



Beyond Google

The No Bullsh#t Digital Lead Generation Guide for Consulting Firms



ONE RABBIT™

www.onerabbit.com.au



There are many
self-proclaimed digital
marketing gurus out there with
thousands of followers
tweeting and sharing all
sorts of stuff.

How much of this is their original
work and ideas, versus just
distributing other peoples?

How much paid work are they
actually generating for themselves
and what results are they REALLY
delivering for their clients?

And out of all the content they produce can they quote you any direct results applicable to your firm and industry?

Hmmm.... thought so. If that doesn't raise a red flag I'm not sure what would?



Well right here the bullsh#t stops and we show you what the nuts and bolts of a successful, real and working digital lead generation program looks like. We can't talk about our clients work for obvious reasons but it is a program that delivers us ...



**100 TARGETED NEW
BUSINESS LEADS
EVERY MONTH.**

A targeted lead we define as ...

“an individual within your target market who has voluntarily given you their email address and permission to nurture and market to them on an ongoing basis because they value and want your knowledge”.

This is not about SEO, Adwords, telemarketing, database buying, a new website, social media, branding or fluffy “engagement” metrics. It’s about generating real targeted leads and the process of moving them through your marketing funnel to the point of buying.

There is quite a lot of valuable background learning, that we encourage you to get your heads around, which you can find on our website. But if you feel ready, just trust us and jump in at this point (you can always go back to it) and learn how this stuff actually works from a practical perspective.



ATTRACT | CAPTURE | NURTURE | CONSIDER | CONVERT



HERE TO HELP

Through this guide, you'll see this symbol on each page where we'd like to put our hand up and let you know we can advise you each step of the way.

We deliberately avoid selling One Rabbit in these guides. In fact we've written it deliberately to give you confidence and know-how to tackle this yourself.

We are also aware that for many people, they don't want to do it all themselves.

On each page you'll see this section - our little reminder that this is the stuff we advise on every day, and is our core business.



THE THREE KEYS

Conceptually there's no need to make this complicated because it's not, and only is, if you focus on the wrong details. Sure we could give you all the nuts and bolts of the SEO benefits, platforms, how to leverage LinkedIn and so on, but these are just the details.

There's a bigger picture, one that doesn't require you to be a tech guru, or doesn't even need you to be all that interested in technology. These are like the keys to the car and if you can keep these concepts front and centre, you'll understand our approach and at this level it's not rocket science.

KEY ONE



DIGITAL WORKS BEST WHEN IT IS HIGHLY TARGETED

Forget the traditional approach of broadcasting generic marketing messages across a wide audience. The success of the system outlined here depends on how precisely you can speak to a very specific persona, with a laser sharp message.

KEY TWO



DIGITAL IS A JOURNEY OF ATTRACTING, NURTURING AND EDUCATING

Get noticed, generate enough interest and credibility to open an ongoing communication channel (email is great!) then continually earn the right to be heard by educating, adding value and building your credibility as an expert that creates a strong desire within your audience to want to work with you.

For this to be effective you have to be targeted, hence Key 1.

KEY THREE



FOCUS ON THE “UNAWARE”, NOT THE READY-TO-BUY

Such a simple concept, but this is where the gold lies and no doubt the biggest untapped market. The unaware are those who are **potentially** your ideal client. They are not looking for you, are disengaged from your marketing and brand and aren't even considering becoming your client.

They sound like an unattractive bunch to market to, and they would be except for one thing.

The unaware lack the knowledge and awareness of how their problems connect to the solutions you can provide. If you hold key 2, you have the tools to do the job.



Keep these 3 keys in mind as we dive into the process. First we'll give you the flying overview and then break it down further into 9 steps.



NEED HELP?

Conceptually the 3 keys make a lot of sense, but finding them for your organisation can be tricky. Being effective at finding a target, attracting, nurturing and converting them will make all the difference to a successful outcome. Our **Kick Starter Workshop** will help you explore and discover the opportunities and develop a strong position from which to base your approach.



