

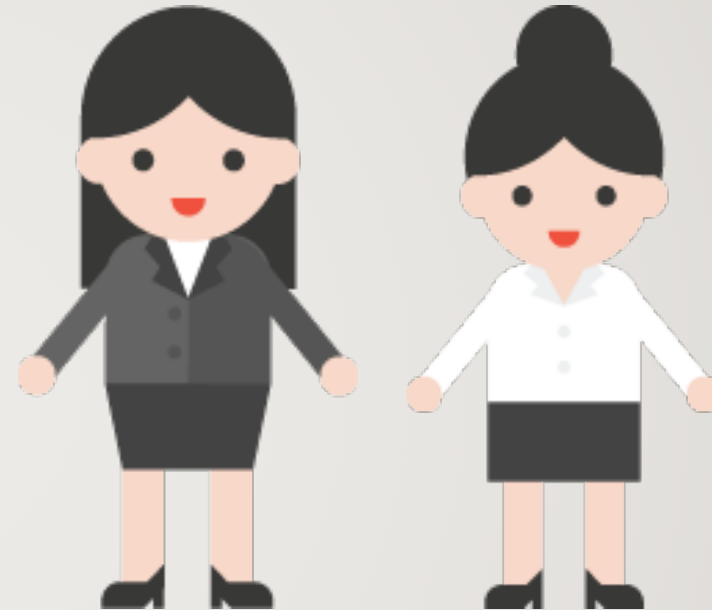
# 3 RADICALLY DIFFERENT LEAD GENERATION CAMPAIGNS:

**\$500**   **\$5,000**   **\$50,000**



# THE ORIGIN STORY

**Two calls, back to back**



**Two radically different budgets**

**Same objective – MORE LEADS**



# THE ORIGIN STORY

3 RADICALLY DIFFERENT  
LEAD GENERATION  
CAMPAIGNS:

**\$500** **\$5,000** **\$50,000**

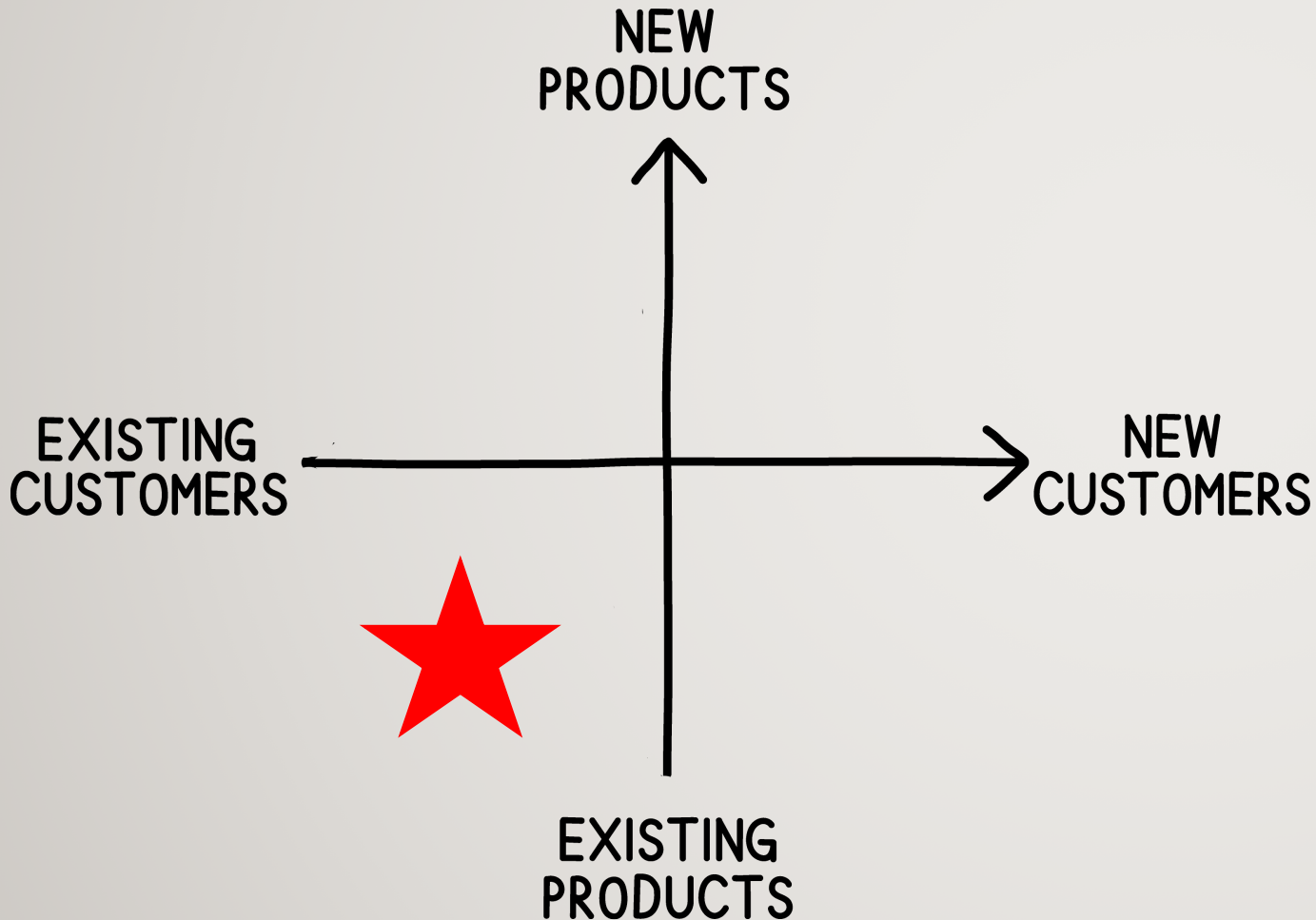


# PARAMETERS



- **Regional Injection Molder**
- **2 Execs, 3 Acctg, 1 Mktg  
3 Sales, 15 Floor/Whse**
- **Need “filler” projects**
- **Sales cycle, 90+ days**

