

WINTER 2010/WSN 28

TIPS FOR HIGH-IMPACT LEAD GENERATION

- Not all prospects are created equal. Know who is the best fit.
- Don't tell too much – keep it short and they'll want to know more.
- Don't skimp on the offer or the gift.
- Follow up with a call – it will increase ROI.



"Many appointments were scheduled as a result of the campaign, and even weeks later, our sales reps are continuing to close deals. The campaign definitely had the desired effect!"

- Suzette Roberts
Cox Business Marketing Manager

Getting Your Foot in the Door

For most of us, that's all we need. A chance, an opening, an opportunity to present what we do. But getting someone to stop long enough to give you a chance is the trick. I have yet to hear someone tell me they love when a company treats them like everyone else...yet so many companies still treat their clients and prospects that way. So how about doing it differently in 2010? Nothing does that better than a creative, high-impact lead generation campaign. The trick? Develop a short list of great targets, develop an idea around a great gift, keep the copy short and the messaging clever. BINGO! Then when you follow up with a call, not only will people remember you, they'll want to talk to you. Our clients are seeing 20%+ response rates – a lot more than a foot in the door!

If you'd like to learn more about what makes a GREAT lead generation campaign, you'll want to read our next few editions of The Compass. To sign up to receive our monthly 60-second marketing tip, visit us at www.fortheloveofmarketing.com or give us a call at 401-294-0133.

Happy Marketing,



April Williams McCrory
President & Visionary

**"THE AIM OF MARKETING IS TO KNOW AND UNDERSTAND THE CUSTOMER SO WELL,
THE PRODUCT OR SERVICE FITS HIM AND SELLS ITSELF."**

-PETER F. DRUCKER

NORTH STAR 1130 Ten Rod Road, D-208
M A R K E T I N G , I N C . North Kingstown, RI 02852
401-294-0133 • www.fortheloveofmarketing.com

Cox Business Generates Buzz

Cox Business provides advanced voice, data and video products and services to small and medium-sized businesses. Their sales team had tried to schedule meetings with their top prospects for as much as a year. They needed a campaign that would open the door to a face-to-face meeting and position them as a great technology partner.

North Star created a three-week prospect gifting campaign to entice these companies to meet with their local sales representative. The campaign featured high-impact sales material personalized for each sales representative, along with super indulgent Gregg's desserts that reiterated Cox's core messages and got people's attention.

Much to the delight of Cox Business, this campaign produced an astounding 31% response. The gift made an impression and got the word out about the benefits of switching to Cox. The campaign and its success generated such a buzz that their sales and marketing team decided to launch it again and again. Each campaign continued to have response rates between 20-30%, making Cox Business a huge believer in high-impact lead generation campaigns.

Until next time,
The North Star Team



www.worldsmallestnewsletter.com

Return Service Requested