

How to Create Your Own Leads

6 Ways to Start Creating Your Own Leads Today. Learn The Secrets That Lead Companies Use to Create Leads.

ClickPoint Software
WHITE PAPER

June, 2010

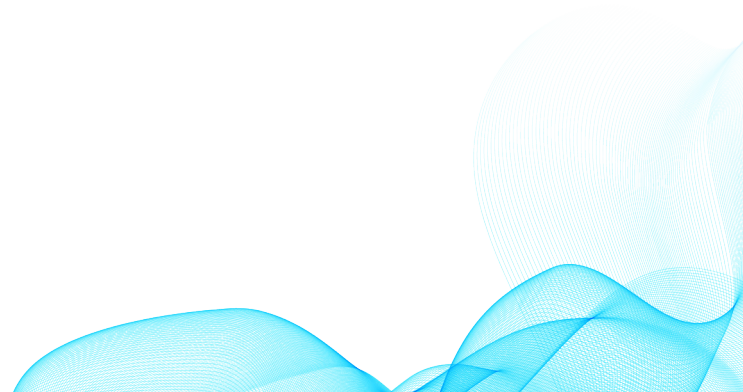


TABLE OF CONTENTS

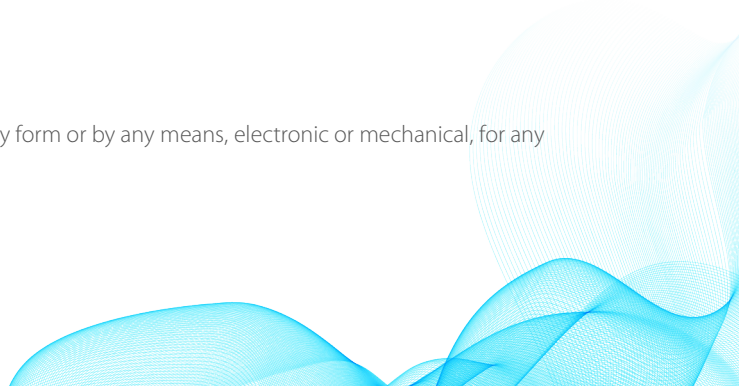
INTRODUCTION.....	3
1. SEO (SEARCH ENGINE OPTIMIZATION).....	5
2. CPC, PPC (COST PER CLICK OR PAY PER CLICK).....	8
3. E-MAIL.....	10
4. TV / RADIO.....	12
5. TELEMARKETING.....	13
6. BANNER / AFFILIATE.....	15
FREE RESOURCES:.....	16
SEO RECOMMENDED TOOLS:.....	16
RESOURCES FOR CREATING LEADS:.....	16

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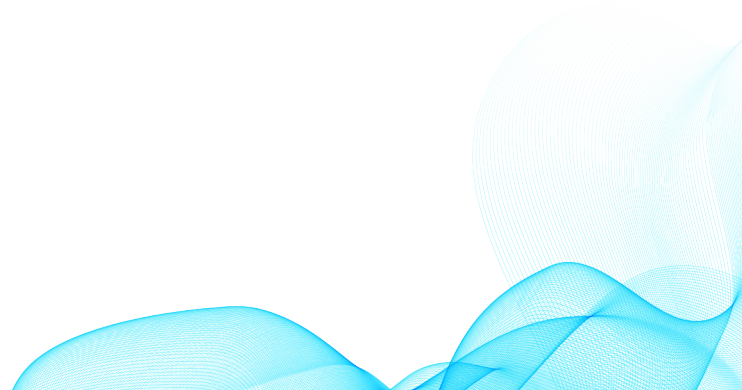
Introduction

This is the question everyone asks us here at ClickPoint Software and there are so many answers it's hard to keep it simple. It really comes down to knowledge and risk. There are many ways you can create your own leads leveraging existing technology. To do it on a grand scale you need money, knowledge, and a healthy amount of courage. It can give you an anxiety attack putting your hopes in a marketing method without knowing a predictable outcome. This is where experience, knowledge, and trial and error come into play. I will summarize the main ways that you can create leads and the benefits and risks for each. Use the free resources to get more help from industry experts in areas like SEO and CPC.

