



BURN YOUR BROCHURES: Online lead generation for Kiwi tech companies

Generating leads online - both high in quantity and quality - is becoming an export marketers' most important objective. A successful lead generation engine is what keeps the funnel full of sales prospects while you sleep.

There can be a lot of moving parts in any lead generation campaign and often it's difficult to know what's required to set it up and which parts need fine tuning. So what goes into a best-of-class lead generation engine?

www.concentrate.co.nz



A person's silhouette is seen from behind, looking towards a large, bright fire at night. The fire is the central focus, with flames reaching upwards. Other people are visible in the background, some sitting and some standing, all illuminated by the fire's glow. The scene is dark, with the fire providing the primary light source.

BURN YOUR BROCHURES

Online lead generation for Kiwi tech companies



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We help New Zealand's smartest technology firms find and grow markets for their products





CHALLENGING THE LONE WOLF MIND-SET

The growth opportunity for Kiwi
technology exporters

Brought to you by



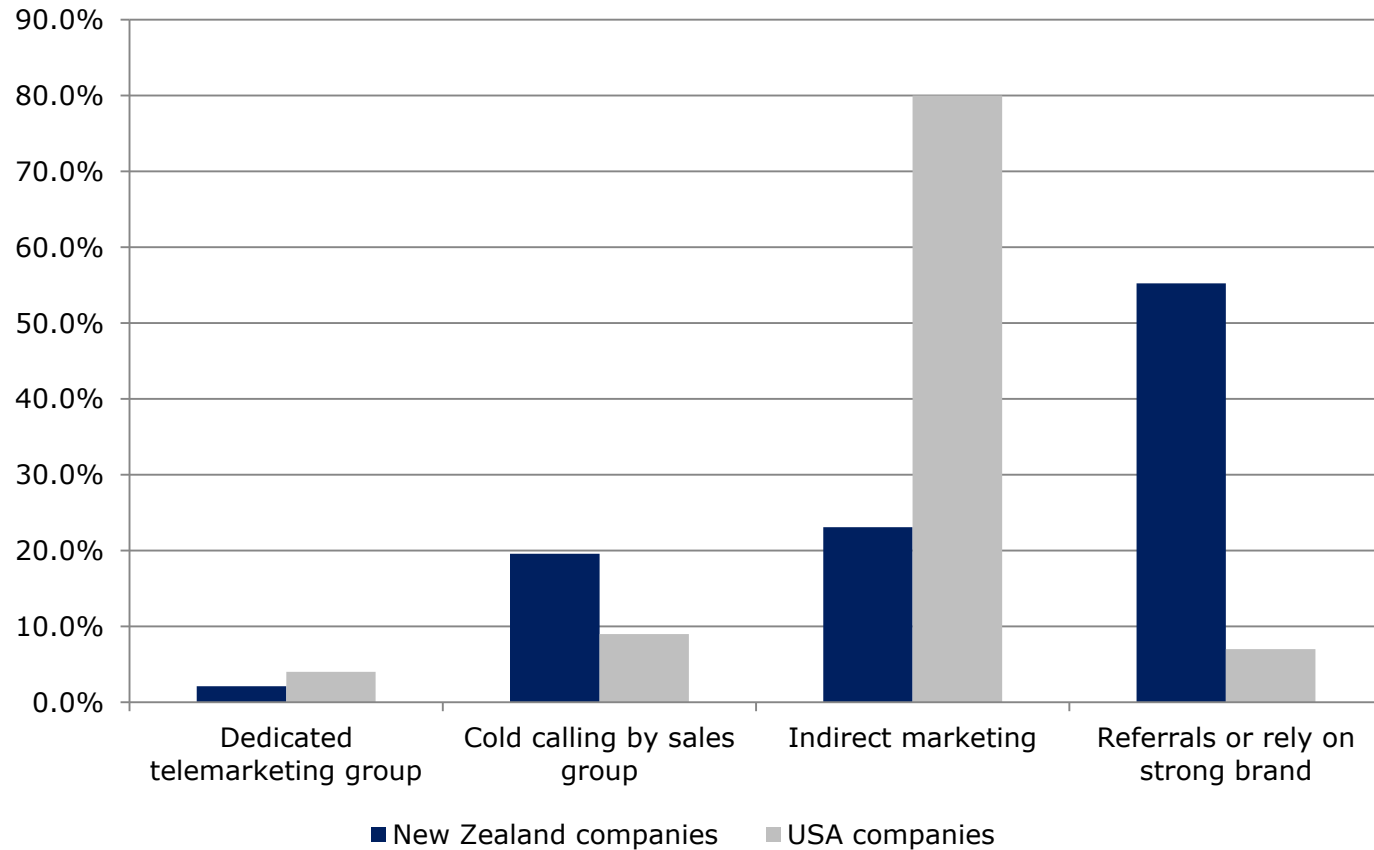
Sponsored by



IT'S ALL ABOUT SALES EFFICIENCY



Source of leads: NZ vs USA tech companies





OUT

BUYERS JOURNEY TRANSFORMED



44% of direct mail is never opened



86% skip TV commercials



91% unsubscribe from emails



200 million say “Do Not Call”

IN



Really?



