Online Lead Generation

by Forward Vision Marketing

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Marketing Automation

According to the 2013 Lead Generation Marketing Effectiveness Study conducted by the Lenskold Group, 63 percent of companies that were outgrowing their competitors that year were using an integrated marketing automation system.

Also, 78 percent of high-performing marketers say that their improving revenue contribution is due to marketing automation. So if you're not currently taking advantage of marketing automation, there are two primary reasons why you may want to start: exceeding your competition and increasing your revenue.

How Marketing Automation Works

The right marketing automation solution helps you focus on your customers, move buyers through your sales funnel faster and understand which of your marketing techniques are working and which are not. Because the work of marketing has changed so much in the last 10 years, you must have new technologies and tools to get in front of potential customers. You need to deliver personalized content that will stand out and establish your expertise. This is where marketing automation comes in.

A marketing automation platform will let you track how a potential customer interacts with your company. It will track website visits, email clicks, content downloads and much more. These numbers will provide insight into whether a potential customer is ready to buy. You can then deploy the right marketing messages to accelerate his or her decision.

Marketing Automation Channels and Data

Marketing automation gives you data to tackle each marketing channel with ease. The tools you use to create efficient marketing programs need to be simple and flexible. Some of the marketing channels to use include:

- Search marketing: 60 percent of buyers start their search for a product by using a search engine. You must be visible in search results when potential customers are looking for the services and products you offer.
- Social media: Social platforms allow you to share business messages, discover new audiences, connect your channels and generate leads and sales.
- Email marketing: This is one of the best outbound approaches for business marketing. Marketing automation tools can help you create, personalize, test, send and measure your email campaigns.
- Landing pages and forms: You can create responsive landing pages and forms that will deliver targeted information to potential customers.

Some of the data you will find useful from marketing automation includes:

- Lead scoring: This is a trusted method for ranking prospects in terms of their potential value to your business. When done correctly, lead scoring can help you prioritize and nurture your most potentially lucrative leads.
- Website visitor tracking: Knowing what your potential customers do on your website is important. Marketing automation tools can help determine which visitors are ready to make a purchase and which are simply looking around, as well as the features of your website that have successfully moved your visitors further down the purchasing funnel.
- A/B testing: Results of A/B tests help you create a marketing campaign that resonates with your target audience. Testing your emails, forms and landing pages allows you to optimize them before you start your

campaign by providing data about what works best.

- Lead nurturing: This is the process of sending steadily progressive communications to buyers who express an interest. Marketing automation can make this easier, convenient, consistent and effective. You can repeat programs you found most successful by including them in tailored marketing campaigns.

# Choosing the Right Marketing Automation Software for Your Company

There are four steps that you need to follow to choose the marketing automation software that's right for your company:

1. Decide what matters: You need to know what a marketing campaign means to different parts of your business. How much do you want to spend and how will you know it works? When you determine what is important to your business, you can find a platform that will measure it.
2. Determine your audience: You need to know who your campaign will target, what information potential buyers need and how you will measure a potential customer's interest and response.
3. Choose comprehensive software that many departments can use: By using one platform, everyone on your team can be on the same page about your strategies, why they matter and what steps to take next.
4. Keep it simple: Too much data can be as frustrating as too little data. A tool that clearly presents essential information will help you or your clients understand the value of the data.

Using marketing automation will ensure your marketing campaign is truly and effectively pushing customers through the funnel without requiring you to manually perform all the processes yourself. It will increase your revenue while simplifying the operation of your marketing campaigns.

