CONCENTRATE

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

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BURN YOUR BROCHURES
Online lead generation for Kiwi tech companies

Guatemala

FIND OUT MORE

Costa Rica

FIND OUT MORE

Tokyo

FIND OUT MORE

Montreal

FIND OUT MORE

Derby

FIND OUT MORE

Ljubljana

FIND OUT MORE

Ghent

FIND OUT MORE

Appleton, WI

FIND OUT MORE

Sydney

FIND OUT MORE

Bromborough

FIND OUT MORE

Gold Coast

FIND OUT MORE

Regensburg

FIND OUT MORE

Montreal

FIND OUT MORE

Derby

FIND OUT MORE

Ljubljana

FIND OUT MORE

London

FIND OUT MORE

Makati City

FIND OUT MORE

Louisville, KY

FIND OUT MORE

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
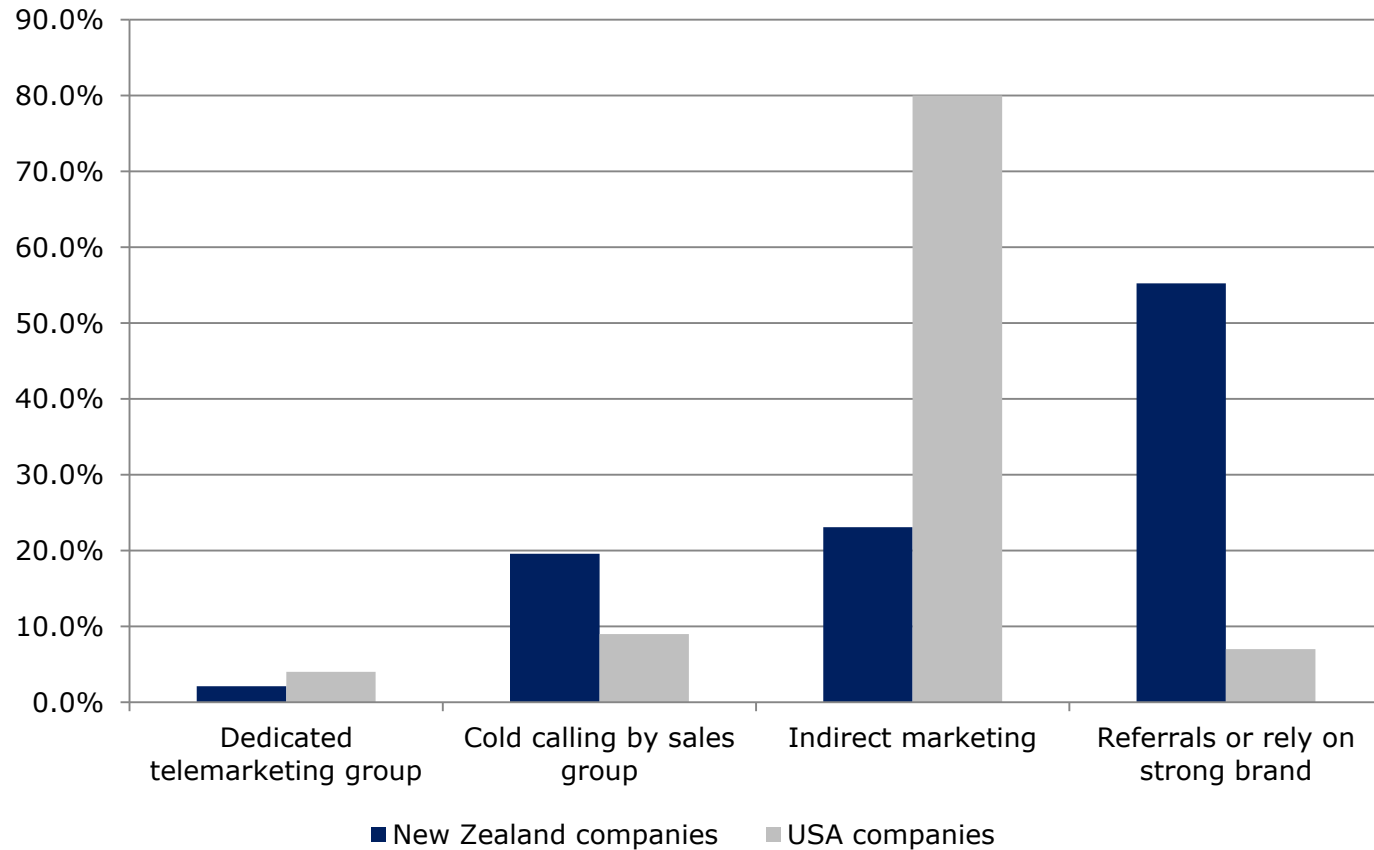
Brought to you by

