



JTD Group

# Lead Generation

For

Small and Mid-Size Business

Lead Magnet to Close

# Plan

1

Drive leads into your funnel with content that solves a business problem

2


Engage those prospects with problem-solving messaging that builds trust

3


Qualify the prospects then transition them into appointments or trials

4

Work with sales teams to optimize closing rate



# Lead Magnet Lead Generation Includes:

- Discovery (including ICP, brand story, and value prop development)
  - Measurement Review/Goals
  - Establishing/Developing Lead Magnet(s)
  - Preparing Media /Lead Generation Plan
  - Creative Development
  - Building Landing Pages
  - Building Cadences (email, calls, texting, LinkedIn outreach)
  - Implementing a CRM Tool (or utilizing your current)
  - Campaign Reporting
- 

# Step 1: Discovery

- To learn as much as possible about your products and target audiences; prelude to lead generation campaign development

## Persona

Titles

Industries

Size/Revenue

Business challenges

Pain points

Options they have to solve problems

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## Step 2: KPI review

- Understand past or present measurement of performance for lead generation then set realistic campaign goals

### KPIs

Past marketing plans and results

Website conversion rates (leads)

MQL to SQL ratio

SQL to close ratio

Average value (\$) of a customer

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# Step 3: Develop Lead Magnet

- Determine whether existing magnet exists or if any new materials (landing pages, forms, e-book, on-demand webinars.) need to be developed. Must be compelling enough for prospects to register, download, act.

## Lead Magnet

Determine topics targeted to prospect needs

Outline the magnet

Explain the problem

Explain potential solutions

Detail your solution

Include case study

Summarize solution with offer

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# Step 4: Prepare Marketing Outreach Plan to Drive Leads

- Based on budget and timeline, prepare a plan to capture leads into your pipeline.

## Media Plan

Plan development: objectives, tactics, projections

Paid search

Facebook/Instagram

LinkedIn

YouTube

Display retargeting

Online trade publications

Content syndication networks

Cold email set up and list building

LinkedIn search, profile, connection and engagement plan

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# Step 5: Creative Development

- Based on determined media plan and overall campaign budget, create compelling messages, ads and creative assets in formats necessary

## Creative Development

Prepare ad messages and creative assets

Display retargeting

Paid search messages

Social Media Ads:

Facebook/Instagram

LinkedIn

YouTube

Trade publication eBlasts

LinkedIn outreach templates



# Step 6: Build Landing Pages

- Ensure high lead capture with high-conversion landing pages

## Landing page

Benefit-laden promotional copy

Attention-grabbing but relevant images

Easy-to-use web forms that connect to CRM

Thank you pages for conversion tracking

A/B test headlines (as applicable and budget permitting)

Testimonials and social proof, if applicable/available

Explainer video  
(optional/additional budget)

# Step 7: Build a Follow-Up Cadence

- Generate appointments via a funnel of emails, calls, texts, and LinkedIn outreach; following up on the lead magnet conversion

## Funnel building

Prepare an outline of topics for follow-up

Focus on specific problem and solution message formats

Build a funnel mixing emails, calls, texts

Connect with prospects on LinkedIn (and other employees), then prepare social media outreach cadence for appointments

Track email performance and optimize

Connect leads to CRM for sales follow-up

## Step 8: Implement our Custom CRM Tool

- Where needed, implement our custom CRM tool to manage leads and opportunities.

### **Custom CRM**

Lead and Opportunity management

Email marketing

Landing page builder

SMS marketing

Call tracking

Workflow/funnel builder

Dashboards and analytics

# Step 9: Campaign Reporting

- Measure media, creative, and campaign performance, and optimize to maximize lead generation for greatest ROI.

