

# Lead Generation for Small/Mid-Size Business

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# What is Lead Generation?

Lead Generation is any form of communication that asks the recipient of the message to take an action.

# Creative



# The USP

“Where it absolutely, positively has to be there overnight”



Every business should start their marketing plan with an understanding of their **USP** – Unique Selling Proposition



What is The Advertising Objective?

# Budget







## Reach and Frequency



# Media



# Print





# Radio



# TV



# Digital Advertising – Where Do You Start



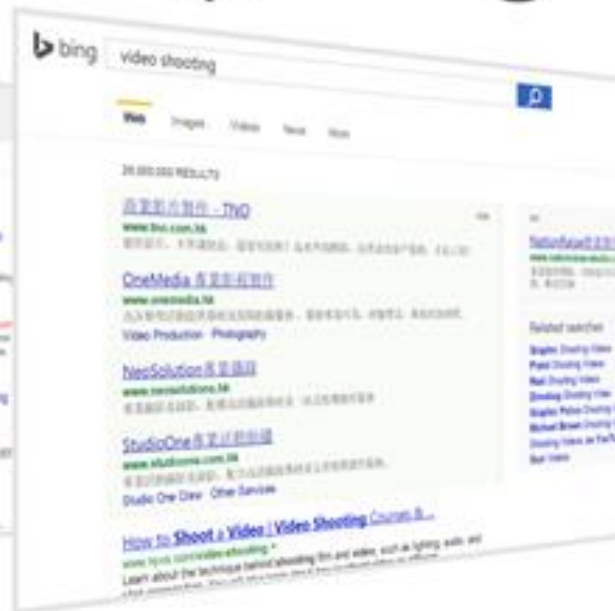


# Search

Google

bing

YAHOO!