THE FLYING OVERVIEW

Let's revisit the primary objective in the process – for an individual within your target market to voluntarily give you their email address and permission to nurture and market to them on an ongoing basis because they value and want your knowledge.




Actually, our process is more like a blueprint to help you design (conceptually) a lead-generation machine that does exactly this, and through the nurturing process converts leads into new business opportunities.

It all starts ...

with creating a means to attract a target market in the first place. You then provide them with a compelling reason to volunteer their identity (as in an email address) followed by delivery of a strategically designed content program. This content is engineered to nurture their thinking over time and move them from interest or curiosity, to consideration and then finally conversion to a new business opportunity. Within the professional services sector this typically means a face-to-face or virtual meeting – one that they request, not you!



At that point the lead generation machine has done its job and it's over to you to close the deal. Trust me it's far easier when the prospect comes to you educated and pretty much already sold.



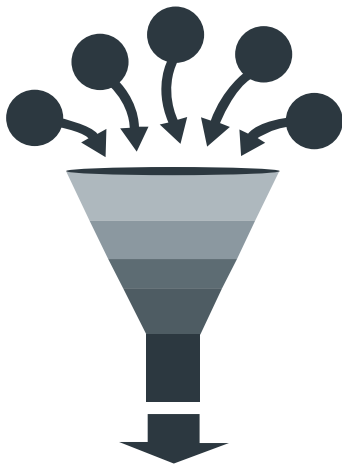
The other core concept that underlies the whole process is the one we touched on in Key 3.

Most traditional marketing effort and thinking is aimed at those ready to buy. Think about search engine optimisation (SEO) which is primarily focussed on getting your firm high on the first page of Google so you're found when people are searching for a firm that does whatever you do.




The prospects in this scenario (unless they are job seekers or similar) are ready to buy or at least considering buying - why else would they be looking?

MORE ABOUT THE 'UNAWARE'



Digital marketing allows us to cost effectively move much further up the funnel to those that are unaware. Unaware in the sense that perhaps they;

1. Don't know you exist
2. Aren't ready to buy
3. Would never have looked for or found you
4. Don't even know they have a problem
5. Would never have made a connection between their pain points and your services