Reporting
Clicks, Click rates, Cost-per-click
Conversion rate, cost-per-conversion
Opportunity rate
Appointment rate
SQL to Close rate
Revenue (total, ARR, MRR)
ROI

# More Info and Links

- More about lead magnets and lead generation
  - <https://nusparkconsulting.com/lead-magnet-lead-generation/>
- More about lead generation planning
  - <https://nusparkconsulting.com/planning-lead-generation/>
- Various case studies
  - <https://nusparkconsulting.com/case-studies/>
- Custom CRM/email/text solution; SparkLead
  - <https://nusparkconsulting.com/our-lead-management-crm-platform/>

# Summary

Our focused approach will drive leads into your funnel and turn them into sales opportunities



# Example Screenshots

# LinkedIn Automation Cadence

**Actions**

- Visit profile
- Follow profile
- Follow company
- Skill endorsement
- Connection request
- (Followup) Message
- Open InMail
- Like a post

**Connection request**

Time delay  
30 min

Body  
Hi {first\_name},  
We are both attending Automatiopn Ex  
Connect  
Would you please add me to you conn

{first\_name} {last\_name}

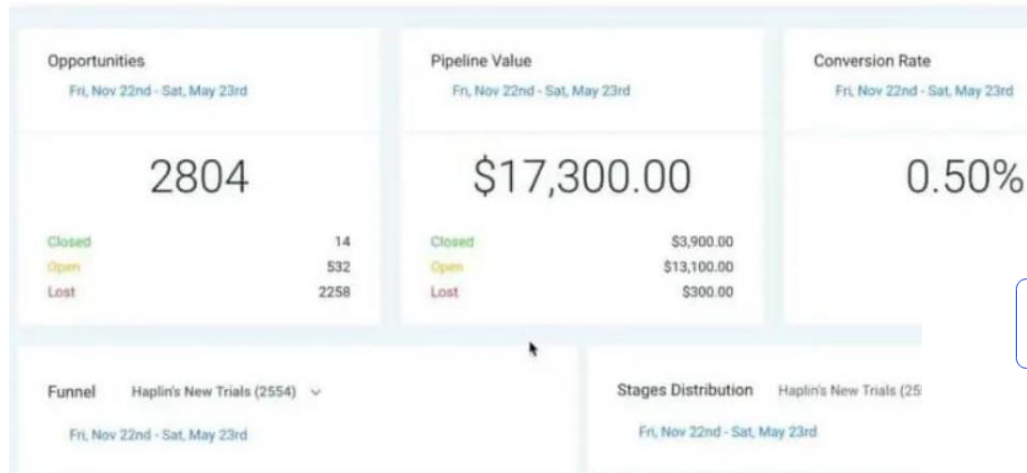
{job\_title} {company\_na

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# SparkLead CRM



Contacts **Smart Lists** Contact Requests Bulk Actions Restore Manage Smart Lis

All wholesale3 paultest clicked in an email wholesale1 is click More ▾



Columns Quick search More Filters 2

Total 221 records

Name	Phone	Email
Philip Robertson Ferguson	(314) 522-3300	philip.robertson@ferguson.com
Paul Rezmer GCS Supply LLC		prezmer@gcssupply.com
Patrick Tatom Ozark Fluid Power Inc	(501) 455-1052	ptatom@ozarkfluidpower.com

Search  ctrl K

- Conversations
- Calendars
- Contacts
- Opportunities
- Payments

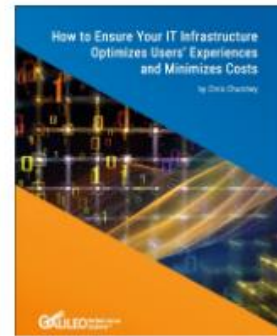
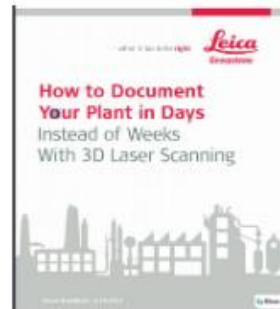
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- Marketing
- Automation**
- Sites



# Problem-Solving Lead Magnets

We've developed a number of white papers in the past. Are you next?





# Contact

- Paul Mosenson, Founder NuSpark Consulting
  - [pmosenson@nusparkconsulting.com](mailto:pmosenson@nusparkconsulting.com)
  - [NuSparkconsulting.com](http://NuSparkconsulting.com)
  - (610) 604-0639
  - Alliance and partner Tim Dodd, JTD Group
  - <https://www.linkedin.com/in/jtimdodd/>
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