

The Dirty Dozen: 12 Filthy-Great Ideas to Boost Quality Lead Flow

It's No Mystery About What Works

Marketing is typically known as a discipline governed by great creative, but resorting to mere “gut feel” when asked to measure ROI and impact. But today, with advanced analytics, Hubspot and CRM systems, we're able to know what works. By combining “right brain” creativity with “left brain” analytics, we're able to take the guesswork out of marketing.



Which KPIs To Manage?

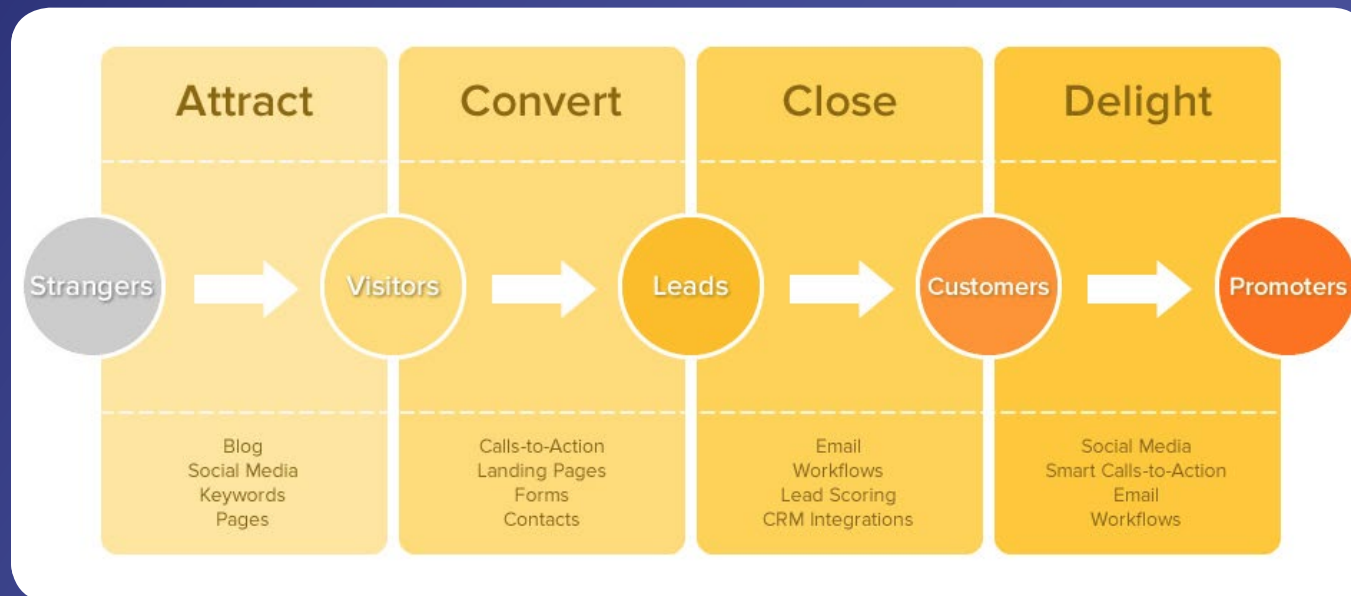
Every good lead generation plan begins with a clear set of goals. Just as we're working to identify which clicks and leads truly matter – which turn into quotes and then customers – we have to hone in on which SMART Goals are important to driving ROI for the business. Decide on 2-3 of these Goals, or others on your list, before you begin the program.



- **2% Site Conversion**
- **20% Landing Page Conversion**
- **\$.05 Cost/Impression**
- **\$10 Cost/Click**
- **\$25 Cost/Lead**

Building the Brand via Lead Generation

Remember the click-to-lead-to-opportunity-to-customer chain we're driving is important – and it's simple to use metrics to measure and your efficiency and effectiveness over time. But many companies are so focused on filling the sales funnel with new leads they forget to market aggressively to the last quadrant – their customers. That's where all your repeat business and profit margins live!



“According to an MIT study with Insidesales.com, 78% of sales that start with a web inquiry go to the company that responds FIRST!”