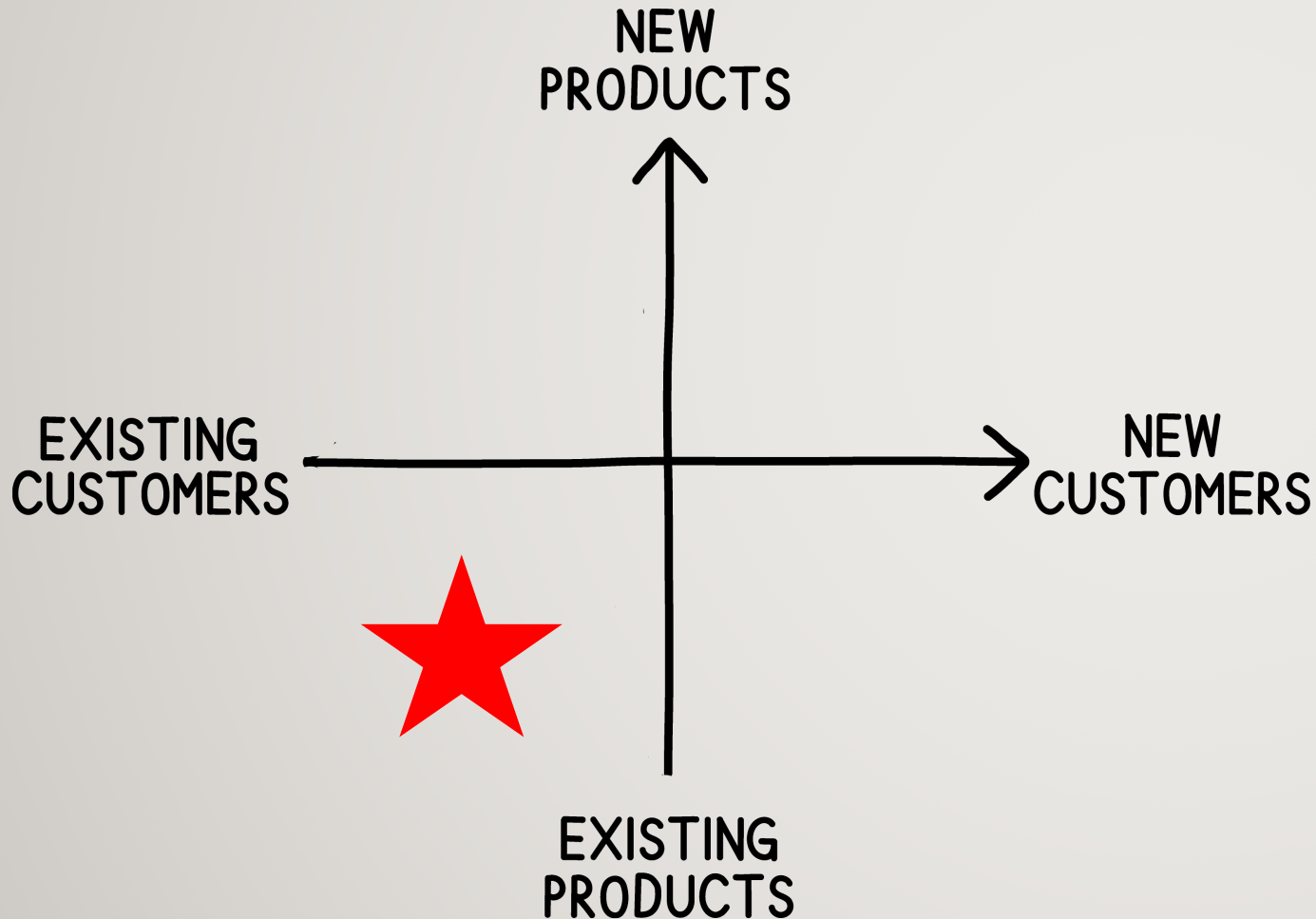
# \$500 LEAD GENERATION



- **Head to the Grid**
- **Fast revenue**
- **Existing, existing**

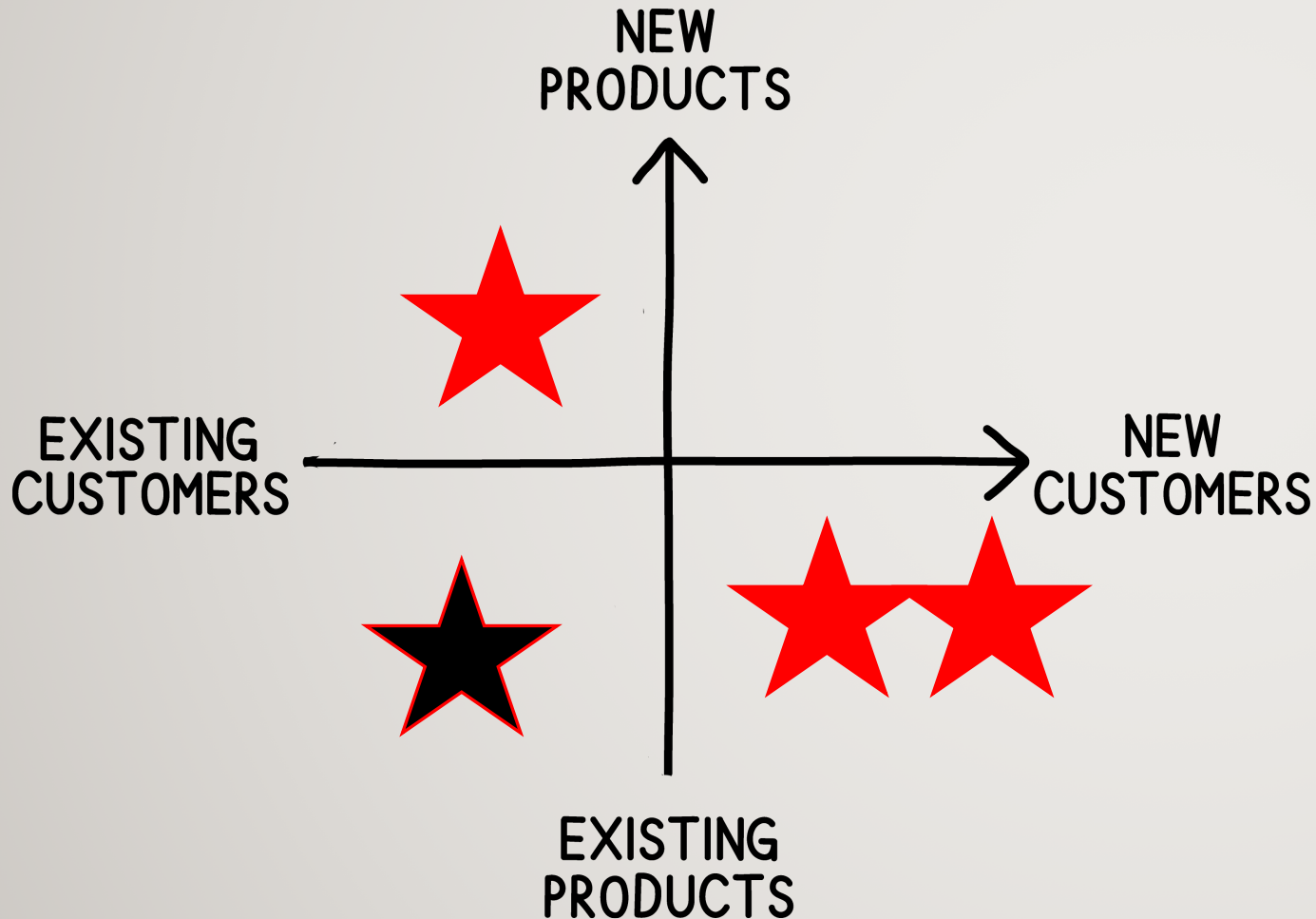


# \$500 LEAD GENERATION



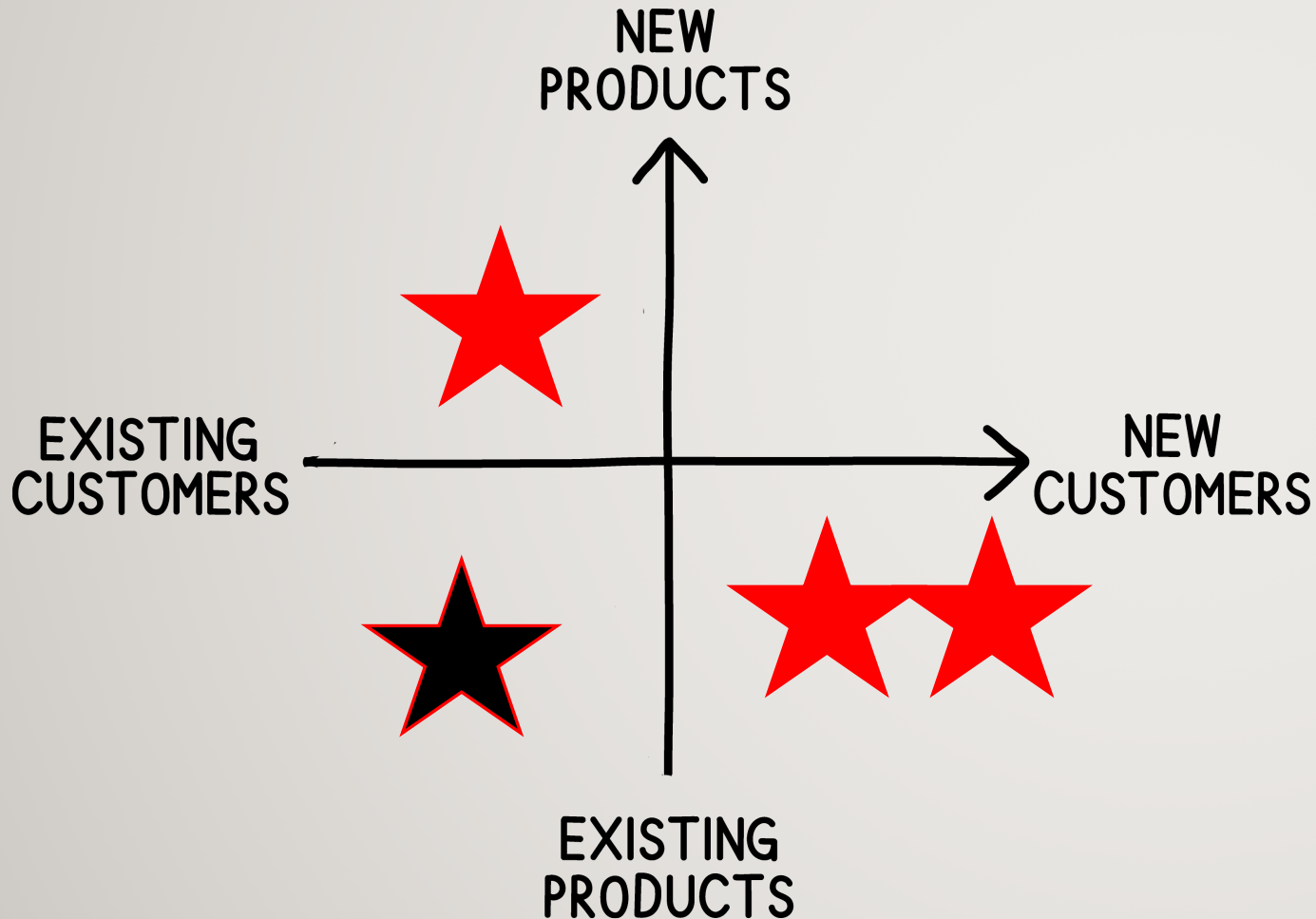
- **Profiling – # of prods/svcs by acct**
- **ID look-a-likes in list**
- **Phone/live survey**
- **”Before” & “Found”**
- **Leverage relationship**

# \$5,000 LEAD GENERATION



- **Head to grid! Blitz!**
- **Profile/Survey (\$500)**
- **Postcard refer (\$300)**
- **Adwords/Retarget/FB (\$500/mo)**
- **Testimonials on site**