80%

Online content plays moderate to major role in vendor selection

59%

Share content with more than 25 colleagues

35%

Online content shows which vendors understand our business problems the best

8

Average number of content assets used in decision process

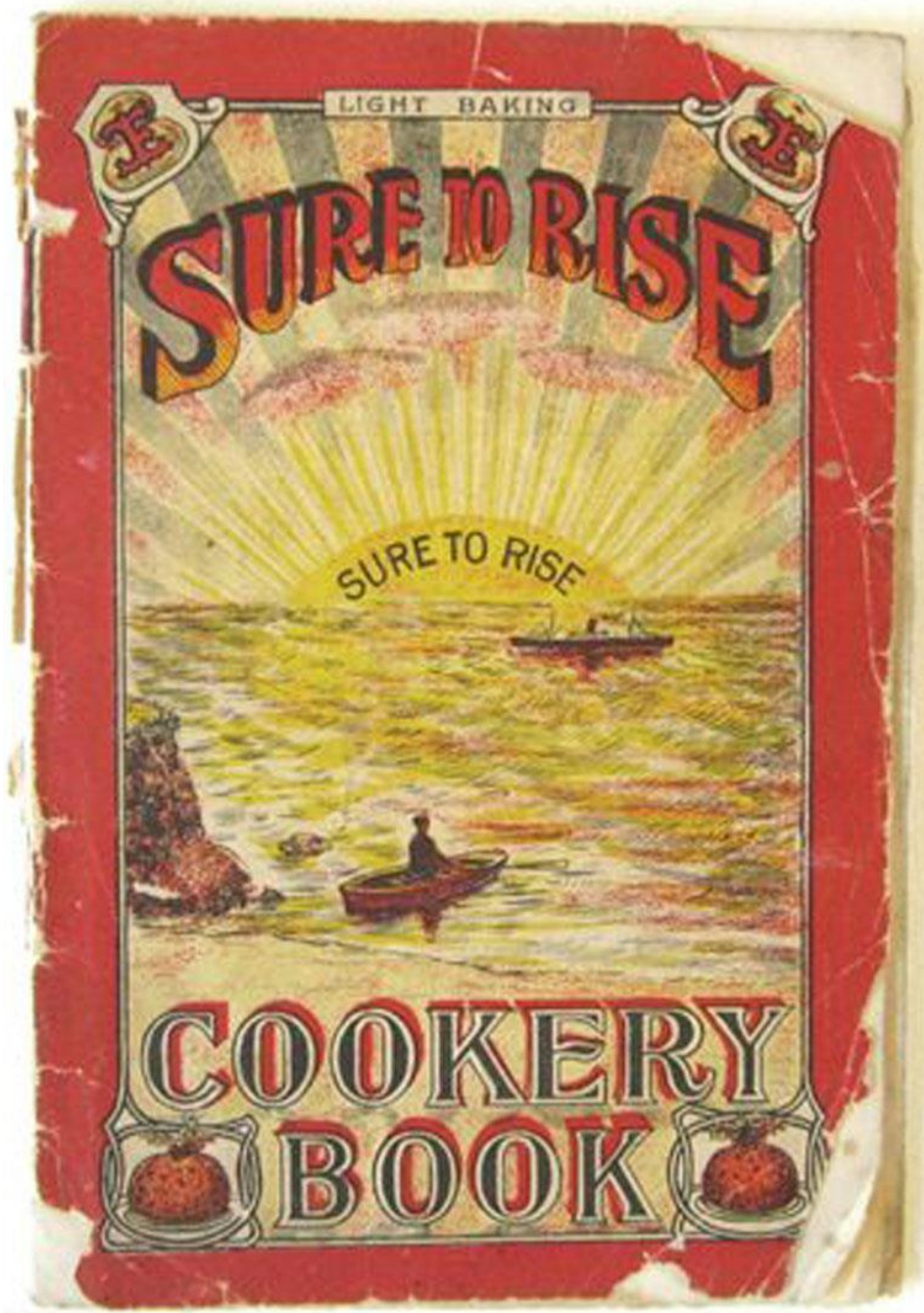
Sources: 1. CMO Council, 2013 survey of 400 US B2B buyers, 2. IDG 2013 survey of 1100 UK corporate buyers of technology

LIGHT BAKING

SURE TO RISE

SURE TO RISE

**COOKERY
BOOK**



(Don't) Show me the money


Download our practical guide to building a balanced and effective remuneration policy for your organisation.

[Download the Whitepaper](#) 

1 2 3 4 5 6 7 8



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Remuneration Software

[FIND OUT MORE](#)



Remuneration Ally is focused on a simple goal - giving organisations more control over their salary review processes.

Performance Management Software

[FIND OUT MORE](#)



Performance Ally helps organisations keep their performance management process on track, headed in the same direction as corporate strategy.

Take control with Pivot Software

Pivot Software provides human resource software solutions that enable organisations to improve the effectiveness of key processes like remuneration and performance management.

