

SALES TACTICS SERIES

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6,000 sales people

# 32 BRILLIANT EXAMPLES CAPTURING MORE LEADS

*Insider tips from  
leading sales pros*



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*Insider tips from  
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Salespeople, what are you doing to capture leads? Day in day out, prospects are coming to your website, reading your blog, watching your guides and sharing your content. Ask yourself, are you doing everything in your power to capture these leads?

There's a common misconception that 'lead capture' is the job of the marketing department, wrong... or at least half wrong. The marketing department produce the content and get the traffic to the site. However, it's the responsibility of the sales team to capture this traffic, convert them to leads and ultimately to paying customers.

In converting leads to customers you need a direct line of open communication. Email remains one of the most stable and highly converting sources of income online. Build your email list and you're building your business.

In the first book of this series, we'll demonstrate 32 industry proven examples of how to capture more leads. Learn the top tips, apps and hacks from the experts in sales, marketing and tech.

# 01. Event tickets

To capture leads for his own marketing events, [Jason Roe](#) would buy tickets for a similar event, earlier in the year. When the first event sold out, Jason would then offer the tickets in a competition to attract those still looking.

The killer part of this tactic was that Jason would first approach the event organisers about the competition, who were more than happy to promote it to their own audience as it made them look great.

*Tip: The competition works best about 3 days before the first event and of course, only when it is sold out.*

Alan won a Free Ticket to Growth Hack Talks, Dublin, Thursday, 24th Sep.

Coming to Dublin...

# Growth Hack Talks

24 SEPTEMBER 2015

Win a Free Ticket To "Growth Hack Talks"

**24 HOURS REMAINING TO ENTER!**

We have teamed up with Growth Hack Talks who are in Dublin for one day only to give you lot a Growth Hacking conference. Answer the following question to be in with chance to win a free ticket to Growth Hacker Talks on 24th September.

**ParkYa has launched a new parking app in partnership with ParkVia**

In how many worldwide locations can you search, reserve and pay for parking near you from within the ParkVia app?

GET IT ON Google play  
Download on the App Store

Enter Growth Hack Talks Prize Draw

## 02. Run a course

Good, content is not hard to find. [Seth Godin](#) is a great example of a wine merchant who used free information, provided to him from his suppliers, to create a wine appreciation course by email.

Instead of putting an ad in the paper for the latest wine offers, he placed an ad for the course. Newsletter by newsletter, he explained the virtues and characteristics of the wines in his shop and along with it, gained the trust and confidence of would be purchasers. He became known in his locality as an authority on wine; he converted readers to purchasers and ultimately grew his business.

The information he gave out was free, provided by the winemakers. Like the wine merchant, think of the expertise you have in your field and see how you can repackage it to capture more leads. Keep it simple and relevant to the needs of your clients.

*Tip: Instead of advertising your business, advertise a resource or course.*

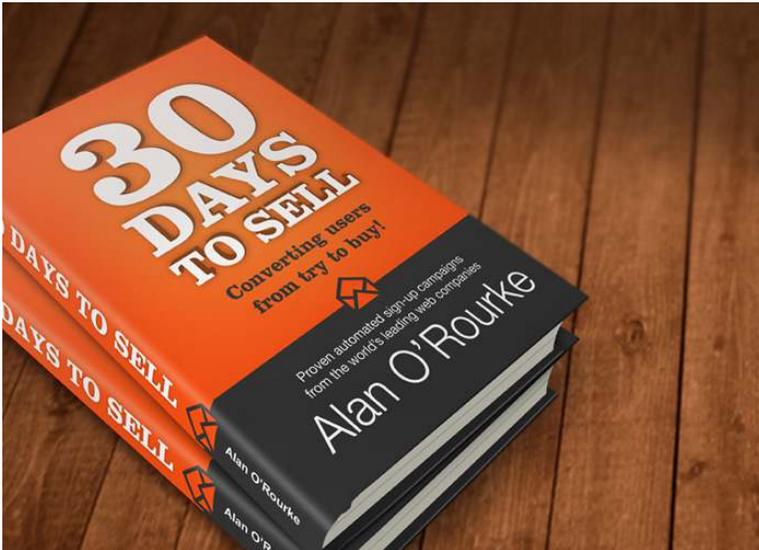


**Seth Godin,  
Author & Speaker**

# 03. Offer an ebook

Ask the content curator from the marketing department to write an ebook on a single topic (chances are, they have one prepared already). How to guides work particularly well. It can be small, about 6-7 pages, but it must cover the topic well. Big text and lots of pictures. Here's an example of one I made earlier, a guide on how to set an employee performance goal: <http://workcompass.com/free-guide-set-employee-performance-goal/>

*Tip: Have the ebook well branded and use it as collateral when pitching to prospects.*



# 04. Pay or download free

The next time you are speaking at an event, do not offer your ebook for free, it devalues the content and you're not getting anything in return. Instead, advise your audience as to where they can buy it and also offer a discount code they can use to get 100% off. This results in significantly more downloads and you secure contact details for the next communication.