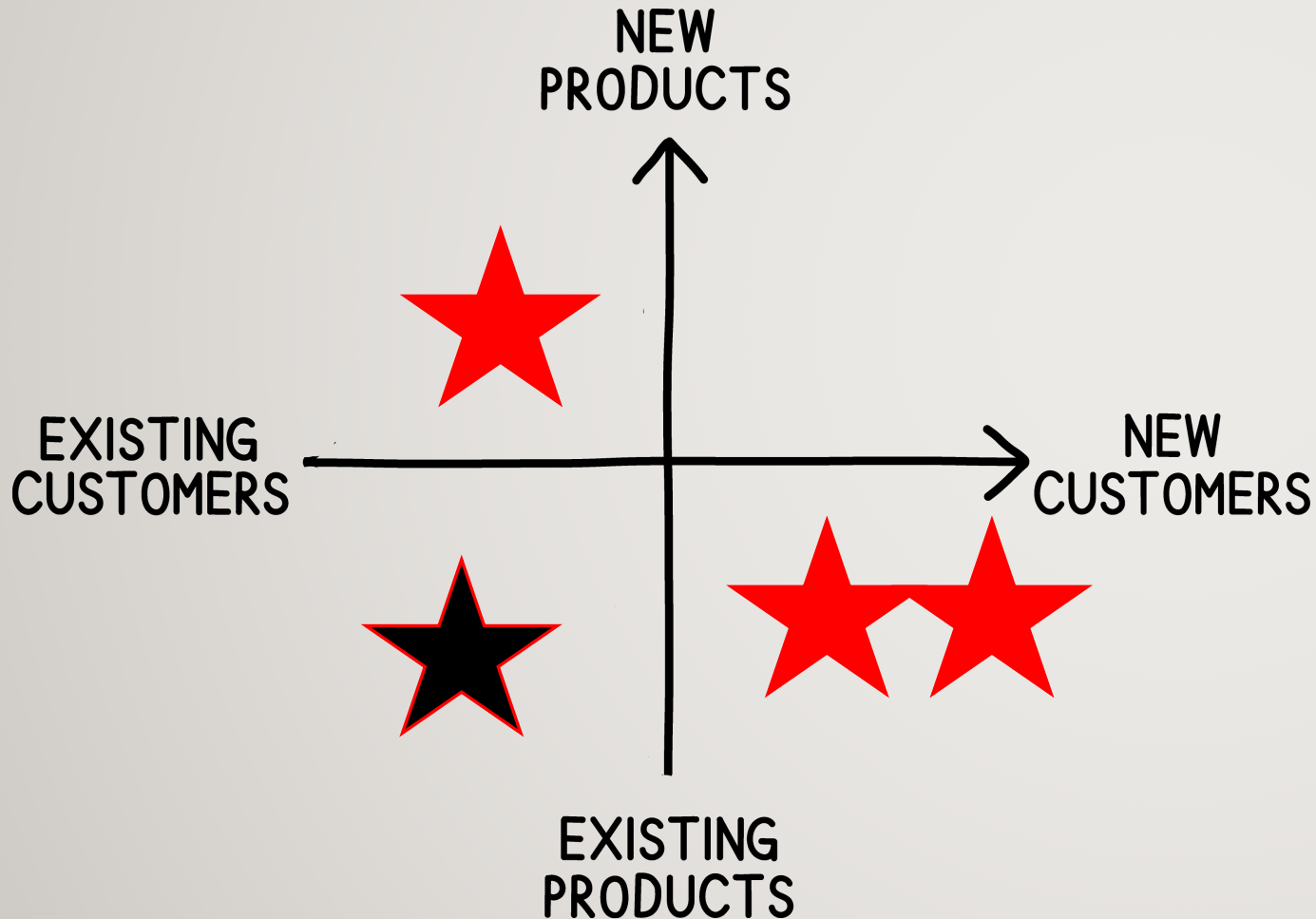
# \$5,000 LEAD GENERATION



- **Rhyming 3<sup>rd</sup> party list “A&B” (\$300)**
- **Earn new biz offer**
- **250 Postcards (\$300)**
- **Call day event (\$300)**