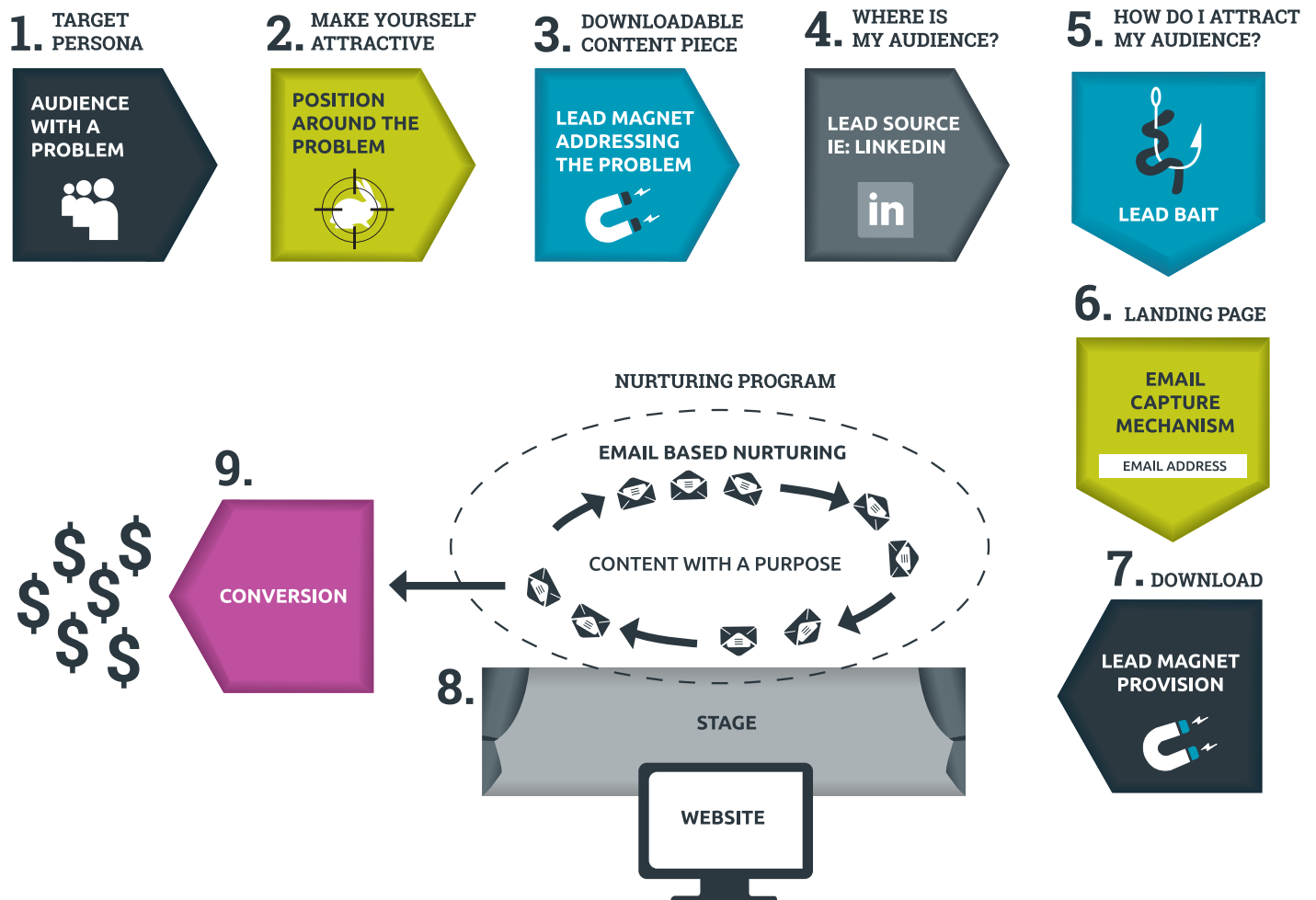
The great thing about the unaware is that unless you're like the Coca Cola of the professional services sector they are a far larger audience than the aware – perhaps hundreds or even thousands of times more.

And the big plus, this process will actually make you more attractive to the ready to buy at the same time!

The diagram overleaf maps out the basic process at its highest level and consists of the following components.

1. Identifying and defining an audience with a problem - Persona
2. Positioning yourself around their problem - Position
3. Developing a valuable (worth an email address) content piece that empathises with and addresses the problem – Lead Magnet
4. Identifying where your targeted audience can be found – Lead Source
5. A well crafted hook to attract the audience – Lead Bait
6. An email capture mechanism – Landing Page
7. Lead magnet provision – Delivery mechanism
8. Nurturing program and platform – purpose built, email based content and associated website and marketing automation platform.
- 9.. Conversion! – A face to face or virtual meeting with the prospect.

THE LEAD GENERATION PROCESS



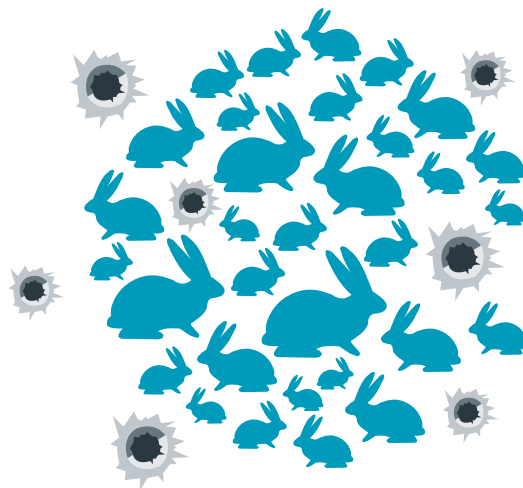
Let's have a look at each stage in a little more detail ...

STEP

1.

IDENTIFYING AND DEFINING AN AUDIENCE WITH A PROBLEM

We need to make one point very clear – this is not shotgun marketing. Remember Key 1, this is highly targeted and the more narrow the target the higher your conversion rate will be.



