



55 Marketing Activities to Reach Leads

Grow Your Pipeline

Stop worrying about a weak sales funnel and too few leads. Mix and match the strategies in this guide to raise awareness about your services, showcase your solutions, discover new lead sources, forge strong connections and get more business.

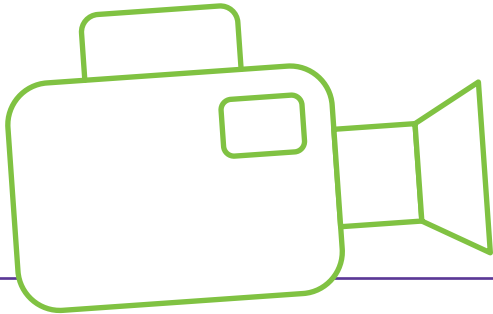
Share Your Expertise

- 1.** Host webinars. Download this **Webinar Success Checklist** to make meaningful digital connections.
- 2.** Reach out to local news stations and pitch a segment about a business problem you solve. Focus on how it will help your local community.
- 3.** Speak at an alumni event for your alma mater.
- 4.** Participate in panels at virtual summits.
- 5.** Teach an online course.
- 6.** Post downloadable checklists and quick guides on your website.
- 7.** Author guest articles for industry-specific publications.
- 8.** Add a blog section to your website. Regularly post actionable, informational content.
- 9.** Provide content for a virtual university.



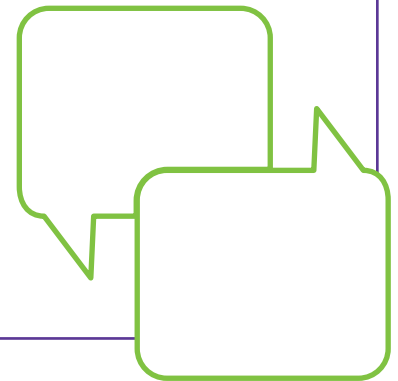
Make a Video

- 10.** Livestream a webinar or podcast.
- 11.** Create, post and send short video tips to help your target market solve problems they're facing right now.
- 12.** Create targeted campaigns and share links to your videos, webinars, podcasts and articles.
- 13.** Develop and share in-depth educational video content on your website and social media.
- 14.** Make a video inviting people to register for webinars and take polls.
- 15.** Start a weekly video tip and post it on LinkedIn.



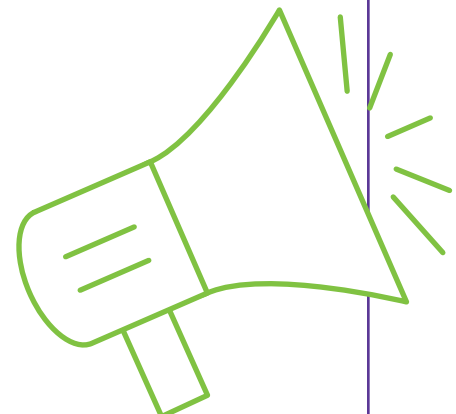
Embrace Social Media

- 16.** Run social media contests and giveaways.
- 17.** Create a LinkedIn campaign.
- 18.** Join LinkedIn discussion groups and participate.
- 19.** Comment on LinkedIn posts members of your target market are sharing and start a conversation.
- 20.** Use hashtags and tag people on social postings.
- 21.** Tag industry influencers on relevant social posts.



Expand Your Reach

- 22.** Ask existing clients for referrals.
- 23.** Join a local professional group. If they aren't meeting in person, they're meeting virtually.
- 24.** Incorporate search engine optimization into web content to pull in new, organic leads. Use the **SEO Ranking & ROI Calculator** to determine which keywords will have the biggest impact.
- 25.** Become a sponsor for virtual events.
- 26.** Conduct polls or surveys and capture contact details in the form.
- 27.** Use press releases to hook news coverage about your company.
- 28.** If it's safe to do so, host in-person events.