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What is a Lead?

A lead is anyone who is looking for a product or service. People go online to search for products and services but also respond to mail, radio, and television ads. When a person responds to this type of marketing or searches for a product or service using a search engine they become a lead for a company that wants to offer them their products or services. Leads are valuable commodities. They are usually treated as such and sold to companies that can provide the service they are seeking.



What are the main methods to aggregate leads?

1. Creating your own leads

- a) SEO
- b) CPC
- c) E-mail
- d) Banner
- e) TV Radio

2. Arbitrage or buying leads from another third party

Creating your own lead vs. arbitrage is an important topic to cover before we move on. If your end goal is to sell your company or create value you need to be able to create your own leads. Arbitrage means that you are buying leads from another source. While this can help you increase the volume of leads you bring in on a daily basis it really doesn't create long term value. Arbitrage should only account for a small percentage of the leads you bring in and create daily. I would not suggest bringing in more than 30% of your entire lead volume from outside sources. You have to monitor the quality of third parties much closer than if you create them yourself. It may take more work creating leads but you will have satisfied customers and not have to worry so much about policing lead sources.



Lead Creation Methods

1. SEO (Search Engine Optimization)

SEO is the art of getting your website to rank for a given keyword or range of related keywords across major search engines without paying for clicks. What you are paying for is the building up of one way links pointing to your website. This makes your website seem relevant to the major search engines. You will also need to have a good website built with SEO in mind and a form that can collect leads.

Method

1. Website that is content rich without a lot of images

You need a professional web developer that understands site design and SEO principals.

2. One way links pointing to your website

You can rent or buy a service to build these links. We provide information below to link building companies.

Note: Find a good service to build them it is much cheaper than renting.

3. Original content that you or your writers create


You should not take articles from other sites or article dumps. Create your own content and watch as your site climbs organically in the ranks.


4. Website age

The age of your website can be a factor that search engines look at. Purchase your domain for 5 years instead of 1 if you have the option. This looks like you're invested in the long term success of your site.



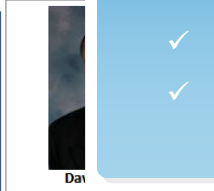
Welcome to Refinance My FHA

FHA Can Save You Cash Up-front When Purchasing a Home!		FHA 3.5% "Cash Saver"	Find Out What You Can Save!
Loan Value	Conventional 5% Loan	FHA 3.5% "Cash Saver"	Step 1. Fill out our FREE 10 Second information form. Step 2. Be contacted by lenders with real offers. Step 3. Decide which offer is best for you, no obligation.
\$200,000	\$10,000 Down Payment \$10,000 Closing Costs ¹	\$7,000 Down Payment \$10,000 Closing Costs ¹ (\$9,000) Closing Cost Rebate ² (\$8,000) Homebuyer Tax Credit ³	
Cash Required:		\$20,000	<div style="text-align: center;">  </div>
		\$0.00 ⁴	



Featured A

- ✓ Good SEO Site
- ✓ Lots of Content – Blog Style
- ✓ Original Content
- ✓ Non-Image Titles



Dave Hershman began his career in government four decades ago. After spending over six years with the North Carolina Attorney General's Office, he ended his government service managing a Congressional Office. He also has become a national columnist and speaker and helped found a Federal Bank. Dave Hershman is truly the national expert within the real estate financing arena. - [Read More](#)

Click play to hear about FHA loans. *Requires Silverlight (Download)*

[Visit Full Bio](#)

Current Avg. Rate	
30 YR Fixed	4.53%
15 YR Fixed	3.96%

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0 [FHA Proposes Underwriting Changes](#)

Comments: 0 | Views: 22

7/28/2010, 05:19 PM by Dave Hershman

With FHA's Mutual Mortgage Insurance Fund capital ratio below its congressionally mandated threshold, FHA proposed a series of risk management initiatives aimed at tightening the fund's criteria. In a notice published in the Federal Register, FHA said it would propose the following changes it said would tighten only those portions of its underwriting guidelines "that have been found to present an excessive level of risk to both homeowners and FHA:"