You may already have some concept of a specific target client, but chances are it'll need sharpening, slicing and dicing. The best place to start is by defining what your ideal client looks like and narrowing that down to a specific demographic, a particular vertical market that you have experience in, highest margin, the greatest capacity to spend or one that has a problem that you can demonstrably solve far better than most.

Within this target, there will likely be different variations of those targets based on age, location, firm size etc. We keep breaking it down to reach a point where we can define their real underlying problems as they see them and identify how you can help solve them.

It's important to note that there may not be a direct correlation in the client's mind that connects what you are selling to their problem.

This is not necessarily an easy thing to do on your own. Not all problems are created equal. Some will be stronger or more compelling to market to. Be prepared to invest time and intellect to find the gold.

A golden problem is one where there is an angle that is likely to raise their curiosity. Ideally this is something they haven't heard before, but strongly resonates as soon as they see it.

One Rabbit example:

One of our targets, a marketer in a professional services firm may have the problem of feeling undervalued in the firm they work for. Implementing a successful digital lead generation program is likely to provide them with the tools to greatly improve their value, worth and visibility within the firm. So indirectly we can help them solve their own specific problem.



NEED HELP?

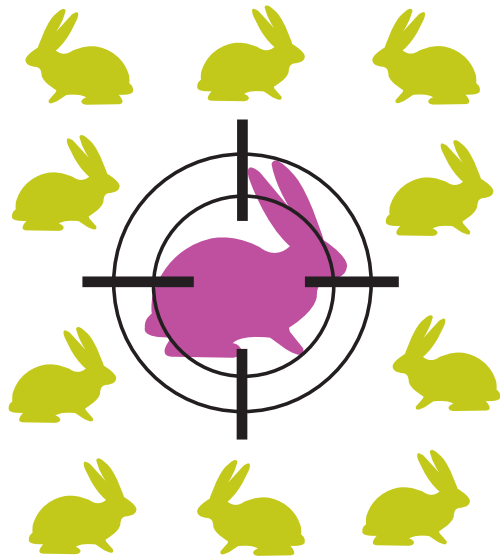
Being effective at finding a target, attracting, nurturing and converting them will make all the difference to a successful outcome. Our Kick Starter Workshop help you explore and discover the opportunities and develop a strong position from which to base your approach.

STEP

2.

POSITIONING YOURSELF AROUND A PROBLEM

Positioning around the problem ultimately boils down to presenting yourself and your firm as specialists in the area of their problem. We achieve marketing nirvana when the specialisation of the firm lines up with the problem of the client. Not only does it make the sell easier, but in principle you'll be able to charge more for the extra value you can deliver.



In practical terms this means that you have demonstrable expertise in dealing with and solving the prospective client's problem and achieving the following outcomes in their eyes.

1. I'm in the right place
2. This person or people understand my challenges
3. This is how they help me meet those challenges
4. This is how they do it
5. They are experts
6. I want to connect and learn more

The extent to which you position yourself will be dependent on the firm, the problem and the audience. The narrower the position and deeper it can be ingrained and leveraged at a firm level, the stronger and more convincing it will be. This does not however restrict success for larger generalist firms that can be just as effective at positioning around a problem.

From this perspective it can't be based on generic brand messages like client servicing, long term relationships, innovation, leading solutions etc – the same stuff everyone else says and every prospect just expects and knows they can get anywhere anyway.

These attributes do not constitute a position.



One Rabbit example:

One Rabbit is positioned deeply at a firm level around providing Marketing and Positioning advise for Management Consulting firms and all our outbound marketing is highly targeted to Partners and their own specific pain points.



NEED HELP?

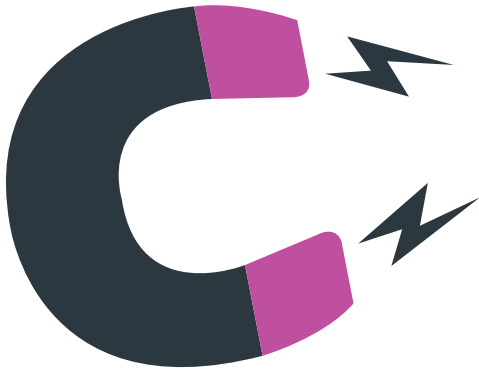
We do this every week for our clients, and is a natural outcome of our Kick Starter Workshop process. We don't go much further until we get this right and feel confident the direction has legs.

