

# 5 simple marketing steps to lead generation success

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- Our team

## Waypoint Digital Marketing

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**“We challenged Waypoint to generate 100 new business enquiries in 12 months which they duly delivered.”**

*- Andrew Haworth, Managing Director, Haworth Castings*

If you are the managing, sales or marketing director of a business and are grappling with how to generate new leads then this ebook is aimed at you.

Generating leads is the job of marketing. However, when you first sit down to work out how to grow the business it can be overwhelming.

After helping over 50 businesses to generate new leads we have put together this simple 5-step guide to act as a reference tool.

We hope you find it useful and if you need any further support please do not hesitate to get in touch.

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# 1. strategy

“The company without strategy  
is willing to try anything.”

- Michael E Porter

Strategy drives activity. The first step to generating new leads is to develop a marketing strategy that identifies:

**What** your core offering is

**Who** your target audience is

**How** you are going to reach them



## 2. website

“Get rid of half the words on each page, then get rid of half of what’s left.”

- Steve Krug

Before spending a single penny on attracting additional visitors to your website you need to first make sure that when they arrive they don't bounce straight off.

Your website needs to simply **communicate your core proposition** and capture their interest.



“Content is King.”

- Bill Gates

Good content that informs as opposed to sells is the key to lead generation.

Content marketing is about developing interesting written and visual information that positions your business as **subject matter experts** and acts as a magnet to pull your customers in.



content

**“The best place to hide a dead body is on the second page of Google search.”**

- Anonymous

Once your website has been optimised to capture and convert leads, the next step is to **make sure you can be found online.**

Being on the first page of the Google search results for your popular keywords and phrases is important given that they enjoy 95% of all search traffic.



search



## 5. engagement

“Marketing is a quest for people’s attention.”

- Seth Godin

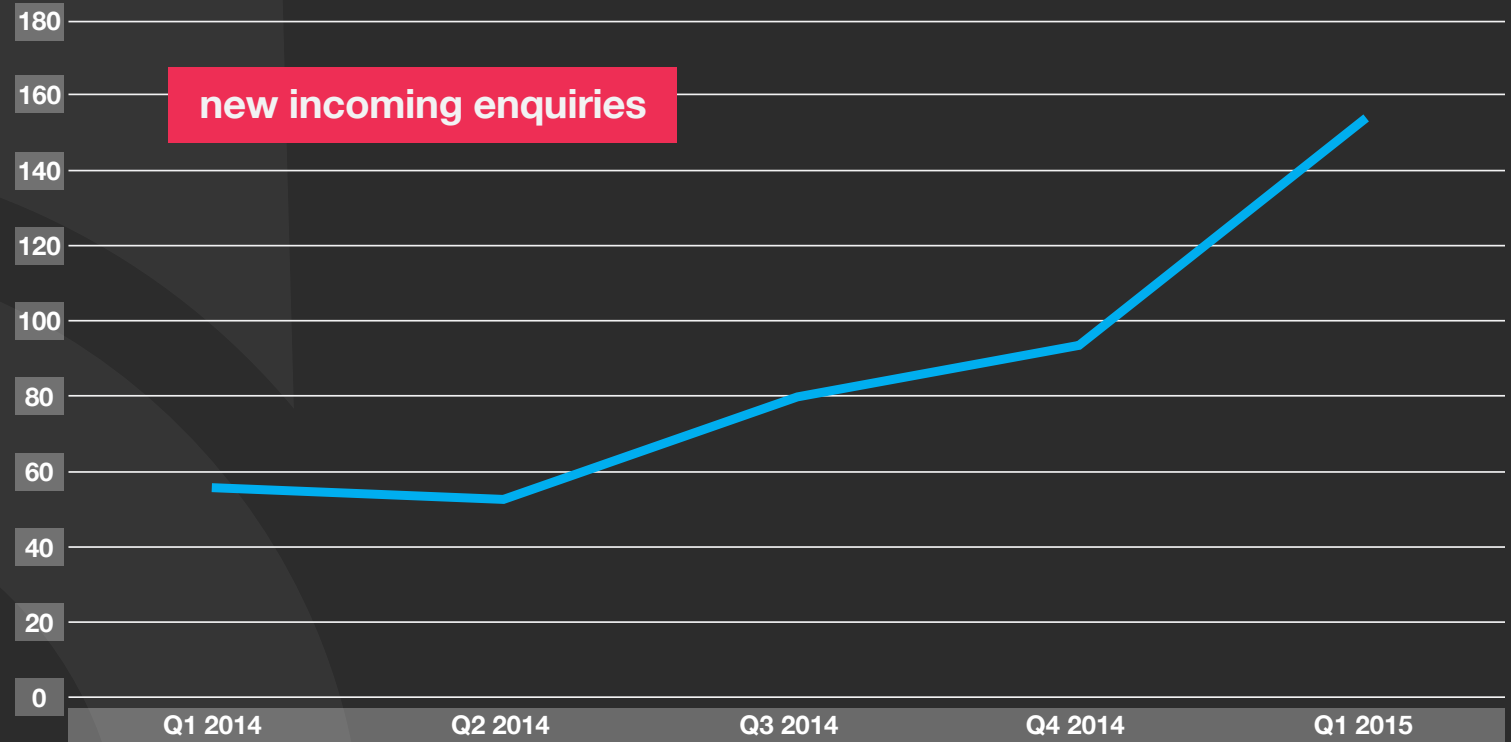
Once you have captured your prospects the final and on-going step is to engage with them.

