

A collection of tips from advertising professionals and entrepreneurs turned moguls

4 Lead Generation Tips for **SMALL BUSINESSES**

How to grab and keep customers old and new

**COMPILED BY
MILTON THOMPkins**

"You'll be surprised with how little it takes to make your brand unforgettable."
- Final Artists Guild

Overview

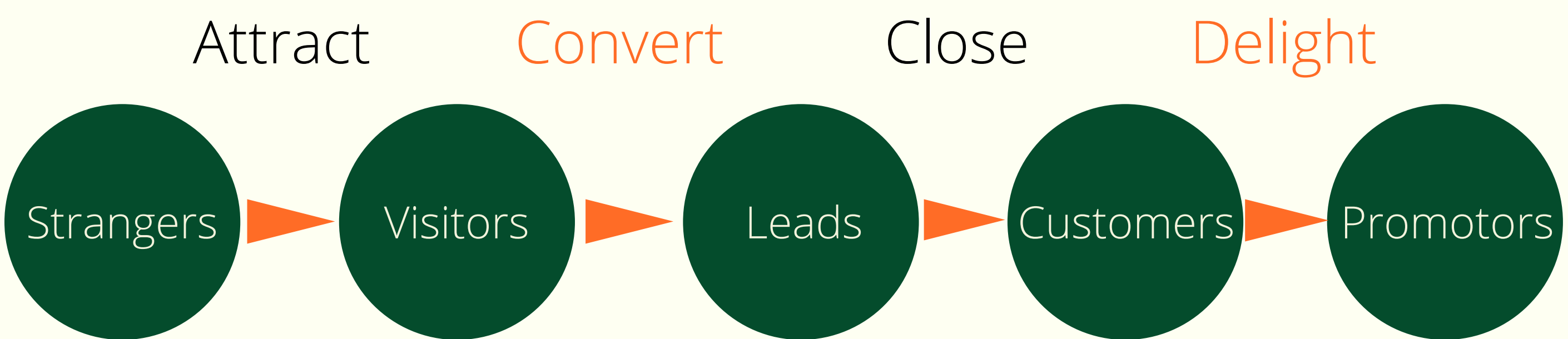
Let's not make this one overwhelming piece of digital information. Instead, let's get you the answers you want by answering questions in ways anyone can understand them. Like what is a "Lead Generation" anyway? What does that have to do with my business. Hopefully, we can answer those questions for you.

What is a Lead Generation?

In marketing, lead generation is the initiation of consumer interest or enquiry into products or services of a business. A lead is the contact information and in some cases, demographic information of a customer who is interested in a specific product or service. So with this term, you are basically fishing for customers, and the customers that you get gives you information into what type of crowd is interested in what you offer. For example, a local toy shop will attract mostly kids or some type of collector. Though the adults (parents) are who make the purchases, you fish for the group that you feel would generate more leads to your shop.

How do you generate leads?

Well, just like dating, you have to put yourself out there. A little B2B marketing with nearby local businesses, most definitely establishing and growing a digital presence (what can I say, customers love the popular ones), and keeping engagement with customers through your digital presence (creative social media posts, exclusive deals, first-time deals). If you want commitment from your customers, you must stay committed to them! Check this flow chart that will help you understand what I'm saying just a little bit more.



The Lead Generation Relationship Flow Chart

This is what I call the "Hitch" method (no acronym, sorry) for catching and keeping customers. As stated earlier, you have to put yourself out there and look good so you can **attract** customers. This will help generate foot traffic. Not everyone will buy in fact I wouldn't set high expectations that you will. Just enjoy the fact that you have someone walking through your doors at this stage, but don't fret because those new faces may turn into frequent visitors and those are the ones that you'll want to **convert** which is the next step. Converting is where you make strides. If you run a restaurant and they come back a second time, you may be on to finding someone that will continue to come back and will bring their friends the next time.

After you attract and convert your new customer(s), the next step in this courting process is to **close** them on why you do what you do. Why did you open that restaurant? What led you to open your boutique? How can they benefit from your product as you benefit from their investment? From exclusive deals to memberships to an overall great experience customers have with you will move them from the friend zone to a loyal commitment to your establishment. You will eventually see your foot traffic increase that will soon lead to more loyal customers that will increase your brand overall. The ending result will be pure **delight** for your business and the customer. Keep in mind this takes time especially if you're new to creating a digital presence and engaging customers on a digital front. I once had to manage a computer repair shop that on a good day \$200 in profit was a good day. It took almost 18 months to start generating leads the way I wished but it's more about patience. Nothing happens overnight, but with the right team to help you get out of your shell and make your business the social butterfly it needs to be, I have no doubt you will have results that you'll be proud of.

If you don't know where to start, here at Mil's Tech Solutions, we will help you get established and help your business grow. We don't promise overnight success, but we do aim to give you a long term-ish plan that will help your business be what you dreamed it to be. We don't want to just give you numbers, we want to give you results. A better product for a better experience for your customers. **Contact us today and let's grow your brand!**