The secrets behind managing a successful business
The top 5 lead generators
The secrets behind managing a successful business

The top 5 lead generators

If you build it they will come. Unfortunately, this no longer cuts it when it comes to the marriage of business and customer.

Operating a business has changed over time. In the early 90s, it was enough to have your business listed in the Yellow Pages and if you had budget, maybe even a radio ad!

Now – such a simple approach to attracting customers will fall flat.

Online disruption means your competitors are no longer the businesses in the area, but also around the world. So while your competitor base has expanded, you also have to deal with an exhausting decision process that exists for today’s customer.

The most important activity you can do as a business is acquire new customers.

How do you do that?

Lead generating aka get more people!

Lead generating looks at ways to reach your target audience, so the first question you need to ask is:

What does my customer look like?

While demographics (ie. age, location, education) provide a statistical representation of your customer, personas embody the traits and behaviours of your ideal customer.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Travel products or services</th>
<th>Beauty &amp; personal care products</th>
<th>Consumer electronics</th>
<th>Fresh groceries</th>
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<tbody>
<tr>
<td>Clicked an email advertisement to find out more</td>
<td>10%</td>
<td>7%</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>Subscribed to product/store emails</td>
<td>8%</td>
<td>3%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Liked/Tweeted/ commented on a product or store on social media</td>
<td>8%</td>
<td>4%</td>
<td>7%</td>
<td>7%</td>
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<tr>
<td>Searched for deals/promotions/coupons</td>
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<td>35%</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Checked/compared prices</td>
<td>52%</td>
<td>52%</td>
<td>39%</td>
<td></td>
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<tr>
<td>Looked up product information</td>
<td>63%</td>
<td>60%</td>
<td>38%</td>
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</table>

Source: Nielsen Global Connected Commerce Survey Q4 2015
“A marketing persona is a composite sketch of a key segment of your audience. For content marketing purposes, you need personas to help you deliver content that will be most relevant and useful to your audience.” Ardath Albee

So what is a persona?

Personas will help you identify with your audience and better solve their problems.

Build up a picture of your customers. For example, let’s say John owns a paint shop. Looking back over sales, he realises that the customer base has grown beyond tradies.

To best communicate to all his customers he decides personas are necessary.

John decides to narrow in on who his customer is, to do this he breaks them up using the below template:

John starts to build out the personas of his customers including other information that sheds light on their aspirations, anxieties and personal hobbies – all of which can influence their purchasing decisions.

Below is an example of a persona he comes up with:

2. Reno Renee

PERSONAL PROFILE

- Stay at home mum
- 30 - 50 years old
- Female
- High school diploma, bachelor’s degree
- Married, 2 - 3 children
- $150,000 per year
- lives locally

BUYING BEHAVIOUR

- Drops in weekly to collect paint samples, has a long purchase decision funnel
- Makes purchase every three months

GOALS

- Update the home to reflect modern styles

PAIN POINTS

- Stick to a budget

WHAT DOES SHE WATCH

- Every reno show on TV

HOW WE CAN HELP

- Free paint samples displayed based on current trends
- Design consultation
- Project planning

Hi I’m John

Name

Job title

Age:

Location:

Family:

Job title:

Staff:

Type of business:

Goals:

Needs:

Preferred channels:
Now knowing the different personas of his business, he can determine the best way to target them.

So how does John target them? First he asks himself just one question:

**What needs do they have?**

People purchase to satisfy a job to be done. Take the customer persona you have highlighted and then determine their job story. Why are they purchasing? This will fall in the three buckets below:

- **WHEN**
  - On the weekend I want to paint the fence so I can increase the value of the house.’
  
  A functional job

- **I WANT**
  - ‘Tonight I want to paint samples in the nursery so I can visualise the finish.’
  
  An emotional job

- **SO I CAN**
  - ‘On Wednesday I want to paint a mural on the garden wall to spark my interest in painting as a hobby.’
  
