

OLD STYLE LEAD GENERATION TACTICS

VERSUS

NEW STYLE PR & MARKETING APPROACH

COMPARING WAYS OF REACHING
NEW CUSTOMERS

OLD WAY



List buying & e-shots

Buy a list of names and send emails saying how great your products and company are. Follow up the list with a tele-sales phone call to get sales meetings.



Write & send datasheets

Produce and publish datasheets which describe the benefits of your products. Send these as attachments to the people you have been emailing.



Issue Press Releases

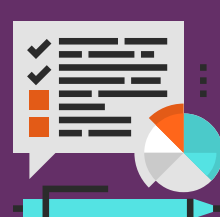
Write a release about how great your company is. Build a large list of target media and send them the news release.



Advertise in print & on TV

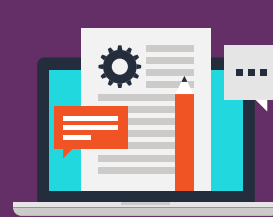
Pay for allotted coverage on channels and in publications where your customers might see your advert.

NEW WAY



Research & Profiling

Understand the goals and challenges of your target audience and how your products solve them. Learn where your customers go to get information and how you can reach them.



Produce a content plan

Devise a series of themes and ideas to attract, amuse, inform and educate your target audience. Produce content that adds value to your customers.



Media Relations

Draw up a digital marketing and PR strategy. Identify media that your target customer reads. Understand what type of news the journalists publish. Provide them with bespoke content.



Digital Advertising

Target your customer by their demographics and only pay for measurable engagements such as click-throughs, purchases & sales enquiries.