Make “Free” Offers on Your Website

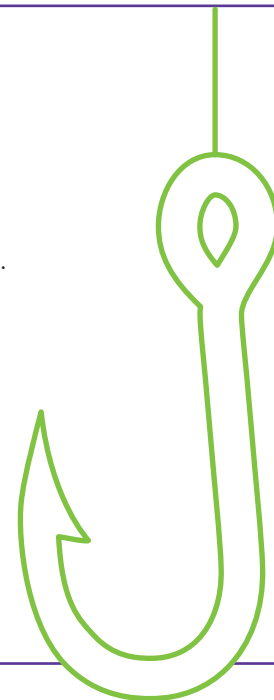
Ask people to provide their contact information and **build your list** in exchange for:

- 29. Guides
- 30. Checklists
- 31. eBooks
- 32. Your newsletter
- 33. Recorded webinars
- 34. Product demos
- 35. Assessments
- 36. Worksheets and downloadable templates
- 37. Interactive calculators, tools or quizzes
- 38. Survey results
- 39. Registering for an event



Send Engaging Emails

- 40. Send regular emails to stay in front of your list.
- 41. Use testimonials to paint a picture of what it's like working with you.
- 42. Switch up email topics and styles to **keep your campaigns engaging**.
- 43. Invite your list to subscribe and build an opt-in list that wants to hear from you.
- 44. Offer special content to subscribers.
- 45. Download the **Email Delete Barrier Checklist** and confidently write emails that initiate relationships and generate more leads.
- 46. Write a newsletter and include a mix of industry news, your solutions, events and fun information about your employees.
- 47. Add a social share button to emails so recipients can easily share content with their networks.

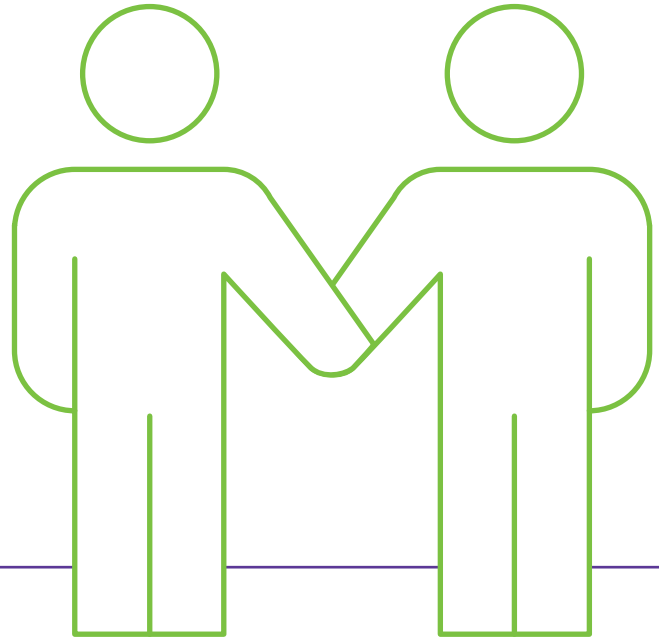


We're Here to Guide You

You shouldn't have a dry sales funnel just because it's hard to find and reach contacts right now. You don't have to navigate marketing and sales alone. If you would like help generating leads, contact us at **1-303-741-6636** or **info@klagroup.com**, and let's talk.

Partner Up

- 48.** List share with alliance partners, vendors and members of your network who focus on the same markets.
- 49.** Be a guest on podcasts your target market listens to. Don't be picky whose podcast you accept. Just get out there.
- 50.** Host alliance partners on your webinars, then return the favor.
- 51.** Exchange articles with industry partners to post and send.
- 52.** Partner with your sales team to select grabber topics they hear their prospects talking about right now.
- 53.** Encourage Sales to call, call, call all the marketing qualified leads. If they are reluctant to call, **give them training.**
- 54.** Conduct a webinar for your clients' clients.
- 55.** Download the guide **45 Ways to Build and Protect Your Sales Funnel** for one-on-one prospecting activities that complement these marketing ideas.



Share Your Tips

What is your most successful marketing activity to reach leads?
Let us know, and we'll share it in our Weekly Sales Tip!

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