STEP

3.

DEVELOPING A VALUABLE CONTENT PIECE THAT EMPHASISES WITH AND ADDRESSES THE PROBLEM

This is what we call a Lead Magnet – a downloadable piece of “free” content like an e-book, white paper, presentation etc that is valuable enough for your target prospect to willingly give you their email address in order to get their hands on it.



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Our rule of thumb on “value” is that the advice or information contained in it satisfies one or more of the following criteria;

1. It's almost too valuable to give away
2. You fear your client might not need you based on the information you've given them
3. You fear your competitors might see it
4. It can't be (or perceived to be) freely available anywhere else



Yes it actually has to be of real value, obviously to get the email address in the first place and crucially it's your best and maybe only chance to clearly demonstrate your expertise.

In other words don't over sell and under deliver or they're gone.

One Rabbit example:

This document you are reading right now is one of our lead magnets and in our minds at least satisfied the above criteria and obviously addressed a problem or pain point for you.



NEED HELP?

Sometimes having a position makes the content piece (Lead Magnet) clear, but often it isn't. Even for ourselves, we'll toss around ideas of different directions we can go. We work with our clients to not just select an appropriate lead magnet, but also determine what content, how to write it and design an appropriate format for presentation.

STEP

4.

IDENTIFYING WHERE YOUR TARGETED AUDIENCE CAN BE FOUND

Ok, so you've defined a target audience, with a problem positioned around it and developed a lead magnet. Now using your expertise you want to share valuable insights delivered through a content based nurturing program which moves them into considering becoming a client.



How do you get your message out there and deploy your lead magnet to start attracting? The first part of the problem relies on defining a lead source.

A lead source is the place where your audience can be found online.

If we are talking a B2B Management Consulting engagement then LinkedIn is an obvious lead source. Let's face it there aren't many Professionals left without a LinkedIn profile so it is the perfect pond to fish if you know how to fish it.

Other sources include other websites and online platforms – i.e. association sites, blogs, Twitter, Google Plus, Facebook and search engines.

We should not ignore the offline world as a source of leads – i.e. speaking engagements, presentations and events provide powerful opportunities to promote your online content to your target audience and capture them as a lead back into your digital nurturing program.

Remember all activity is centred around capturing their email address.



One Rabbit example:

Our core lead source is LinkedIn, specifically sponsored posts which allow us to be highly targeted and that is most likely where we found you. We also use Twitter and Google guest blogging and presenting with Webinars high on the radar.



NEED HELP?

We've already got some solid metrics on the level of engagement we expect (especially when targeting professional services), and what content works where.

STEP

5.

A WELL CRAFTED
HOOK TO ATTRACT
YOUR AUDIENCE



The lead source gets you in front of the target audience. The second part of sourcing and attracting leads is the lead bait. This is a message and call to action that is designed to attract their attention, and raise the level of curiosity enough to entice them to click through.

The lead bait serves as an introduction to the lead magnet outlined in Step 3. Its headline must clearly identify and resonate with the problem identified in Step 1 and be flexible enough to allow for variants across the restrictions of different platforms - e.g. Twitter, which is limited to 280 characters.

Multiple variations of the messaging and call to actions within the lead bait can be experimented with thorough A/B testing. An important metric is how many people saw the lead bait, and how many clicked on it.

By experimenting with different messages you'll quickly establish which have the most strength with the target audience.

One Rabbit example:

If you are reading this, it's likely that you were attracted by our lead bait. Our most common variant is "What a Partner needs to know about digital lead generation – the no bullsh#t guide"

Yep sorry but you're now in our version of the process we are explaining to you :)



NEED HELP?

Getting your audience to "bite the hook" can be challenging! Our team can advise on how to develop a range of targeted messages designed for high conversion. We'll take you through simple A/B testing to test the strongest messages, and teach you how to measure and optimise.