[Chris Penn](#) is constantly on the road keynoting events and offered this tip on his weekly marketing podcast, [Marketing Over Coffee with John Wall](#).

*"I tried this when speaking at an event in London. I offered the Amazon link where people could buy the book at full price and then offered a discount code where they could get 100% off on my own website. I noticed the difference immediately; with people coming up to me afterwards thanking me for my generosity and instant downloads of the book."*

Tip: <https://gumroad.com/> is a great tool for selling your book and setting up discount codes.



Chris Penn,  
VP Marketing Technology at  
Shift Communications

# 05. Invite leads to a webinar

Hosting a webinar is an excellent way to showcase the benefits of your product to potential customers. Seeing is believing, so don't bore your audience with slides, demo product features that are sure to excite.

Promote your webinar in advance on your social profiles with a link to register & send non-attendees a recording.

*Tip: Invite an industry expert or even a celeb that you know your audience is interested in, to speak at it.*



The graphic is a dark-themed rectangular banner. On the left is the OnePageCRM logo, which consists of an orange square with a white book icon. To the right of the logo, the text "OnePageCRM" is written in a large, white, sans-serif font. Below the logo and brand name, the title "Getting Started Webinar" is centered in a white, sans-serif font. Underneath the title, two lines of smaller white text provide details: "Our next session is TODAY: Tuesday April 12th @ 12pm (EDT)" and "Your speaker is: Carmel, Customer Success". In the center of the banner is a circular portrait of a woman with long brown hair, smiling. At the bottom of the banner, a line of white text reads: "Join us for a brief, guided tour, followed by a Q&A session. We'd love to see you there!"

# 06. Free trial of product

Offer something free and you're already onto a winner. Invite potential customers to trial the full version of your product/service for a set period, no strings attached.

Most people do not realise they need a product until they've tried it. Leads are easier to convert to customers once they have evaluated the system and seen the benefits for themselves.

If you do not currently offer a free trial, can you use some part of your service and make it free. [Workcompass](#) took their leadership strengths survey from their HR software and made it available with a free online form and download people can print out. See tip 13 for more info on Workcompass' strategy.

*Tip: Avoid asking for credit card details at this time. Once customers are prompted to type in their credit card details, the free trial may be perceived as no longer free, even if it is.*



# 07. Offer a report

If your company has the capacity to curate original, data-intensive reports that can be published publically, it can prove a fantastic way to build your company's authority on a specific topic. Further, providing your audience with authentic data reports will help build interest and trust.

One of the least expensive ways to compile original data is to run a survey with your subscribers, leads, customers, and industry professionals, and share the results on your website in the form of a report or infographic.

[HubSpot](#) utilises the resources available to them to create its reports and makes them available to the market, *"our annual State of Inbound report is taken from a survey of over 3,500 marketing and sales professionals - we asked the questions, and their answers provided us with a lot of great insights that our audience is interested in learning about."*



FREE REPORT |

## STATE OF INBOUND 2014-2015

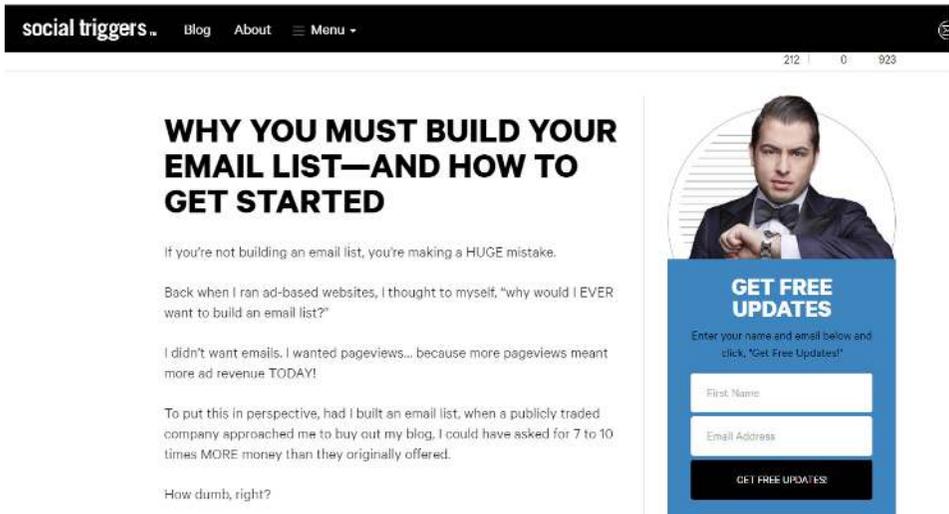
HubSpot's Sixth Annual Report of Inbound Marketing and Sales Trends

[DOWNLOAD REPORT >](#)

# 08. Put a subscribe form everywhere on your website

Visitors to your site should not have to look very hard to find an opt-in form, if they do, then that's a problem. Add an email subscribe form to the high traffic areas on your site, starting with your blog sidebar and your About page.