We enable our clients to improve their control over the complex and often emotional human resource processes. [Find out more](#)

Latest Blog Entry

Keeping It Private

04 June 2014

Most Australian HR practitioners will be well aware of the revamped privacy laws that came into effect in March 2014. The 13 principles amended earlier legislation governing how organisations manage people's information. ... [\(read more\)](#)

Free eBook: Grow your business, not your debt



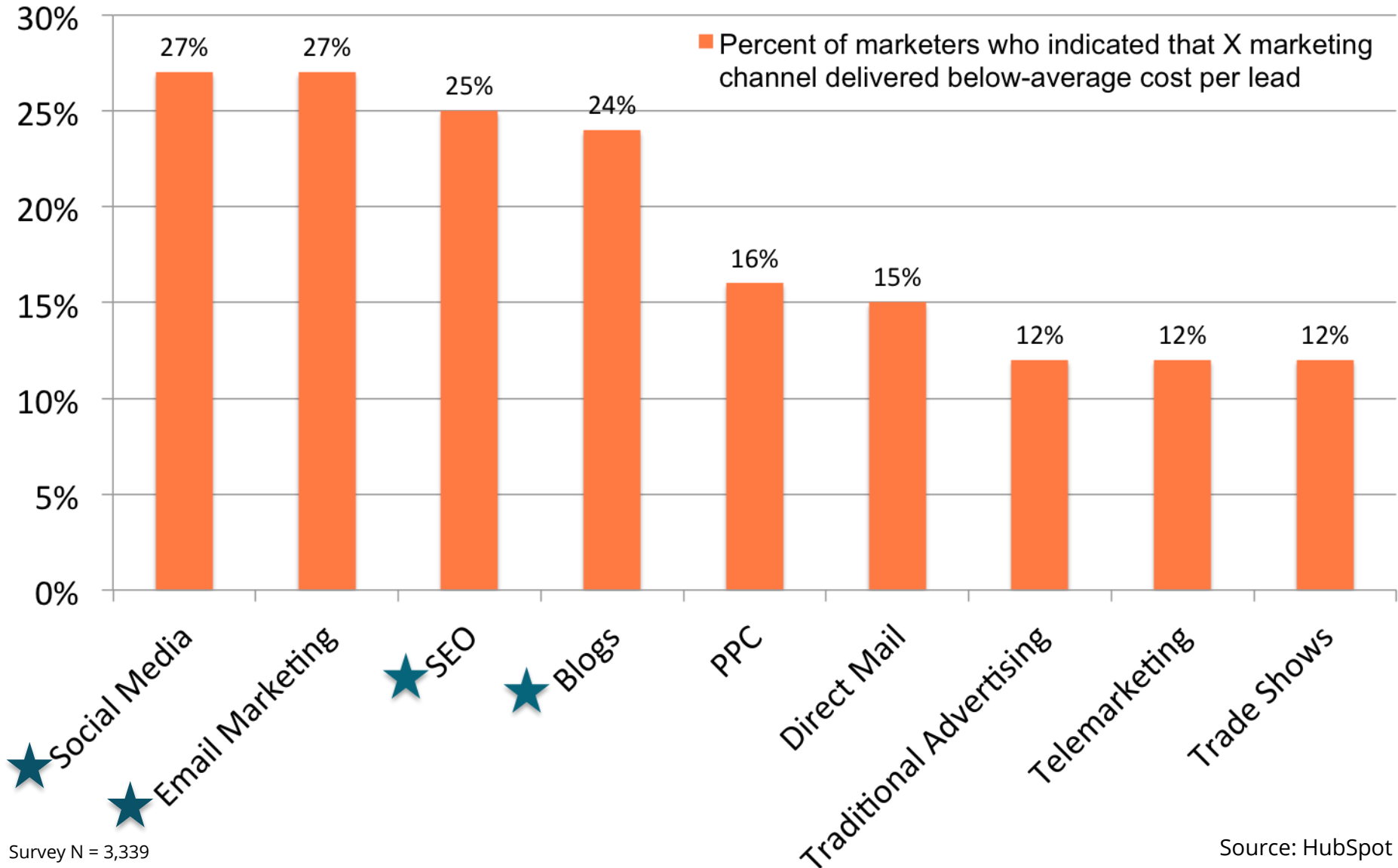
Discover the most common (and avoidable) mistakes business owners make when it comes to credit control.

Read the eBook to learn about:

- ✓ The true cost of 60+ days overdue
- ✓ Why you shouldn't let clients treat you like a bank
- ✓ How to utilise the good cop, bad cop act
- ✓ Good credit control must-haves (compiled into a handy checklist)