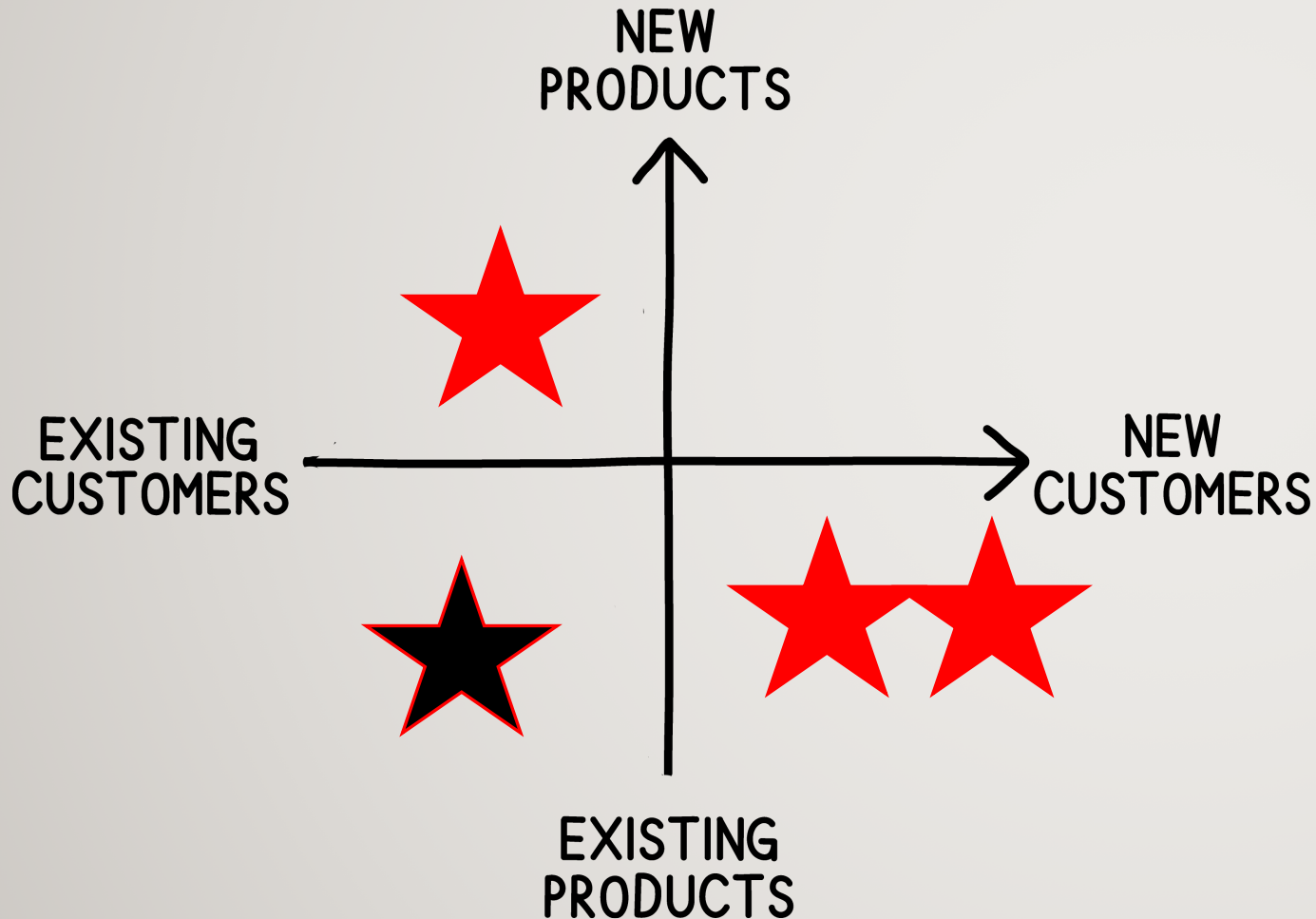


# \$5,000 LEAD GENERATION



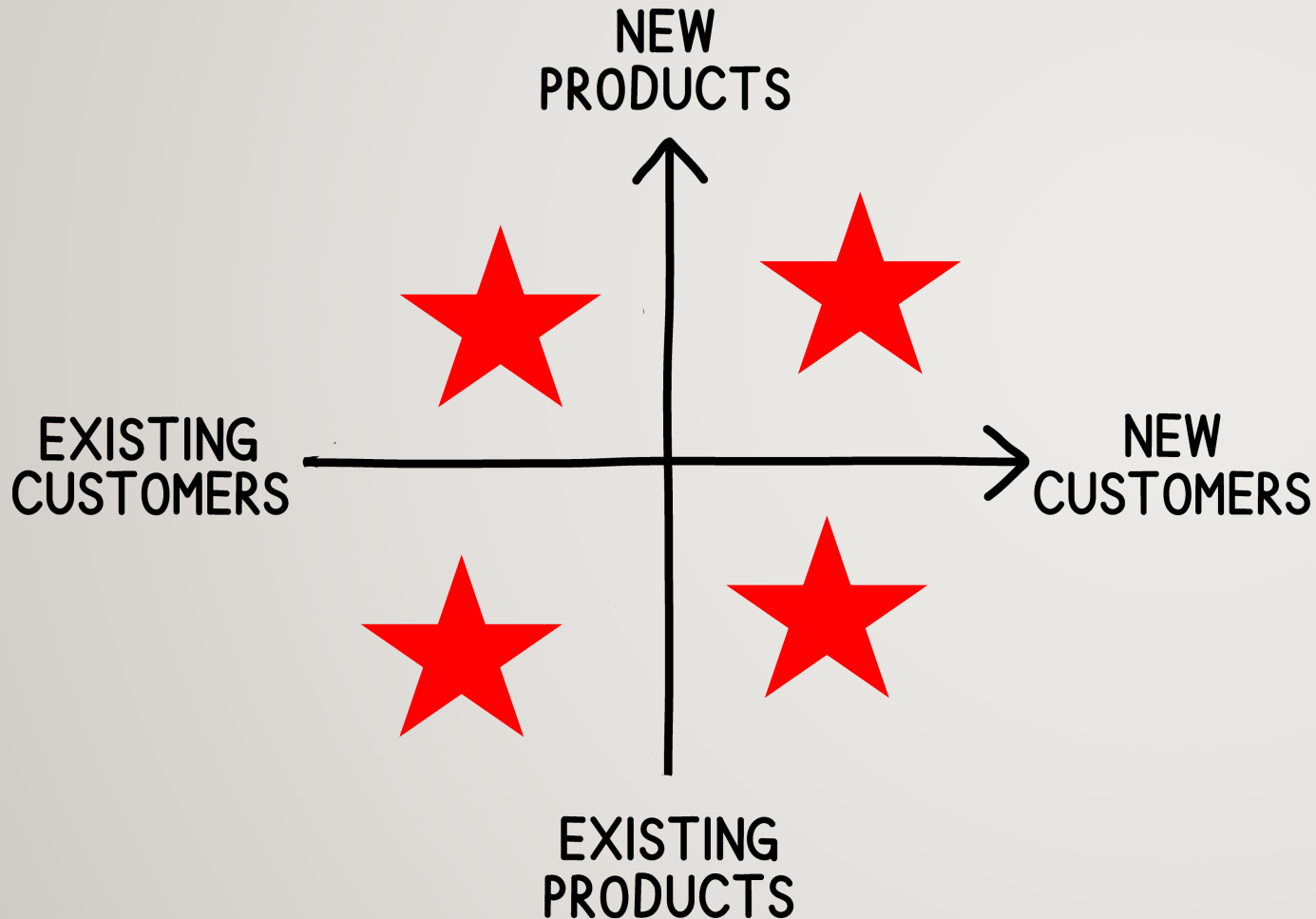
- **250 PCard #2/3 (\$600)**
- **(no one has time)**
- **\$1000 for intern**
- **\$300 data party**

# \$5,000 LEAD GENERATION



- **If hiring out (no internal work)**
- **Profile, Survey, Adwords, Postcard, Calls**
- **\$2000 to 3rd party**

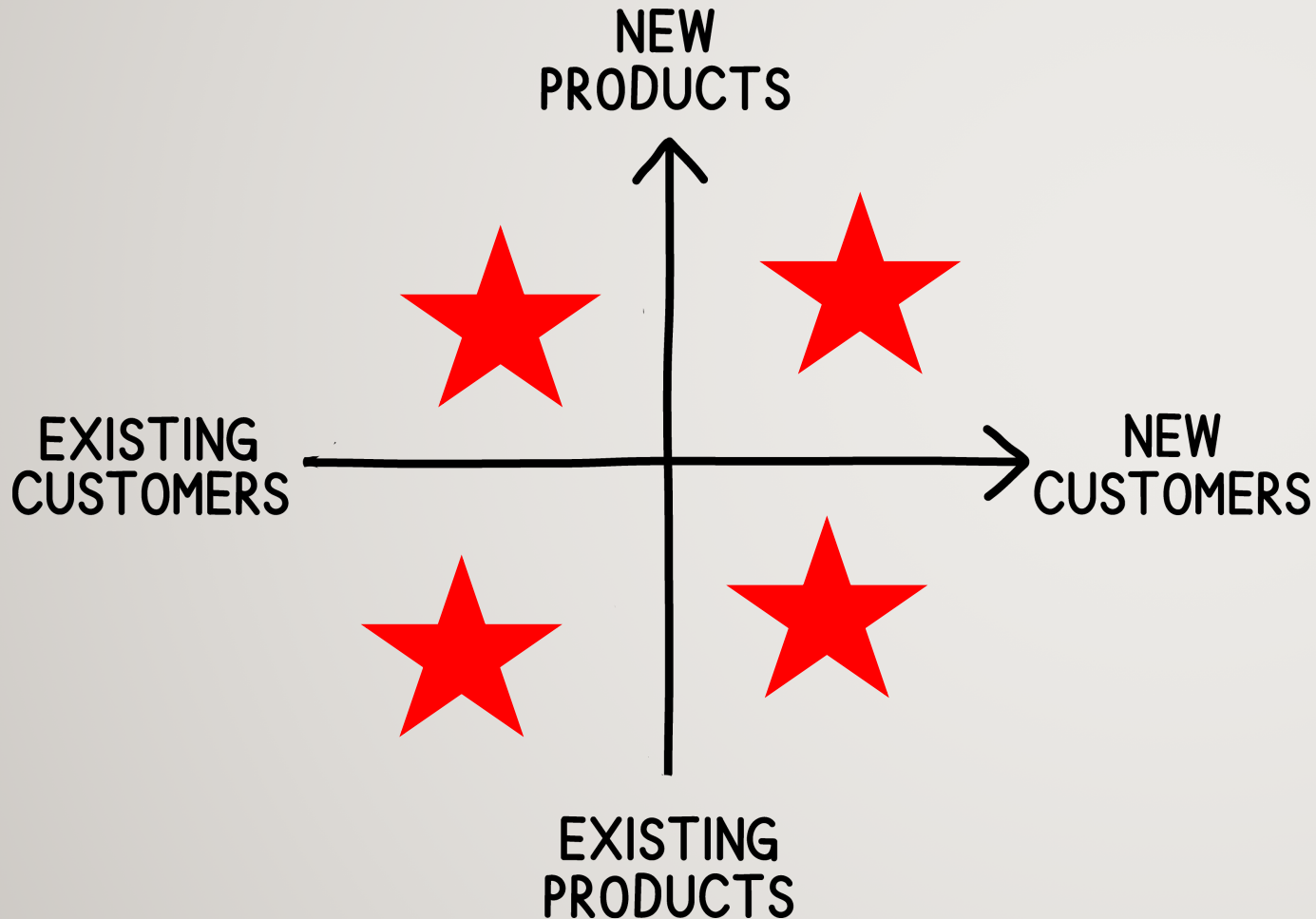
# \$50,000 LEAD GENERATION



- **Not just more, different**
- **Get target buyers in one place with customers – 1/5 ratio**
- **ID concentrations**