Split Testing

If you are currently implementing several different Internet marketing methods to grow your business but are having difficulty determining which ones are most effective, you're likely not getting as many leads as you could be. It's important to analyze every element of your website and advertising campaign so that you're getting the maximum amount of traffic, leads and conversions from your efforts. Split testing allows you to discover the effect that every component of your campaign has on your customers and their movement throughout the sales funnel.
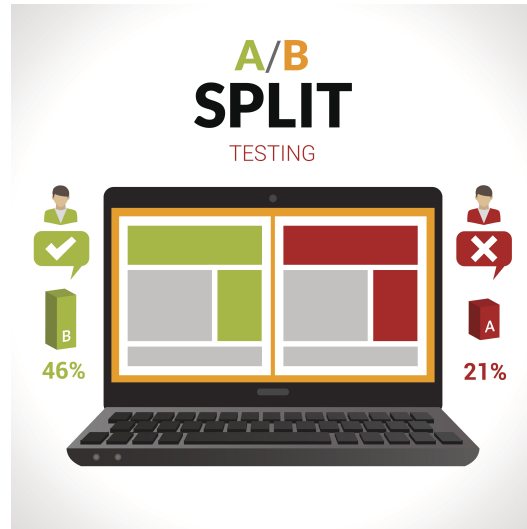
Understanding A/B Split Testing

Split testing is also known as A/B testing or variation testing. It is the process of comparing two versions of a web page, advertisement or email to determine which one is performing better based on certain variables. Traditional A/B split testing uses two variants, A and B. In most cases, A is the test's control group, while B would test a specific variable.

Isolating and testing different variables will likely produce different lead generation rates. Through the use of split testing software, you can monitor how users react to different versions of your landing pages, ads or marketing emails.

What Variables Can You Test?

If it affects a visitor's behavior on your website, it can be A/B tested.

For example, here are some variables you might consider testing:

- Headlines
- Design and layout
- Testimonials
- Links
- Images
- Call-to-action buttons
- Call-to-action text
- Email subject lines
- Social media
- Content near the fold
- Media mentions
- Awards and badges
- Ad copy
- Email send times

If you want to A/B test more advanced options, you can add sales promotions, pricing structures, navigation, free trial lengths, free or paid delivery and much more.

What Are the Benefits of A/B Testing?

According to one survey, 24 percent of marketers who do not have defined processes or guidelines for their optimization strategies use split testing – a relatively low percentage. However, 75 percent of marketers who have formal processes and thorough guidelines use split testing as part of their routinely performed strategies. In other words, A/B testing is often overlooked by novice marketers but is a staple for more mature, strategic marketers. This is because the pros are well aware of the benefits of A/B testing, which are:

- Measuring behavior: A/B tests are an outstanding measure of the behavior of your customers. You can gauge which variations work best for getting customers to convert. This helps you have a better understanding of your target market.
- Accurately measuring performance: A/B testing will provide information about the performance of every variable of your emails, ads or site pages. This will make it much easier to determine the best lead

generation strategies for your business.

- Cost effectiveness: When compared to other types of marketing tools, the cost of A/B testing software is rather minimal. Some split testing software only requires a one-time investment, after which you can perform as many tests as you'd like.

Split Testing Tools

There are a number of different split testing tools you can use to optimize your marketing channels. Some of the most popular include:

1. Google Analytics – One of the best features for A/B testing in Google Analytics is the Content Experiments Interface, which allows you to compare the performance of different versions of your site content using variables such as headlines, text, images and page layout.
2. Optimizely – One of the biggest advantages of Optimizely is that it provides an easy-to-use, simple interface along with many different split testing options. While Google Analytics may be free, Optimizely will likely have a more gradual learning curve.
3. Constant Contact – For email marketing, Constant Contact provides all sorts of tesing options. You can choose variables such as subject line, design and send time.

With the right software, split testing is easy to do and has huge potential benefits. You can receive the answers you need for lead generation and continually improve the optimization of your campaign as it moves along.