  A social job

If you need help at this stage of your marketing, [NSW Business Chamber](https://www.business.nsw.gov.au) can offer the following support:

- Networking events – so you can meet like-minded businesses and develop new opportunities.
- Discounted marketing support – so your business can get that extra help you need without the price tag.
- Educational seminars with industry experts – marketing opportunities are constantly changing so it’s important to keep your finger on the pulse. Don’t become the Nokia or Blockbuster of your industry.
- Marketing Advice Line - Want to know how to develop a marketing strategy for your business or how to create a social media policy? Or maybe you just want to know what marketing activities are achievable on your budget. Take advantage of your free call to the Marketing Advice Line by dialing 1300 559 605.

**Ok timeout** – if the thought of working out your customer personas is tiring, don’t stress. Help is at hand.

[NSW Business Chamber](https://www.business.nsw.gov.au) provides assistance to businesses at every stage of their life cycle. To access marketing help for your business right now, click [here](https://www.business.nsw.gov.au).
Top 5 lead generators

1. SOCIAL MEDIA

Social media includes all online platforms that people use to connect socially, such as Facebook, Instagram and Snapchat.

Social platforms play a big part in gaining new leads. It puts the power in your hands to decide who you want to target and when.

Not sure what platform to pick?

Choose the platforms where your target customer hangs out and where your ultimate goal is being realised. Your goal may not just be about getting sales, but more focused on developing strong connections with your audience.

However, when it comes to capturing leads for the demographics a business is trying to reach, there is one clear winner – Facebook.

Facebook wins the race for online social advertisement due to its specialised and targeted approach to getting your ad in front of the right audience.

### Social Media Platforms that Produce the best ROI According to Social Media Marketers Worldwide, March 2016

<table>
<thead>
<tr>
<th>Platform</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>95.8%</td>
</tr>
<tr>
<td>Twitter</td>
<td>63.5%</td>
</tr>
<tr>
<td>Instagram</td>
<td>37.7%</td>
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<tr>
<td>LinkedIn</td>
<td>37.7%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>10.4%</td>
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<tr>
<td>SlideShare</td>
<td>3.9%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>2.1%</td>
</tr>
</tbody>
</table>

Note: n=456; respondents chose up to 3


### PLATFORM ACTIVE USERS

<table>
<thead>
<tr>
<th>PLATFORM</th>
<th>USERS</th>
</tr>
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<tbody>
<tr>
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<td>WhatsApp</td>
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<td>YouTube</td>
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<td>300m</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>106m</td>
</tr>
</tbody>
</table>

* April 2017, source Statista
Social ad functionality differs across all platforms, Facebook gives you the most control and allows you to test what works and amend as required.

**Let’s say that again – test.**
The first ad you put up probably won’t work #sorrynotsorry, that’s because you need to dip your toe into the water and see if it’s warm.

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How to test when you just #canteven get your head around it:
Let’s take the example of paint shop owner, John. He decides to create targeted ads to his marketing persona, Reno Renee.
1. Test three different headlines.
2. Test three different pictures.
3. Test three different call to actions.

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Not sure how to set up an ad on Facebook? Click here for excellent step by step guides and tips.

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**The latest Hamptons hues for your home**

READ MORE

---

**The top 5 colours for your home styling**

SHOP NOW

---

**How to hack your way to a complete home reno without the price tag**

DOWNLOAD

---

Cycle the different headlines, images and call to actions with each other to find the perfect fit.

**Now you can assign most of your budget to a killer ad format that has an increased probability of success.**

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Hot tip: don’t bother with Facebook boosted posts, they are a waste. Put your money into Facebook ads.

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Not sure how to set up an ad on Facebook? Click here for excellent step by step guides and tips.
So go on – have a play.
Determine how much you want to spend and test a few different ads.
2. RETARGETING

Retargeting, also known as remarketing, is a form of online advertising. This can help you keep your brand in front of an audience after they leave your website.

You visit a site to check out those new shoes you are lusting over but then that internal voice repeats “live your wage, live your wage, live your wage.” You exit the site, close your computer and throw it out the window.

Next time you are on the computer you notice these shoes keep following you. They are there when you are researching the details on car insurance, once more on your Facebook news feed and then “Oh my God!” you’re offered a 20% off code. It’s fate right?

No, that’s retargeting.

Retargeting is creating tailored messaging and targeted ad placement to display wherever your customer might be browsing.

