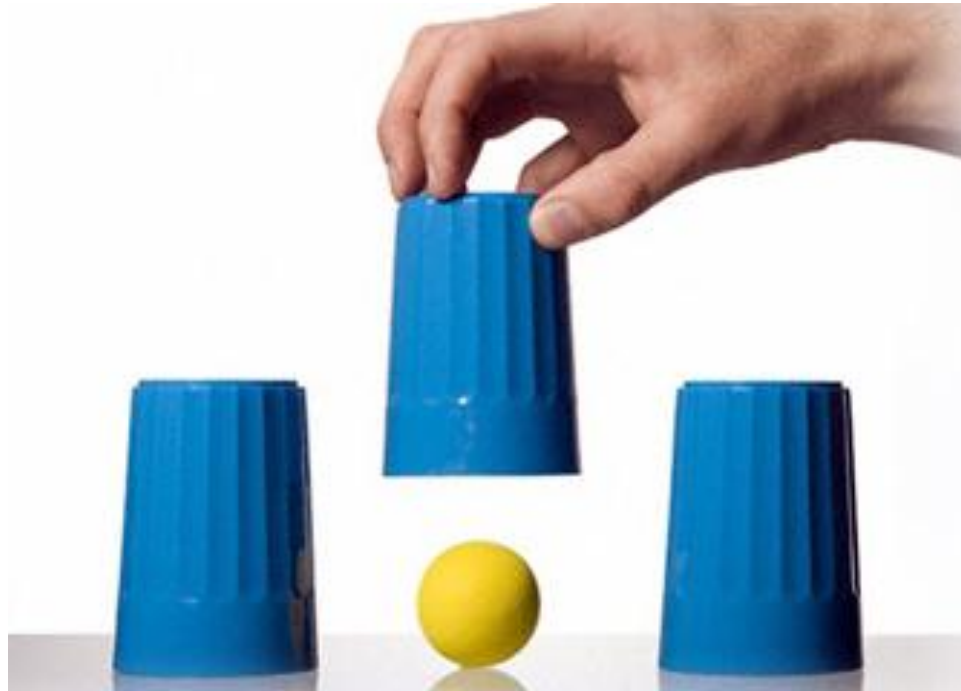
Simplicity for a complex online world.

The Great Recession...is it over?

- We know the checklist approach doesn't work....
 - **50 Best Ways to Generate Leads**
 - <http://www.seniormarketadvisor.com/Issues/2010/1/Pages/50-Best-Ways-to-Generate-Leads.aspx>
- Is it over?
 - No, but we rode through the worst part of the storm...

Are you winning?

....well at least some of the time



What recession?

- Traditional prospecting no longer works
 - Circuit City, Mervyns, Ziff-Davis
- Companies who have changed the game plan
 - Apple has sold 19million iPads (March 2011)
 - Groupon comes out of nowhere
 - Nordstrom announces earnings increase of 24%
- Even in a down economy, someone is always buying

Time to break “recession-prone” bad habits

- Spider webs in the attic
 - Opportunities left in your pipeline long after we know that the lead was lost
- I know this is 5th time I have asked, but do you want to go to the dance with me?
 - Accepting deals on any terms just to get the business, even unprofitable ones
- I am in a bad relationship...
 - More hours worked with diminishing results and increased stress