Check out [Derek Halpern](#) of [Social Triggers](#) shameless self-promotion below;



The screenshot shows the top of the 'social triggers' website. The navigation bar includes 'Blog', 'About', and 'Menu'. The main content area features a blog post titled 'WHY YOU MUST BUILD YOUR EMAIL LIST—AND HOW TO GET STARTED'. The post text reads: 'If you're not building an email list, you're making a HUGE mistake. Back when I ran ad-based websites, I thought to myself, "why would I EVER want to build an email list?" I didn't want emails. I wanted pageviews... because more pageviews meant more ad revenue TODAY! To put this in perspective, had I built an email list, when a publicly traded company approached me to buy out my blog, I could have asked for 7 to 10 times MORE money than they originally offered. How dumb, right?' The sidebar on the right contains a circular profile picture of a man in a suit and a blue call-to-action box that says 'GET FREE UPDATES'. Below the headline is the instruction 'Enter your name and email below and click, "Get Free Updates!"'. There are two input fields labeled 'First Name' and 'Email Address', and a black button with the text 'GET FREE UPDATES'.

# 09. Add a popup

Love them or hate them, no one can deny the effectiveness of the pop-up for lead capture. [Econsultancy](#) reported about a leading UK publisher who gave credit to this method for the majority of its list growth.

[Social Media Examiner](#), reported that its pop-up opt-in form helped grow its email list by 234%, in just one year. Founder, [Mike Stelzner](#), attributes as much as 70% of that success to the pop-up.

*Tip: Checkout <http://www.leadpages.net/> for adding simple, popup boxes to your site.*



# 10. Add exit intent

An exit intent popup displays a special offer or opt-in form when a user shows signs of leaving the website, by detecting when their cursor moves towards the back button. Imagine that a user has been browsing through your site, then decides to leave without completing any call to actions (buying, subscribing etc). Briefly interrupt this moment of indecision with a single reaffirming message, steering them towards a singular call to action.

This technique can prove incredibly successful. *Why?* Often users get overwhelmed and presenting them with a single option makes the decision easier.

After implementing an exit-intent pop-up, WordPress Beginners saw a 600% increase in sign-ups. This increase helped the blog jump from 70-80 new daily subscribers to 445-470.

[Neil Patel](#) also reported seeing a 46% increase in sign-ups after implementing this type of pop-up on his personal blog, [NeilPatel.com](#). And on the QuickSprout blog, Patel added that the ecommerce site, Xero Shoes, measured a 28.4% increase in sales after trying its luck with the technique.



# 11. Offer ‘membership’ not a subscription

[Brú Bar & Bistro](#) do something interesting when asking people to share their contact details with them. Instead of asking people to subscribe to their newsletter, they ask people to become an exclusive member. Members then get news and special offers via email. Same thing, different name.

*“You’ve got to offer benefits. Make them feel part of a secret club. People love feeling like they’re “in”, you know”, [Luke Guy](#) on opt-in forms.*

*Tip: Send out your emails with titles like “Members only Offer!” to maintain that special feeling for subscribers.*



**Luke Guy,  
Blogger & Entrepreneur**

# 12. Access the Amazon marketplace with free books

Use Kindle List Building to gain access to over 244 million active users on the Amazon marketplace and get a steady flow of email subscribers without spending a penny.

The best part? You don't even have to create fresh content. Ask your marketing team to combine pre-existing dead articles into simple free ebooks, with a call to action at the end. Launch to Amazon and you've created a lead capture machine.

[Nick Stephenson](#) was able to get 15,000 subscribers in just 6 months using this exact method.