Fill out the form to download the eBook

Inbound strategies deliver below-average cost per lead



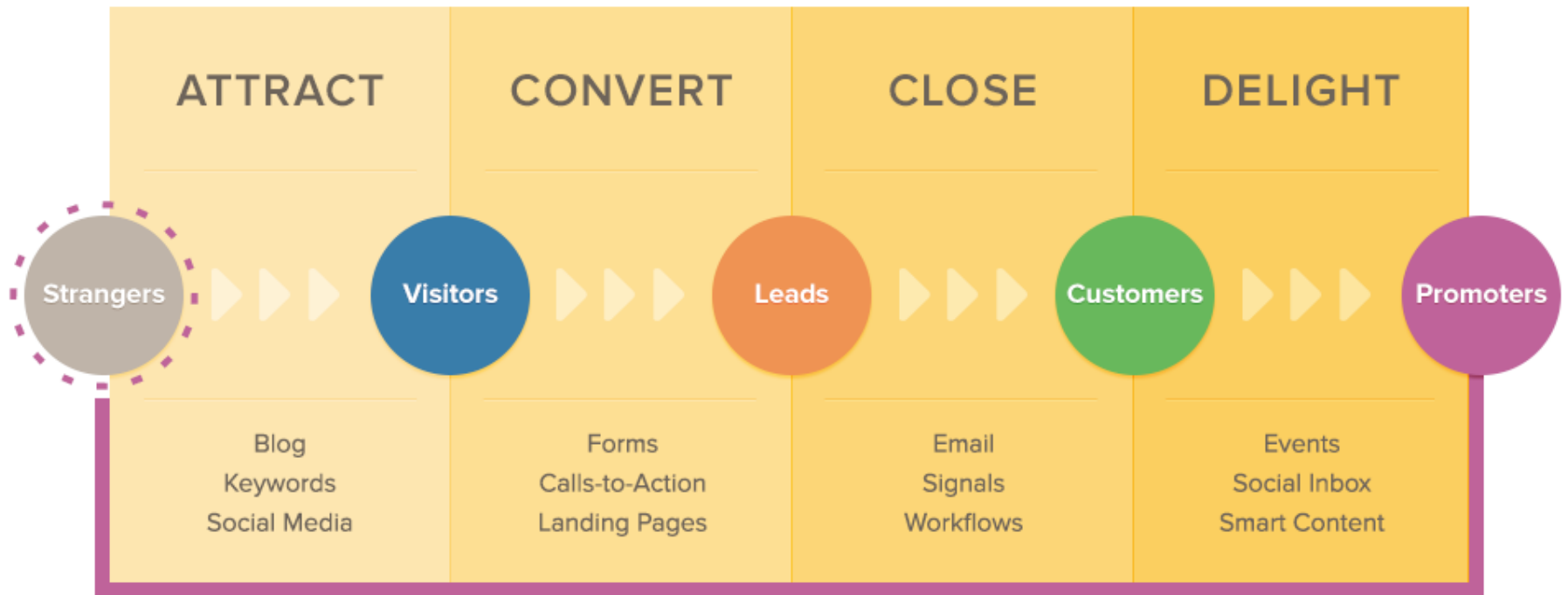


HOW?

A background image showing a group of business professionals in a modern office setting. In the foreground, a man in a grey suit is handing a small white card to a woman in a dark blue blazer. Other people are visible in the background, also in business attire. The image has a dark, semi-transparent overlay.

Methodology

FOUR ACTIONS YOU MUST TAKE TO OBTAIN VISITORS, LEADS AND CUSTOMERS



360° VIEW OF YOUR LEADS



1. VISITOR INTELLIGENCE

Intelligence to know when visitors from ideal target companies are visiting your site.



2. LEAD INTELLIGENCE

Developing a profile for your lead with the information provided and creating a store.

Social

Contacts

Reports

Partner


Search

John Hamilton

+ Add/Remove from lists

✉ Opt out of email

⌵ More actions



First touch

A Year Ago

Direct Traffic

Last touch

2 Months Ago

Opened Email

Lifecycle stage

Lead

Since October 2 2013

Starred Properties

First Name: John

Last Name: Hamilton

Email: john.hamilton@cdc.org.nz

Phone Number:

Last Contacted:

Lifecycle Stage: Lead

HubSpot Owner:

Twitter Username:

Company Name: CDC

Return to all contacts

Contact details

Overview

Properties

Company

Workflows

Property History

List Memberships

Contact research

Search in Google

Public contact URL

https://app.hubspot.cc

Contacts settings

Showing all 74 interactions



February

2 Emails



[DONT MISS OUT! Seminar: lead generation for tech companies](#)

Feb 24 2015 at 12:14 PM



Delivered



[Seminar: lead generation for tech companies](#)

Feb 11 2015 at 11:26 AM



Delivered

January

1 Email



[2015 NZ Hi-Tech Awards](#)

Jan 23 2015 at 11:47 AM



Delivered

December 2014

1 Email



[Merry Christmas from Concentrate](#)

Dec 19 2014 at 9:30 AM



Opened

November 2014

2 Emails

1 Website visit

1 List membership



[Technology marketing update from Concentrate Ltd](#)

Nov 26 2014 at 9:50 AM



Delivered



[You're invited to the Concentrate Christmas party](#)

Nov 18 2014 at 4:19 PM



Opened



[Science not fiction - Concentrate](#) via [Linkedin](#)

Nov 4 2014 at 12:59 PM

Standard page
Page type

[Show all 4 interactions from November](#)

October 2014

2 Emails

1 Website visit



[Technology marketing update from Concentrate Ltd](#)

Oct 31 2014 at 11:30 AM



Delivered



[Market Measures 2014 Report | Concentrate](#)

Oct 7 2014 at 2:12 PM

Landing page
Page type



[Market Measures 2014 report now available](#)

Oct 7 2014 at 2:12 PM



Clicked

September 2014

3 Emails



[Technology marketing update from Concentrate](#)

Sep 25 2014 at 9:32 AM



Clicked

3. LEAD SCORING

Attaching values to leads based on their professional information and the behaviour they've displayed on your website.