- FHA proposes to reduce the amount of closing costs a seller may pay on behalf of a home buyer purchasing a home with FHA-insured financing for the purposes of calculating the maximum loan amount. HUD said this proposed cap on "seller concessions" will "minimize FHA exposure to the risk of adverse selection."
- FHA proposes to introduce a credit score threshold as well as reduce the maximum loan-to-value for borrowers with lower credit scores, who HUD said represent a "higher risk of default and insurance claim."
- FHA said it will tighten underwriting standards for loan transactions that are manually underwritten. "These transactions have resulted in high insurance claim rates and present an

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ClickPoint Chronicles Software, Lead Distribu

Information

Url: <http://blog.clickpointsoftware.com>

Author(s): Gabriel Buck

Language: English

Tags: Software, Lead Distribution Software, Technology

Description: This is my blog about all things leads. If you want to learn more about leads, lead distribution, lead automation, and lead management, this is the place.

Ratings: ★★★★★ (1 Ratings)

Popularity: 21 Followers



Rate It: ★★★★★

Blog Feed

- Pull Now | Feed FAQ
- Get Your Business Organized and Improve Your Quality of Life!**

Today we have a guest that can help any business become more efficient while also helping you get what you want out of life. I have the pleasure of interviewing Jennifer Furrier of Essential Organ...

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2010-05-22
 - iPad Review – Entrepreneur Approved!**

I have been using a PC for most of my adult life. I am used to the flow and design of the Windows operating system. I thought this would never change. Apple and all of its wisdom knew the best w...

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2010-05-21
 - Call Center Metrics – Increase ROI**

Understanding one's position within a competitive call-center environment is an advantage to performance. Offering statistics on the real-time performance of any individual allows a gauge of their...

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2010-05-21

- Invite People to Follow
- Edit Details
- Feed Settings
- Widget
- Edit Authors
- Refresh Thumbnail
- Broadcast to Followers [pro]
- Edit Picture [pro]

Share

Author(s)



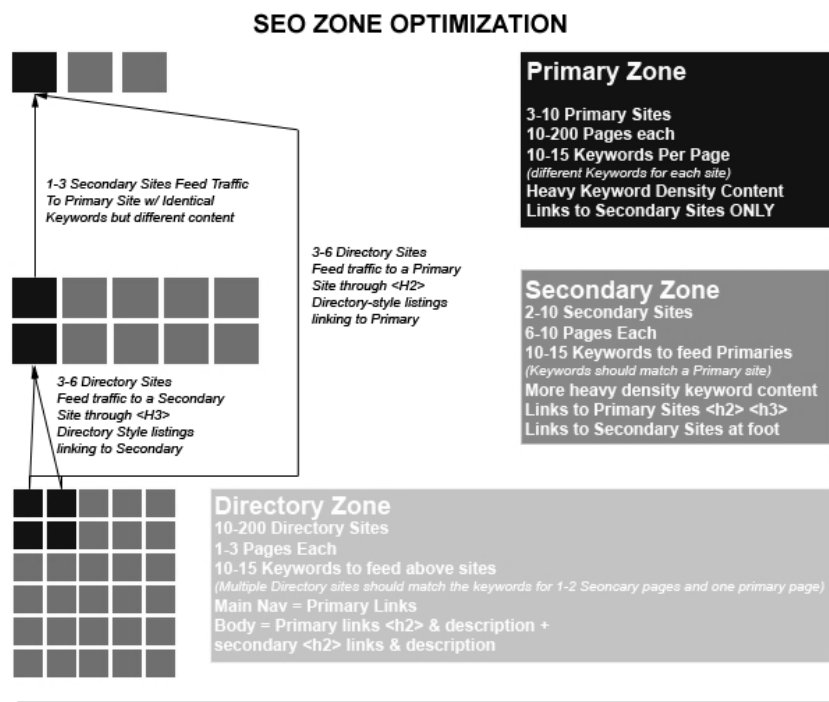
Gabriel Buck

Use social media sites, like *FaceBook* to help promote your website and blog.

www.NetWorkedBlogs.com

SEO Zone Optimization

The zone optimization is a technique illustrated below. Your top sites essentially have two layers of feeder sites linking to the top level. You break your sites into zones as indicated below.