CONCENTRATE SWAYTECH

Sponsored by

Deloitte. AJPark
intellectual property

IT'S ALL ABOUT SALES EFFICIENCY

Sales activity
(high)

Marketing activity
(low)

Marketing activity
(high)

Lone wolf

Moving the herd

Build it & they will come

Hanging up the shingle

Sales activity
(low)

Source of leads: NZ vs USA tech companies

Legend: ■ New Zealand companies ■ USA 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"

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
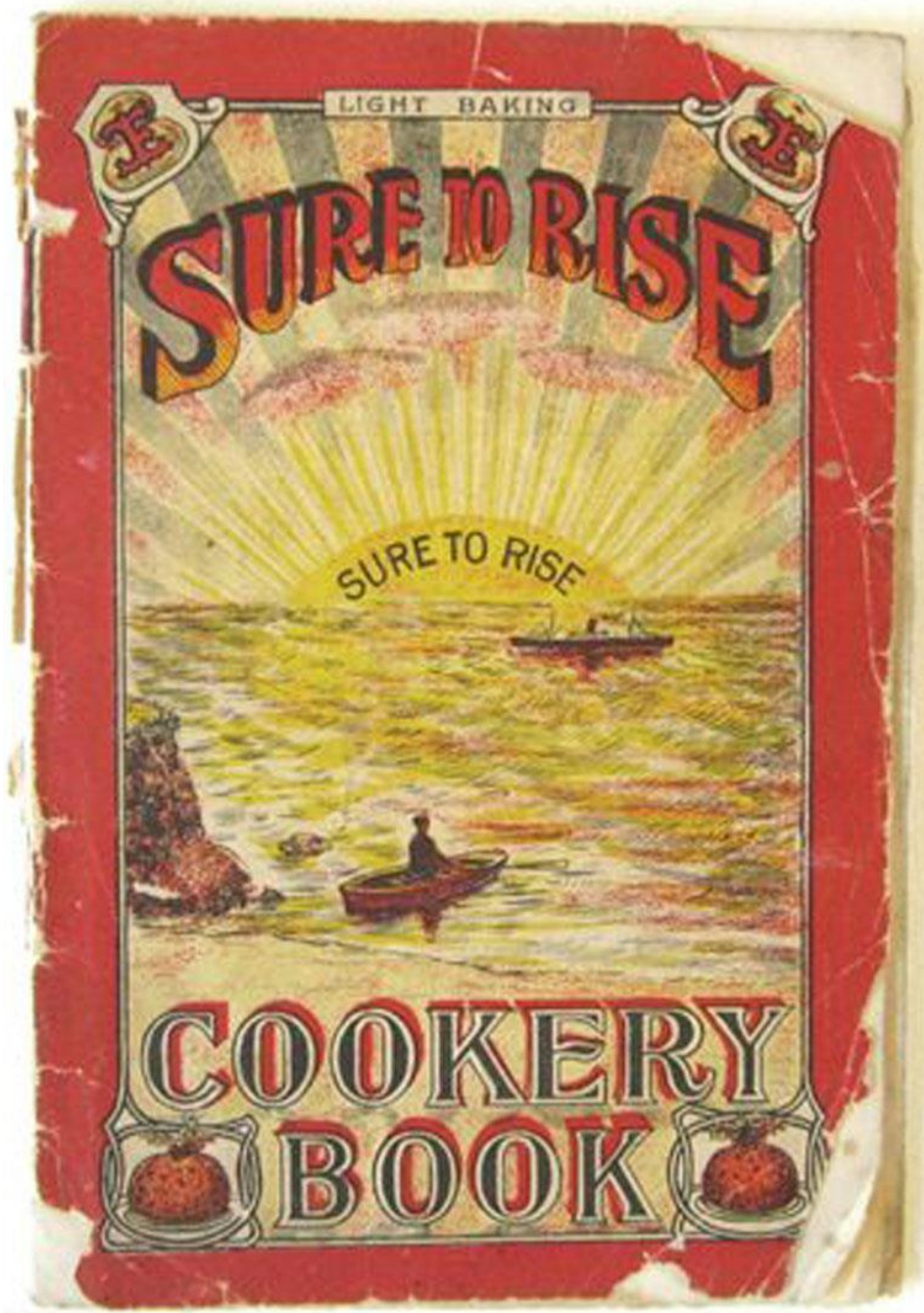
SURE TO RISE