LinkedIn Second Degree Connections

LinkedIn is the world's largest professional social platform, and while other networks such as Facebook and Twitter typically get the most attention when it comes to social marketing, LinkedIn might actually provide the highest return on investment. This is especially true for B2B companies focusing on lead generation.
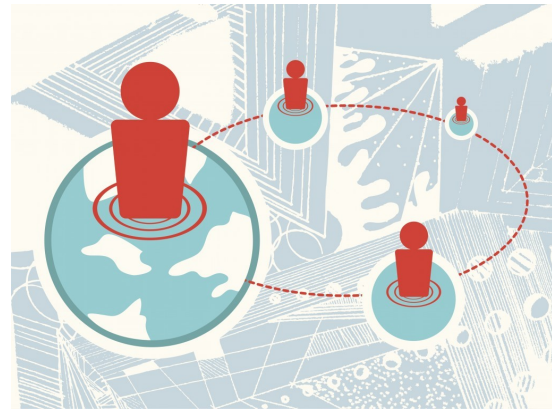
LinkedIn's Powerful Connections

As of January 2015, there were 400 million users on LinkedIn. What's incredible is that the average chief executive officer has 930 connections on LinkedIn. This presents a wealth of opportunities when it comes to lead generation.

If you're not familiar with how LinkedIn connections work, it's fairly simple. First-degree connections are people on LinkedIn who have accepted your connection invitation or whose invitation you've accepted. Second-degree connections are people who are connected to your first-degree connections but are not connected to you. Third-degree connections are people who are connected to your second-degree connections, but not your first-degree connections or you. LinkedIn will show you these degree distinctions while you're logged in and viewing others' profiles.

How it Works

Leveraging your second-degree connections – even though you may not directly know them – can end up being a powerful marketing strategy. It happens like this:

Suppose you have an RFID-related company and you notice that you have a second-degree connection with Mike, a manager of a business that could benefit from your RFID technology. Although you don't know Mike personally, you can still reach out to him directly through InMail and pitch the benefits of your technology. Alternatively, you could send Mike a connection invitation. If he accepts, you can pitch your business solution to him through a private message.

Let's say Mike is a third-degree connection, and you have a second-degree connection with Jim, who is connected with Mike. You could reach out directly to Jim, asking to connect and how he knows the other people to whom he is connected. Jim accepts your connection and answers your question. This will give you access to Mike's profile as one of your now second-degree connections and you can contact him through InMail or send him a connection invitation. You can then invite Mike to your seminar on new uses for RFID technology, or take any number of different actions to nurture your new lead.

Targeted Marketing with LinkedIn's Second-Degree Connections

Increasing the number of your connections on LinkedIn is the key to this type of marketing – the more first degree connections you have, the more second- and third-degree connections you can leverage. The first step in doing this is to import your email list, which will allow you to see which of your email contacts are already members of LinkedIn and will let you connect with them. Next, you can search LinkedIn to find fellow alumni of any schools you've attended and ask those people to connect. Finally, join

groups. This is the most powerful strategy to expand your connections. By typing in keywords that deal with your industry, such as RFID, payment technology, inventory management, etc., you can find groups that are dedicated to discussing and sharing information about your industry. Once you're a member, you can easily ask other members to connect. Having common points of interest with your connections, whether they're first-, second- or even third-degree, will enhance your chances of finding companies and people to do business with.

When approached correctly, many of your LinkedIn second-degree connections will be in industries similar to yours or will potentially need your products or services. LinkedIn allows you to see and even contact these people directly, giving you constant access to a large list of marketing prospects.

Email Marketing

Email marketing is an incredibly important strategy that should be part of any lead generation plan. While some marketing experts proclaim that email marketing is a dying technique that's becoming less and less effective, it can't be denied that a whopping 89 percent of marketers said that email marketing was their primary channel for lead generation in 2015.

However, one of the reasons that people perceive email marketing to have a low ROI involves the fact that many marketers simply do not put in the time and thought required to make their campaign successful. For example, 42 percent of email marketers don't use any segmentation or targeting methods – all of their subscribers receive the same emails. Twenty-four percent of marketers don't even manage the quality of the contacts on their email list. To be successful, you must track and monitor how your email campaigns perform among the various demographics you're targeting.