Risk

Money and time are the main risk. If you do it right, it's just a matter of time before your site ranks.

Google and most search engines will sandbox your website, meaning they won't let you rank until a given amount of time has passed. Building a site, buying links, creating or buying content is all very costly.

Cost

For a given site expect to spend a good \$7,000 to \$10,000 to get it to rank for less competitive keywords.

Benefit

An SEO website will produce good leads from people who actually are seeking out your service. This is the reward for your patience and commitment. Most big companies invest serious coin to be number 1 for their keywords. If you are trying to compete with major companies for a highly competitive keyword, you are better off buying leads.

Bottom Line

Do your research. If you find some keywords that have little competition you may have a shot at climbing the ranks. With anything it takes a lot of reading and research before you should ever spend money. Test your skills with a blog first and then move up the chain. Get used to writing lots of content or finding someone who can.

2. CPC, PPC (Cost Per Click or Pay Per Click)

Method

You create a simple call to action website that you know can convert consumers looking for your product into a lead or a sale. You setup an account with Google, MSN, or Yahoo search marketing. You will be provided with an interface that allows you to pick keywords you would like to target. You will bid for the top spot and pay more for a top spot for a given keyword. Each search engine has paid placement at the top of each search and to the right of each search. See example:

The screenshot shows a Google search for the keyword "Refinance". The search results are divided into two main sections: sponsored links and organic search results. The sponsored links are highlighted with a red box and labeled "CPC Ads". These include:

- Refinance Your Mortgage** (www.QuickenLoans.com/Refinance) - Lowest rates. Get Your Custom Rate Now.
- Refinance Home Loans** (www.ParamountEquity.com) - No Upfront Costs & Low Rates Call 602-443-4000 Now For More Info
- Lock a Refinance Rate Now** (www.LendingTree.com) - \$200,000 for Only \$1,059/Month Refinance with a Lower Rate Today!
- Bank of America Refinance** - Take Advantage Of Low Refi Rates For Home Loans Up To \$3 Million. www.bankofamerica.com
- Refinance-No Closing Cost** - \$200,000 Refinance for \$960/month. \$310,000 for \$1520/mo. Get a quote. Refi-Quotes.com
- Obama Urges for Refinance** - \$180,000 Refinance under \$939/mo. See Rates- No Credit Check Req! www.Refinance.LowerMyBills.com
- Refinance 4.25%** - Apply For Government Mortgage Refinance. 4.57% APR www.FHA.com/Refinance Arizona
- Refinance Today** - Lock in a low rate with ING DIRECT. 30 Day Guarantee. Apply Online. www.ingdirect.com Arizona
- 4.4% 30 Yr Mortgage Rate** - Direct Lender. Refinance in 10 Days. PreApproved in Minutes. 4.9%APR www.Amersave.com

The organic search results are highlighted with a red box and labeled "Organic Placement". These include:

- Refinance - Mortgage Refinancing Rates & Calculator** - Compare refinancing rates and learn more about mortgage refinance through our articles and guides. Use our refi calculator to calculate your mortgage refinance. www.mortgageloan.com/refinance-mortgage
- Refinance Mortgage - How much to save** - Check out refinance mortgage tips, why and calculators and know if bad credit refinance is right for you. www.mortgagefit.com/refinance.html - Cached
- Mortgage - Home Loans - Refinance - Mortgage Refinance - Mortgage ...** - Request a home loan, mortgage refinance, home equity loan, auto loan, or other loan from LendingTree's network of lenders who compete for your business. www.lendingtree.com/ - Cached - Similar - Print
- News results for Refinance** - Last chance to refinance below 5% - 9 hours ago By Les Christie, staff writer January 7, 2010: 11:26 AM ET NEW YORK (CNNMoney.com) -- If you want to refinance your mortgage into a loan with a sub-5% ... CNNMoney.com - 210 related articles > BBI clarifies refinance cos provision norms - Economic Times - 25 related articles >

Risk

The main risk associated with CPC is lack of conversion due to your form not converting. If you lock in daily spends you can see within a couple of days if your form is actually converting. Most people fall into the trap of paying too much for their bids and then don't convert what they expect. CPC performance breaks down to Cost Per Lead. If it takes 10 clicks at \$2.00 per click to equal one lead, you are creating an organic lead at \$20. That's actually not that bad depending on the lead type. If it takes you 20 or 30 clicks to convert to a lead you are in trouble. If you don't set daily spending caps you also open yourself up to a big expense.