*Tip: Panduanim have created a step-by-step guide to Kindle List Building. Get yours here; <http://panduanim.com/en/kindle-list-building/>*

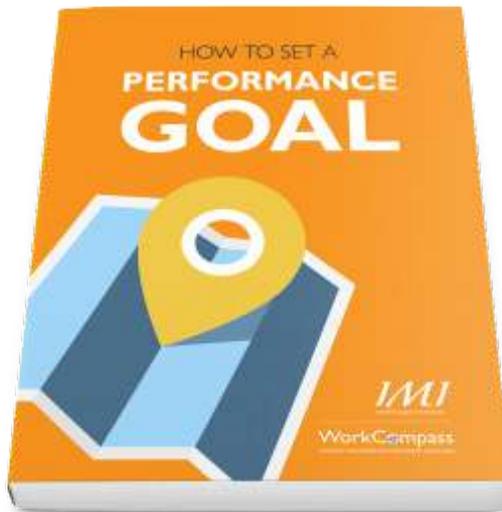
# 13. Partner with others to share leads

It is very easy to become overprotective of your content and resources, but what if you intentionally let other companies take it? [WorkCompass.com](http://WorkCompass.com) wrote a great ebook targeting their audience of managers and HR directors. After doing all the work, they then approached a complementary organisation and offered it to them for free.

The organisation (IMI, [Irish Management Institute](http://Irish Management Institute)) jumped at the opportunity. The ebook was branded by both IMI and WorkCompass and was offered on both websites. All subscribers were then shared between both parties. By offering the resource free, both parties got to double their number of new leads.

It is easy to do this when you have a finished product to offer. Many organisations are limited in resources when producing new content. If you can offer to brand it and supply a finished product they will jump at it.

*Tip: Set up a subscribe form that will immediately send the subscription details to both parties. If you have to wait for the other party to send the contacts details to you it may be too late and the lead may lose interest.*

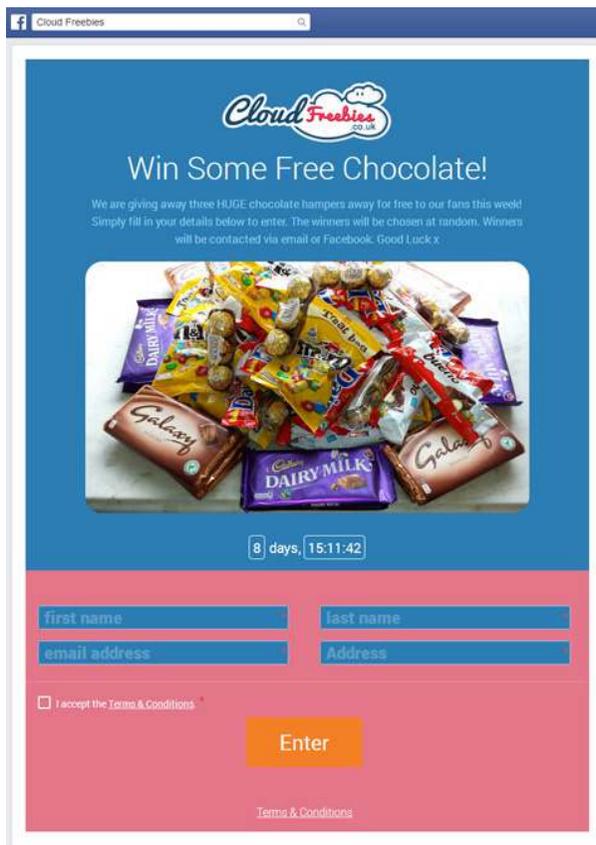


# 14. Run a competition on Facebook

Run a contest or sweepstakes on Facebook, where people must hand over their contact details to enter. [Kim Garst](#), founder and CEO of [Boom! Social](#) tried this, “To increase interest in my annual social media live event, Social Boom, I ran a Facebook contest where the winner would receive an “All Access Pass” to the event. Within 48 hours I had more than 800 entries, each one willing to give me their email address in exchange for their entry.”

Target the contest to the right audience or you will get lots of email addresses from people with no interest in your product or service. [Zsuzsa Kecsmar](#), CMO of [Antavo](#), recommends having several prizes as people are more likely to enter since there’s a greater likelihood of winning.

Tip: You can find a list of Facebook content apps here: <http://www.guavabox.com/blog/top-apps-for-managing-your-facebook-contest-2>



The image shows a screenshot of a Facebook contest page for 'Cloud Freebies'. The page has a blue header with the Facebook logo and the text 'Cloud Freebies'. Below the header, there is a large blue area with the text 'Win Some Free Chocolate!' and a sub-headline 'Cloud Freebies.co.uk'. The main text reads: 'We are giving away three HUGE chocolate hampers away for free to our fans this week! Simply fill in your details below to enter. The winners will be chosen at random. Winners will be contacted via email or Facebook. Good Luck x'. Below this text is a large image of a chocolate hamper filled with various brands of chocolate, including Galaxy, Dairy Milk, and Cadbury. A countdown timer shows '8 days, 15:11:42'. Below the image are four input fields: 'first name', 'last name', 'email address', and 'Address'. There is a checkbox labeled 'I accept the Terms & Conditions' and a large orange 'Enter' button. At the bottom, there is a link for 'Terms & Conditions'.