SURE TO RISE

COOKERY BOOK

pivot software

REMUNERATION   PERFORMANCE   RESOURCES   CUSTOMERS   BLOG

(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

Request a Demo ➤   **Talk to Pivot** ➤

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)

Used by market leaders

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
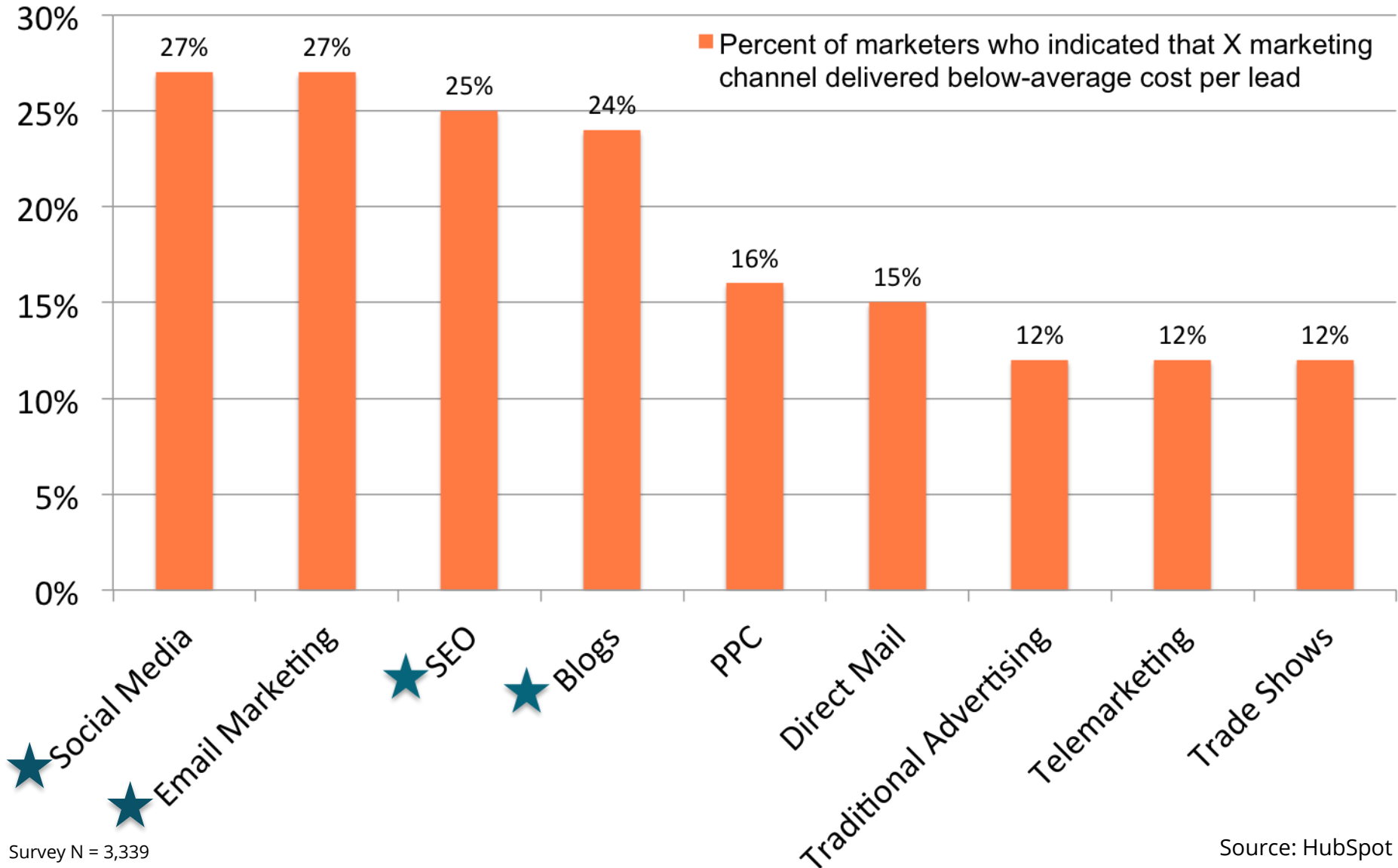
Legend: ■ Percent of marketers who indicated that X marketing channel delivered below-average cost per lead