Back to the Basics - The Consumer Purchase Decision Model



Information Overload

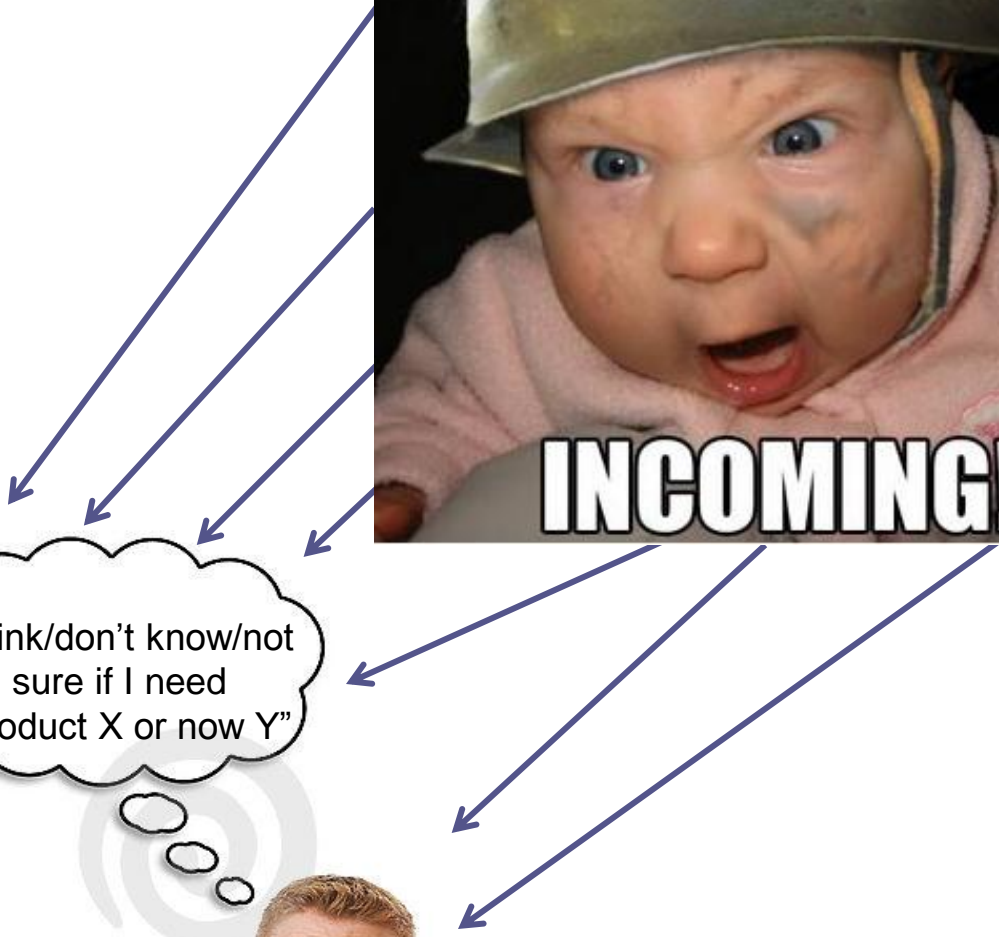
I am going to place greater weight on my influencers...my social network

facebook

twitter

YouTube

I think/don't know/not sure if I need "Product X or now Y"



Impact of Social Media on the Consumer Purchase Decision Model

- Social Media has transformed our little world into one great **big town**, dominated by
 - Strength of relationships
 - The currency of caring
 - The power of word of mouth (WOM)
- Buyers no longer need to rely solely on sales people for information. They have the Internet and more importantly **they have each other.**
- Zwiegels Bros Butcher Shop, 1930





Simplicity for a complex online world.