STEP

6.

AN EMAIL CAPTURE MECHANISM

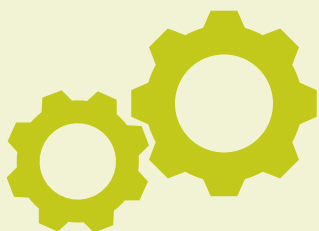
When someone clicks on your lead bait it takes them to a landing page that contains a form where they can enter their email address.



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Why a landing page?

- 1.** It provides another opportunity to “sell” your lead magnet in more detail and perhaps show a preview of what’s in it.
- 2.** It allows you to tightly position and expand around the problem without the distractions of the other things and markets you might do and serve.
- 3.** It forces the prospect to make a decision then and there without the opportunity to look around and be turned off or distracted.
- 4.** It can have a unique url (website address) for marketing in other places.
- 5.** There are a number of great 3rd party landing page products that allow you easy updates, experiments, A/B testing and analytics that aren’t typically available in a website CMS.



The landing page captures the email address and passes it through to your CRM and / or Marketing Automation platform and is the gateway protecting your lead magnet from those who don't want to give you their email address in return.

One Rabbit example:

You couldn't access this guide without completing the landing page signup. It explained what we were offering in greater detail and forced you to make a decision at that point on whether you wanted it or not.

Would you have made the same choice if we directed you to our website?



NEED HELP?

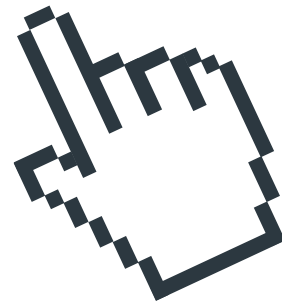
What's the most effective Landing Page design and/or copy?
We've developed many that have high conversion rates.

STEP

7.

A LEAD MAGNET DELIVERY MECHANISM

This will typically be an email sent to the subscriber with a clickable link to access the magnet from your website.



Why?

1. It verifies that the email address is real.
2. It tells you if the subscriber has actually clicked through to the lead magnet
3. The act of clicking and opening a browser window will plant a cookie in the users browser so you can determine every time they individually come back to your website or read any of your content contained in the nurturing program.

Yes, their every movement and interaction with you can be collected, tracked and measured – you can't do that in the offline world.

One Rabbit example:

Yes we are now tracking you, but don't you want to be able to do exactly the same thing with your prospects and honestly if we didn't do it ourselves how could we help you? At the end of the day all we want to know is where you are on the journey so we can serve you up the most useful content and measure how interested you actually are.



NEED HELP?

Delivery itself is easy, but setting up the platforms to feed into the next step, ready for nurture can present challenges.

STEP

8.

A NURTURING PROGRAM AND PLATFORM

Ok great you've captured your first lead, now what do you do?

Well don't expect the phone to ring. It might if the prospect is "hot to trot" and ready to buy (it has for us occasionally) but don't expect it. But that's ok because most of these prospects are going to be those not "ready to buy" and otherwise may never have heard of you or been interested in you – that beats the usual and potentially very expensive brand awareness strategies.



They may also have never made the connection between what you offer and the underlying problem that attracted them to you in the first place. The goal, now you have their attention, is to nurture them forward to the point where they are considering utilising your services.

The only way to do this effectively and efficiently is via an automated, email based content program that is specifically designed to take the prospect on a journey, a journey that educates them further on their problem, why they have it and how they can solve it.

It **cannot** be selling - it has to be educational in nature. **Education** is your most powerful marketing tool – if you're not convinced then have a think about what we are doing here. We are actually telling you what to do, not selling our services.

You could in fact go it alone from here based on what we've told you but the reality is that most of you won't be able to get the best results on your own. So when you come to that realisation, who are you going to call for help – someone who has not demonstrated they know how to do it?

A random set of blog posts or news updates won't cut the mustard either, and will in fact turn people away. Your content has to be related to the original problem that attracted them in the first place.