Website visitors who are retargeted are 70% more likely to convert so it makes sense to consider it as part of your marketing activities.

1. An Internet user
2. Visits your site
3. Leaves your site
4. Later, as they browse the Internet, your ad will display on others sites.
5. Your retargeting ad captures their interest.
6. The internet user then converts into a loyal customer.
You may think retargeting needs the engine of a big agency, but this is not the case. Consider some of the following:

- **Perfect Audience** offers a 14 day free trial and then allows you to set your own budget per campaign to control how much you spend.
- **Retargeter** also allows you to manage it yourself to cut down costs to just over $100 a week.
- **Adroll** also prices based on your needs and is the most popular.
- **NSW Business Chamber** provides marketing assistance to SME businesses as well as support to marketing teams in larger organisations with a focus on digital strategy. To get advice on your digital lead generating activities, take advantage of your free call and ring 1300 559 605 to arrange a phone meeting with one of our marketing professionals.

*Reference: louder.online

3. **BLOG**

A blog is a regularly updated web page or part of your website that is usually written in an informal, conversational tone that delivers topics of interest to your readers.

Blogging on your own website is an excellent tool to build brand recognition and credibility, which in turn supports lead generating activities.

Blogs allow people to connect with you and your business through educational experiences.

If we go back to John and his paint shop, he might write a blog on his website about the “Top 5 Hampton style paint colours”.

He shares this on his business Facebook page and people start sharing this post with friends and engaging with it. Why? Because it’s relevant to trends, in a format that responds well online and is being shared across various platforms.

Before John knows it, his business and expertise are being exposed to hundreds of additional people – and potential customers.

**The best type of content is:**

- Best of
- How-to
- Interviews
- Profiles
- Opinions
- Numbered Lists
You might think building your content library seems like a bigger-than-Ben-Hur task, but it doesn’t have to be. Certain content will be ‘evergreen’.

It’s simply a matter of tweaking throughout the year and refreshing the date it was updated on so readers and Google know it is still applicable.

Constantly repurpose what you already have to reduce the workload while still delivering updated and fresh content - this will improve your Google search rankings.

4. REFERRAL PROGRAM

A referral program promotes the product or service to new customers through existing customers.

The power of word-of-mouth is still the golden egg when it comes to generating leads.

So instead of just hoping your customers are telling their mates, why don’t you incentivise it for them?

You see this in businesses like Uber; where their users are offered a code to pass onto friends.

If the code is activated, the user receives a percentage reduction off their next trip.

Find out what is of value to your current customer.

Is it a discount on a product or possibly a gift card to use anywhere (eg. Visa or Mastercard)?

Determine what incentive will motivate your customer and use that to urge them to refer the business to a friend.

Tips on setting up a referral program:

• Promote, promote, promote – if you set one up don’t be shy in telling your customers at every chance you get.

• Ensure you have an organised method or an external program keeping track of information. Don’t miss rewarding a customer, because that can burn the relationship.

• Keep it sweet for everyone – reward both sides of the program.

• Set clear rules about how it works to avoid any headaches.

• If your product is over $100, offer a flat financial discount.

• If your product costs less than $100, offer a percentage discount.

• Focus on the interests and motivations of your customers that are approached to participate in the referral program.

• Incentives only go so far. Your advocates must want to make the referral in the first place, so ensure you are constantly strengthening the current customer base.

Get the help you need

A free marketing consultation is available now

If you need help on how to set up a referral system call the Marketing Advice Line, 1300 559 605.
5. INBOUND LEAD CAPTURE

Inbound marketing is the process of attracting new prospects through content creation.

With inbound marketing, potential customers find you through channels like blogs, search engines, and social media.

Unlike outbound marketing, inbound marketing does not need to fight for potential customer’s attention.

By creating content designed to address the problems and needs of your ideal customers, inbound marketing attracts qualified prospects and builds trust and credibility for your business.

Basically, inbound marketing will turn strangers into customers.

Inbound marketing helps:
- Brand awareness
- Customer retention
- Customer acquisition
- Lower cost of overall lead generation

So what does it look like?