Advantages of Email Marketing

There are many advantages of email marketing, not the least of which is how inexpensive it can be. When automated solutions are put into play for your email audiences, you are sure to see a rise in your ROI and greater overall success in your marketing campaign. Consider the following advantages:

- Tremendous Reach: There will be more than 4.9 billion email accounts in the world by the end of 2017. The tremendous reach of email allows marketers to build audiences comprised of various age groups, genders,

and locations.

- Strategic Targeting: There is an incredible amount of data that can be gleaned from your various email marketing efforts. Analyzing this data can help you reach consumers who are most likely to make a purchase.
- High ROI: When you reach an engaged, active audience with appropriate content, it will drive a greater ROI and you'll have a successful campaign.

How to Gather an Email List

Purchasing an email list, while quick and easy, is a generally ineffective, ethically questionable and in some cases illegal technique that should be avoided at all costs. Instead, the ultimate goal is to organically gather targeted contacts of people you want to reach. However, it's usually not enough to simply ask your site visitors to opt-in to your email list. The most effective technique is to add incentives for subscribing.

For example, you can offer a discount or coupon on your website's signup form, advertising something like "sign up for our email list and receive a 20 percent off coupon." Also, many marketers create premium content that is only available behind email signups. If your business has videos, eBooks, or other content that's in high demand, be sure to ask visitors to input their email addresses before allowing them to access those pages of your site. Lastly, it helps to encourage email signups wherever your company has a presence, including social media, YouTube, industry forums, brochures and live events.

How to Write Effective Marketing Emails

Writing effective emails is both an art and a science. You want to be concise, but also thorough enough to pique the reader's interest and get them moving towards a purchase. Your subject line is more important than virtually anything else, as this is what will cause people to open your email in the first place. Once they do, you want content that is engaging, distinctive and entertaining. If you have targeted your emails correctly, you can tailor your content to correspond directly with a reader's position in your sales funnel.

Add a personal element to your content and avoid using no-reply emails. Whenever you can make the readers feel like you are talking to them personally, the more effective your email marketing will be. You should also make sure that your call-to-action is clear. Don't bury it in the middle of the text.

Best Practices for Sending Emails

Email marketing studies differ when it comes to optimal send times, length of email subject lines and other variables. The best practices can be different depending on the industry you're in. What this means is that it's incredibly important for marketers to test out different variables and monitor email open rates and click-through rates to see what's most effective for their specific business. This is where split testing can be incredibly effective.

Email Marketing Tools

There are several tools that can help you with automating your email marketing strategy. Many are complete software suites that perform marketing automation for various different marketing processes. There are tons to choose from, but some of the most popular email marketing tools include:

- Constant Contact
- MailChimp
- GetResponse
- Campaign Monitor

These tools will help you track, adjust and calibrate your email campaigns. Putting in the time to analyze and optimize your campaign will ensure your business gets the leads you're expecting from your email efforts.

Video Marketing

According to Cisco, almost 80 percent of all consumer Internet traffic in 2019 will involve video. This means that there's a huge demand for video content among Internet users, and companies that fail to adopt video into their marketing and lead generation strategies may be left behind in the near future.

Also, there is a lot of useful information that can be gained from video marketing if you have the tools to track it. Looking at *how* users interact with your videos will allow you to see what type of content and topics are important to them.

Using Video Marketing for Lead Generation

Before you start shooting video or contacting video creation firms, it's important to create a detailed video marketing plan. Some questions to ask include:

- What is the ultimate goal of your campaign?
- How will videos help achieve that goal?

- Who's your target audience?
- What types of videos will be most beneficial?
- Where will the videos be posted?
- How will you track their performance?