1 Only 10 Pages Matter

OK, let's get started. Your website is likely hundreds of pages deep. But only 10-15 pages truly matter! The bulk of traffic for most companies is concentrated on just 10-15 pages. So optimize aggressively those pages first, for the BEST user experience and lead conversion offers you can muster.



2

More Buttons and CTAs on the Site

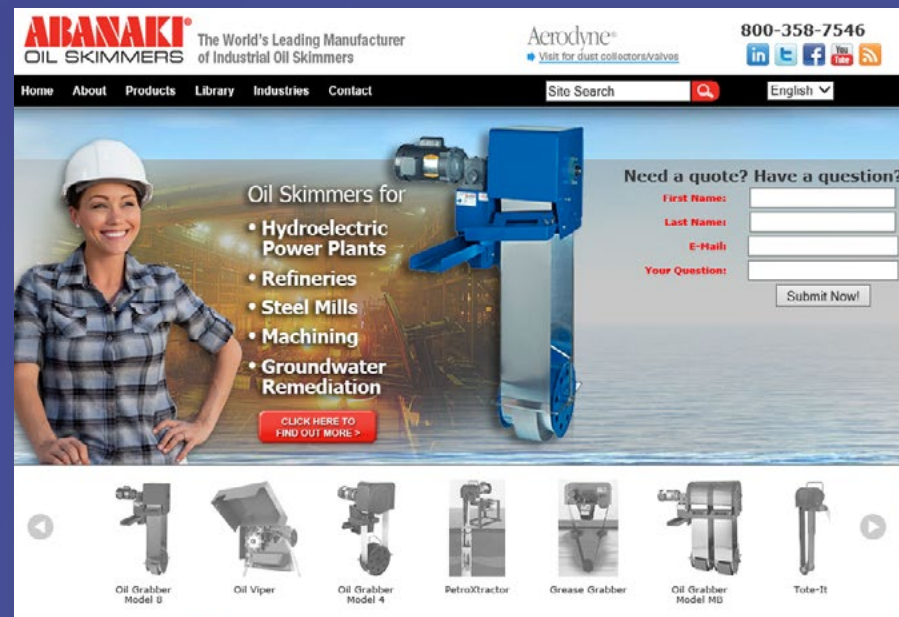
How many Quote buttons and Calls-to-Actions do you have on the site? Whatever the number, find ways to double it!



3

Phone Numbers/Social Media

Go for the low hanging fruit here. The “E” eye pattern of reading shows that the reader’s eye begins on the upper left, moves horizontally across, and then down the left margin in a continuing E pattern. Web designers who understand that have standardized on logo in upper left and phone/social icons in upper right. That’s what people are used to today, so make it easy for people to engage with you!



4

Make It Easier to Generate Content

Even our clients that are billion dollar companies only have so much time. Make efficient use of your time and your dollars by seeking ways to aggressively re-purpose your content. An article becomes a white paper, becomes a webcast, becomes 3-4 blog posts, becomes re-published in Europe, etc.



More content, handbooks, offers and landing pages

5 Every Blog Has An Offer

Hubspot, one of the b-to-b marketing industry's preeminent lead generator, gets a huge portion of its leads from...blog posts! It's not because its blog gets more traffic than its website, but because every blog post has a Call-To-Action button and offer. As should yours.

Oil Grabber Oil Skimmer for Steel Mills

Posted on [July 10, 2014](#) by [Tom Hobson](#)

In the previous blog post we discussed how the Model 1 oil skimmer was a great solution for [steel mill applications](#). Steel mills must limit the amount of grease in wastewater discharged into the environment in order to avoid government fines and penalties. WCI Steel, a steel manufacturer in Warren, Ohio, needed an uncommon solution to this fairly common problem steel mills face – removing grease and other contaminants from their outdoor circulating water system. They turned to Abanaki Corporation for the answer.

Each week, WCI Steel uses 200 gallons of grease on a roll out table to keep steel slabs from rolling off the caster. Much of this grease is washed into a 40,000 gallon outdoor interceptor pit by cooling water sprayed on the newly poured slabs. If grease isn't removed before filtering, the system's sand bed quickly becomes clogged.



