

Make Lead Generation Work - 2024



- Introduction & Summary
- Having a Process
- Delivering the Right Message to the Right Audience
- Tactics and Distribution
- Leveraging MEGALEADS 2.0
- Q&A

Introduction & Summary

Make Lead Generation Work - Webinar

How we got here

Today's goal

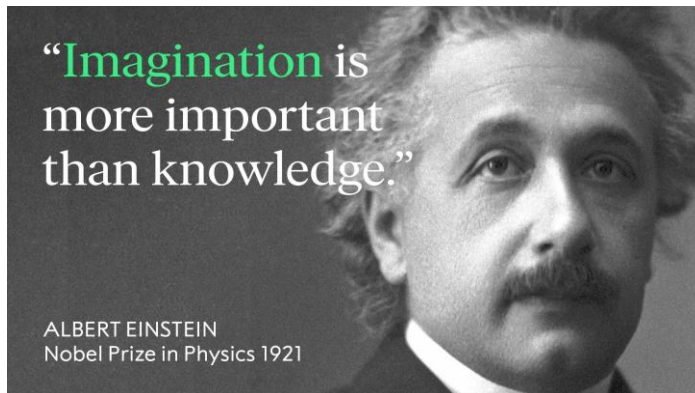
Who can benefit?

What technical skills are needed?

Marketing and sales working together

Quotes I like:

“Sales is for today, and marketing is forever”

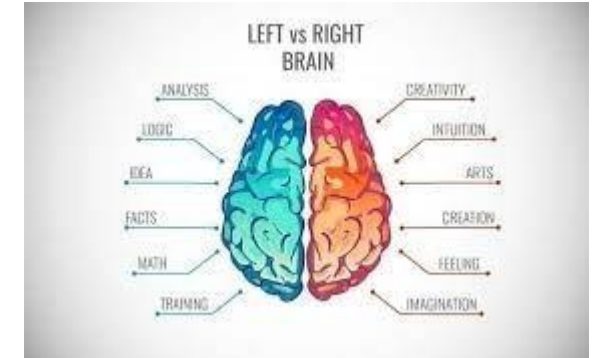


- Technology
- Imagination
- Creativity
- Process
- End-to-end

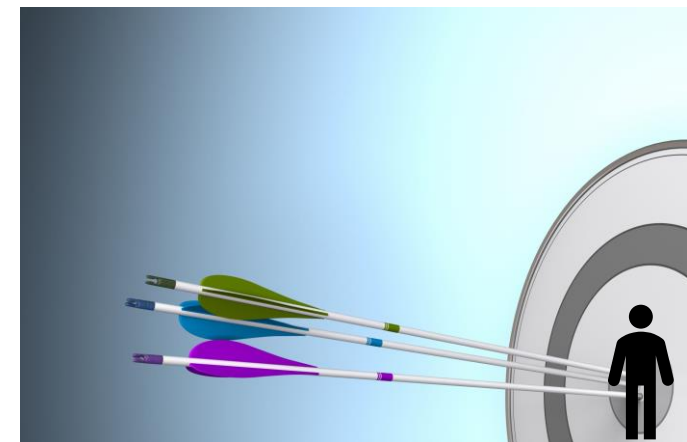
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January 2013 - Megaleads Hits 100 Customers



- Deliver the right message to the right audience.

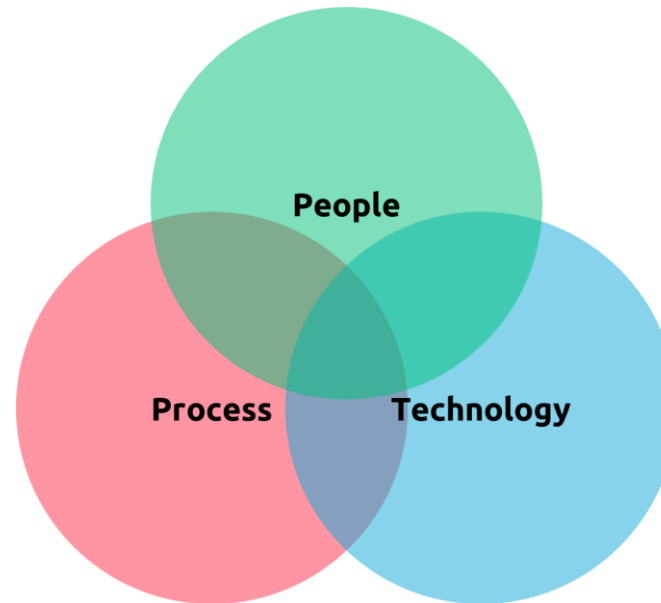


Having a Process

- Goals
- Strategy
- Tactics
- Measurement
- Adjustments

- Creating a marketing plan
- Creating a user guide
- Project management
- Sales and marketing working together
- Reporting & KPI

- Practically applying funnels
- Updating your CRM
- Keeping it simple



Delivering the Right Message to the Right Audience

- Aligning with goals
- Competitive analysis
- Market sizing and research, TAM & SAM align ML data
- ICP Building – persona, pain points, and solution solved
- Building world-class assets, problem-solution, question-answer, simple is better

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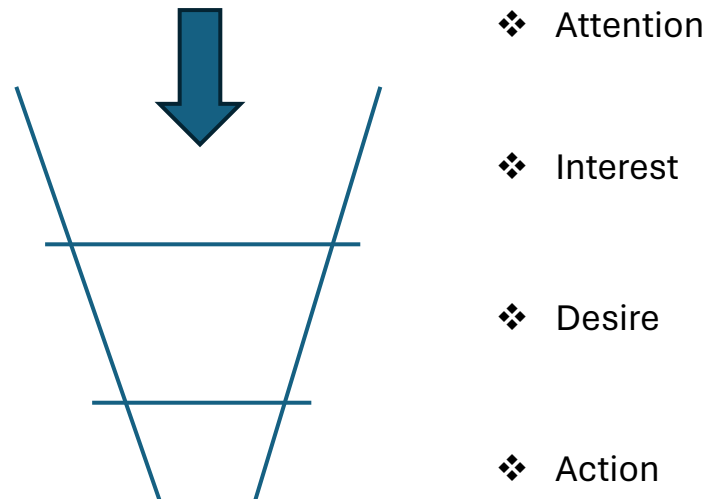


Tactics and Distribution – Alignment

- Appointment Setting - ML
 - Tactics
 - Marketing & Advertising Platforms - ML
 - Email Marketing - ML
 - SEO

❑ Mechanics

❑ Psychology



The AIDA funnel model applies to:

- ✓ Website or lander experience and journey
- ✓ Sales Stage Pipeline and Nurturing Process
- ✓ Target marketing by ICP and data strategy are keys to success

Conversion

- Update CRM > Leads to Sales > Sales Stage Pipeline
 - Nurture Series (Email + SMS)
 - By ICP (Customer Type)

Push back to sales funnel.



Leveraging MEGALEADS 2.0

MEGALEADS™

- MEGALEADS 11 Years in Business
- - MEGALEADS 2.0 – New Version

- New framework
- National searches
- Updated B2B data
- Cumulative credit rollover
- One-off lists
- Never lose access



Q&A

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Thank you

Questions?



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