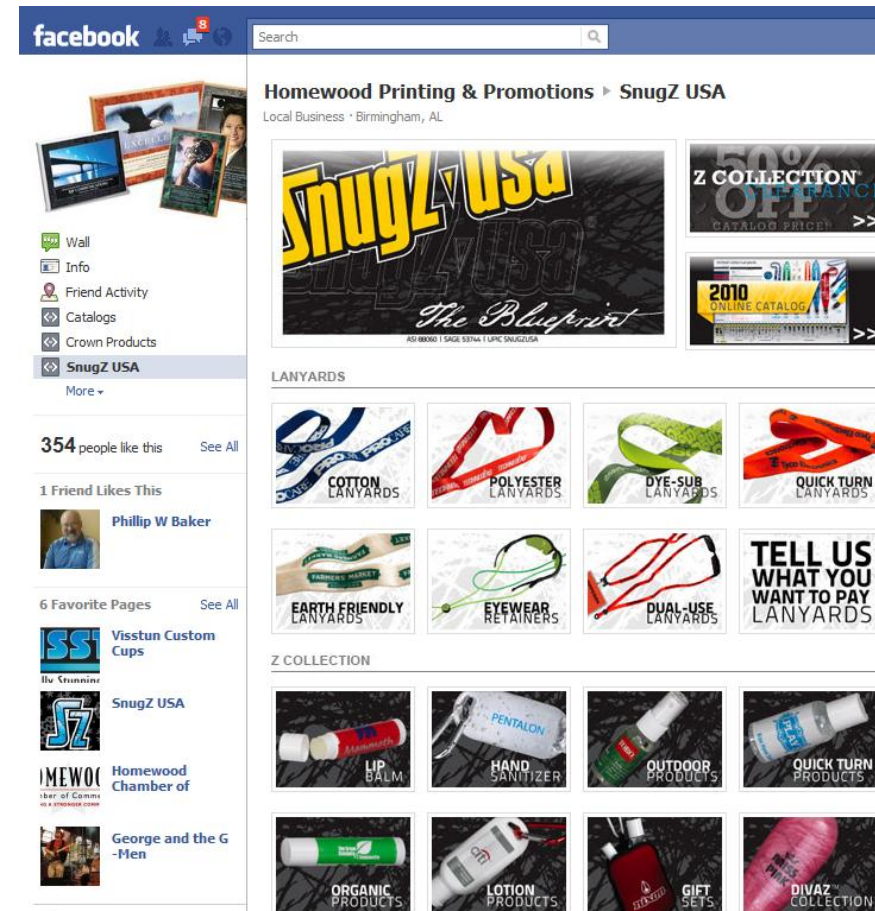
About Myself

- Michael Senger, CEO, StoneMass
- MBA in Marketing Information Technology, with 15 years experience in Online Marketing
- In 2007
 - Launched StoneMass, a web marketing services and product development company; specializing in web strategy, web design, and social media marketing
 - President of the Direct Marketing Association, San Diego
- In March 2010
 - Launched SMpublisher™ –
 - Facebook product developed for the Promotional Products Industry to help Suppliers promote their product catalog throughout their Distributor's Facebook fan pages

SMpublisher™ for Distributors

Facebook fan page

- Distributors use their own Company's Facebook fan page to promote and sell a Suppliers products catalog
- Distributors benefit by:
 - Selling products on the hottest online medium (Facebook)
 - Managed/updated by StoneMass
 - It is free for you
- SnugZ USA , Crown Products, and Vantage...with more to come
- Distributors can sign up for free at
 - www.smpublisher.com



Ex: Distributor's Fan Page displaying a Supplier's product catalog

SMpublisher™ for Distributors

Facebook fan page

- Distributors can sign up for free at www.smpublisher.com
- Don't have time to launch your own Facebook Page?
 - **Announcing StoneMass' White Glove Service:**
 - Set up and creation of your Facebook Fan Page
 - Including adding your logo, company info, mission, contact and photos
 - Set up your admin access for you and others
 - Invite your Facebook friends to “like” you
 - Add SMPublisher to your Facebook corporate page to include your favorite suppliers: Crown Products, SnugZ USA and Vantage USA
 - StoneMass' "How to Kick-Start your Business on Facebook: The 1st 30 days" Guide with helpful hints, tips and tricks on how to successfully jump start your business page on Facebook.
 - Visit www.smpublisher.com for more info



What We Will Accomplish Today

- **SHARE:** Our ever changing offline and online world
 - What about this social media stuff?
 - Your customer now has more choices to get online information
 - Your customer has greater expectations!
- **LEARN:** How we can generate leads and find new clients
 - Five strategies to get you start thinking differently
- **ACTION:** Getting started and measuring success
 - Time is money, what is your ROI?

Are we ready to get started?



Tip #1 - Networking

- Your next Hot Lead is possibly sitting right next to you. Your ROI cost:
 - Running your 20 second commercial
 - One business card...
 - two cards if they don't have one
 - Time to follow up

Tip #1 - Networking

- Your next Hot Lead.....ready for this...could be:
 - Next to you
 - Out in the hall
 - In your neighborhood
 - Sitting by you at the dentist office
- Maybe not them, but they know someone!

