

A Special Report: The 5-Step Method for Generating Leads by Mail

by Automatic-Mail.com

Lead generation is a marketing tactic used by businesses of all sizes, from the Fortune 500 to the most humble mom and pop company. That's because it's a great way to find out who is interested in your products and services and connect them with your sales staff. It can save time, cut costs, and generate greater net profits.

There's no mystery to lead generation. It's one of the simplest marketing tactics ever created. The trick is to understand that you aren't trying to sell anything in your mail piece. You are merely offering information, without cost or obligation. This accomplishes two things: 1) it makes responding to your offer easy and 2) it identifies who is interested in what you're selling.

Here is a 5-step method you can use to set up a simple lead-generating mail program for your business.

1. Offer something free.

A free offer is the heart of any lead generation program. This can be a free brochure, booklet, sample, information kit, special report, catalog, etc. It can be an item you already have. Or you can print an item especially for your direct mail offer.

Why should you give away something? Because the point of lead generation is to identify prospects. By offering something free, you make it easy for people to say, "yes" and identify themselves to you. Why not simply mail the free items directly to your list? Because that prevents you from finding out who is really interested and pinpointing those who are most worthy of getting a sales call.

Let's take a look at some numbers to see how lead generation can benefit you.

Imagine you have created a simple product brochure and you have a list of 10,000 prospects. If the brochure costs you \$5 each to print and mail, it would cost you \$50,000 to send the brochure to everyone on your list. But if you offered the brochure via a letter and reply form costing \$1.50 to print and mail, that's just \$15,000 for 10,000 letters.

If 5% of your list responds, asking for your brochure, you will have 500 leads. At \$5 each, sending your brochure will cost \$2,500. So your grand total is \$17,500 (compared to \$50,000). Not only have you saved money by sending your literature only to those most interested, you have also identified prospects for your sales force.

2. Give your offer value.

While you don't want to spend more than necessary on your free item, you want to make it as valuable for prospects as possible. The “perceived” value should be far more than the cost to create it.

Instead of an ordinary brochure, you may want to offer a special “planning kit” with multiple pieces. Rather than your standard flyer, you could offer a “special report” that provides in-depth details or customer success stories. If you have a variety of sales materials on hand, you could repackage them in a specially printed binder or folder.

The more helpful and informative your freebie, the more leads it will generate. And the more relevant it is to those on your mailing list, the more your mailing will draw out qualified prospects.

3. Design your mailing around the prospect.

To help you focus on solving your prospect's problem, ask yourself several questions: Are people on my list familiar with our company? Do they know about our products or services? Are they aware of the problem we are offering to solve? What information do these people need?

You may find that different lists require different messages and will respond better to different offers. If you're mailing to new homeowners, for example, their needs will be different than those who have lived in a home for 3 years. Or if you're introducing a new business service, you may have to offer information that clearly explains a problem about which business owners may not be aware.

It's important to closely match your prospect's knowledge and state of mind with the message and offer you mail to them. Whenever possible, talk about specific problems and solutions that the people on your list will clearly understand.

4. Involve your sales department.

If you have separate marketing and sales departments, bring them together to discuss your new lead generation program. The sales team should be able to share information about prospects, such as what information they typically ask for, the objections they have, and what ideas are hot buttons.

It's a team effort. Marketing must get the lead and sales must close the deal. Both must be successful for the lead generation program to work. By listening to the first-hand experience of the sales staff, the marketing department will be better able to create a mailing that creates the right quantity and quality of leads.

5. **Follow up fast.**

Once responses to your offer begin rolling in, it's vital to pass these leads quickly to the sales team. It's also important to work out the details of how the free item will be processed. Will a sales person mail it out? Will the information requests be fulfilled by another department or an outside fulfillment service? Will the sales staff make contact before or after the item is shipped? The specific process should be fitted to your company's needs.

However you process the fulfillment, make sure it's fast, preferably within a week. Every day you delay allows the lead to cool off and lose interest. Sometimes it takes a little prodding to get sales to keep on top of fulfillment if it's their responsibility. But the effort is worthwhile if it produces more sales.

And as always, be sure to carefully track your results, including response rates, sales conversions, cost per lead, cost per sale, and other vital data. This is the only way to measure success and improve future mailings.

About Automatic Mail Service, Inc.

Your 360° Direct Marketing Success

We drive sales! Since 1971, Automatic Mail has served its customers with A+ service:

- Ensuring your success
- Freeing you to focus on your business
- Making your marketing efforts more effective and your direct dollars go further

Automatic Automated Marketing integrates your direct print marketing and lead generation with your Website, email marketing, and a master customer data management system. Increases response, ROI, your bottom line.

Keeping up with your clients' needs is overwhelming. Managing your sales pipeline is a challenge.

Automatic Automated Marketing delivers sophisticated, easy-to-use marketing integration tools.

- Improve ROI of direct mail
- Track who is doing what with your print mail, emails, Website.
- Accurately target print, broadcast, online messages.
- Nurture leads and deliver the information they want.
- Cross-sell & up-sell more effectively.
- Manage your clients and your prospects easily, successfully.

Automatic Automated Marketing delivers sales ready leads plus the tools to manage them throughout the entire customer lifecycle.

Feedback

If you have any feedback or any questions, please email or call Automatic. No matter is too small.

Email info@automatic-mail.com

Call 1-800-474-9109