Channel	Percent
Social Media ★	27%
Email Marketing ★	27%
SEO ★	25%
Blogs ★	24%
PPC	16%
Direct Mail	15%
Traditional Advertising	12%
Telemarketing	12%
Trade Shows	12%

Survey N = 3,339

Source: HubSpot

Methodology

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

ATTRACT	CONVERT	CLOSE	DELIGHT
Strangers → Visitors	Leads	Customers	Promoters
Blog	Forms	Email	Events
Keywords	Calls-to-Action	Signals	Social Inbox
Social Media	Landing Pages	Workflows	Smart Content

360° VIEW OF YOUR LEADS

Who are they on social media?

What companies are visiting our site?

What emails have they opened?

What pages have they viewed?

When are they on our site?

What have they converted on?

What is their lead score?

How engaged are they?

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.

February
✉ 2 Emails

DON'T 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.
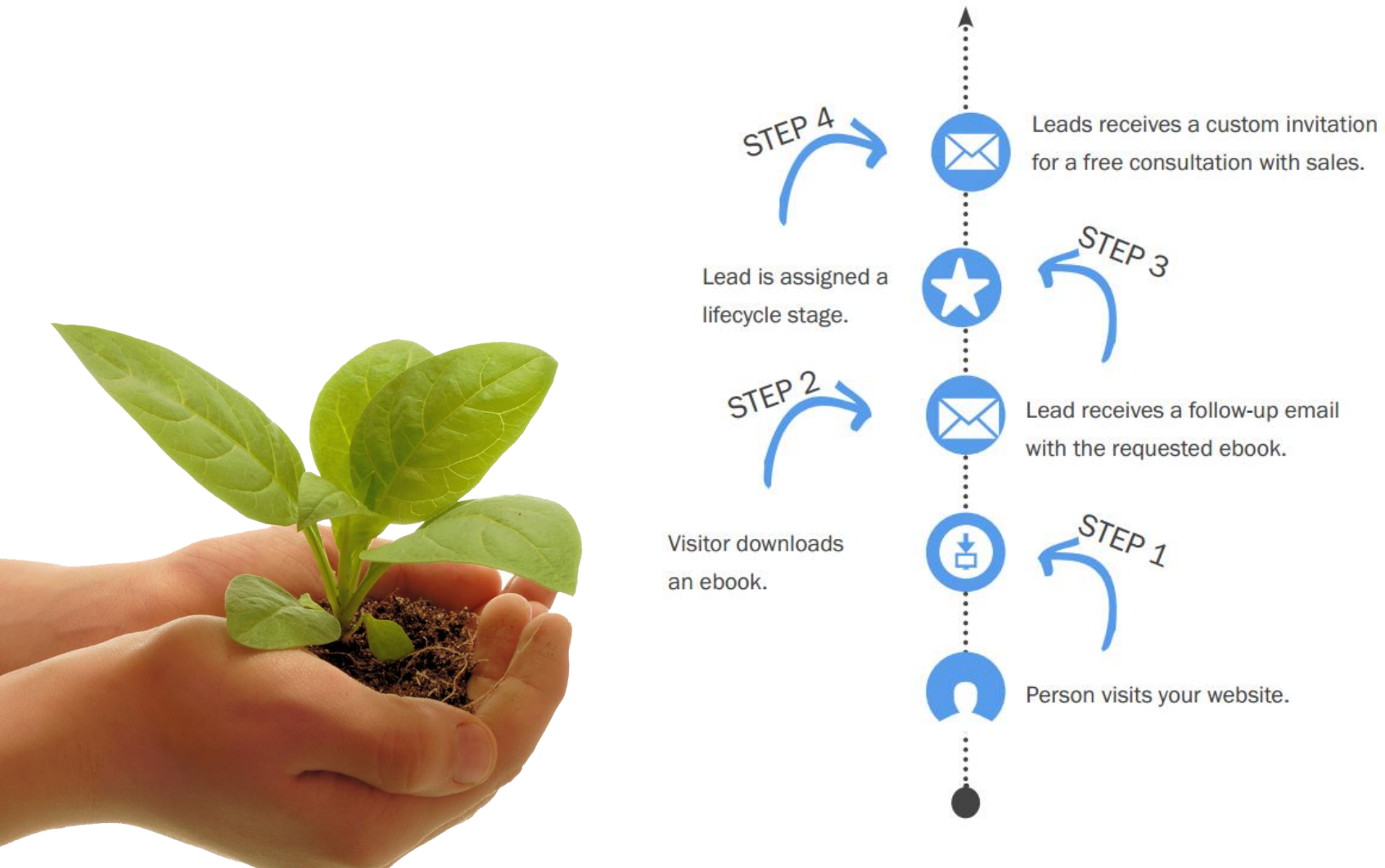
STEP 4