Tip #1 - Networking

- What is a “20 Second Commercial”
 - The goal is to make yourself memorable enough that they think of you- when the need arises for them personally or someone else they know
 - Use an energetic group of words that leaves them wanting more!
 - Avoid using industry jargon unless it's absolutely necessary.
 - Talk about benefits... "I **help** lawyers **find** ways to **win more** business from existing clients."
 - **Keep it simple.** Test your personal commercial on a seven-year-old.

20-Second Commercial Outline

- **Name, Title & Company**
 - Hi, my name is Michael Senger, Online Visionary and CEO of my company StoneMass.
- **Creatively Say What You Do**
 - From Facebook, and Twitter, to web design and analytics – anything on the web, I help companies grow their business online.
- **Insert your Power Question**
 - Many companies launch their Facebook/Twitter page and then say “now what?”
- **Insert your Power Statement (how you help)**
 - I am the “now what” guy for online...keep me in mind if you or if someone you know needs help with their online presence.

Tip #2 - Embrace Social Media

- As an **extension** of your sales and marketing arsenal – *no silver bullets here*
- Find out where your customers and prospects are spending their time online
- Then get into the conversation

Tip #2 - Embrace Social Media

- What is this Social Media stuff?
- Imagine 1000's of online cocktail parties that start and stop at any given time, where anyone can...