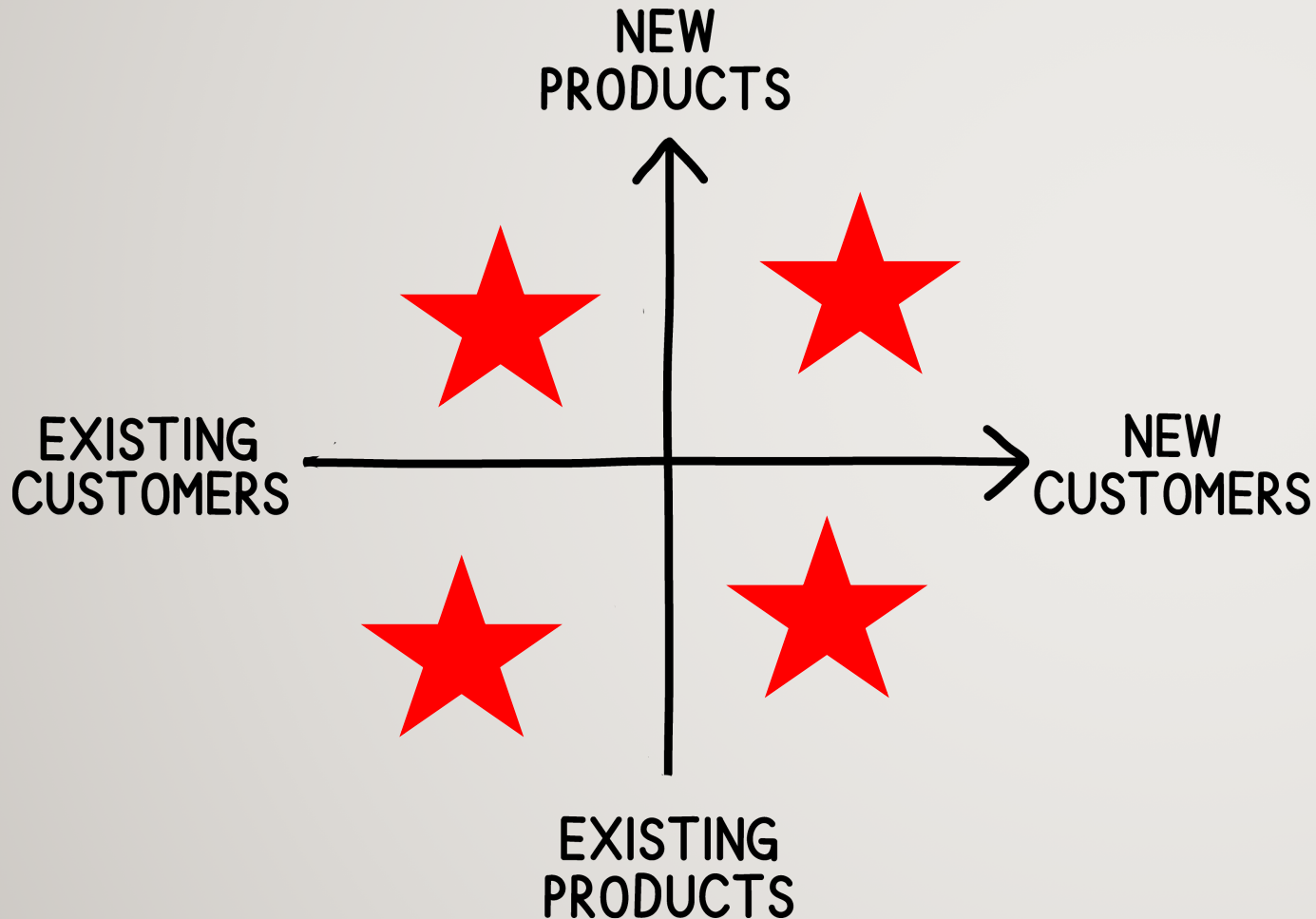


# \$50,000 LEAD GENERATION



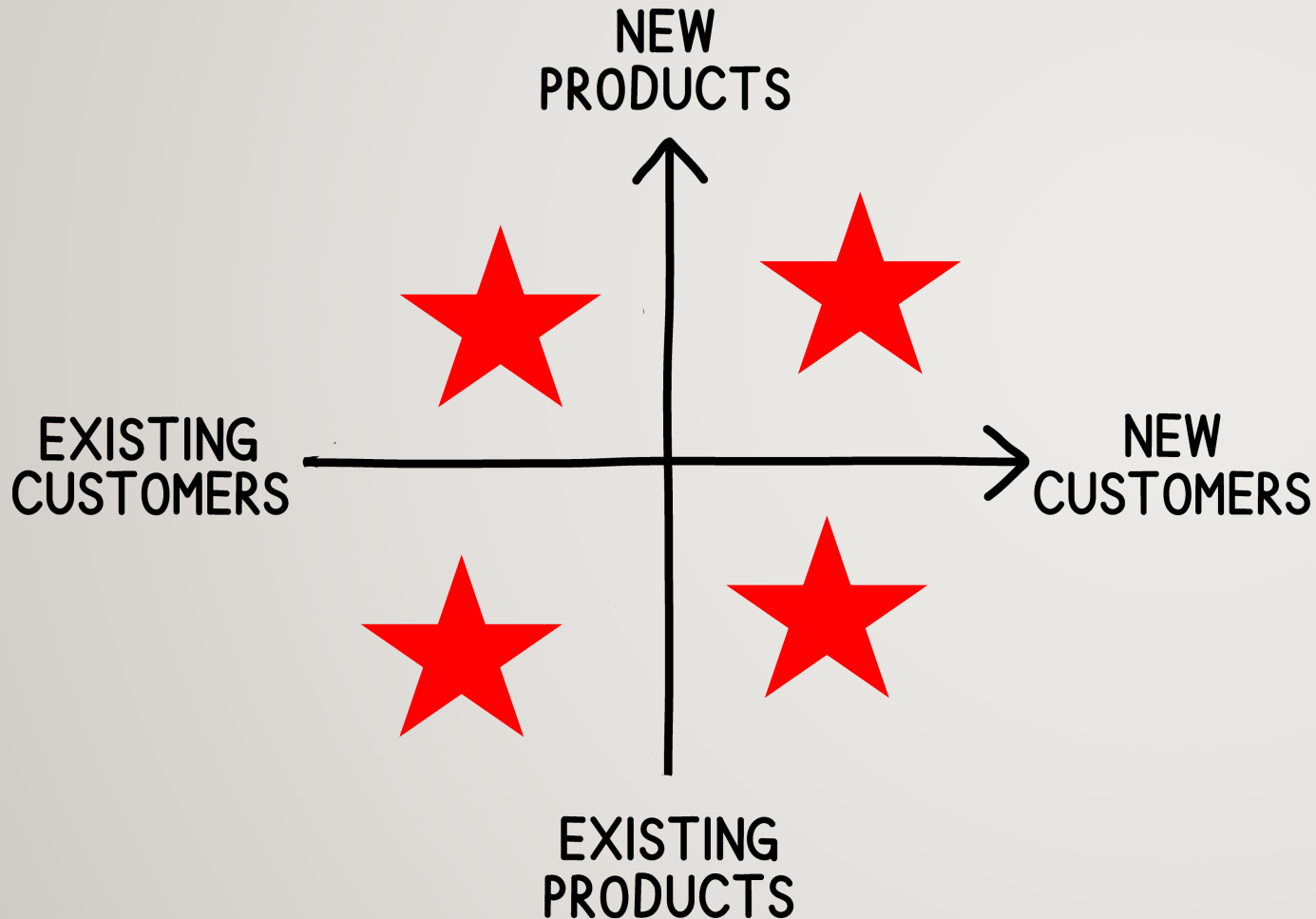
- **Raise awareness (\$5K)**
- **Hire planner**
  - **list quality**
  - **topic**
- ★ **venue**

