

Grassroots Marketing: Drip Campaigns, Lead Generation & Sales

With Sherry Wheat, President:



Agenda



- Grassroots Marketing Defined
- Drip Campaigns
- Lead Generation
- Sales
- Retention Strategies
- Summary



Grassroots Marketing

- Person-to-person business development
- Networking/Follow-Up
- Events/Follow-Up
- Drip Campaigns
- Retention/Referrals
- Cross Sell / Up Sell
- Lead Generation

Choosing the Right Activities

- Based on your target market
 - Lists, Groups, Events
- Include a multi-step conversion process
 - Capturing attention
 - Building trust & credibility
 - Providing a taste or experience
 - Closing the sale

Lead Generation - History



What kind of systems of Lead Generation do YOU have in place?

- How often do you implement Lead Generation practices?
- What are your results?

Prospecting Needs



- More appointments
- More/better qualified prospects,
- More information about your targeted market
- More contact with existing clients

Drip Campaigns

Single Step Conversions Rarely Happen

- Typically conversion requires 5-7 touches
- Drip campaigns leverage:
 - Multiple touches
 - Various channels
 - Relationship-building

How do you communicate ?



What strategies will you use to get the response you are looking for?

- Website
- Email
- Direct Mail
- Telephone
- Social media
- Events

Drip Campaign Example



- Mailer
- Call
- Email
- Call

Defining Your Market



- Who, Title
- In what industries, business segments
- Where
- With what revenues/number of employees
- How many are in this target?
- What do you know about them?

Obtaining Target Lists



● Where do you get this information?

- Database companies
- List compilers
- Industry associations
- Libraries
- Chambers of Commerce
- Trade Shows

Communicating with your market?



- Call you
- Interact with your website
- Set an appointment
- Give you information about themselves, answer a survey
- Interact with you, your website, your blog
- Do business with you
- Buy your product/service
- Attend your event
- Refer you business

Qualifying your Market



● Pre-Qualification & Disqualification

- Probing & Clarifying Questions
- Open-ended vs. Closed Questions
 - Who?
 - How?
 - What?
 - Where?
 - When?

Program Strategy



THREE MONTH TEST:

- Define Goals
- Define the Market
- Develop the Approach: strategy, messaging, pre-qualification
- Track the Calling Program
- Evaluate and Adjust based on Response
- Re-evaluate Outcomes

Retention



- What kind of systems of Retention Strategies do you have in place?
- How often do you implement them?
- What are your results?

Retention Strategies



- Using the same strategies as in Lead Generation, except you are familiar with your target
- How well do you understand your target personas?
- How many do you have?
- What do they respond to best?

Summary

- Match grassroots activities to your target market
- Leverage multiple touches to build trust
- Utilize a drip campaign with multiple channels
- Test, Track and Measure
- Duplicate what works
- Vary your marketing, message

Additional Resources

- Natural Marketing Services, LLC
 - www.NaturalMarketingServices.com
 - Email: Bpeters@NaturalMarketingServices.com for feedback or call 678-643-3899
- Telesales, Inc
 - www.TelesalesAtlanta.com
 - Email: Sherry@TeleSalesAtlanta.com for feedback or call 770-441-9777