**Relationships need to be built and nurtured** through social media and other channels.

By publishing content and engaging with prospects online you will quickly build a following and generate leads.

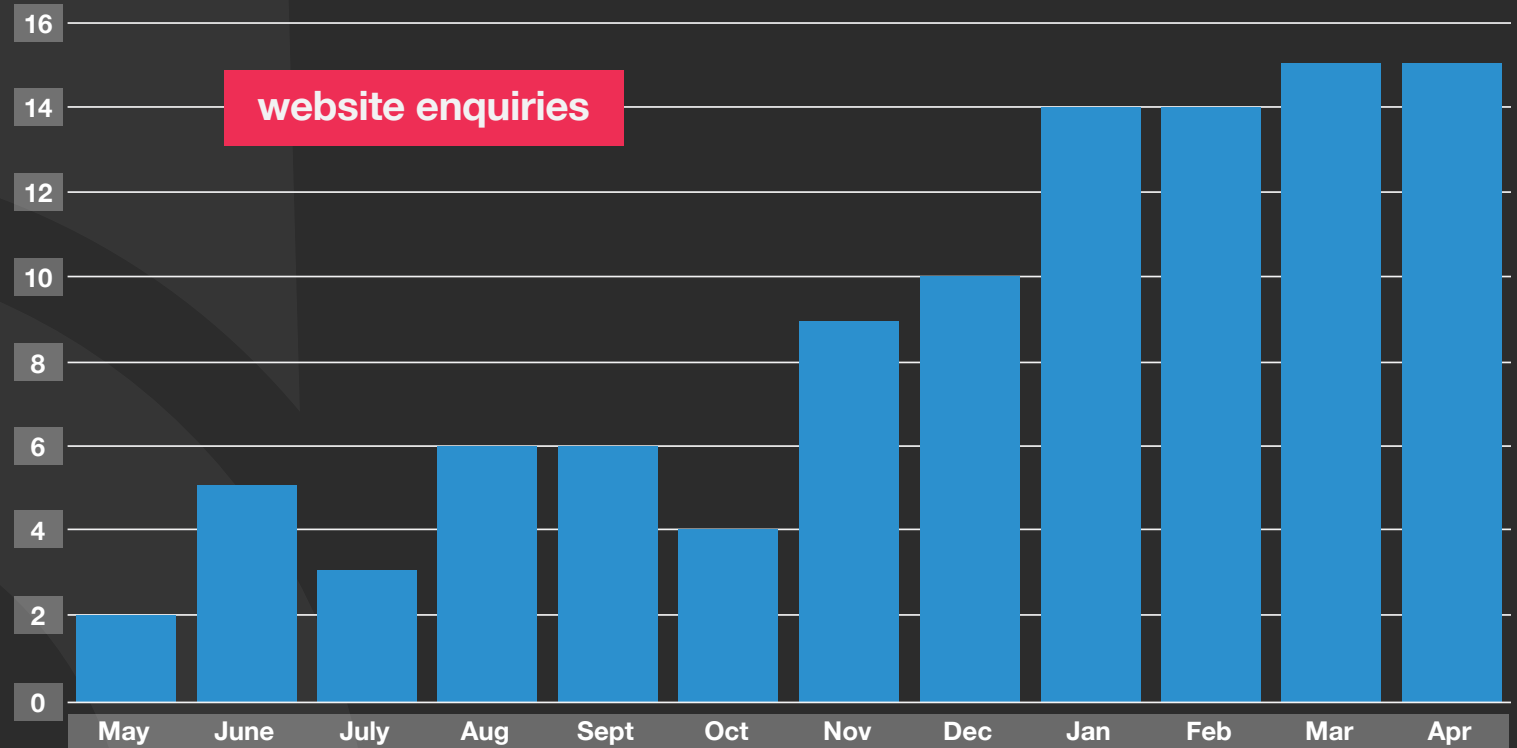
engagement





**“Waypoint act as our outsourced marketing department driving strategy and lead generation.”**

*- John O'Neill, Managing Director*



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*- Andrew Haworth, Managing Director*

# our team



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If you need any help with your marketing and lead generation activities please do get in touch.

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