

How Businesses Can Generate Leads During and After A Crisis



CATALYST
Marketing Agency



When a crisis hits, it's easy to accept the doom and gloom surrounding the survival of businesses.

Whilst no one can deny the economy has been hit - every business has two options.

- 1. Sit and hope**
- 2. Take action**

Firstly, it's important to remember that the way we conduct business has been slowly changing for many years. Technology has given businesses the opportunity to reach new and existing customers digitally, at any time and anywhere.

So the fact businesses have now been thrust into a world where face-to-face is impossible - prospects are still as available as they've ever been.





And let's not continue to see working from home as a barrier. Businesses have adjusted to the new normal and some of those with large premise based overheads are even considering closing existing offices and changing to smaller offices as the working from home model has proven to work - not just from a communication point of view but a productivity one too.

Are you ready to take action?

This guide will help you and your business to continue generating good, qualified leads - as we all navigate our way through and beyond the current situation.

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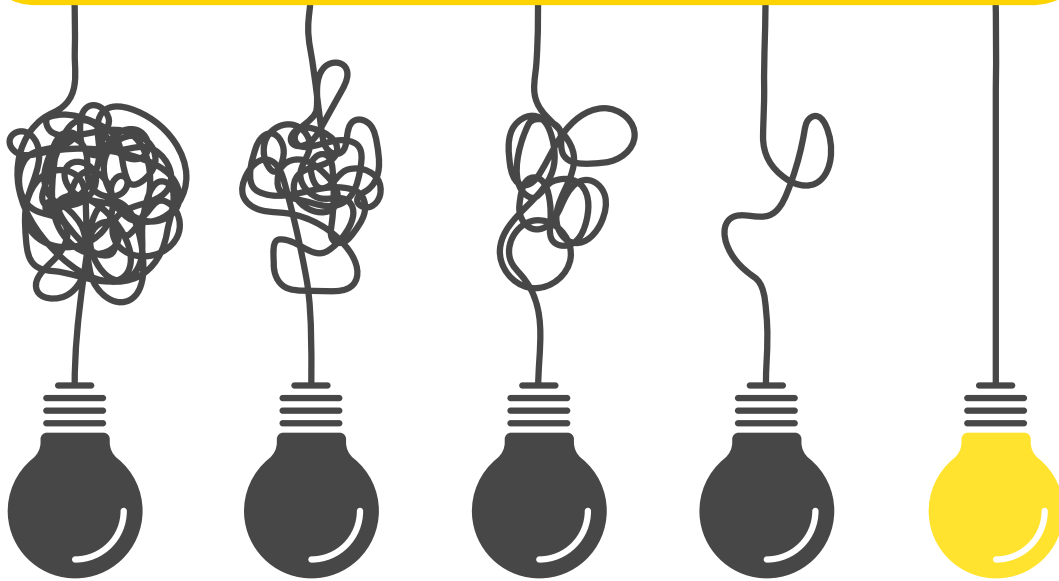
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Decisions For Growth

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Step 1 - Assess, Review & Understand



The first thing to do is to assess, review and understand the situation your business is in. You need to understand what you need to do in order to get the desired result.

During a crisis, leads become scarce, clients reluctantly put contracts and payments on hold and the world seems very bleak. The result is, you need to rejuvenate your pipeline, start positive conversations with prospects and leads and start closing those deals.

To get sales you need proposals, to get proposals you need leads, and to get leads you need effective marketing campaigns and good website traffic.

Using data from your past campaigns, look at your best and worst-performing pieces and what made them successful and not so successful. Use this experience to help define what your audience is likely to engage with. There's a lot of noise out there so be sure to identify the gaps and ensure you get yourself front and centre.

Take a look at the following points to get a strong understanding;

- What campaigns were planned? Think beyond content, look at PPC, Social, Email, Social Ads, etc.
- What will your customers and prospects be looking for during this crisis?
- Have you got any past campaigns that can help your customers now?
- Do you have an effective CRM in place?
- Is your messaging going to resonate with your audience, or do you need to adapt and be more compassionate and considerate?
- How can you help your customers and prospects?

Get Digital - How's That CRM?

Managing lead generation without a CRM is like driving with your eyes shut... It's nigh on impossible!

If you don't currently have a CRM or your current one is not being adopted by your team - you're not alone!

Either way it's time that changed...

Your CRM should enable you to:

- Quickly and easily manage all stages of your sales pipeline, as well as accurately forecast future deals
- Track the activities and touchpoints of everyone in your database, customers and prospects alike
- Segment your audience to send relevant campaigns that are going to resonate with them more than a simple, one-size-fits-all campaign - not all of your prospects will have the same challenges, so why should they all get the same message?