There are many different types of videos that can be used, depending on what you wish to accomplish. For instance, you can use videos to provide an overview of your company or demonstrations of a new product. Video testimonials can be used to build consumer trust. You can also use explainer videos to provide more in-depth information on your services and products, or to describe how your product or service fills a potential customer's specific needs. The different video options provided by Forward Vision include:

- Live Action
- Live Action Animation
- Motion Graphics Animation
- Advanced Hand-Crafted Animation
- Standard Hand-Crafted Animation

To get the most out of your video content, you also need to be sure that your videos are high quality and have a tone that represents the spirit of your business. Things such as music, humor, video length, and onscreen and voiceover talent are all important considerations that can impact how your videos are received by viewers.

Once your videos are created, you have to get them in front of potential partners. YouTube is the go-to platform for video, and creating a company YouTube channel filled with great videos that all link back to your site in the descriptions can be very powerful for lead generation. After all, YouTube is considered by some to be the second largest search engine behind Google.

Videos should also be posted on multiple social platforms – especially Facebook, where video posts get more organic reach than any other post type. If you're running an AdWords campaign, videos can be a powerful

persuasive element on your landing pages. Lastly, you can put your most informative or "premium" videos on your website behind an email capture to garner leads and expand your email list.

Tracking Video Performance

According to a Demand Metric survey:

- Only 15 percent of companies have integrated video viewing data in their marketing automation systems.
- However, 70 percent of respondents agreed that video engagement data is effective as a business opportunity indicator or quality lead.
- The most common video types are explainer and product feature videos.
- Seventy-two percent of respondents are using only basic measures of video content effectiveness – which means there is no way to determine ROI accurately.
- Fifty percent say that the ROI of video is getting better.

Video is an aspect of marketing that benefits from tracking the right metrics and acting on the data collected. The beauty of video is that whenever someone hits the play button, you can see exactly what he or she viewed. You can see if the individual watched the entire video or turned it off after five seconds. Perhaps someone went back and watched a certain segment again. All of that video engagement data gives you powerful insight.

Then, you can take that data and feed it into your marketing automation platform. Add in information from other sources, such as users' order history, landing page views, contact information and more. Once you pull those separate pieces of data together, you will gain a clear picture of your prospects, where they are in your sales funnel, and how they interact with your various marketing channels. You will be able to approach those prospects at the right time with the right content.

Tools for Video Marketing

There are hundreds of tools to help you with creating engaging videos that will convey your marketing message. Here are a couple to help you get started:

- VideoScribe – VideoScribe is an online tool that will help you create whiteboard style animation. You can add your own branding, voiceovers and artwork.
- HubSpot – HubSpot has a number of video marketing automation capabilities and features that allow you to build automated workflows around your goals. It is a comprehensive tool for marketing automation.
- Viewbix – Viewbix is an impressive video marketing tool that will create a video in three steps, complete with call-to-action buttons. This interactive video can then be uploaded to Twitter and Facebook, and you can see what is working and what is not through their actionable analytics.

Webinar

Webinars are a fantastic way to generate leads for your business while establishing your company as a leader in its industry. Webinars are online presentations that can happen in real-time or on-demand by viewing a recording. They generally last from 30 to 60 minutes and can include one speaker or an entire panel.

ONLINE WEBINAR

To get an idea of just how powerful webinars can be, here are a few statistics from the 2016 ON24 Webinar Benchmarks Report, which followed 12,870 webinars from January 2015 to December 2015. The webinars were given by 500 organizations comprised of large enterprises to small- and medium-sized businesses:

- The average number of attendees was 225.
- 85 percent of webinars offered a question and answer session
- 22 percent of webinars offered polls and collected survey data.
- The average webinar viewing time was 56 minutes

Clearly, webinars are perfect for lead nurturing due to their wide reach, interactivity and time spent with your brand. Also, along with white papers, webinars are the top content most likely to be shared with colleagues. If your webinar is recorded, people may receive the link from their colleagues and watch it when it is convenient if they were unable to attend.

Benefits of Webinars

There are many other benefits of webinars, some of which you might not have considered. Here are three:

#1 Reach a New Audience

A webinar can help you reach people that are interested in your industry. They might not be interested in your specific brand just yet, but they may know that the topic of your webinar interests them. Take the time to promote your webinar on social media, industry blogs, discussion groups or on your email marketing lists. Ask those who will be attending to invite a friend.