**START A TOPIC,
ENGAGE,
COMMENT,
or just *LISTEN***



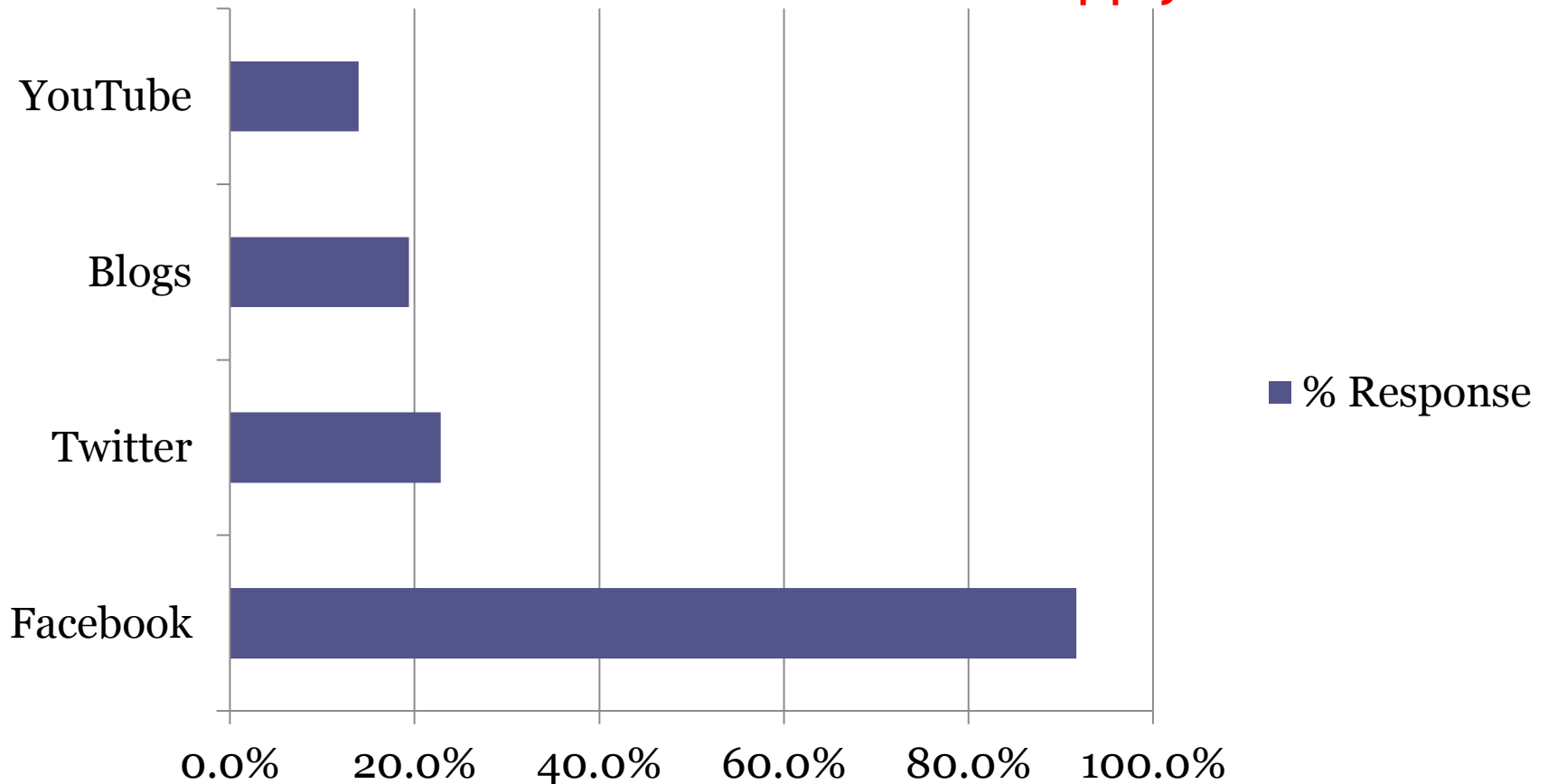
Tip #2 - Embrace Social Media

- This conversation is happening everywhere:
- And being used on many different devices:



Tip #2 - Embrace Social Media

SURVEY: Where do you think your customers spend most of their time online? **Check all the apply** $N = 135$



Tip #2 - Embrace Social Media

- Launch a Facebook Corporate page
 - Customize your Facebook page to increase the number of “likes” to engage these fans to sign up for a newsletter or contact you (aka lead gen)
- Launch Twitter – OK now what....
 - Go to followerwonk.com and search Twitter bios
 - Search by chosen topic and location
www.twithawk.com (paid)
- Come to my Thursday Seminar @ 2:45
 - “10 Steps to Successfully Launch and Manage Your Social Media Campaigns”

Tip #2 - Embrace Social Media

- Don't forget about LinkedIn! Reached 100 million users in 2010. You can...
 - Customize your page
 - Connect to [Twitter](#)
 - Create an industry group
 - Share curated and created content

Tip#3: Leverage Relationships with Existing Clients

- Talk to your clients
- Ask your clients what trade shows they go to
- Gather and use customer testimonials
- Take your best customers out for lunch
- Publicize your nth client/product sold of the year/of the company history

Tip#4: Strategic Partnerships



Tip#4: Strategic Partnerships

- Build partnerships for complementary partner referrals.
- Build a referral program and offer a finder's fee.
 - Everyone likes to make a little money where they can.
- Cross-promote with other businesses. Selling is a team sport.
- Start a resellers (joint venture) program.

Tip#5 Potpourri

1. Ask your happy clients for a referral
2. Engage in good deeds
3. While networking is *quid pro quo* – you must go first...ALWAYS. And then thank them every time they do something nice for you. If they don't reciprocate, see #2
4. Make it personal – a hand written note goes a long way

Tip#5 Potpourri

Manage your Time and Resources Wisely

1. Stay focused – when your prospect comes to your website or Facebook fan page, what do you want them to do or take away about your company?
2. Don't network with everybody – focus on quality not quantity
3. If you think “gosh, I wish there was a free online tool to do this”...there probably is. Go search...

5 Rules for Online Metrics and ROI

1. Everything we do online can be tied to a ROI.
2. Don't pay a \$ for measuring online metrics
 - Website: Google Analytics
 - Facebook: Insights
3. Keep it simple
 - measure against your goals and objectives
4. Measure, tweak, and measure
5. Read my blog:
 - <http://www.stonemass.com/blog/tag/web-metrics/>

Finally -

- Come to my presentation tomorrow, “**10 Steps to Successfully Launch and Manage Your Social Media Campaigns**”
 - Thursday 2:45-3:45, in General Education 1
 - A deeper dive into Social Media Marketing, you’ll learn how to:
 - Set up your own Facebook Fan Page and get to 1,000 fans in 30 days
 - Create great conversations within your social media networks
 - Measure and track your online success

Thank you



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