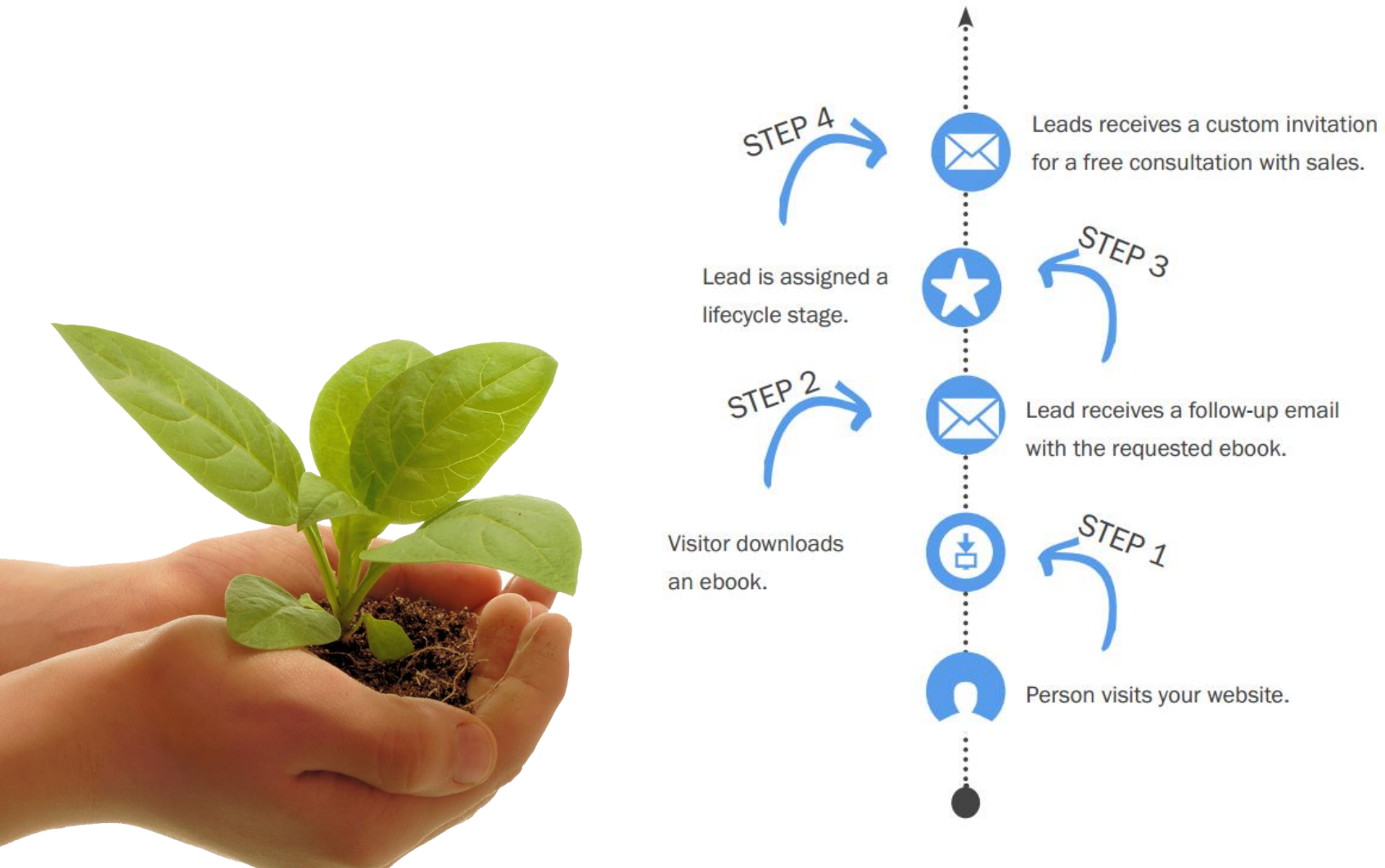
4. CRM INTEGRATION

Integrating lead management and CRM will enable you to bridge the gap between marketing and sales strategy.



5. LEAD NURTURING

Basic lead nurturing involves a tightly connected series of emails with a coherent purpose and an abundance of useful, relevant content.





FOUNDATION: COMPELLING, RELEVANT CONTENT

A person is seen from behind, sitting on a rocky ledge and looking out over a vast cityscape at sunset. The sun is low on the horizon, creating a warm, golden glow over the city. The person's hair is dark and tied back. The overall mood is contemplative and hopeful.

Grow your
business,
not your debt.



Why having good credit control is essential for small business owners and tips for putting it in place.

A publication of Debtor Daddy Ltd. © 2014

GET YOUR WEBSITE FIRED UP!

Call to actions

Broadcast Channels

Social media channels

The screenshot shows the SLI Systems website with the following elements:

- Header:** SLI SYSTEMS logo with tagline "Search, Learn & Improve". Navigation links: SOLUTIONS, CUSTOMERS, PARTNERS, RESOURCES, ABOUT US, CONTACT US. A search bar is in the top right.
- Main Banner:** A large graphic with a magnifying glass icon, a "New!" badge, a "2014" badge, and a "DOWNLOAD NOW" button. Text reads: "BIG BOOK OF SITE SEARCH TIPS" and "OPTIMIZE YOUR SITE TO SELL MORE".
- Sub-header:** "The #1 SaaS Site Search Provider to the Internet Retailer Top 1,000".
- Three Columns:**
 - SITE SEARCH CRITIQUE:** "Receive a complimentary site search review with recommendations on how you can improve your site search and increase customer conversions." Link: "REQUEST A CRITIQUE".
 - PRODUCT DEMO:** "See innovative site search merchandising examples that turn visitors into buyers and increase average order value." Link: "REQUEST A DEMO".
 - EDUCATIONAL E-BOOKS:** "Read about great site search and navigation tips designed to improve the user experience and conversions of your e-commerce site." Link: "DOWNLOAD E-BOOKS".
- Logos:** A row of logos including "for all mankind", "FTD", "Harry & David", "Jelly Belly", and "NRS".
- Footer:**
 - Podcasts:** "Mike Stearns from Tea Collection" and "George Michie, CEO of The Rimm Kaufman Group".
 - Webinars:** "Two Easy Ways to Drive More Sales from Popular Search Engines", "Accelerate E-Commerce with SLI's Learning Recommendations.", and "Why Searchers are the Most Important Visitors You Have".
 - News:** "SLI Systems Poised for World-Class Presence at IRCE" and "Effective Site Search Design Boosts Profitability".
 - Blog:** "10 Years of IRCE, and This One Could Be the Best" and "Overcome the Limitations of Solr Search".
 - Social Media:** A Twitter feed showing a tweet from @shoporg and a "Newsletters" sign-up box.
 - Connect with Us:** A row of social media icons (LinkedIn, Facebook, Twitter, YouTube, Blogger, Pinterest, RSS, Google+, Flickr).

