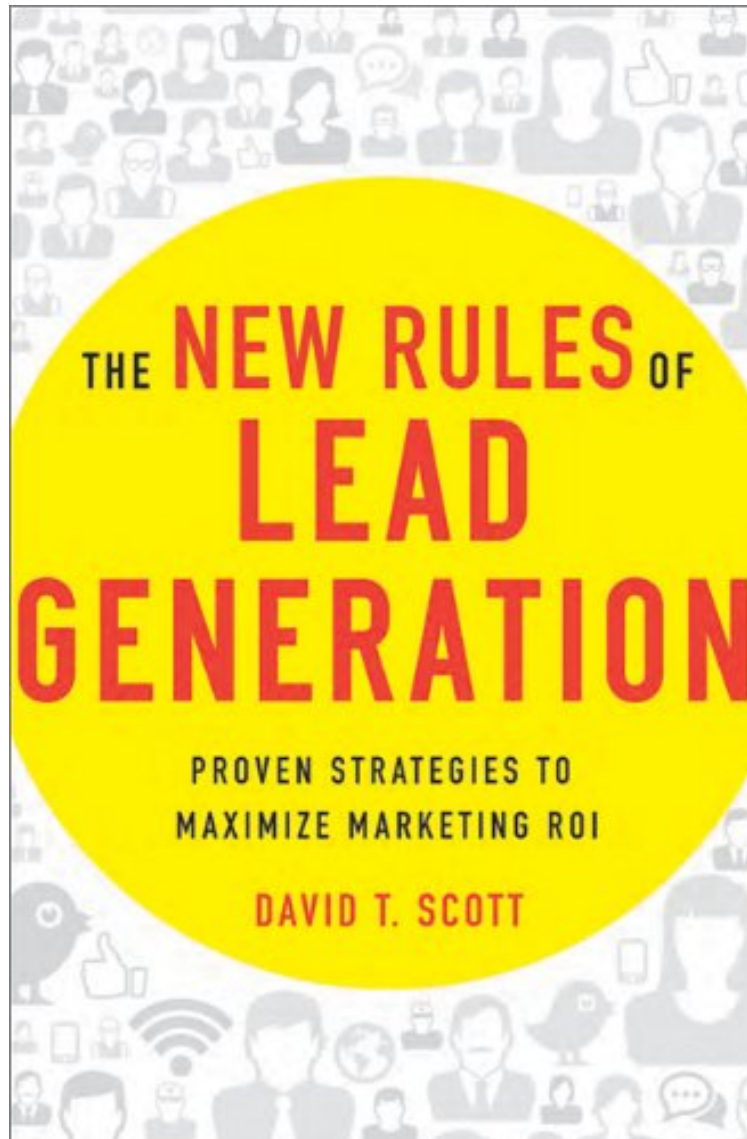


# The New Rules of Lead Generation: Proven Strategies to Maximize Marketing ROI

David T. Scott

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**David T. Scott : The New Rules of Lead Generation: Proven Strategies to Maximize Marketing ROI** before purchasing it in order to gage whether or not it would be worth my time, and all praised The New Rules of Lead Generation: Proven Strategies to Maximize Marketing ROI:

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marketingBy AlexxThis textbook gave an excellent overview on the topics of prospecting and how to do lead-generation. I highly recommend it to those who need a starting point or a quick general review.1 of 3 people found the following review helpful. Useful Step-by-Step Guide for Top Lead Generation TechniquesBy SpoddidNo book like it on the market. If you want specific, actionable steps and metrics to use, this is the book. Not for beginners, but for experienced marketers looking for the job security that comes from being able to prove your efforts have an effect on the bottom line. Dave Scott rolls up his sleeves in *The New Rules of Lead Generation* and walks us step-by-step through the top techniques, specifying which metrics to measure, and even provides formulas to calculate the costs of your efforts (and the return) - chapter 5. The executive summaries at the end of each chapter are great, I'm very busy and have to scan books before I read them. But, I couldn't put this book down, I ended up reading it straight through. One thing I will say is that we don't feel the same way about organic search because in chapter 7 he compares SEO with SEM. I feel content marketing and optimized content IS a top lead generation technique and that it CAN be measured. But, he's still got great information and I learned a lot reading this book. It's also the first book I've read that's not out-dated before it even goes into print. This could be the textbook on lead generation marketing!