This is where your website comes into the picture; it's your stage or platform for hosting your content.

Collecting email addresses and communicating with them and keeping track of their journey with you is something you can only manage manually on a very small scale. The aim of this lead generation process is to scale out well beyond the capacity of something you could manage on a manual basis.

Two important pieces of the solution are a CRM and another class of software called Marketing Automation. Marketing Automation in its simplest form will take care of collecting email addresses and leads, then delivering the email content progressively over time without any manual involvement.

Once a lead reaches a threshold of activity (according to a set of rules your setup), the automation system will deliver the lead for manual follow-up to the CRM.

One Rabbit example:

If you chose to you will now receive a weekly email describing how each step works in greater detail.

We are platform independent and work with many but the content you receive is all hosted on our website which is running on the WordPress CMS platform and our email nurturing program is managed by Drip.



NEED HELP?

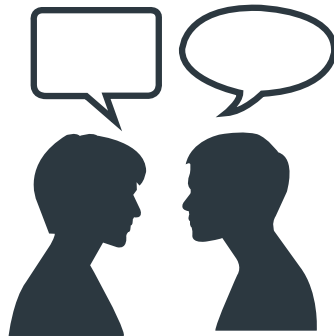
Ok.. This can seem complex and many times it is. There are many platforms available to solve different parts of the problem, especially as we get into marketing automation and CRM. We can show you how our and other systems are set up and work to take the mystery and resources out of the process.

STEP

9.

CONVERSION

In most cases, a conversion means a face-to-face or virtual meeting with the prospect. You should expect a far higher conversion to client ratio at this point because the prospect has most likely contacted you and if you've done a good enough job, they won't be shopping around.



Not much more to say here except that your system must have a series of strong calls to action which makes it easy and unthreatening for the prospect to you.

Depending on the situation, we often also recommend reaching out gently and personally to prospects who have been engaged in your program for a predetermined time frame without unsubscribing – say 3 months because sometimes everyone needs, and some even appreciate a little nudge to get things moving.

At this point the system has done its job and its over to you!



How We Help

Where do we go from here?

How do we start the process of differentiating and marketing.?

Action is required, because - as we all know - great ideas are worthless unless implemented.

We have developed a process to assist senior partners clearly understand the likelihood of success and where their firm is situated to take the most advantage of our approach.

Kick Starter Workshop: 'Making Your Firm Marketable'

Are you ready for a strategic rethink of how you approach the market?

Have a strong idea' of where you are and where you want to go? The route to market isn't clear and you're looking for that outside perspective to sharpen your approach.

This is a 3+ hour interactive session to get advice, direction and ideas into your hands as quickly as possible.

This is not a low-level tactical review of your current marketing.

Instead we'll lead you through a strategical rethink of how you are approaching your market designed to leave you questioning potentially everything you've been doing.

We bring the One Rabbit approach and perspective to give you a different angle to view the situation and provide an honest look at how marketable your positioning is and what to potentially do to improve it.

How We Help (cont...)

Here are some of the things we'll work through:

1. How the One Rabbit philosophy and approach could be applied to your business.
2. An honest look at how marketable your current positioning is and what to do to improve it.
3. Brainstorm ideas to help you reposition into your target market to articulate better the value you bring and be far more compelling.
4. Demonstrate how to use this to your advantage to develop a scalable new business development machine.

Here's feedback from a recent participant:

"I just wanted to say an absolute massive thank you for this morning's session. You achieved in one session what I have been struggling to crystallise for a very long time." Tim Sargeant, Growth Strategy Specialist

The Workshop is facilitated by Jim Thompson (Co-Founder) and an additional senior consultant. We also provide a video recording of the session (if delivered virtually)

I've priced the workshop very competitively and we provide a **100% Money Back Guarantee**: if you don't feel you've got at least our fee in real value I'll refund your money.

So that's it ... let me know if you're interested and we can discuss possible dates and times.

Jonathan Roberts

Director - Conversion



M +61 (0)417 117 185
E jon@onerabbit.com.au
www.onerabbit.com.au

ONE RABBITTM

www.onerabbit.com.au