SET-UP LANDING PAGES



Free white paper

Upping your game:
Achieving a seamless transition from an in-house TOS



Download this white paper to learn more about:

- The barriers to migrating from an in-house TOS
- Potential efficiency gains in migrating to an industry-standard TOS
- The importance of scoping your processes at the beginning of your project
- Why having the right people on the job determines success
- Mitigating the risks of upgrading core information systems

Download

First name

Last name

Email address *

Company name

Submit

PROMOTE YOUR CONTENT THROUGH LINKEDIN...

The screenshot shows a LinkedIn profile for Tait Communications. The profile header includes the LinkedIn logo, the word "PREMIUM", a search bar, and navigation links for Home, Profile, Connections, Jobs, and Interests. The profile picture is a blue circle with the word "mango" inside. The location is "Auckland, New Zealand". The bio mentions "View Job" and "More jobs at Indigo New Zealand" from 5 hours ago.

A red rectangular box highlights a post by Tait Communications. The post features the Tait Communications logo, the text "Avoid a Security Breach... Mobile Devices, LMR Network, Social Media and Software applications are just a few areas to focus on! Check out the rest here: <http://bit.ly/1oq83Ra>", an image of a digital display showing numbers, the title "Nine Things to Focus on to Avoid a Security Breach", the source "blog.taitradio.com", and a brief description of the content. The post has 5 hours ago and options to Like, Comment, and Share.

Below the highlighted post, a comment by Jacinta Clark is visible, mentioning Bea Benkova and saying "Great way to look at life :-)". Below the comment is a photo of a piece of lined paper with the text: "LIFE IS LIKE A CAMERA.... FOCUS ON WHATS IMPORTANT, CAPTURE THE GOOD TIMES, DEVELOP FROM THE NEGATIVES, AND IF THINGS DON'T WORK OUT, TAKE ANOTHER SHOT."

The right sidebar of the LinkedIn profile shows "People You May Know" with three suggestions: James Brading (Product Manager at Greentree), Paul Roberts (Finance Director at Mars NZ), and Christina Kim (Test Consultant at Assurity). Below this is the "Ads You May Be Interested In" section, which includes three ads: "Think you're a leader?", "NZ Based Web Programmers", and "Invisible network traffic".

WRITE A BLOG!!



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IT industry: Go fast or die slow

By Owen Scott

June 3rd, 2014



The Press, June 2014

It sounds like the title of a B-grade action film, but "Go fast or die slow" is actually the title of a more prosaic form of entertainment, a major study into the software industry recently published by consulting company McKinsey.

While not as fun as a car chase movie, the study is highly relevant given the explosive growth New Zealand's software sector is experiencing.

McKinsey analysed 3000 software and online service companies globally, from 1980 to 2012. It also surveyed senior executives from 70 companies.

Software is fast becoming a distinctive part of New Zealand's export economy, helping to reduce our dependence on agricultural industries. As a "weightless" export, there are also minimal tradeoffs in terms of carbon or other environmental impacts.

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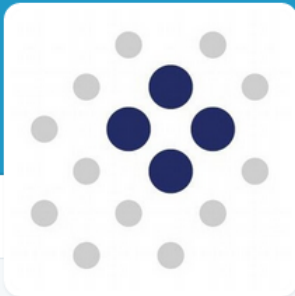
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Concentrate Limited

@concentratenz

Concentrate is a strategic marketing consultancy that helps New Zealand companies with specialised technology products successfully grow their markets.

📍 Christchurch, New Zealand

🌐 concentrate.co.nz

🕒 Joined March 2010

TWEETS
385

PHOTOS/VIDEOS
3

FOLLOWING
320

FOLLOWERS
300

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Tweets and replies



Concentrate Limited @concentratenz · 10h

In the IT industry you have two choices - to go fast or die slow. Read Concentrate's latest Press article: hub.am/1uaD7YS



Concentrate Limited @concentratenz · May 26

Is your technology company suffering from FOMO? hub.am/1jnZfHh



Concentrate Limited @concentratenz · May 19

SEO is not an STD - read our latest Press article to understand the true meaning of search engine optimisation hub.am/1o94lqB



Concentrate Limited @concentratenz · May 18

Congratulations to Ben and the team on their profile of the Canterbury Technology sector - fluxnz.com

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Pivot Software



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Remuneration Ally

1 year ago,
286 views



Performance Ally

1 year ago,
174 views



Global business services comp...

1 year ago,
220 views



Global energy management comp...

1 year ago,
204 views



Pivot software helps New Zealand...

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142 views



Where everyone gets a great e...

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133 views



Global engineering firm achie...

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170 views



Pivot Software Case Study - S...

1 year ago,
202 views



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138 views



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137 views



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1 year ago,
136 views



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1 year ago,
115 views



Australian bank streamlines r...

1 year ago,
192 views



Working smarter to manage gro...

1 year ago,
175 views



Pivot Software helps leading ...

