

# Agency Jumpstart

by Jeffalytics

**How to Generate Leads Without Cold Calling**

# How do we get new customers?



**I have never had to  
cold-call to land  
clients**



**In fact, I get so many  
leads that I turn  
down 95% of them**





# How does that happen?



# Inbound marketing and lead generation



# Inbound marketing for agencies

Speaking

Networking

Blogging

Industry associations



# Inbound marketing for agencies

Board memberships

Referrals / partnerships /  
affiliates

Previous clients

Online communities



# Inbound marketing for agencies

Your website contact form

Recommendations

Conferences (attending and speaking)

Informational interviews  
(or coffee appointments)



# Inbound marketing for agencies

Social media

Email newsletters and  
autoresponders

Webinars

Targeted outreach



# Speaking



# Speaking to generate leads

It's not that scary

You are the expert

Form human connections

Expert by association





# Speaking to generate leads

Start small

Start locally

Practice practice practice

Sky is the limit



# Networking



# Networking to generate leads

Attend an event a week

Start conversations with  
new people

Perfect your elevator  
pitch

Show your expertise  
without being pushy



# Networking to generate leads

Stay at the top of mind

Follow up after meeting

Add contacts to email list  
and social media

Ease into business  
relationship



# Bloggning



# Blogging to generate leads

Quality over quantity

Simplify complex solutions (and then offer to implement if too hard)

Be specific and solve frustrations

Try to have a unique voice in the market



# Bloggng to generate leads

Blog about what you know

Use anonymous client examples and case studies to share your work

Collect email addresses through content upgrades

Don't expect immediate results



# Industry associations





# Industry associations to generate leads

Consider joining the board of local industry associations

Attend events and form relationships

Be on the lookout for prospects, but don't be a shark

Great opportunity for early speaking gigs



# Industry associations to generate leads

Aim high and deliver

Develop relationships  
with complimentary  
agency owners

Let the association know  
how they can help you

Opportunities are  
everywhere



# Referrals and affiliate relationships



# Referrals to generate leads

Formal or informal agreement with other service providers

Bring in leads in exchange for commission (or goodwill)

Create a win-win situation

Nothing to lose (but don't expect huge winnings)



# Previous clients



# Previous clients to generate leads

Average CMO tenure is 12-18 months

Your clients will move jobs over time

Clients want to work with people they trust, and you have already sold them

Clients want to build “their team” to leave an impact



# Previous clients to generate leads

It works both ways (new CMO may want "their team" in place)

Deals can take a long time to close (given political and budget environment)

Reach out within a month of client starting new job

Stay in touch with every client at least once a year (you never know)



# Your website





# Using your website to generate leads

Marketing agency websites suck. Seriously, so bad.

Think in the mind of the client – what do they want?

This is not the place to be 'creative' or complicated

Your website should be generating at least one lead a week



# Recommendations



# Using Recommendations to generate leads

Get others to  
recommend your work

Meet people who  
provide complimentary  
services

Impress them and be at  
top of mind

Stay in front of people



# Conferences



# Conferences to generate leads

Talk with other attendees

Attend all social gatherings to meet new people

Add value

Human connections are meaningful



# Informational interviews



# Informational interviews to generate leads

Get coffee with someone new in town once a week (or month)

Focus on areas that are complimentary to your business

Don't be pushy

Offer to help with connections, ideas, etc.



# Social media





# Using social media to generate leads

Don't spend all of your time on social media (it has a tiny return)

But do use it to your advantage

Develop your authority on LinkedIn and become top of mind

Use Twitter search to find people who need you



# Email newsletters and autoresponders



# Email marketing to generate leads

Email marketing is so underrated and under-leveraged

Newsletters can be very effective

Auto-responder sequences can kick off when people sign up

Share your best content and best tips in both formats



# Email marketing to generate leads

Get people used to receiving your emails

Invite people to your gatherings, webinars and events

Automate your marketing funnel process

Follow up with your most engaged leads for the sale



# Webinars



# Webinars to generate leads

You are getting an hour  
of peoples time

You provide value, and  
can also ask for value  
back

Most webinars are boring  
and content is thin

Deliver solutions and  
then offer to help  
implement them



# Webinars to generate leads

It's alright to be salesy

Follow up with attendees

Leverage your email list

Build anticipation and show your process (but not the strategy)



# Targeted outreach





# Targeted outreach to generate leads

Not exactly inbound leads  
(but still valuable)

Reach out to someone who  
is a potential customer and  
help solve their problems

Don't pitch, just listen

Work into your sales  
process