# 15. Pay to promote an offer on Facebook

[Kim Garst](#) shared this technique in the Entrepreneur magazine. *“On a recent offer, I spent \$200 in Facebook advertising and 488 people claimed the offer. However, I got much more traffic than that because many of those people shared the offer with their fans and friends. The bottom line is, I added 1,000 targeted list subscribers in just a few days.”*

Facebook will not give you peoples' emails directly so you need to collect these on the landing page you send them to.

*Tip: Time limited offers work great to drive action.*



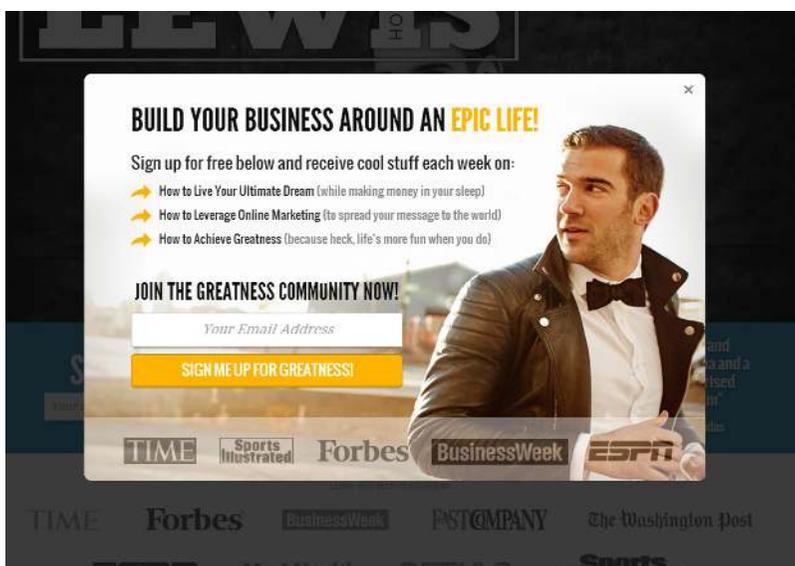
**Kim Garst,**  
**Social Selling Strategist & Author**

# 16. Play around with copy

Advise your marketing team on the calls to action that resonate with leads in your industry, so that marketing can test different copy on the sites opt-in forms. You'll be surprised how much the results can differ! Dedicate one month for an experiment, adding fresh copy to the form each Monday. At the end of the month compare the results and run with the most successful.

Just by experimenting with two copy for a simple newsletter I found, *“Level up your email marketing! A newsletter with relevant stats, tips and how-to’s comes twice per month”*, worked seven times better than *“Subscribe to our newsletter! The most relevant topics for email marketers will drop into your inbox twice per month.”*

Lifestyle entrepreneur and blogger [Lewis Howes](#), invites traffic to his website to ‘Sign me up for Greatness’.



# 17. Notify me about updates

When sharing resources with your network, notify them that these will be updated often and they should sign up or ask to be alerted when that happens.

# 18. Join forces with a complementary business for promotion

Find a business with a similar audience to your own but who you do not compete with directly. Run a joint competition or offer to target both audiences. This is a great way to cross-promote and acquire targeted leads fast. For example, a gym working together with a health food shop is a win-win for both parties. Each business runs an offer to win membership or products from the other. A simple collection method is to drop a business card or form into a bowl at reception/checkout. Each business then agrees to share leads with the other so both may build their subscriber base. Do prior research to ensure your partner has an audience large enough to provide you with quality new leads.

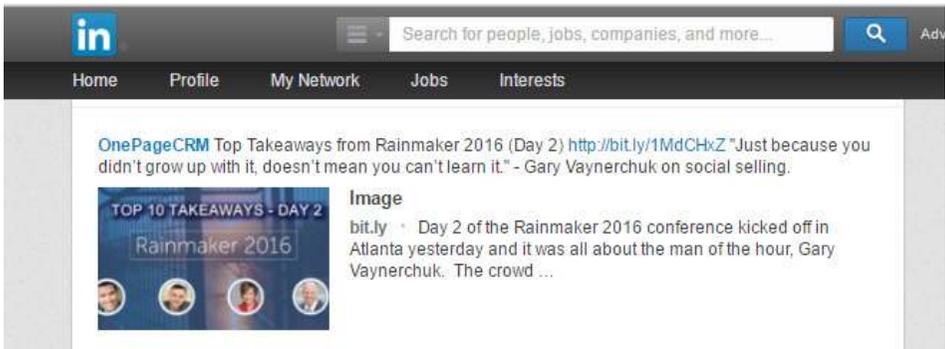
*Tip: Tell people upfront this is a cross promotion deal and their details will be shared. Most people do not mind.*



# 19. Promote your newsletter on LinkedIn

When you know marketing are about to release a new resource or send a newsletter notify your contacts on LinkedIn, Twitter etc and tell them where they can register to receive it.