1 year ago,
189 views

MAKE A VIDEO ABOUT IT

YouTube ^{NZ}

What To Watch

My Channel

My Subscriptions

History

Watch Later

PLAYLISTS

georges song

SUBSCRIPTIONS

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owen@concentrate.co.nz

Notifications

Profile

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Google+

Twitter

Facebook

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Philippa Youngman

Subscribe

2

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Popular uploads

Remuneration Ally

2:21

Remuneration Ally by Pivot Software

634 views · 2 years ago

WATCHED

Performance Ally

2:09

Performance Ally by Pivot Software

539 views · 2 years ago

SKM using Remuneration Ally

235 views · 2 years ago

Uploads

Remuneration Ally

2:21

Remuneration Ally by Pivot Software

634 views · 2 years ago

WATCHED

Performance Ally

2:09

Performance Ally by Pivot Software

539 views · 2 years ago

This means: HR Payroll

98 views · 2 years ago

Popular channels on YouTube

Shaaanxo Vlogs

Subscribe

Jamie's World

Subscribe

Janoskians

Subscribe

LetsPlay

Subscribe

Jono and Ben at Ten

Subscribe

Shaaanxo

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BUT WAIT, THERE'S MORE....



Mailing



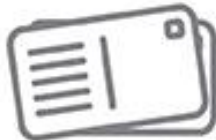
SMS



Large Format



Print



Direct Marketing



SEO

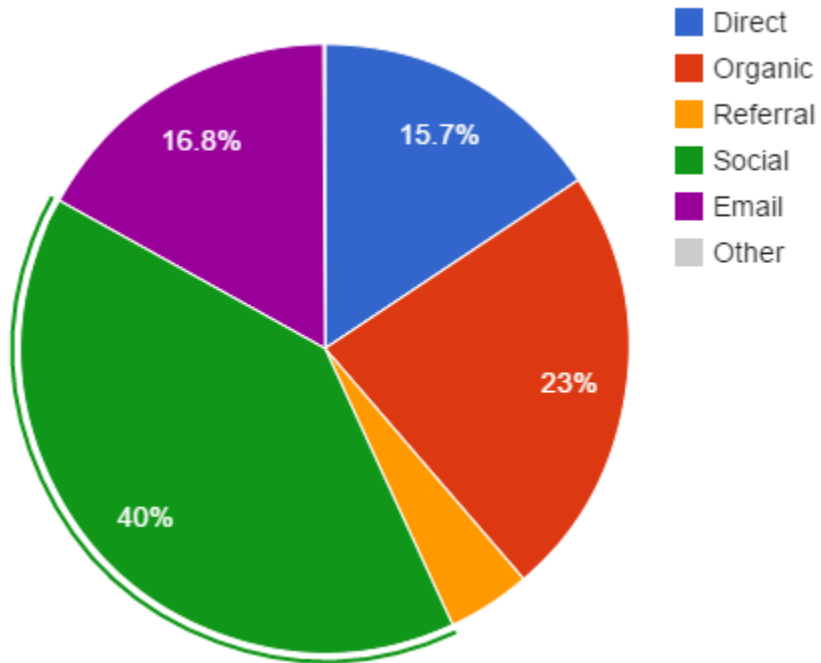


Email

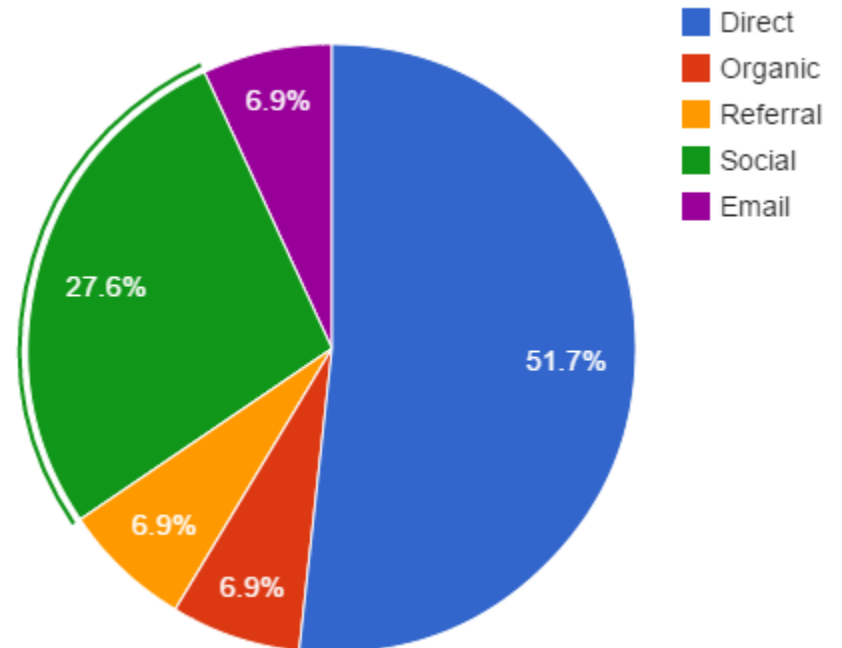


Surveys

2,074 VISITS



42 LEADS



1

The Concentrate Lead Generation System for Hi-Tech Companies*



FOUNDATION PHASE

OPTIMISE WEBSITE

- Review structure (e.g. CMS, home page, menu)
- Search engine optimisation (e.g. optimised pages, keywords, content, links)
- Connect with publication channels (e.g. social media links)
- Set-up blog (e.g. CMS, RSS feed)