# \$50,000 LEAD GENERATION



- **Invitee thinks: “Who else is there?”**
- **Limit to buyer profiles**
- **Educate/Inspire**
- **Focus on follow-up**

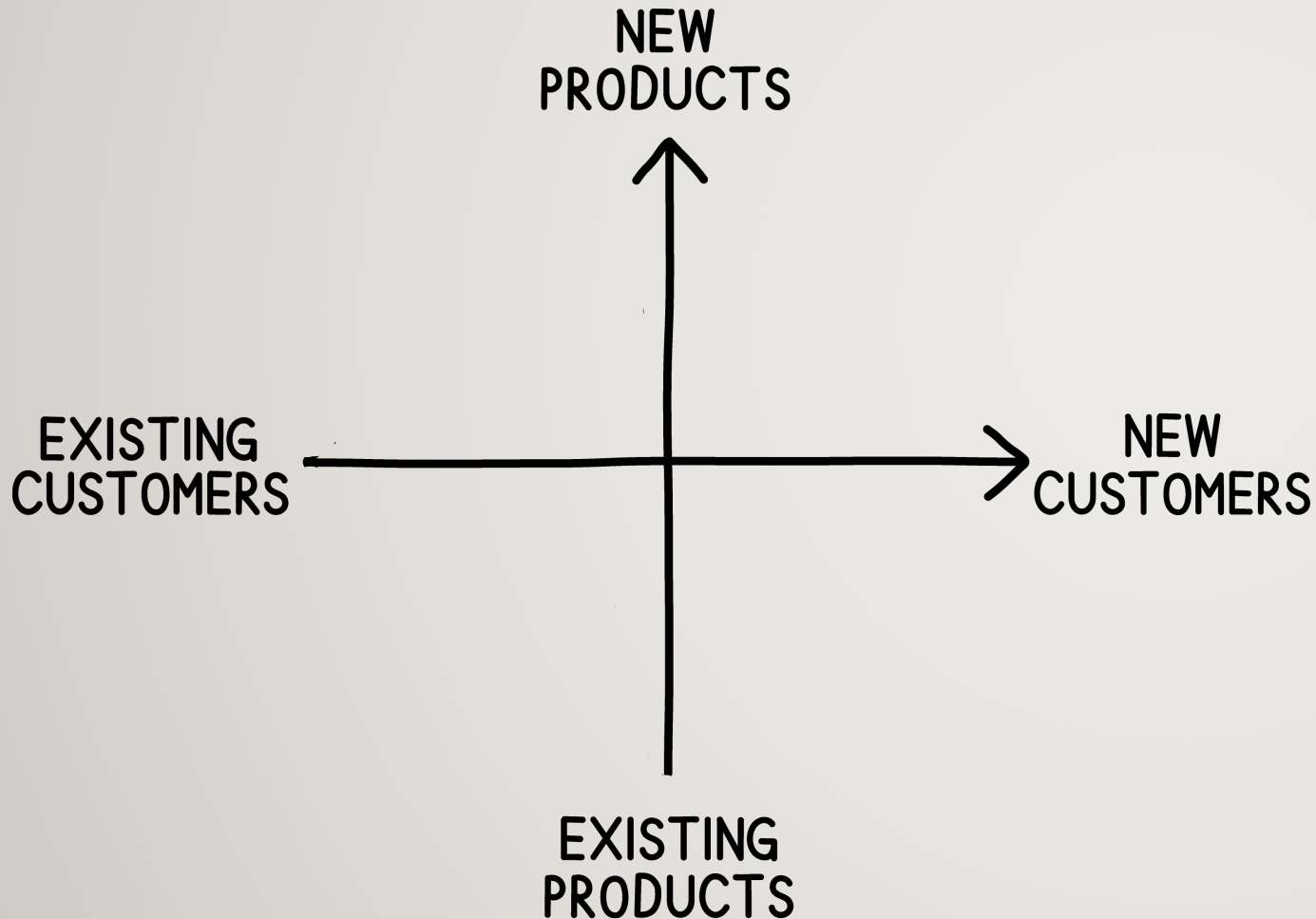
# \$50,000 LEAD GENERATION



- **Structure project with success fee (50%)**
- **20-50 match (1/5 ratio)**
- **Speaker, venue, swag**