Blog posts
Infographics

Guest articles
White papers

Videos
Case studies

eBooks
Newsletters

Yeah it sounds good, but what’s the return?

Surveyed companies using inbound marketing experienced the following:

92% increase in traffic*

93% increase in lead generation*

84% increase of leads within seven months*

42% increase in lead-to-sale conversion rate*

*Hubspot

More of your focus in generating leads should be going into inbound marketing as opposed to outbound marketing.
OK, WHAT NOW?

The suggested plans are great, but none of them can get off the ground without the right support.

Access to business coaches and experts for your business actually cost the same as three coffees a week.

Membership with the NSW Business Chamber can provide you with the comprehensive toolkit to start, manage and grow your business.

Our mission is to offer the network, advice and solutions you need to succeed.

Membership means you’re not alone.

NSW Business Chamber – ‘who’s that?’

We are a mission based organisation dedicated to helping businesses succeed.

We are not government, but we do represent businesses like you to government to create a better business environment.

Here are just some of the ways we have helped businesses like yours:

- Akubra has continued to grow through its membership with the Chamber, including its participation in the 2012 Trade Delegation to China, and is now supported by our Export Growth China program. Member since: 1924.

- Leicht’s Tyre and Auto saved big through the help of their Chamber membership. Our policy analyst sought a timely review through the relevant scheme agent and WorkCover. Wheels turned and the automotive repairs business received a reprocessed statement at the end of the premium period, with a significant reduction in premium instalments for the next two quarters – a saving of $4,000. Member since: 2008.

- Pinhook Bloodstock International has continued to build its customer base through utilising the services of the marketing department since 2016. Since then Pinhook have redesigned their website and developed a comprehensive digital marketing strategy, which has helped grow their business. Member since 2016.

These are just some of the wins the Chamber has had through its advocacy on behalf of small businesses:

- Landmark “Small Business: Too Big to Ignore” campaign saw the 2015-16 Federal Budget deliver the biggest small business support package in Australian history. Of note: the ability to deduct the cost of individual assets under $20,000 saved $1.8 billion for small business and injected funds into the economy.

- In 2016, the Chamber saved businesses $400 million a year through NSW Government’s removal of taxes on business transactions. Comparatively, this equates to the cost of one full-time employee for each small business in NSW.

- Successfully advocated for increased flexibility of annual leave provisions in the Fair Work Commission (through its law firm, Australian Business Lawyers & Advisors, and on behalf of the Australian Chamber of Commerce and Industry).

Interested in a membership but not sure which one is for you? Click here to find out.

Call a Marketing Consultant for free now!

Take advantage of your free call to the NSW Business Chamber Marketing Advice Line. Ring 1300 559 605 to arrange a phone consultation.
What is your marketing mix?

The average Australian spends over 3.6 hours a day on social media.

81% of businesses have reported their blog as “critical” to B2B lead generation.

54% of B2B Marketers said they have generated leads from social media.

70% of B2B Marketers are using video content.

3 out of 4 consumers shop online.

Over $30m spent on purchases online.

How you promote your business matters.

Marketing helps attract attention and generate more sales.

Marketing converts passive shoppers into active buyers.

Call the Marketing Advice line 1300 559 605 to find out how.
NSW Business Chamber

Tracing our heritage back to 1826, NSW Business Chamber’s mission is to create a better Australia by helping businesses maximise their potential. The Chamber is a passionate advocate for business in the public arena: whether standing up to government and decision makers when business interests are neglected or working together to create positive change.

On a one-to-one basis, the Chamber helps all businesses from small enterprises to large corporations. Our commercial services division, Australian Business, delivers a range of business services to both member and non-member clients throughout Australia, with the operating surplus going back to supporting Chamber initiatives. In all, we believe it’s important for Australia’s business community to succeed, because prosperity creates new jobs, social wealth, and better communities in which to live.

• Local, regional, state and national coverage
• Public policy and advocacy
• Reducing complexity to manage risk
• Empowering business through connections, knowledge and expertise

Let the NSW Business Chamber team be an extension of your business so you can concentrate on what you do best – growing your business. For more information: nswbusinesschamber.com.au.

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