Leads receives a custom invitation for a free consultation with sales.

Lead is assigned a lifecycle stage.

STEP 3

STEP 2

Lead receives a follow-up email with the requested ebook.

Visitor downloads an ebook.

STEP 1

Person visits your website.

GET YOUR WEBSITE FIRED UP!

Call to actions

Broadcast Channels

Social media channels

SET-UP LANDING PAGES

PROMOTE YOUR CONTENT THROUGH LINKEDIN...

AND PROMOTE THROUGH PINTEREST!

WRITE A BLOG!!

A company that blogs typically generates 55% more website visitors.

Source: HubSpot

TWEET IT!!

SHARE IT

MAKE A VIDEO ABOUT IT

BUT WAIT, THERE'S MORE....

Mailing

SMS

Large Format

Print
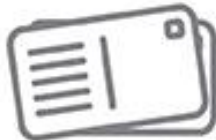
Direct Marketing

SEO

Email

Surveys

2,074 VISITS

42 LEADS

Visits
- Direct — 15.7%
- Organic — 23%
- Referral
- Social — 40%
- Email — 16.8%
- Other

Leads
- Direct — 51.7%
- Organic — 6.9%
- Referral — 6.9%
- Social — 27.6%
- Email — 6.9%
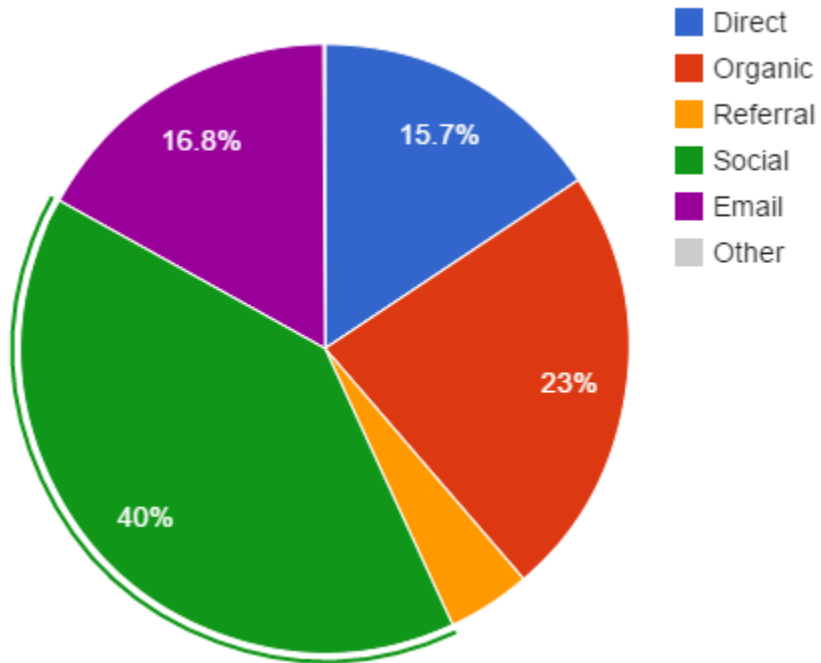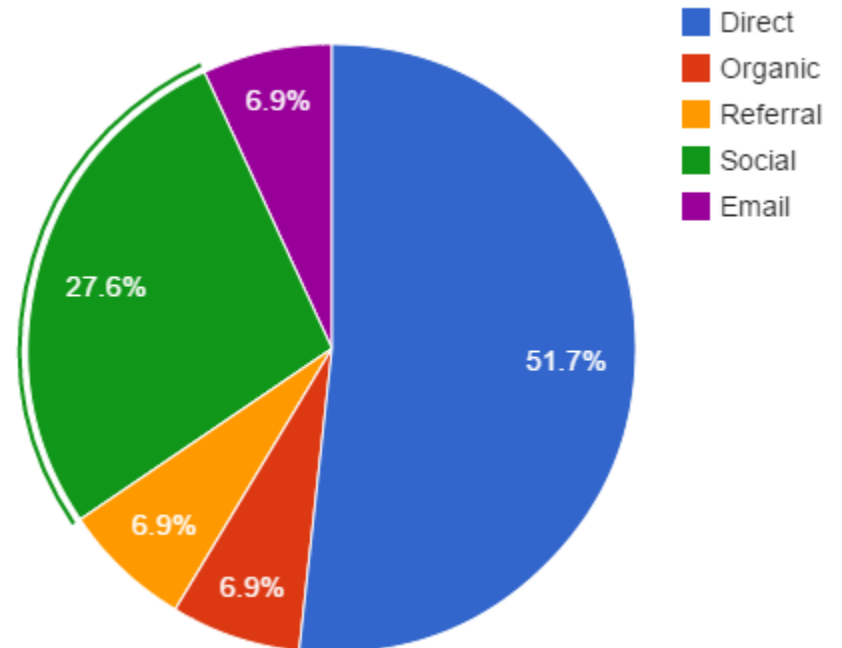
The Concentrate Lead Generation System for Hi-Tech Companies*

CONCENTRATE

FOUNDATION PHASE

OPTIMISE WEBSITE	DEVELOP CONTENT PLAN	BUILD ACTIVITY STRUCTURE	SET-UP BROADCAST CHANNELS	IMPLEMENT MEASUREMENTS
• **Review structure** (e.g. CMS, home page, menu)	• **Agree content topics** (content that will attract people to your site – e.g. managing the RFP process)	• **Multiple calls to action** (e.g. free trial, free assessment, webinar, demo, talk to sales)	• **Social media channels** (e.g. LinkedIn, Facebook, Twitter, Pinterest, Google+, Slideshare, YouTube)	• **Website visitors**
• **Search engine optimisation** (e.g. optimised pages, keywords, content, links)	• **Agree format** (e.g. whitepaper, checklist, video, image)	• **Build landing pages** (e.g. registration, fulfilment)	• **Set-up management tools** (e.g. Hootsuite)	• **Leads** (registrations)
• **Connect with publication channels** (e.g. social media links)	• **Agree content publication frequency** (e.g. weekly blog, monthly whitepaper)	• **Email marketing** (e.g. follow-up, next action, thanks)	• **Agree Online Promotion** (e.g. Google AdWords, LinkedIn Ads)	• **Customers**
• **Set-up blog** (e.g. CMS, RSS feed)		• **Establish database** (e.g. capture activity and registrations)	• **Integrate with offline activity** (e.g. public url's)	• **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.