Post again when the newsletter is live and let people know where to sign-up so they never miss out again.



# 20. Ask in your outbound sales prospecting

In my previous role as Head of Marketing at WorkCompass, we would send out a series of about 5 emails over a couple of weeks telling them about the WorkCompass solutions, how it would solve the prospects problems and a request for a chat.

At the end of this sequence, if a prospect was not interested, the lead was considered dead. We added one more email to the end of the funnel saying, '*We realise you are not ready right now but would you be interested in subscribing to our email with weekly insights?*' and they did.

The important thing is that when you are finished talking or trying to reach a prospect, direct them to a resource or subscribe form so that marketing can keep them warm until they are ready to buy or recommend you in the future.

# 21. Social proof your sales

One of the biggest barriers to selling is risk. No one wants to be the first customer to work with a company without demonstrated credibility or experience.

By social proofing your emails you're openly encouraging prospects to checkout what people are saying about you online, what kind of following you have and if you're worth the risk.

The average CTR for emails with social sharing options is 6.2% versus 2.4% without. Social proof your emails and maximise the power of referral. Get creative, to the point where people will actually want to follow you, ala [Tim Ferriss](#) below;

And, as always, thank you for reading!

All the best to you and yours,

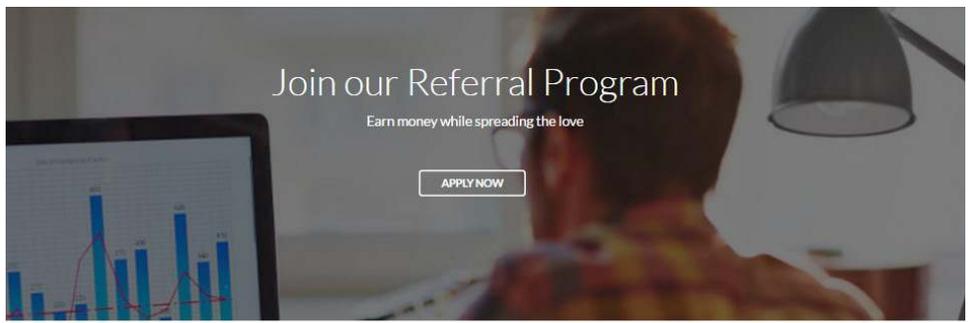
Tim Ferriss

P.S. If you'd really like to dive into mischief and experiments, you can [follow me on Twitter](#) (500K+ people do) or [visit me on Facebook](#). I tend to stir the pot, and some of it is definitely NSFW.

# 22. Ask people to invite a friend

Offer your users and subscribers an incentive to recommend you to their network. Launch a reseller program where users are given a unique URL link to share with their network. Once their friends sign-up, they'll receive benefits in the form of commission, extended trial time, additional data storage etc. [OnePageCRM](#) do this brilliantly, with their, '[Share the Love](#)' referral program.

*Tip: Whether a deal was a success or not, why not ask a prospect if they think your solution would work for someone else and if yes, can they refer you.*



Join our Referral Program

Earn money while spreading the love

APPLY NOW

Earn 20% commission on each referral that subscribes!

- 

OnePageCRM user and loving it!

In order to take part in the Referral Program you need to be a OnePageCRM user
- 

Share via social networks

We provide you with a unique link that you can share via Twitter, Facebook or LinkedIn.
- 

Track signups and get paid

Track your earnings and get paid every month when you reach a minimum of \$100.

# 23. Run a video course

[Bryan Harris](#) of [VideoFruit](#) credits running a video course as his highest converting content upgrade with an amazing 38% opt-in rate.

Bryan suggests using this structure when creating a mini course:

**Video #1: Tutorial Video (2-3 minutes long)**

**Video #2: Tutorial Video (2-3 minutes long)**

**Video #3: Q&A Video (2-3 minutes long)**

For example: If we were making a mini video course on ‘How to turn a blog post into an eBook’ our mini course might look something like this:

## **Video #1: Topics Covered (Tutorial)**

How to create a new Google Doc

Setting up the margin properties in your Google Doc

How to create a title page

How to create the table of contents and link to chapter divides

## **Video #2: Topics Covered (Tutorial)**

How to get your blog post content into the Google Doc

How to properly format the content

How to link to your website from the eBook

## **Video #3: Q&A (Tutorial)**

How can I get a cover professionally designed?

