

Fill the Funnel: Beginner tips for generating and capturing leads

Presented By: Tyler Garns, VP of Marketing

How do you capture leads?

<http://www.youtube.com/watch?v=WPs3E1-3UaE>

Don't trap your rabbits (leads)

- A trapped rabbit will get upset
 - He'll probably let out a squeal to let other rabbits know to stay away
 - He'll eventually die and provide no benefit
-
- A rabbit that likes your bait but isn't trapped will go tell others
 - He'll return over and over
 - He'll become conditioned and take whatever bait you offer



1. [United Kingdom](#)

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Research Media Plan

Current media plan <No media plan selected>

Research

Summary	Placements	Unique visitors	Country reach	Page views
Selected	--	--	--	--

Search by site Search by audience

Audience

UV 240 K

Reach 0.1%

PV 1.6 B

Geography

Language

Demographics

Online Activity

Load Audience...

Reset

Audience: **Small Business Owners** | Country: **United States** | Keywords searched: **business plan outline, small business investment, sba express loan, real estate franchise** | Sites visited: **sba.gov, entrepreneur.com, bplans.com** | Gender: **Male, Female** | Education: **Bachelors degree, Graduate degree** | Age: **35 - 44, 45 - 54** | Household income: **\$50,000 - \$74,999, \$75,000 - \$99,999, \$100,000 - \$149,999, \$150,000 or more**

Filter

Ranking method Audience reach

Ranking method

Ad items

Category

Ad specs

Domain suffix































Ad items: **Accepts advertising**

+ Add Selected

Export

Graph

Data: Jan 2010

<input type="checkbox"/>	Placement	Category	Comp Index	Audience		Country		Ad Specs	Imp/Day
				Reach	UV (users)	UV (users)	PV		
<input type="checkbox"/>	 yahoo.com	Web Portals	160	83.6%	200K	130M	40B	 	[?]
<input type="checkbox"/>	 facebook.com	Social Networks	140	74.1%	180K	130M	200B	   	[?]
<input type="checkbox"/>	 amazon.com	Shopping	270	56.7%	140K	51M	3.3B	 	[?]
<input type="checkbox"/>	 blogspot.com	Blogging Resources & Services	270	46.3%	110K	41M	960M	   	[?]
<input type="checkbox"/>	 entrepreneur.com	Small Business	17000	42.7%	100K	620K	11M	   	[?]
<input type="checkbox"/>	 msn.com	Web Portals	190	42.4%	100K	55M	3.7B	 	[?]
<input type="checkbox"/>	 linkedin.com	Social Networks	640	42.2%	100K	16M	980M		[?]
<input type="checkbox"/>	 cnn.com	News & Current Events	430	41.7%	100K	23M	1.1B	  	[?]

10. [e-mail marketing](#)

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Online advertising is all about conversion

- Email Ad → Landing Page → Follow-Up → Cart → Purchase → Follow-Up
- Email Ad → Order Form → Purchase → Follow-Up
- Banner Ad → Landing Page → Follow-Up → Cart → Purchase → Follow-Up
- Banner Ad → Order Form → Purchase → Follow-Up
- Text Ad → Landing Page → Follow-Up → Cart → Purchase → Follow-Up
- Text Ad → Order Form → Purchase → Follow-Up
- Any Ad → Landing Page → Follow-Up → Cart → Purchase → Follow-Up
- Any Ad → Order Form → Purchase → Follow-Up

- You should be tracking conversion at every step!!!!!!
- When you know conversion rates, you can test & tweak to improve
- Your marketing budget becomes limitless once your ROI is positive

The value of your leads

- With Infusionsoft, you have the luxury of building a list
- People who don't buy NOW are still valuable
- Use Infusionsoft to nurture that list and get people to come back and buy later.
- This allows you to increase your marketing ROI over time.
- You may find that some lead sources are not profitable initially, but become profitable as you drip on the leads