IN FOR THE LONG HAUL..

Programme duration (years)
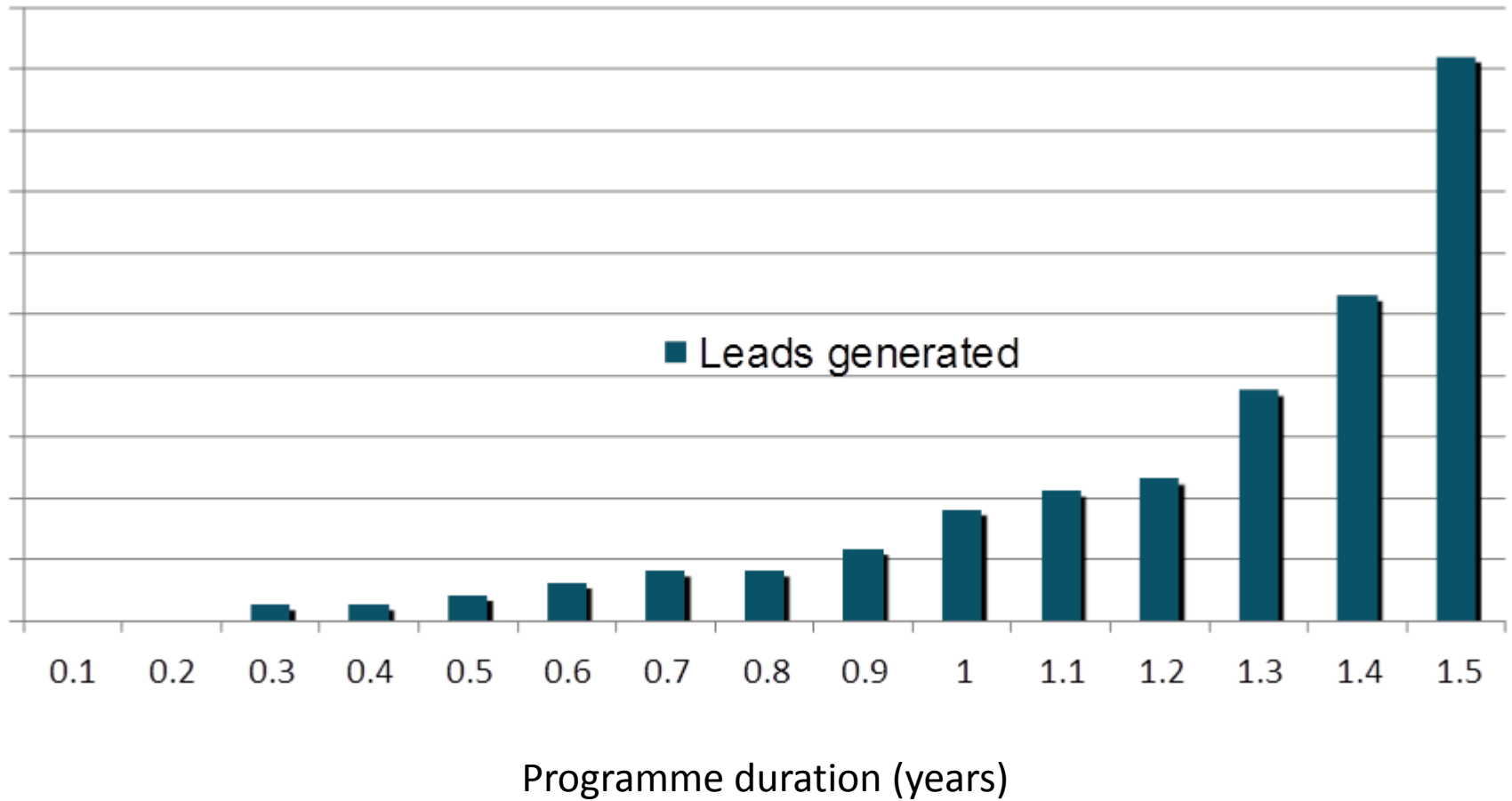
ABOUT US

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

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