

An illustration of a colorful explosion with orange and red petals and black debris, set against a blue background.

Blow Up Prospect Awareness Using Audiences and Lists



PO-TAY-TO / PO-TAH-TO

Potatoes in the News

1991 – “Idaho” means zero
to potato consumers

2021 – Most consumers
look for “Idaho”

\$30K – 100MM – \$.29 CPM



<https://www.ehy.com/food-agency/work/earning-national-media/>

TODAY

- **Getting in front of prospects**
- **3 broad ideas for awareness**
- **5 tactics for awareness**
- **Q&A**
- **Next steps**

WHERE ARE YOU?

“In God we trust. All others bring data.”

- **Hire a firm**
- **Hire an intern**
- **Use Google Analytics/
Google Ads**

TODAY



IDEAL
FUTURE

FIRST PARTY LISTS

- Your Customer and Prospects Lists
- Your look-alikes
- Another's List
- The Robots



TICK-TOCK

- Compound growth effects over time
- Potatoes? 30 years
- Blenders? 15 years

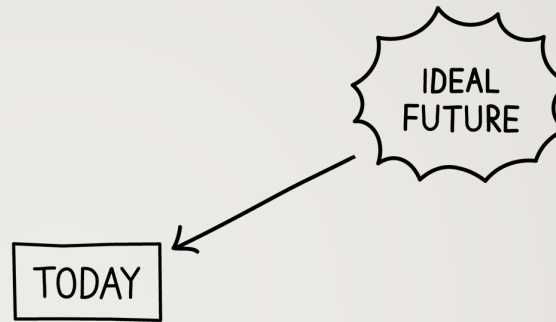


THE BIG BROAD IDEAS

- **Measure**

- **Lists**

- **Time**



5 AWARENESS TACTICS

- **Multiples**
- **Metrics**
- **Messes**
- **Matches**
- **Minimums**



MULTIPLES



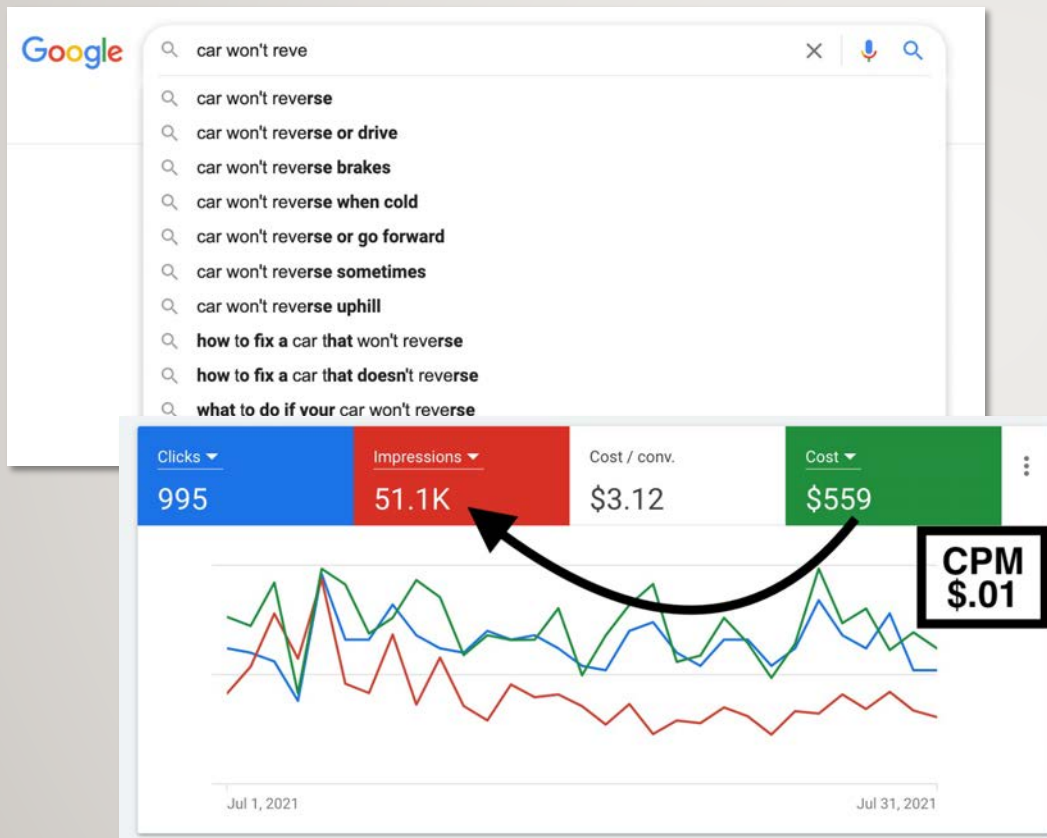
- Don't be one and done. Be there.
- Consistency
- 1984 – 2021?

METRICS

- **Best guesses**
 - Home Run
 - Meh
 - No-go
- **Share it with everyone**



MESSES



- **Customers and prospects use Google. A lot.**
- **Be there.**
- **Impressions, as well as clicks**

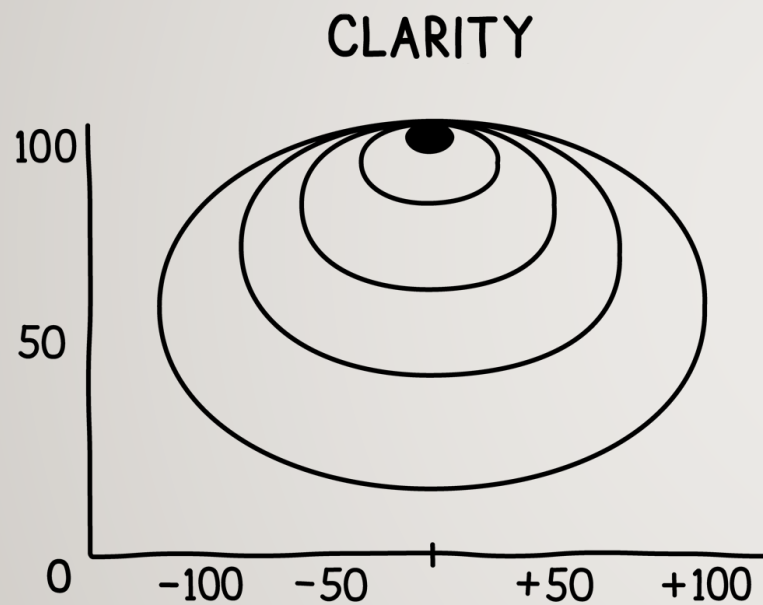
MATCHES

- You aren't the only company trying to reach your prospects.
- Find them by asking customers, prospects.



<https://www.thedailybeast.com/how-to-make-the-perfect-pina-coladasong>

MINIMUM



- **Aim small, miss small**
- **Rule of 30**
- **Don't explain everything**

QUICK REVIEW

- **Measure**
- **Lists**
- **Time**
- **Multiples**
- **Metrics**
- **Messes**
- **Matches**
- **Minimums**

QUESTIONS?



NEXT STEPS

- **What do your prospects need to know more about by the end of 2022?**
- **What data is on hand telling you where you are today?**
- **What's the value of the difference?**

WE CAN HELP

- **Tell us what you need
“more of.”**
- **We can help with lists
and managing budgets.**



THANK YOU!



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