



**EVERYTHING YOU WANTED TO  
KNOW ABOUT LEAD GENERATION,  
*BUT WERE AFRAID TO ASK***

A Q&A WITH BILL MATTERN AND GREG CHAMBERS

# AGENDA



- We'll cover the submitted questions on lead generation.
- If you have new questions or comments, send them to us.

# QUESTIONS



We started running some Facebook ads and they performed well and have lots of comments and likes etc. Now we are looking to run the ads again this month. Do we just take the original campaign and up the budget? Or is there a better way?

# QUESTIONS



Why would MailChimp ban an account for spam when in fact the account is not spam but people opted in for the emails?

# QUESTIONS



What do you use for a content calendar?

# QUESTIONS



I see you provide pricing info. Do you think you're missing sales because of it? My boss wants an email before telling them what our product costs.

# QUESTIONS



Provide examples of current lead generation tools used in the marketplace.

What's the best live chat tool?

Which is the best email lead generation service?

# QUESTIONS



I've configured a Google Ad and it's enabled, scheduled to run but when I use the "ad preview and diagnosis" tool, it says the ad's not showing. I can't figure out why.



# QUESTIONS



What are some good lead gen creatives or messaging/copy examples?

# QUESTIONS



Normally, when a potential client has connected with me, I will search for their profile on LinkedIn and send a friend request. Another coworker says "That's creepy. It makes you seem like a stalker. At least wait until you get the sale." What do you think? Should I connect with them on LinkedIn, and if so, when?

# QUESTIONS



I'm trying to get all of our salesmen to understand why we use social media. I remind them it's for our brand awareness, targeting audience's, and driving traffic to our website. Some of them seem to think we are wasting time with Facebook and Instagram, or it's not working. I want to pull some data to build reports, so I can show these guys something visual and help them understand why we are using social media. What would you suggest I do to get everyone to understand why we use social media?

# QUESTIONS



What is the best way to catch up on Analytics?

I have just gained access to my companies GA account. In your opinion, what are the most important stats/metrics I should be keeping track of? Is it worth setting up a custom report or should I just view the default ones provided?

# QUESTIONS



Okay: what's the value of a CRM? I feel like other people in the industry know something I don't. I've gone on calls with Salesforce and can't figure it out. What am I missing?

# WISH THEY'D ASK QUESTIONS



Where should I be spending my time when it comes to marketing

Is it better to focus my marketing in 1-2 tactics and get really good vs. multiple tactics and seeing what works?

How do you market? Do you generate leads for yourselves? What works for you?

# ABOUT LEADGEN COMPASS



## TARGET MARKET

Not every business is a fit for your products. Get your message in front of the right people.

## TARGETED TRAFFIC

We'll help you build awareness in your target market and drive traffic to your website. Guaranteed.

## PROSPECT INQUIRIES

In addition to driving traffic, LeadGen Compass will focus on converting website traffic into inquiries.

## SALES LEADS

LeadGen Compass will fill your pipeline with qualified leads each month, guaranteed.

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## TARGETED TRAFFIC



● **GUARANTEED 50% TARGETED TRAFFIC INCREASE**

- ✓ Agency Management
- ✓ Target Mailing List of Prospects
- ✓ Updated Website and/or Brand

## PROSPECT INQUIRIES

● **TARGETED TRAFFIC INCREASE**  
● **GUARANTEED 100% TARGETED INQUIRY INCREASE**

- ✓ Account Executive Management
- ✓ Target Market Mailing List and Emails
- ✓ Updated Website and/or Brand
- ✓ Target Market Activity Tracking System
- ✓ LGC Monthly Target Report

## SALES LEADS

● **TARGETED TRAFFIC INCREASE**  
● **TARGETED INQUIRY INCREASE**  
● **GUARANTEED 8-10 SALES LEADS PER MONTH**

- ✓ Agency Principal Management
- ✓ Target Market Mailing List and Emails
- ✓ Updated Website and/or Brand
- ✓ Target Market Activity Tracking System





**THANK YOU!**

**LEADGENCOMPASS.COM**

**402-334-1824**