[Click here](#) to receive the newly updated Oil Skimmer Belt Selection Guide.

With this informational guide you will have access to diagrams of all of Abanaki's oil skimmers and how to properly size a belt for each skimmer.



6 Use Integrated PR

PR drives credibility, thought leadership, brand impact – and priority links that lead to traffic. Make sure your news release flow, with online distribution on PR Newswire or Businesswire, is steady. And, recognize that news release content should be multi-published as well, on social media, slideshares and infographics.

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AV/IT Control & Automation Digital Signage Videoconferencing Mobile All Topics Follow CorporateTD

Quality and Affordability of Video Collaboration is Driving Unified Communication Tools Adoption

While Microsoft, Cisco and Avaya lead in this space with their videoconferencing and collaboration applications, many more have entered with new solutions.

By Leslie T. O'Neill

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October 07, 2013

Many of the barriers to adoption of Unified Communications (UC) solutions have been banished.

Infographic Data:

- 94% of mobile workers have a smartphone today.
- 82% expect the BYOD to impact productivity.
- 57% of employees expect that their business.
- 72% Support BYOD.
- 8700 (Bring Your Own Device).
- 97% say that employees' great utilization productivity.
- 100 HOURS (The average worker who uses a smartphone saves 100 hours a year in travel time).

Check out some of the leading videoconferencing and unified communications products. This infographic from Avaya demonstrates the vast number of mobile devices that have entered the BYOD marketplace which helps enable a unified communications deployment.

[View this slideshow](#)

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Download: 2014 Guide to Low Cost, Surface Mount Loudspeakers for Corporate Facilities

7 Five White Papers = A Handbook

Nothing shows expertise like a handbook. More than that, in terms of lead generation, handbooks are the “home run” of high value offers. Group several white papers or articles together as chapters, and voila – you have a handbook!

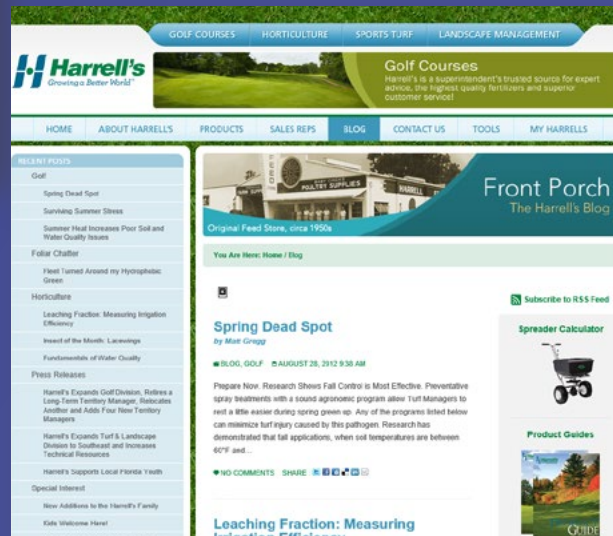
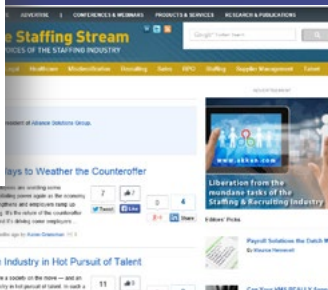


- **Data acquisition**
- **Semiconductor tutorial**
- **Enclosures**
- **Encoders**
- **Temperature control**
- **Infrared cameras**
- **Sensors**
- **Process control**
- **Dust collection**
- **Pollution control**

8

Media Blogs To Drive Traffic and High Domain Authority Links

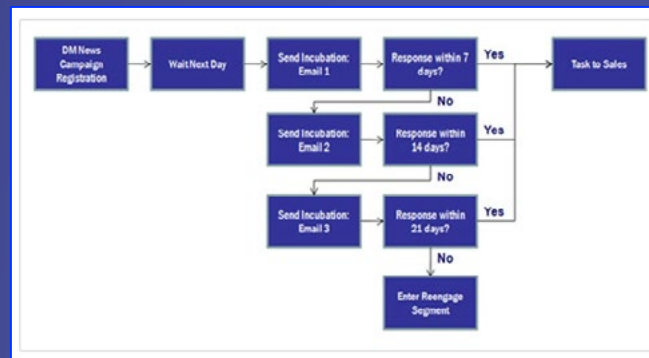
Media websites are hungry for credible guest bloggers. It puts your voice and content in front of readers in your industry, and creates high domain-authority links back to your site.