Lead-generation marketing is evolving rapidly, but many companies are still using the same methods they always have. How can a marketer know which lead generation tactics will provide them with the best, most actionable leads for their products or services? What's been missing until now is a strategic look at how lead-generation tactics can work together to produce the maximum number of quality leads. In *The New Rules of Lead Generation*, marketing expert David T. Scott examines the seven most successful tactics, including e-mail, direct mail, and search engine marketing; banner and social media advertising; cold calling; and trade shows. He reveals when to use which tactics, how to use them cost-effectively and get the best results, and how each tactic has changed in recent years and will continue to evolve in the future. Readers will also discover how to test new approaches on a limited budget and how to combine multiple tactics for a more powerful, integrated campaign. Featuring valuable tools for tracking costs and measuring results, this indispensable book shows marketers everywhere how to capture the leads they need to help their companies succeed.

From the Inside Flap Lead generation is the backbone of your company's marketing efforts—the unseen force enabling you to bring in prospective customers and convert them into actual sales. Yet lead generation is one of the least understood aspects of marketing, with most marketing pros forced to learn it on the job as they go. Is your company using just one lead-generation tactic at a time? Is your program adapting sufficiently to keep up with the latest methods? Are you sure that the techniques that have served your organization well in the past are the most effective actions for your present needs? Lead-generation marketing is constantly changing, and many of the old rules no longer apply. *The New Rules of Lead Generation* takes an in-depth, strategic look at the seven most successful lead-generation approaches that companies are using today—including e-mail, direct mail, and search engine marketing; banner and social media advertising; cold calling; and trade shows—and reveals how to synchronize the different lead-generation methods into a cohesive program designed to efficiently, cost-effectively maximize results for your organization. This essential handbook shows you how to:

- Define the types of leads your company is seeking, and what kind of action you want potential customers to take
- Set specific goals for your lead-generation campaign
- Apply a key five-step process to each of the seven most successful lead-generation tactics
- Understand and measure the overall costs of your lead-generation efforts
- Try out new approaches on a limited budget
- Test your lead-generation results to determine the success of your efforts

Packed with indispensable tools for analyzing your efforts, *The New Rules of Lead Generation* examines both tried-and-true and emerging digital lead-generation channels. And while the book considers the rapid evolution of lead-generation marketing, it also provides you with the ideas and strategies that will always work, regardless of the latest gambits and shifting circumstances. If you're like many marketing managers, your knowledge of lead-generation marketing may be limited to the techniques you regularly use. But whether your company is in the initial stages of developing a new lead-generation strategy or your present line of attack is falling short, this essential, "big picture" book will give you solid, state-of-the-art guidance for obtaining a higher, more consistent level of quality leads . . . and contributing to your company's continued growth. DAVID T. SCOTT received his MBA in marketing from the Wharton School and has served as a top-tier marketing executive for Fortune 500 companies and billion-dollar enterprises. He is currently the CEO and Founder of Marketfish, a lead-generation marketing company with offices in Seattle and New York. He lives in New York City. You can learn more about this book at [www.the-new-rules.com](http://www.the-new-rules.com).

From the Back Cover With lead-generation marketing evolving rapidly, chances are your company may still be using the same methods it always has . . . and not accomplishing the results you'd like. Examining the seven most successful lead-generation tactics—including e-mail, direct mail, and search engine marketing; banner and social media advertising; cold calling; and trade shows; *The New Rules of Lead Generation* reveals when to use which avenues, how to use them cost-effectively and get the best results, and how each one has changed in recent years and will continue to develop in the future. Packed with powerful tools for tracking costs and measuring results, this book

shows you how to devise a powerful, integrated campaign to regularly bring in a higher number of valuable, actionable leads. Advance Praise for *The New Rules of Lead Generation* "The average tenure of the CMO is now under two years. Why? Because they can't prove they're driving revenue and profits to the bottom line. David T. Scott's book teaches marketers how to survive and thrive by delivering real results. Well written and full of useful, practical advice. A must-read." — Clark Kokich, Chairman of Razorfish and author of *Do or Die: Surviving in a World Where the Old Ways of Marketing Aren't Getting It Done* "The New Rules of Lead Generation is a must-read for any CMO who needs to generate leads for his or her company. Its straightforward style and comprehensive approach clarify even the most complex aspects of lead generation." — Pete Krainik, Founder and CEO, The CMO Club "This quick, comfortable read is a timeless compendium of lead-generation strategies. It will have a place on the CMO's bookshelf for years." — Stephanie Fierman, Global Chief Marketing Officer, MediaCom About the Author DAVID T. SCOTT has served as a top-tier marketing executive for Fortune 500 companies and billion-dollar enterprises. He is currently the CEO and founder of Marketfish, a lead-generation marketing company with offices in Seattle and New York.