Cost

In order to succeed you need forms built that are call to action. This should cost about \$300-\$500 based on the skillset of your programmer. You can start testing your account with a spending limit you are comfortable with just be careful to monitor your account. Some search companies are real time while others are not. You won't see results for 24 hours which could be bad if you are just starting out.

Benefit

CPC is a good way to augment your existing volume and can even help with SEO. It's not a bad idea if you're promoting a particular site via SEO to also do some CPC along with it at first. Scale back once you really get your SEO going. CPC should not be relied on, it should be a way to supplement your current lead volume.

Bottom Line

Don't make CPC your ace in the hole. Use CPC to supplement your main marketing methods. If you're an expert at CPC by all means make it your winning marketing method but for anyone starting out take it slow. Don't go crazy because you start seeing traffic and you think you're going to make it rich. It boils down to cost per lead or sale created. Sharpen your pencil and stay on top of it before it gets away from you.



3. E-Mail

Method

There are two methods that marketers will use when e-mailing potential prospects. There is compliant e-mail, which is basically e-mail solicitation to people who have already visited your site and opted in and non-compliant. Ok, so how do you get people to your site in the first place? It's hard and this doesn't yield a ton of leads. The second method is to buy opt in data from a reliable source and send a million e-mails out to prospects advertising your product. E-mail is by far the hardest to do and stay compliant. You not only have to follow the letter of the law, but you have to be pretty savvy with technology or have someone on staff that is. I caution anyone getting into e-mail, this is by far the riskiest of all the marketing methods.

Example: Good E-Mail Advertisement

Personalize – Most mail systems allow you to do this easily with tags as long as you collect this information from your opt in list or provider. Make sure to include Opt out and unsubscribe links.

Dear Jason Jones,

Did you know you could be saving up to 10% off of your monthly mortgage payment by switching to an FHA loan with new rates as low as 4.0%.

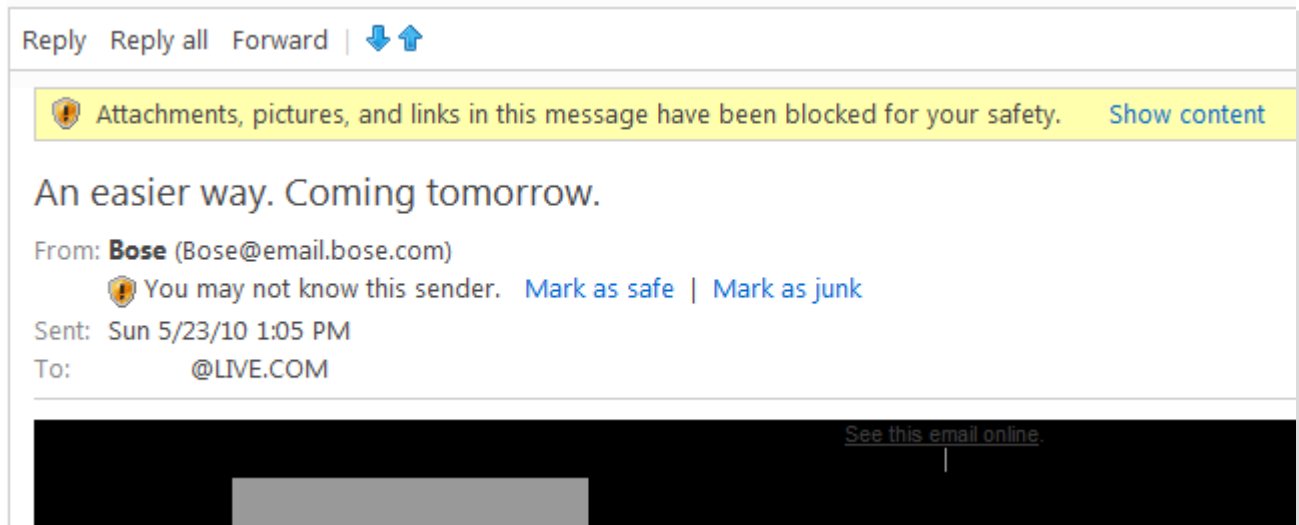
Rates are regional but based on your current address of 343 West St. #102 Phoenix, AZ we do have lenders in that area that can help you today.

