

# 9 Step Guide to using the Lead Rocket Blueprint

## Step 1: Choose your topic

What's the general topic that you'll be focusing on? If you're in property it might be "buying your first home", or if you provide courses it could be "Making yourself more hireable".

## Step 2: Define your target market

Try and get specific. When defining your target audience answer questions like; where are they (geo), how old are they, what's their income, what's their job title, what are they interested in, where do they hang out online. The more you define your ideal target audience the easier it will be to craft your message and get in front of them.

## Step 3: Develop content

Create content that will resonate with your audience. Don't be afraid to give away some real value here, the more impressed your audience are with your content, the more trust you'll build and the more likely they'll be to continue on down our funnel. For our property example, it could be content like "Top 5 Affordable Suburbs in (enter city)", or "What to look for in a house inspection".

For our course provider example it could be content like "Insider tips for (enter job title) to increase their salary by 25%" or "Are you getting paid less than your industry peers?".

## Step 4: Develop a lead magnet

Now we've got them interested with our content, it's time to turn them into a lead. To do this we need to offer something valuable enough that they'll be willing to leave their details in exchange for it i.e. a lead magnet.

For our property example, we could offer a "Comprehensive guide on (enter city)'s most affordable suburbs", or a "Home inspection cheat sheet". For our course provider example, we could offer a "Guide to getting a job in the (insert) industry" or "Salary guide for professionals in (insert industry)".

## Step 5: Craft a nurture sequence

You've done the hard work to get them to hand over their email address and become a lead, our next job is to convert that lead into an opportunity. A great way to do this is to develop a nurture sequence.

If you already subscribe to some form of marketing automation software great, otherwise you can build a basic nurture sequence with a cost effective tool like mailchimp.

The nurture sequence is there to keep the lead warm and encourage them to take up our opportunity magnet (next step), so our messaging should be concise and pointed. Think plain text emails with personalised copy, not bloated, generic, newsletter looking emails.

## Step 6: Create an opportunity magnet

The purpose of the opportunity magnet is to get our lead to opt in to our sales cycle i.e. to convert from lead to opportunity. Aside from actually closing the deal, this part of the funnel is one of the most important.

If we've done a good job with the funnel above this, we should have some warm leads coming through who have a good view of what we offer, all we need to do is put a compelling offer in front of them so they take the next step.

For our property example, this might be a limited time discount on select packages if they book an appointment at the sales center, or a \$3000 kitchen upgrade for anyone who books a sales appointment that month.

For our course provider, they could offer a "free career growth consultation" or a straight up discount on specific courses for purchases within a certain time frame. The main thing to remember is that the opportunity magnet lead should lead directly into the sales cycle.

## Step 7: Ads & Landing pages

The last set of assets that you'll need to build for your funnel will be ads to drive traffic. For the purposes of this funnel build, we're assuming paid ads will be your primary source of traffic.

Unless you're extremely proficient with SEO or have a huge existing social following or subscriber list, paid ads will be the most effective way to drive traffic. You'll need ads with different creatives for different points in the funnel:

- Driving traffic to your content
- Driving traffic to the lead magnet (those who've viewed the content)
- Driving traffic to the opportunity magnet (those who've taken the lead magnet)

You'll also need to setup landing pages where you can send traffic to opt in for your lead and opportunity magnets. Keep these simple and pointed; make sure they reflect the offer and design of the ads, and follow best practices for landing pages.

## Step 8: Tracking

Once you have all the assets created and in place, you'll need to setup tracking for two purposes;

- Building audience lists whom we'll remarket as we move them down the funnel
- Tracking metrics at each point in the funnel for ongoing optimisation

## Step 9: Follow up!

It sounds obvious, but a lot of businesses screw this part up. If a lead becomes an opportunity, FOLLOW THEM UP ASAP. The longer it takes for your sales team to get in touch with them, the less chance there is that they'll get a sale.

Put the tools in place to make sure opportunities are followed up quickly and efficiently; use notifications so sales staff are alerted in real time, and have scripts in place to streamline the process.

# Happy Lead Generation!

*Like the look of the lead rocket system but don't have the time or resources to implement it yourself? We offer a fully managed service for implementing and running this system for you, so you can sit back and watch the leads (and sales) roll in. Send an email to [leadrocket@digitaldeluxe.com.au](mailto:leadrocket@digitaldeluxe.com.au) or call (+61) 0412 249 091 to find out more.*