You can also pay to advertise your webinar through social advertising or display advertising to your target audience. Remember to plan your webinar with enough advance notice so that you have enough time to reach out to those who will benefit most. Three weeks is a good advance notice.

#2 Establish Your Authority and Educate Potential Customers

You want to provide information in your webinar that attendees can actually use, rather than simply being a sales pitch. This is true content marketing. Your webinar should inform, entertain and provide real value for your audience. In return, the attendees will get to know your brand. And as long as your content is consistent and top-notch, they will view your brand as an authority.

#3 Create Long-Term Content

When you record a webinar, it will typically be much longer than written content such as a blog post. Because a recorded webinar has so much value, you can upload it to your website as a gated lead generation tool. You could also share it on your blog and your YouTube channel. It can be repurposed into social media video content, podcast videos or advertisements as well. You may find that your most popular webinars are still generating leads for months or even years after the initial airing. The

core "evergreen" content will serve as a relatively passive lead source.

Once your webinar event is over, make sure you nurture your leads with appropriate follow-up content. Thank each one for attending, send downloadable resources and relevant articles, or have them complete a survey on their webinar experience. Invite them to your next event. These steps will lay the groundwork for mutually-beneficial, long-term relationships by offering your attendees a learning experience and showing that you care about your attendees. Marketing automation tools can help you follow-up automatically.

Webinars in the Technology Industry

Tech companies are consistently using webinars to create engagement and buzz around their products and solutions. RFID and IoT companies in particular can have a difficult time using written content to explain the features and benefits of their products to laypeople. Webinars allow these companies to answer questions from their audience and demo their solutions to large numbers of people at the same time. Check out the RFID Journal webinar archive to see how tech companies have used webinars in the past.

Webinar Software Products from around the Web

Below are three webinar software products that can make creating and advertising a webinar easy:

- Adode Connect: Adobe's service allows organizations to put on impressive webinars and events. It's full of rich multimedia options with high-quality audio/video breakout rooms, streaming video integration and analytics and tracking.
- GoToWebinar: From the folks at GoToMeeting, the webinar version GoToWebinar caters specifically to the needs of people who are hosting webinars as products/services in and of themselves.
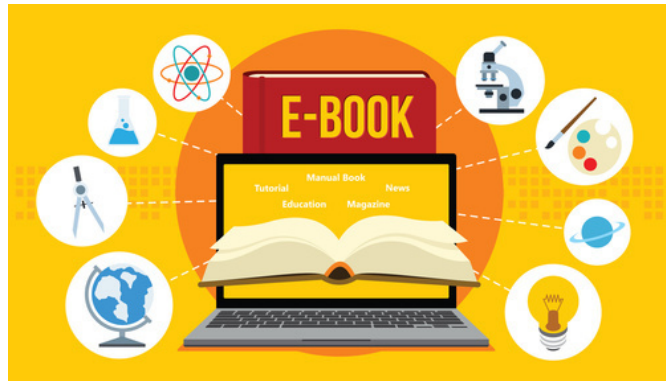
- **Cisco Webex**: This is part of a whole family of products from Cisco made for remote collaborative work. Their Event Center product is used to put on events and webinars.

Making Leads Happen

Webinars continue to be one of the most effective lead generation tools available today. If your webinars are designed and advertised well, they can help move potential customers through the sales funnel regardless of how experienced they are with your brand. Webinars can introduce your company to newcomers while also closing customers who've already had some experience with your business – all while giving you evergreen content and building your email list in the meantime.

E-books

According to the B2B Technology Marketing Community, 61 percent of B2B marketers say their biggest challenge is generating high-quality leads. Also, eighty-five percent of B2B marketers in general say their most important content marketing goal in 2016 is lead generation. So, the majority of marketers in technology and other industries are looking to generate leads using content. One of the best content types to achieve these goals involves long-form content such as e-books, white papers or guides.