9

Automated Workflows Move Them Down the Funnel

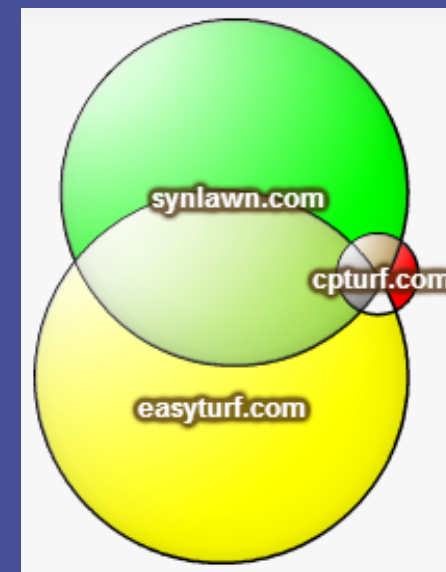
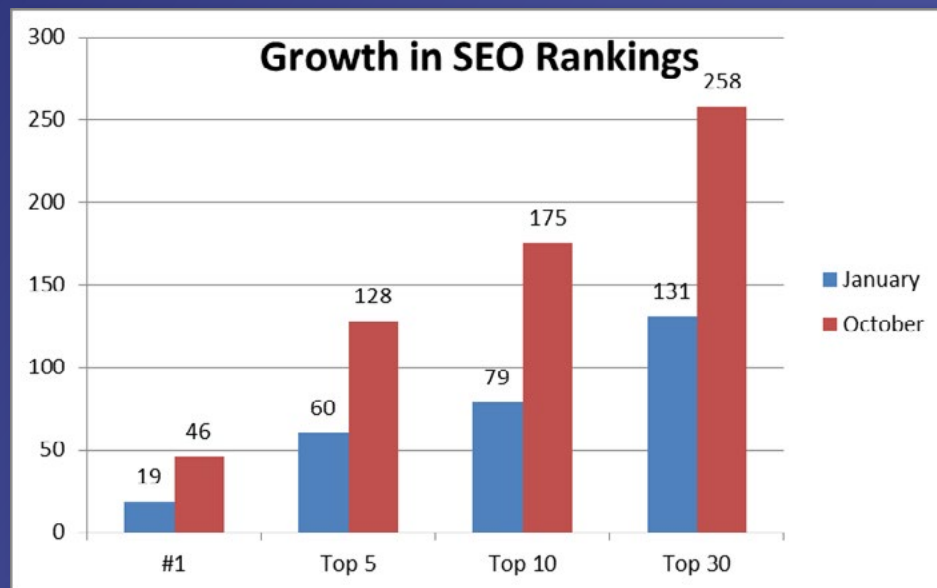
Move beyond just email blasts to create more sophisticated, automated email workflows. By segmenting your audience and creating automated sequences of touches after a trade show visit, after a quote, after a white paper download, you'll move your prospects through the sales funnel more rapidly and with less cost.



- **Begin to program Automated Workflows For your Downloads**
- **Minimize the CASL Hassle!**

10 Best Quality Leads Come From Organic Traffic

Enough said. Sure Google makes it harder for us to understand rankings because they block keyword data today. But every month, you should focus on generating great content and top links to drive your organic traffic higher. Track your rankings, look at competitor's sites to identify untapped keywords, and manage the system to drive your traffic and lead flow.