[Apply Now!](#) – This link will direct them to your landing page where you will display information about your offer.

To unsubscribe click [here](#)



Keep the message simple and avoid lots of images. Most people get something like this when you include a lot of images or a purely HTML e-mail:



Risk

You could end up getting a call from the attorney general of your state or other states you sent e-mail to, so you better make sure you are 100% compliant in case that call ever comes. You can also spend money on lists that don't pan out. You can have networks like Hydra do it for you and then the risk boils down to your form. If it doesn't convert you're stuck paying upfront for the service. If you have a great form, product, and money to test the waters you can win with this method.

Cost

Outside of building a good call to action form, you need to research compliance. Knowing what constitutes compliant mail vs. non-compliant is going to take time and energy on your part. You will have to pay up front for mail services or you can purchase your own servers and give it a go. I would advise against this unless you are trained and have industry experience.

Benefit

Many will tell you that e-mail leads are the highest quality. For whatever reason people who are solicited and actually take the time to go to your site and fill out the form, yield a higher interest level than those that are surfing the web, solicited via phone, or click on a banner. It has been proven, take my word for it.

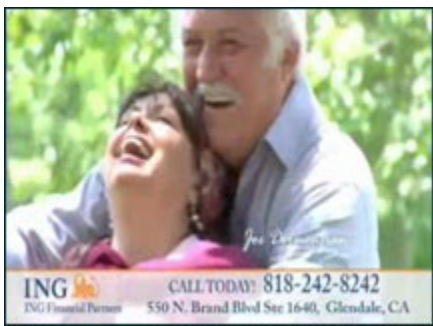


Bottom Line

Don't buy leads from some guy who calls you and says he can generate a thousand e-mail leads per day. The last thing you want is to be liable for some third party that is spamming. Do your homework and either work with a reputable company or do it yourself. Don't risk your company or your career because some guy tells you that they can turn on the juice and send you thousands of leads. Be smart and do your research on the people you decide to work with.

4. TV / Radio

Method



With TV / Radio you place an advertisement on a radio station or television commercial with an 800 number for the potential client to call. Based on the 800 IVR system you are using, you can then route and record the call to your potential client. ClickPoint boasts an advanced 800 IVR routing system that can route calls to any client based on rules like round robin, price, zip code, and voice prompt.

You can use a variety of service providers to play your radio or TV advertisement. Google has its own radio system much like AdWords but sold it to WideOrbit. They seem to have a great service for buying up unused radio air time for your commercials.

Risk

The risk here is pretty big. You have to put up a good amount of money to test your pitch. The reward is great and can be worth the risk. Many companies are now moving to this medium because of recent advances in technology which make tracking and monetizing much easier. It used to be difficult to move all the calls that came in and get a decent ROI. Now there are catch all accounts and resources for marketers to make use of all the calls that come in on their 800 number.

Cost

Radio ads can be pricey but the investment is worth the risk. Expect to spend a good amount on advertising. You can test out Google Radio and Google TV which allow you to set caps and bid for your ads. This isn't a bad way to get used to how this works. Take the time to properly setup your call scripts and really execute a good pitch.

Benefit

Exclusive calls to a customer are fewer headaches than internet leads or any other type. How can a client argue about quality with a live person calling them? They may complain about debt amounts that are too low or loan amounts not high enough, but they

can never say the leads aren't good. If you have sold internet leads you know the quality argument will take its toll and a lot of marketers prefer to send calls straight to their customers where there is little room for debate in regards to quality.

Bottom Line

Don't attempt this without a good 800 IVR and call routing system. You will waste money, time, and credibility. I don't care if you use our solution, just use one. If you don't, you will have calls coming in with no way of tracking and routing them.