E-books can be used in content marketing strategies for virtually any company. As long as your e-books are well-written, well-designed, advertised properly, and provide real solutions to problems, you'll find that they can be excellent for moving prospects through your sales funnel.

The Advantages of E-books

When e-books are used with the right approach, they can be an incredibly effective content marketing tool. Some of the advantages of e-books include:

- Increasing customer engagement: When a customer downloads your e-book, he or she is more likely to engage in other actions such as signing up for an email list or webinar. Many businesses require the user to input an email address before the e-book can be downloaded, which is great for building an email list.

- Increasing revenue: While the content of an e-book should be designed to provide real informational value to your customers, it should also ultimately promote your business, leading to increased sales. However, you will need a strong call-to-action within your e-book to push prospects into becoming customers.
- Increasing exposure: Offering useful content for free is a great way to increase your brand's reach. When your e-book is truly beneficial to your customers, they will be more likely to share it with their coworkers and friends.

Creating Remarkable E-books

Whether you create your e-book in-house or hire a content firm to assist you, the copy needs to be both valuable to the reader and effective for marketing. Here are some tips to help you create remarkable e-books your customers and prospects will appreciate:

- Know your audience: Your e-book needs to resonate with your audience and/or customers. It should provide useful information, expert advice and proven solutions. You want your e-book to address topics that your customers are interested in and searching for. Put yourself in your customers' shoes and consider what topics they would consider important and want more information on.
- Avoid selling: It's important to know and remember that one of the core principles of content marketing is to provide relevant information that educates and informs instead of trying to hard-sell your services and products.
- Choose the right topic: You want to choose a topic that will make it very easy for a potential customer to go from downloading your e-book to contacting you with a product or service request.
- Choose the right title: Your e-book title should be eye-catching, imaginative and impactful. For example, "How RFID Technology Can Help Your Business" is not as interesting as "Learn from the Best: 5 RFID Technology Experts Share Insights."
- Design your e-book: There are several sites that can walk you through

the entire process of designing and arranging a PDF, including uploading content, images and more. You may also want to consider hiring a designer as well. Either way, your e-book should have a clean, organized design that reflects the tone of the content (professional, fun, etc.). An attractive, professional cover that matches your company branding will also make you look authoritative and can help encourage downloads.

Marketing Your E-book

Your e-book will not generate leads if people aren't downloading it. You can start by using your email marketing list to let your subscribers know the e-book is available. Make sure you embed social sharing buttons in the e-book download page and in the e-book itself. Promote it on your blogs, in your videos, in your webinars and more.

You can also consider creating a landing page that promotes your e-book, which is perfect for guiding users to through PPC channels such as Google AdWords. For example, check out this landing page for one of Forward Vision's most popular e-book series, *Measuring Your Digital Marketing Presence*. Again, putting your e-book behind an email gate is a great way to build your contact list for email marketing.

Tools for Marketing Your E-book

There are several tools available that can help you market your e-book. Here are a couple to help you get started:

- CreateSpace: This is a site dedicated to creating e-books, with easy-to-use tools and world distribution options.
- SM 360: This is a marketing automation tool that allows you to easily leverage your e-books into your overall marketing plan, using them as tools to nurture leads automatically.

Perhaps the most valuable thing about an e-book is its longevity. Once you have it, you'll be able to leverage it in your marketing campaigns throughout your company's future. You'll also be able to re-purpose the e-book into different types of content such as presentations or blog posts. Whether you use your e-book solely for marketing purposes or decide to also sell it and use it as a revenue stream, the ROI from it will continue as long as you stay creative in how you market it.

Sales Presentations

Online sales presentations are becoming more common as companies are using internet communications to replace face-to-face meetings. Presenting a live webinar or webcast of a sales presentation allows you to reach a potentially large audience, but it can also take a lot of preparation to do it right and make your efforts worthwhile.