DEVELOP CONTENT PLAN

- Agree content topics (content that will attract people to your site – e.g. managing the RFP process)
- Agree format (e.g. whitepaper, checklist, video, image)
- Agree content publication frequency (e.g. weekly blog, monthly whitepaper)

BUILD ACTIVITY STRUCTURE

- Multiple calls to action (e.g. free trial, free assessment, webinar, demo, talk to sales)
- Build landing pages (e.g. registration, fulfilment)
- Email marketing (e.g. follow-up, next action, thanks)
- Establish database (e.g. capture activity and registrations)

SET-UP BROADCAST CHANNELS

- Social media channels (e.g. LinkedIn, Facebook, Twitter, Pinterest, Google+, Slideshare, YouTube)
- Set-up management tools (e.g. Hootsuite)
- Agree Online Promotion (e.g. Google AdWords, LinkedIn Ads)
- Integrate with offline activity (e.g. public url's)

IMPLEMENT MEASUREMENTS

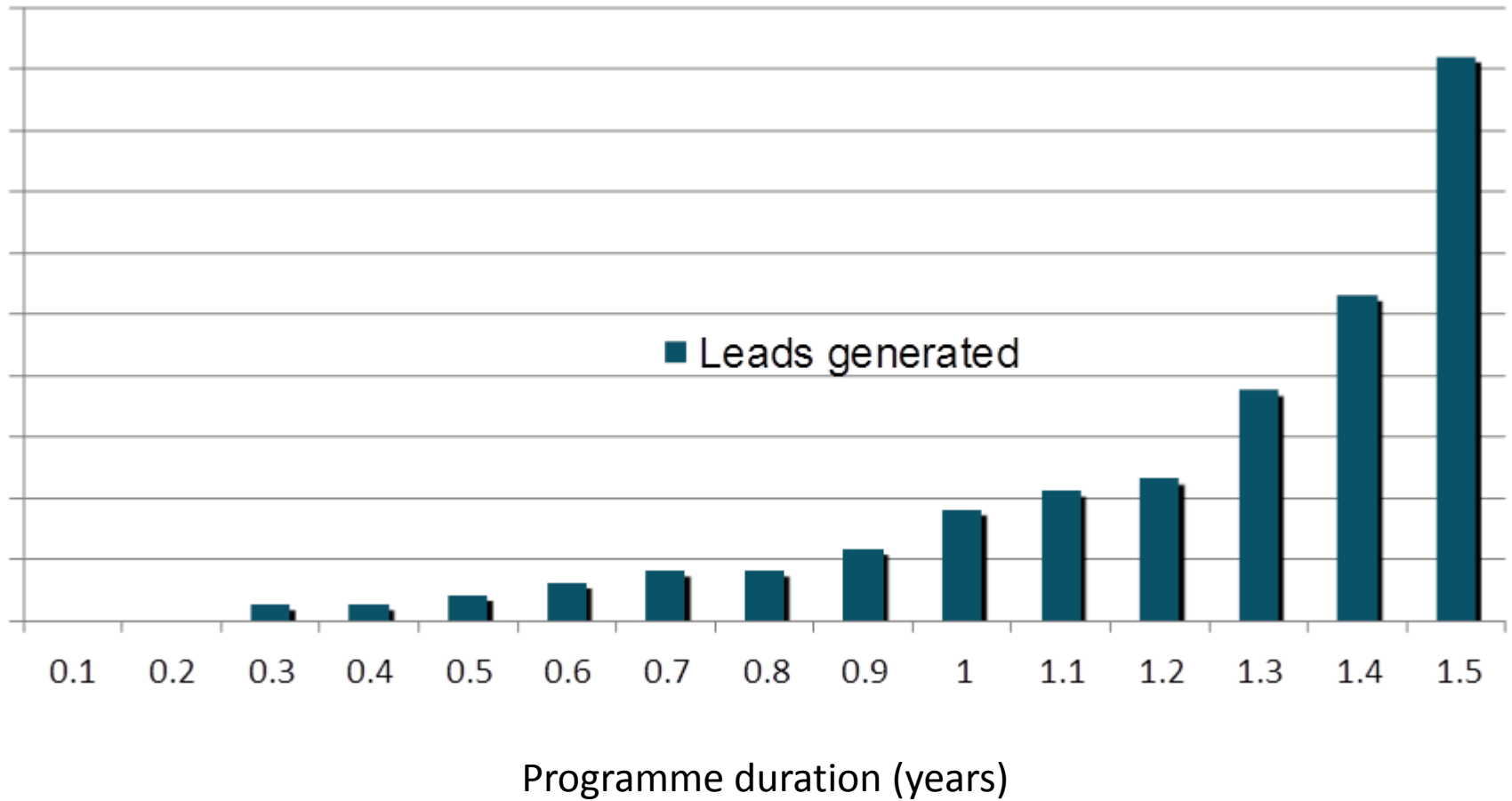
- Website visitors
- Leads (registrations)
- Customers
- Conversion rates
- Content performance
- Behaviour

* The Concentrate Lead Generation System is based on international best practice and the results of the annual Market Measures survey, a study of Kiwi tech companies by Concentrate and PricewaterhouseCoopers.

www.concentrate.co.nz

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IN FOR THE LONG HAUL..





ABOUT US

Concentrate helps New Zealand's smartest technology firms find and grow markets for their products.

If you have the courage to focus, we have the tools and experience to help you realise the potential of your innovation.

www.concentrate.co.nz