Is it possible to put my eBook on Amazon?



**Bryan Harris,**  
VideoFruit

# 24. Capture leads via SMS

This is a strategy [Tim Paige](#) uses on his Podcast, [ConversionCast](#). During the show, he tells users they can subscribe to updates or download a resource by sending an SMS to a particular number. Tim finds this option is particularly popular with people listening on the road who are not near a computer.

Note: Not all countries have this option.

*Tip: You can get the script to offer this on your podcast from Tim's site here: <http://mobilemarketingengine.com/how-to-use-leaddigits-to-build-your-email-list-with-sms/>*



## 25. Strengths finder survey

Performance Management Software firm WorkCompass, took their 21 key leadership strengths from their software and made them available online for free to attract potential leads. Users answer 21 multiple choice questions and can then download a report with their strengths and advice on how to improve their three weakest areas. After launching this WorkCompass increased the rate of subscriptions by over 300%.

Surveys are a great way to evaluate how strong of a lead the prospect is and how good a fit they are for your product. Try building a survey for your own industry or job role; “The top 10 skills needed to be a great X.”

*Tip: Instead of asking people to rate themselves, allow them to share the survey and ask others to rate them instead, for further exposure. <https://www.wufoo.com> is great for building forms.*



# 26. Run a sweepstake

The difference between a contest and a sweepstake is a contest usually involves some kind of skill where as a sweepstake is totally random. [Bob Frady](#), CMO of [Maropost](#), who regularly run Sweepstakes for clients recommends the following top tips:

1. You will get a lot of crappy respondents so you'll need to try and eliminate temporary and repetitive emails to ensure you're capturing quality leads.
2. If you build mundane sweeps, you'll get mundane results. A year's worth of Tide is just not very exciting to most people.
3. The bigger and more special the prize, the better. It's the same reasoning that makes people play lotteries when the pot gets over \$100 million.
4. The more closely the prize is aligned with your brand, the better. Having a special prize that does not reinforce your brand is counter-productive. For example, Sur La Table giving away a new kitchen's worth of gear would (probably) be more effective than if WalMart ran the same sweeps. (No respect or disrespect is implied to either organization)
5. PR before and after the fact is helpful for gaining entrants and building credibility.
6. Partners can make the contest better. Find complementary partners and increase the value,  $1 + 1 = 3$ .
7. If you manage to get 100,000 signups and 80% stink, that still leaves you with 20,000 engaged users. Don't fall in love with what % of users are engaged, focus on the raw number.
8. Legal can be a bit of a pain. Make sure you walk all of that through before launching.
9. The branding value of the sweeps must be considered in judging success and failure.
10. When you call users to tell them they won, they usually won't believe you. Make sure you have the back-up winner (and the backup's backup) selected.

Sweepstakes are not for everyone. They take a lot of work and if you do more than a couple, they require the backing of a dedicated person/team. But shoot...if you're not doing fun stuff, why the heck are you in sales?



**Bob Frady,**  
**Maropost**

# 27. Do a quiz

You've seen these quizzes everywhere, 'How strong is your relationship? What friends character are you? How much do you know about X?' These type of headlines and interactive quizzes get shared on Twitter and Facebook all the time. Add a lead capture form to the end of the quiz before you give the results and you have a great tactic to collect email addresses.

[Travel Magazine Afar](#) ran a quiz to find your Spirit City. [Josh Haynam](#), CEO of [Interact](#), said about the quiz, "This is the narcissism concept. What I mean is, that every spirit city is awesome – like Havana, Los Angeles, New York, there are no bad Spirit Cities. Afar knew this going into the quiz creation process and it's the strategy behind the entire thing. By telling people they rock, but doing it in a believable format like a quiz, you can produce good feelings and increase opt-ins."

The results for Afar were 12,801 hits, and 4,240 new email subscribers. The great things about this kind of tactic is that it is timeless. You can run it continuously or bring it back year on year.

*Tip: Have no more than 8-12 questions/options per screen. Make the answers sharable and add an extra incentive to the email capture to increase subscriptions.*

What are you most likely to consume while traveling?

 <p>Anything I can't pronounce at a food market.</p>	 <p>Beef tongue tacos from an awesome food truck.</p>	 <p>I've been eating only raw and vegan lately.</p>
 <p>The ultimate (delicious) handmade pasta.</p>	 <p>I always go to the fancy, forward-thinking place.</p>	 <p>"Excuse me, was this salmon line-caught?"</p>

3 / 7



## 28. Run an event

Running an industry specific event is a sure fire way of establishing your company as the expert in your field. Events are great for exposure and as your company's name will be associated with the event you host, you can market and promote your business to the audience without overtly selling.