# Search = Intent





# Organic Search – Unpaid

On-Site Optimization

**The title tag (per page).**

**The meta description (per page).**

**Site navigation.**

**Internal linking.**

**The URL (per page).**

**Relevant, unique content (per page).**

**Site speed and performance.**

**Site security.**

Content

Backlinks

# Paid Search

Greater control

Easier to Track



# Social Media



# Streaming Audio



# Pre-Roll



# Retargeting



# Attribution - Optimization



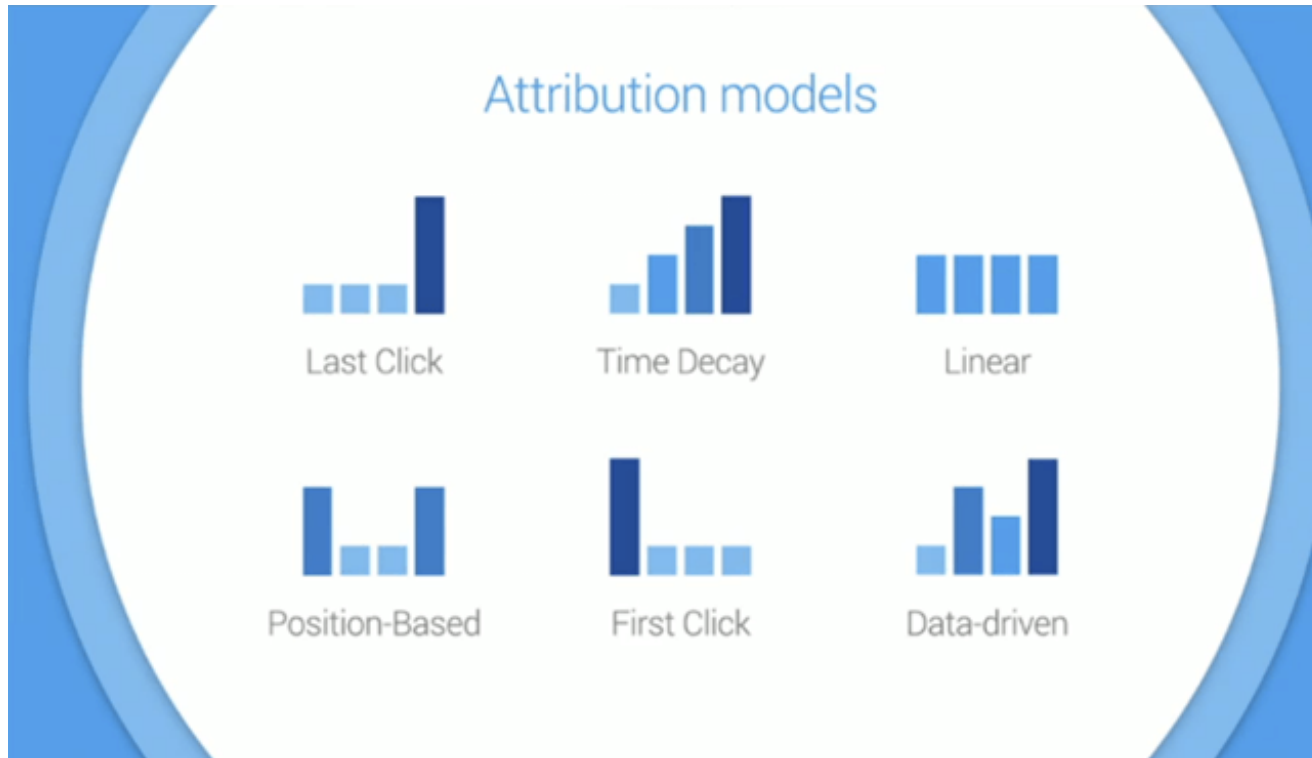


# Attribution - Optimization

*“Half the money I spend on advertising is wasted; the trouble is I don't know which half.” - John Wanamaker*

# Attribution - Optimization

Optimization is the process of increasing the effectiveness of an ad. It's using data from past performance and future forecasting to determine how to implement advertising to reach predetermined goals. Optimizations can take place after a campaign has ended, or in-flight as a campaign unfolds.



# Attribution - Optimization



# Google Analytics

# Attribution - Optimization



# Attribution - Optimization

Search Campaign 10/18		Imp	Clicks	CTR	Conversions	Cost	CPC	Avg. Pos	Phone Calls	Search Impr Share
Campaign 1 2018		3,675	57	1.55%	0	\$368.07	\$6.46	1.8	1	< 10%
Campaign 1 2017		966	38	3.93%	3	\$285.20	\$7.51	1.2	0	75.18%
% Change		280.43%	50.00%	-60.56%	-100.00%	29.06%	-13.98%	50.00%		#VALUE!
Campaign 2 2018		2,790	291	10.43%	61	\$933.21	\$3.21	1.3	49	62.49%
Campaign 2 2017		2,926	274	9.36%	27	\$470.06	\$1.72	1.7	19	74.57%
% Change		-4.65%	6.20%	11.43%	125.93%	98.53%	86.63%	-23.53%		-16.20%
Campaign 3 2018		1,800	25	1.39%	3	\$301.73	\$12.07	2	0	64.44%
Campaign 3 2017		1,659	31	1.87%	2	\$346.57	\$11.18	1.9	0	58.75%
% Change		8.50%	-19.35%	-25.67%	50.00%	-12.94%	7.96%	5.26%		9.69%
Campaign 4 2018		1,456	88	4.40%	5	\$533.02	\$6.06	1.5	8	61.61%
Campaign 4 2017		2,351	57	2.42%	2	\$413.84	\$7.26	2.2	4	60.17%
% Change		-38.07%	54.39%	81.82%	150.00%	28.80%	-16.57%	-31.82%		2.39%
Campaign 5 2018		4,592	163	3.55%	2	\$1,395.56	\$8.56	1.6	0	31.93%
Campaign 5 2017		2,531	84	3.32%	0	\$847.56	\$10.09	1.3	2	16.33%
% Change		81.43%	94.05%	6.93%	#DIV/0!	64.66%	-15.16%	23.08%		95.53%
<div> <div>Google Overview</div> <div>Search</div> <div>Display</div> <div>Phone Calls</div> <div>S-Campaign</div> <div>D-Campaign</div> <div>Monthly Changes</div> <div>Auction Insights IVF</div> <div>...</div> <div>+</div> <div>:</div> <div>◀</div> </div>										

# Attribution - Optimization

Phone Calls 10/18	October	September	Change %	Last Year	Change %
SEM Calls	256	119	115.13%	121	111.57%
Display Calls	2	4	-50.00%	1	100.00%
Magazine A	1	0	#DIV/0!		#DIV/0!
Bus Stop Board	3	1	200.00%		#DIV/0!
Local Paper 1	1	2	-50.00%		#DIV/0!
Billboard #2	11	2	450.00%		#DIV/0!
Local Paper 2	1	0	#DIV/0!		#DIV/0!
Website A	3	0	#DIV/0!		#DIV/0!
Local Paper 3	1	0	#DIV/0!		#DIV/0!
Digital Bus Stop	1	0	#DIV/0!		#DIV/0!
Organic Calls	501	476	5.25%	452	10.84%
Unique Callers	466	325	43.38%	293	59.04%
Totals	781	604	22.66%	502	55.58%

# ANY FINAL QUESTIONS?

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