

How To ... Guide for lead generation

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Making the most of New Customer Acquisition activity.

Across many sectors and industries promotional activity is core to winning new business. Key to the promotional activity is being able to engage the target audience – those of the demographic that are most likely to purchase the ‘product’ or ‘service’ or be willing to engage in a conversation.

Access Point, over their 25 year history, have been supporting many organisations with promotional space to engage in face to face conversations and lead generation. With the ability to provide a variety of venues from supermarkets to garden centres, shopping centres to shows & exhibitions the ideal placement can be found to match the goals of the acquisition activity. Here are a few hints and tips to make your promotional booking a success.

Who?

Make sure you understand who your target customer is. From understanding who the target customer is you can get a picture of where they live, where they are most likely to appear, how they travel, where they shop and what brands, products and services they are more likely to purchase.

Where?

Having built the picture of the target customer you will then know where to engage them. An example of this is the success of many car dealerships who promote their new vehicles at garden centres. Garden centres attract car driving home owners who are more likely to invest in new vehicles. Other industries may find their target audience easier to engage at retail parks, shopping centres or supermarkets.

Your Message?

When you have decided on the ideal location to engage your target audience you need to understand what your message is going to be. And you need to ensure your message is simple, engaging, cuts through any distractions and creates engagement.

Your Stand?

You need to ensure your stand displays the message you want to get across and is engaging and welcoming. You may be quite a famous brand but your audience may not engage with you if they can't see what you are trying to promote. For example, you may be able to help your target audience save 40% off their utility bills but if your stand doesn't carry that message they may just think you are promoting the brand and walk past. You need to ensure they immediately know what is in it for them. Avoid the pitfalls and make sure your stand is clean, tidy and well kept – if not it can actually have a detrimental affect and put your target audience off your brand for good. Also, ensure you understand the space you have booked so the dimensions of the stand affords maximum opportunity for engagement – too big can create footfall congestion, too small and you may be ignored.



Examples of effective stands in-situ.

Your People?

Make sure your people are knowledgeable on the subject – the target audience will engage and will expect to get the required information. The staff members need to be people friendly and understand that they do need to engage and talk to the audience. There is nothing worse than seeing people interested in a promotion and the staff unwilling or incapable of engaging. All staff should represent your brand and the audience should know immediately they are the people they need to speak to. They should not be aggressive in targeting the audience or in how they get your message across. Your people should be at the stand at all times (or at least peak footfall periods) and if required work a shift system so the stand isn't left unattended during any break times for lunch, etc. They should also be aware that the promotion isn't an opportunity to wander around the venue and do their personal shopping – they need to be in engagement mode and maximise the investment the organisation has made in the promotion.

Materials?

If materials are being produced for the audience to take away they should be appropriate to your organisation and the specific promotion – no one wants to take away a hand full of literature when a single flyer about the promotion or business card would suffice.

Your Target?

Know exactly what goals you wish to achieve from your lead generation. On completion you can then understand if you achieved your desired return on investment (ROI). This can then help with future decisions based on the activity being successful and if it is an exercise you would want to repeat.

And, always ensure that any leads you receive from the activity are followed up! Many don't and wonder why the promotion failed.

Access Point have supported many successful lead generation campaigns and know that the organisations most likely to get the results they desire have a sound plan they work to rather than just taking a chance.