# \$500, \$5,000, or \$50,000

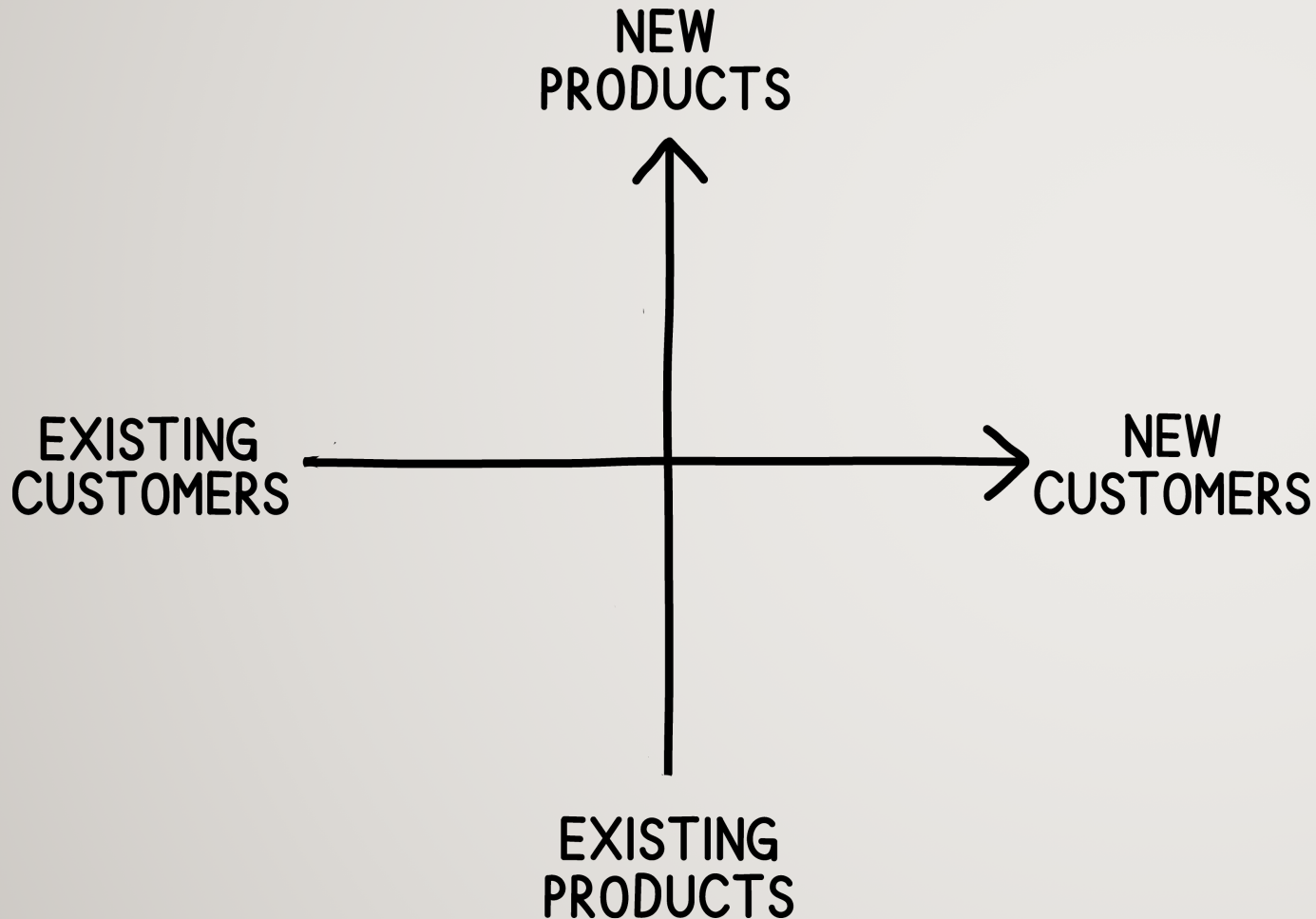


- **Trick with all of them is measuring and re-investing in the next campaign**
- **\$1 to \$1**

# QUESTIONS?

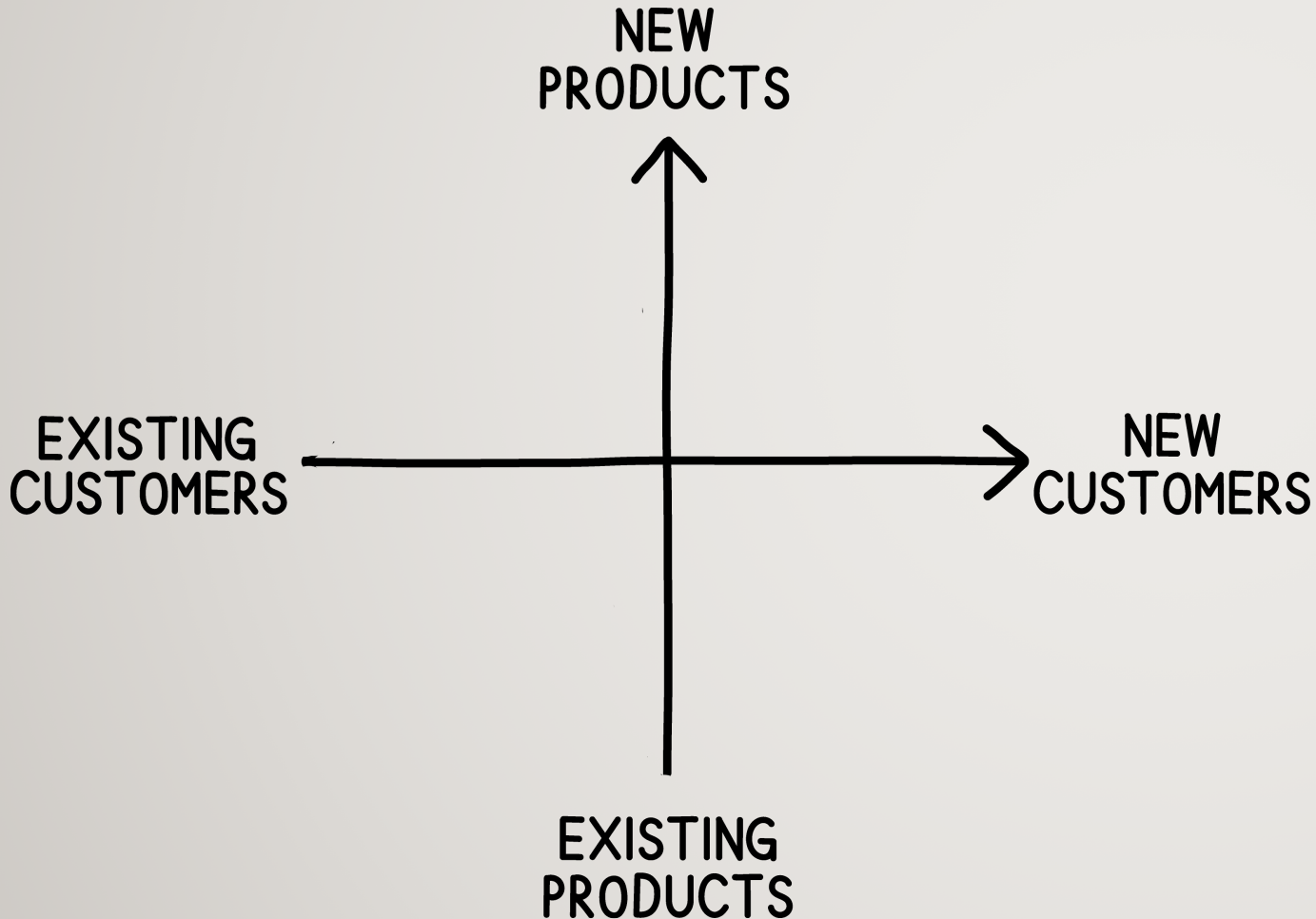


# WHAT NOW?



- **Start with the Grid**
- **Profiling A, B, C**
- **Look-a-likes**
- **Plan “what next”**
- **Track it**

# REVIEW



- **\$500 we'd**  
**“look inside”**
- **\$5000 we'd go**  
**“inside out”**
- **\$50,000 we'd get**  
**“belly-to-belly”**



# THANK YOU!

3 RADICALLY DIFFERENT  
LEAD GENERATION  
CAMPAIGNS:

\$500 \$5,000 \$50,000



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