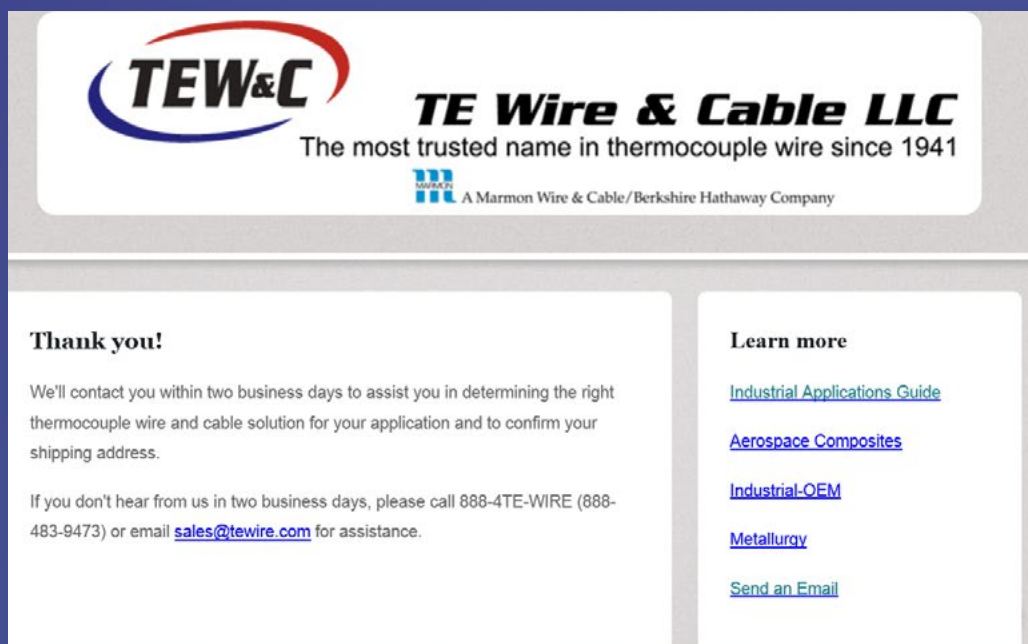


11

Secondary Offers on TY Pages

Great, you've got a lead.
And you've sent them to
your Thank You page. Now,
try to move them down
the funnel RIGHT NOW by
including secondary offers
on your thank you pages.

This works!



12 Sharable Social Infographics

Don't just create infographics, PUSH them! Be sure to include searchable text on the top of the page, code at the bottom for other webmasters to grab and simply embed your infographic on their sites, and include share icons. Consider pushing it further with sponsored tweets.

Used Oil Recycling – Understanding the Impact of Oil Skimmers

Currently our recycling infrastructure for aluminum, steel, paper and glass is readily accessible however used oil recycling is not. With only a small fraction of the used oil in the world currently recycled, Abanaki would like to offer its [oil skimming technologies](#) as an environmentally safe and low cost option. Learn more about how their process of [removing oil from water](#) can be monumental in used oil recycling around the globe.

ShareThis 202 | f Share 12 | Tweet 17 | in Share 2 | Pinterest 0 | Google+ 7 | Email 19

The RECYCLE REVIEW

Understanding the Impact of Recycling Today

An estimated **380,000,000** gallons of used oil are recycled each year

Re-refining used oil takes only about **1/3 the energy** of refining crude oil to lubricant quality.

Before:

ShareThis 201 | f Share 12 | Tweet 17 | in Share 2 | Pinterest 0 | Google+ 7 | Email 19

After:

ShareThis 252 | f Share 12 | Tweet 68 | in Share 2 | Pinterest 0 | Google+ 7 | Email 19

13

Selector Guides/Cost Calculators

AMETEK PROGRAMMABLE POWER

Products Applications Support

AC Selector DC Selector

Power Requirements

Volts: Amps: Max Power: watts

Reset Power Requirements GO

AC Input Voltage Choices

☐ Single Phase 110 VAC
☐ Single Phase 220 VAC
☐ Single Phase 230 VAC
☐ Single Phase 240 VAC
☐ 3 Phase 208/208
☐ 3 Phase 208/400
☐ 3 Phase 480