5. Telemarketing

Method



You hire a firm or have your own firm that calls people while they are at home eating dinner pitching a refinance right in the middle of meatloaf. Telemarketing was the old way of getting people to respond to ads. Now, companies have gone as far as robo calls. Let me first say I am not a fan and never have been. I personally hate it when someone calls me at home or

shows up on my doorstep trying to sell me something. There are a few places that you should be able to be safe from intrusive \$8 dollar an hour telemarketers harassing you with an offer you don't need.

Risk

You can risk creditability, the quality of this type of lead is sub-par at best. The only way it works is if they are live call transfers, and even then if they are solicited in a way that is not intrusive your conversions will be low. If you go oversees throw in an even lower conversion.

Cost

Cost is something you can usually negotiate on a cost per lead so your risk in regards to cost is minimal.

Benefit

If you have technology to create live call transfers it's not a bad option. You can do it the right way and create some additional leads for your customers. Just be careful who you work with. There are companies like Double Positive and Leads 99 that do create a great lead, but they call on people who have already shown interest. They are not blind calling. If you go this route, make sure you have great data and a list of people who have already shown interest, otherwise, you will create a sub-par lead.

Bottom Line

Unless it's a live call transfer, stay away from this form of marketing. National DNC laws are strict. One violation could set you back as much as \$5,000 to \$15,000. Make sure you are compliant and not calling people on the DNC list unless they have visited your site.



6. Banner / Affiliate

Method



You create a banner that directs people to your landing page. Often you use affiliate ad networks like Commission Junction, DirectTrack, or ShareASale. These ad networks will put your banner up and promote it to their list of affiliates. The quality of the ad network you are working with is paramount. The ones that are good are often selective and expensive to join. Don't be fooled by affiliate networks that promote no setup fee and little in the way of making sure your offer is legit.

Risk

Unless you are working with one of the most reputable ad networks it can be very difficult to monitor quality. Unless you have a system like LeadExec that can filter leads that are bogus you are putting your trust into this network to find quality advertisers to host your banner. This system has been ripe with fraud and the only way to police it is to have quality affiliates. The big networks do have quality affiliates, but still are open to fraud.

Cost

You can usually set spending limits and a cost per acquisition or CPA for each lead created. This is good in terms of keeping cost down.

Benefit

If you can get in to one of the big networks like CJ or LinkShare you might have a shot at creating some quality leads. If you join a network that is not one of these two, be very careful which affiliates you work with. Fraudulent leads will be the quickest way to end your lead business. You can phone verify your leads and make sure your quality control is turned way up to ensure bad leads do not make it your customers.

Bottom Line

Affiliate marketing and banner advertising can be good if you find the right affiliates. I have never been a big fan because I get to see score reports every day on which sources work and which don't. If you go this route be careful and do your homework just like any other route you may take.

Free Resources:

Interview with an SEO expert (Listen to an industry expert)

Link: <http://blog.clickpointsoftware.com/index.php/2010/01/21/interview-with-an-seo-expert-how-to-get-your-website-to-rank-organically/>

SEO Recommended Tools:

1. [Google Free Keyword Tool](#)
2. [Word Tracker](#) – Software that helps with keyword analysis
3. [SEOBook](#) - Blog with lots of tools
4. Finding good developers, writers, and SEO consultant – Get Referrals
<http://www.searchenginewatch.com>
<http://www.seomoz.org>
<http://www.searchengineland.com..>

Resources for Creating Leads:

Radio and TV

[WIDEORBIT](#)

WideOrbit will help you broadcast nationwide or in local markets. They can help you reduce cost by buying up air time that is currently not purchased.

CPC

[Interview #5 with a CPC expert](#)

In this interview I ask Tom Steinke from Adfuzer all about CPC and what it takes to create CPC leads on your own.

[Google Adwords](#)



Google Adwords is a great place to start for CPC. Be careful though to not start buying up a ton of high value keywords. What works best with Google is to go after long tail keywords that have low value. With any emerging market Google's CPC price will shoot up rather quickly. Spread your wealth among lots of keywords not just a few.

Also, be sure to check out Yahoo and MSN CPC programs. They usually run less for competitive keywords.

One Way Links for SEO

[Authority Domains](#)

Authority provides a great service for the price. They will build up quality one way links pointing to your website. Make sure you listen to my interview with Nathan Hall and understand why you need one way links in order to be successful with SEO.