HubSpot's now infamous [Inbound Conference](#), attracted 14,000+ attendees from across the globe in 2015.

*Tip: Capture the event in photos and videos. They will act as social proof that you are a real business interacting with real people/customers. Post quotes or video clips including positive feedback about the event to your website. Use an event hashtag on your social media accounts to get traction for the event online as well as offline.*



## 29. Offer free wifi access

Provide your customer free wifi for your venue or event. Just ask for an email address when they access it. Simple lead capture for you and a necessary evil for event attendees who would be otherwise off the grid.

*Tip: Check <http://www.wavespot.net/> for more.*

# 30. Offer a tool

Banks or estate agents often offer mortgage calculators where you put in your salary and spending information and it will tell you how much of a Mortgage you will get. Insurance companies will ask you how much cover you want and calculate how much your monthly payments will be.

Email marketing company [Toddle.com](http://Toddle.com), offers a handy marketing return on investment (ROI) calculator. You put in how much money and time you spent on a marketing campaign, how many leads you got back and how much money you earned. The app will then calculate your % ROI and the value of a lead. You can give your email address to download this report or if you wish, you can download an excel version of the calculator and do it yourself.

*Tip: Create the calculator yourself in Excel and for less than \$100 you can find a developer on [upwork.com](http://upwork.com) or [elance.com](http://elance.com) to turn it into a javascript app to put on a webpage. Allow your leads to test their %ROI in return for their contact details as per tip*

	A	B	C
1	<b>Campaign ROI Calculator</b> Created by		
2	<b>Email Campaign</b> Ac		
4	<b>Money earned</b>	<b>€1,000.00</b>	<b>Mo</b>
5			
6	Money spent	€500.00	Mo
7	Hourly rate	€21.04	Hour
8	Hours spent on campaign	5.00	Hour
9	<b>Total spent</b>	<b>€605.20</b>	
10			
11	<b>ROI</b>	<b>65.23%</b>	<b>RO</b>
12	Number of leads generated	20	Number of leads generated
13	<b>Value of a lead</b>	<b>€19.74</b>	<b>Val</b>
14			

**Marketing Campaign ROI Calculator**

Find out:

- What's making you money
- Which campaign to stop
- How much a lead is worth

Know:

- How much every \$1 will make
- Before you spend it!

# 31. Newsjack other events

Newsjacking other events is a fantastic way of capturing leads in your industry. Setup an [IFTTT](#), where everyone that Tweets with the event hashtag gets added to a Google sheet. Ask your content guy to use these Tweets to write a blog post on the 'Top Takeaways' from the event. Share the article on social media, tagging the event speakers.

OnePageCRM used this strategy in targeting the Rainmaker 2016 conference earlier this year. The blog post was shared by a number of the speakers at the event and it brought some substantial traffic to the website. Check out the article here; <https://www.onepagecrm.com/blog/top-10-takeaways-day-1-rainmaker-2016>

For more info on newsjacking events, check out my how to guide on [Audiencestack](#).

*Tip: Follow everyone that Tweets with the event hashtag, if they're interested in the event, they're probably quality leads for your product.*



# 32. Repackage resources as a kit

Group similar content into a resource kit and format as a zipped file for download. Ensure the content is well branded so it doubles as sales collateral. Include relevant articles, links to YouTube videos & a checklist.

HubSpot uses this tactic frequently, their [Inbound Marketing kit](#) includes an interactive presentation, a report that includes original data and research, and a glossary.



Alan O'Rourke is the author of two successful marketing books. Alan's career as part designer, part salesman, part marketer, part project manager has him perfectly equipped for his most recent role as VP of Growth at OnePageCRM. Connect with Alan on [LinkedIn](#) or [Twitter](#) if you would like him to speak at your event get in touch.



As Digital Marketing Coordinator at OnePageCRM, Laura Mc Hugh is responsible for overseeing content creation and promotion. Laura is passionate about all aspects of inbound marketing from content curation and design to SEO. Connect with Laura via [LinkedIn](#) and [Twitter](#).



A great CRM is not just a data management system, it's a sales tool. Our Next Action Sales Methodology, developed exclusively for OnePageCRM, was inspired by David Allen's GTD Productivity Principles ([Getting Things Done by David Allen](#)). Our streamlined approach to sales will help you convert leads to customers, reach targets and grow your business fast. By converting the complexity of CRM into a simple 'to do list', OnePageCRM keeps your head clutter-free and your confidence high as you're staying on top of your contacts and sales.

Find out what our customers say by visiting [Happy Customers](#)  
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