In general, there are five stages to optimizing sales presentations for lead generation:

#1 – Get the Word Out

In order for your sales presentation to succeed, people need to know when it's happening and how to access it. Send out an email blast to your email list, post about it on social media (especially LinkedIn groups), create a blog post about it, create a landing page for your PPC campaigns, encourage word-of-mouth advertising and any other strategy you can think of to let people know it's happening. Create a webpage that has a simple registration form, and provide registrants with a link to view the presentation. The simpler you can make this process, the more likely a person will be to attend.

#2 – Learn About Your Prospects

If possible, try to clarify your registrants' level of interest in your product, their budget, and whether or not they're decision-makers at their company. Not every person you will meet during an online sales

presentation will be responsible for making new purchases for their business. Using your registration form, you can often ascertain where in the buying process a registrant is and whether or not he or she can make purchasing decisions.

You may also want to determine if this is a purchase that a prospect may make in the near future, as this can affect the angle your presentation takes. In addition, you should be sure that your product or service can fulfill your registrants' needs. If not, you could be wasting your time and your prospects' time. It's also possible that a prospect may not really know if what you are selling would be beneficial, and is simply attending your presentation on an exploratory basis. In this case, you may have to research their company and determine how your product or service can help.

#3 – Prepare Your Presentation

Create notes for your presentation and pay special attention to the topics, benefits and features you believe will be valuable to your prospects. Tailor the sales presentation to providing the answers or solutions your prospects need. Also, you may want to do a mock presentation where you practice giving your pitch and make sure things like your webcam and sound settings are functioning properly.

In addition, it's helpful to send a reminder invitation to prospects that contains an easy, one-click confirmation button that lets you know if he or she is still attending. An email sent the day before the presentation also gives you a chance to ask the prospect about his or her company's needs. If you're using marketing automation tools, you send these types of emails automatically.

#4 – Giving The Sales Presentation

One of the most important points of your sales presentation must be keeping attendees engaged. If you read from a script or are simply reciting generic points that aren't relevant to your audience, your presentation may be ineffective. Keep a list of tailored features and benefits close by to reference when needed.

Try to address your audience directly, keeping it personalized for the attendees. Ask for questions and feedback throughout your presentation. As you go, keep in mind what you're hearing from your prospects and focus your presentation on the solutions and answers your prospects need, as well as any other selling points.

At the same time, don't overwhelm your attendees by providing them with too much information or too many details. Create a specific timeframe for your presentation and stick to it.

#5 – Follow-Up

Immediately after your sales presentation has ended, send a thank-you email to your prospect. Include product or service pricing, the benefits and features of the product or service you offer, how the product or service can specifically benefit the prospect's company, and your contact information. Give him or her a chance to ask any questions that he or she may have that weren't mentioned during the sales presentation. Again, marketing automation can help you complete this step easily.

To nurture an important lead even further, it's important to try personally following-up with the prospect a few days after the presentation. It's possible he or she will have additional questions, and you can answer those questions and reinforce the selling points that pertain to their company in a personal follow-up call.

Helping Create Sales Presentations

Let Forward Vision Marketing help you create an effective sales presentation that can help you get more leads. Forward Vision Marketing has experience in writing powerful content and creating beautiful graphics to help you convert your prospects into customers.

Forward Vision Marketing

You don't have to do it alone. Let Forward Vision Marketing develop a digital marketing strategy for your business that will help you generate leads!

For a limited time, Forward Vision will perform a digital media audit – for only $25.

Visit http://www.forwardvision.net/digital-marketing-audit to learn more and request your audit.

The B2B Technology Marketing Experts

Forward Vision Marketing is a full service marketing agency that understands technology and how to best communicate in a business-to-business marketplace. Forward Vision Marketing has helped many technology companies on a national and global level grow their online presence by improving their current marketing tactics and helping them develop new, effective and unique strategies.

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