Remote Interface Requirements

☐ RS232
☐ USB
☐ GPIB - IEEE 488.1
☐ LAN Ethernet (LAN)
☐ Modbus TCP / RTU
☐ Analog Programming

Other Options

☐ Custom Filter

Product	Max Power	Max Voltage	Max Current
XPL 30-1 Economical and compact benchtop power supply Download Data Sheet	30 W	30 V	1 A
XT 7-5 Linear, quarter rack DC power supply Download Data Sheet	42 W	7 V	6 A
XPL 55-1 Economical and compact benchtop power supply Download Data Sheet	55 W	55 V	
XT 15-4 Linear, quarter rack DC power supply Download Data Sheet	60 W	15 V	
XT 20-3 Linear, quarter rack DC power supply Download Data Sheet	60 W	20 V	

BUD Industries, Inc.

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440-946-3700

SELECT OR: ☐ Racks/Cabinets ☐ Server Cases

Dimensions: ☐ Inches ☐ Millimeters

Height: Between 1 and 68

Width: Between 10 and 27

Depth: Between 1 and 54

U Height: Between 6 and 45

Optional Filters:

Material:

Category:

Product	Max Power	Max Voltage	Max Current
SRP-847 - SRP SERIES RACK 850X430 Server Rack Professional Series Bud's New Server Rack Professional Series provides all of the features Bud one expects from a high end Server Rack and more... all at a great value price! Specifications: Inside Dimensions: 78.75" x 19.00" x 30.00", Outside Dimensions: 83.50" x 23.62" x 43.30", Inside Volume: 51,504 cu. in., Outside Volume: 65,359 cu. in., Color: see product details, MTG Boss Height: 0.00			
SRP-844 - SRP SERIES RACK 420X430 Server Rack Professional Series Bud's New Server Rack Professional Series provides all of the features Bud one expects from a high end Server Rack and more... all at a great value price! Specifications: Inside Dimensions: 78.75" x 19.00" x 30.00", Outside Dimensions: 83.50" x 23.62" x 43.30", Inside Volume: 51,504 cu. in., Outside Volume: 65,359 cu. in., Color: see product details, MTG Boss Height: 0.00			
SRP-837 - SRP SERIES RACK 850X350 Server Rack Professional Series Bud's New Server Rack Professional Series provides all of the features Bud one expects from a high end Server Rack and more... all at a great value price! Specifications: Inside Dimensions: 78.75" x 19.00" x 28.12", Outside Dimensions: 83.50" x 23.62" x 35.43", Inside Volume: 47,178 cu. in., Outside Volume: 70,754 cu. in., Color: see product details, MTG Boss Height: 0.00			
DC-815 - 19" 23" EQUIPMENT RACK 19" 23" Equipment Cabinet Rack The Bud 19" 23" Equipment Cabinet Rack allows for the purchasing, stocking, and use of only one cabinet for all of your 19" and 23" panel width equipment installations. The unique panel mounting rail design allows the user to determine which panel width is required at the time of actual installation, eliminating expensive floor plans and equipment layouts to accommodate various cabinet line options and equipment configurations.			

Sure, we said Dirty Dozen ideas, but here's a bonus idea – by creating product selectors and loading them with quote buttons, you'll instantly boost both the flow and QUALITY of inbound leads.

The Magic Of Marketing

There's never been a magic wand in marketing, or fairy dust you can sprinkle on your marketing plans to make customers magically appear. But now, with detailed analytics, we can move marketing away from the "black art" of magicians. We know what works, we know how to improve it, and we know how to drive results!



About Goldstein Group Communications



Goldstein Group Communications, a technology b-to-b agency, brings an unusual combination of corporate communications management and engineer-level writing capability to its national client roster. With deep experience in electronics and industrial markets, the agency is able to draw on its skills to articulate with impact and clarity the technical advantages its clients bring to their customers. Unlike other agencies, staff members for the most part have built their careers on the corporate side of the desk, rather than as agency executives, a perspective that results in a higher level of accountability and measurability in the agency's programs.