Banner and Affiliate Marketing

www.commissionjunction.com

www.shareasale.com

www.linkshare.com

Commission Junction is very hard to get started with and Linkshare costs a lot to get started with. I would recommend at first starting with a lesser known slightly less competitive affiliate marketplace like ShareASale. I am not a huge advocate of affiliate ad networks but if you are going to do it start with ShareASale.

Telemarketing

[Five9 Predictive Dialer](#)

I have used Five9 and I know they offer one of the most robust solutions on the market. If you going to be serious about opening a call center or telemarketing center for lead creation this is a good place to start.

[CallFire Predictive Dialer](#)

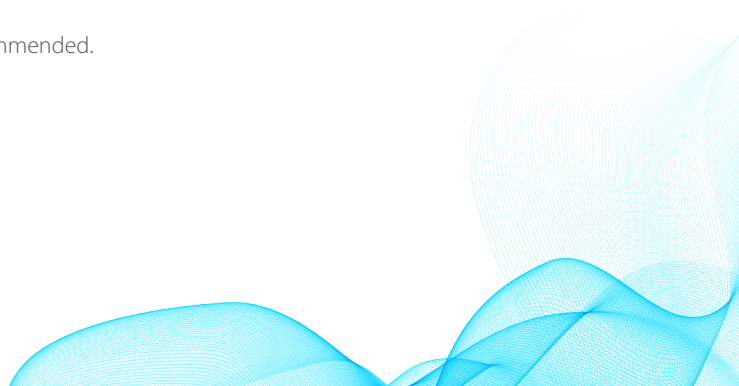
I have not personally used CallFire but I know a lot of people who have. From what I hear they provide a very good service.

Mailing Software

[CampaignMonitor](#)

I have not personally used CampaignMonitor but they come highly recommended.

[Mobile Storm](#)



I have personally used MobileStorm and recommend them as a solid compliant e-mail platform. Their system is very intuitive and easy to use. Their rates are also very reasonable.

[StrongMail](#)

This is an enterprise level solution for mailing. Be prepared to spend \$15,000 or more to get started. They are known as the best e-mail platform for enterprise mailing on the market.

Landing Pages – Forms

[TemplateMonster](#)

TemplateMonster is a great place to start at the very least to get ideas on landing pages. They provide cheap website templates and can help you get ideas for landing pages.

[WuFoo](#)

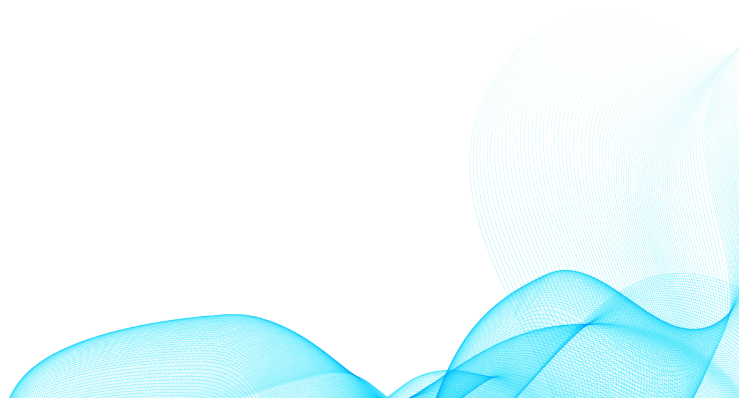
This form creation service is easy to use and will help you create forms for your landing pages quickly while also affordable.

[Formstack](#)

Formstack is another great resource for forms. They are easy to use and very intuitive.

[PSD2HTML](#)

This company is great at the service they provide. Essentially, if you have a designer that created an image file of your landing page this company will convert it to html.



Steps to Creating a Successful Landing Page

See How to Create Landing Pages WHITE PAPER, July 2010

Step 1.

Have a designer create your look for your landing page

Pick a template from [template monster](#) and have your web developer integrate your form.

Step 2.

Convert the .psd file to html via [.www.psd2html.com](http://www.psd2html.com)

Step 3.

Build in the form using *WuFoo* or *Formstack*.