If you don't have a CRM - HubSpot is a great place to start - and it's **FREE!**

Should you need any advice or support on this, then please do not hesitate to ask, we will be delighted to help.

[FIND OUT MORE](#)

Step 2 - Content & Noise



"Content is King"... You've probably heard that a fair few times before. We consume content every second of every day - television, radio, internet, newspapers, blogs, letters, emails, social media, to name a few. You've probably also realised that means there is a LOT of noise out there.

Strong, engaging content helps move prospects through your sales pipeline, offering meaningful interactions that educate and help them, slowly giving more insight over time to the challenges your product and/or service solves.



It's great for warming up your audience prior to your sales team contacting them, and when they do they'll know what the prospect is looking for based on what they've engaged with.

The best part is, you already know what to write. You engage with your customers all the time, you know their challenges, their interests, so use that to your advantage. Look for the gaps in the market so that your content stands out.

When you're preparing content for post-crisis you'll want to ensure it's somewhat different to your usual communications. You'll want to offer the readers something worthwhile. Is it some insight into their industry or perhaps a guide on how they can improve their processes?

By offering your expertise and supporting their market you prove that the business understands the challenges and is there to help them, thus laying the foundation to build trust and start your business relationship.

Step 3 - Be Active and Be Nurturing

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At the end of the day, working during a crisis isn't great. It's a tough time for everyone, but you need to dig deep to keep motivation levels high and keep the bigger picture in mind.

Don't let your business activity levels drop, now's the time to keep it up.

You don't want to flood your audience with blogs and content that's not relevant. They won't like it and it won't do you any favours.



Instead, using your understanding from the previous step, plan where you'll push your relevant content. After all, your audience is not going to be on every channel going are they?

Will your audience be frequently checking their emails and LinkedIn? They could be spending a lot of time on Facebook. Wherever they spend their time, you should ensure your content is being shared in those areas, engaging with them on their preferred channels.

Present the content in a way that's appropriate for the platform and appeals to the users.

Once your content is scheduled to go out, it's time to turn your attention to nurturing leads.

By nurturing leads through the funnel you'll begin building up a level of trust with your prospect, so much so that they'll be more receptive on a call with you, as opposed to if you cold called out of the blue with no previous interaction.

Workflows, re-marketing and sequences are all great tools that enable you to nurture effectively. If you've not got the technology setup to do so, then look for a solution that fits your business - Our recommendation would be the HubSpot platform.



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Step 4 - Optimise & Get S*!t Done

Now's the time to step up your digital presence. Not only to get in front of the audience that's searching for services or products like yours right now, but also for when the lockdown is lifted and search volumes increase. You have to understand that the time and effort you put in now, will pay off further down the line.

The more engaging and relevant content you write, the more keywords your website can organically rank for, and the more your business will appear in the search terms your customers are Googling. Besides a customer referral, organic search is one of the most valuable long-term lead generation strategies that exist!

Unsure where to start? Focus on local optimisation first. Your business should appear first for any searches occurring within your area.

'Google My Business' & 'Google Map' listings are key for local search optimisation. Ensure your businesses name, address and contact details are consistent across your website, your Google listing and any other sites such as Facebook, Twitter, TrustPilot etc.

Try to ensure your satisfied customers are leaving you reviews, this can also be automated to save you time. Reviews are becoming a huge part of a buyers decision-making process. Ensure your customers shout about you on Google reviews, Trustpilot and industry-relevant sites.

Lastly, make sure your content reflects the keywords you want to rank for. Be sure to also include some local names across your website to aid the local optimisation.

Besides SEO, there's the need to continually review your website (which is never finished by the way). Refer to the evidence at hand, the statistics. What are they telling you in terms of problem areas? Is the website the best it can be!?!



Review your analytics and look at your strongest and weakest pages. Are there any key differences? Which pages are converting more, and why do you think that is? Is it easy to navigate? Does it resonate with your customers pain points and demonstrate how you can resolve them? And importantly, where is your traffic coming from?

You can also install software such as HotJar to track how visitors are using your site. This gives you great insight into whether or not visitors actually scroll down your page, or click on the CTAs you want them to.

This is a great opportunity to get your website updated and give yourself an edge over your competition, turning it into a lead capture machine.

Look for the small changes you can make yourself, but also look to find a partner that can help fast track those changes and offer professional advice. A partner that can advise on how to make your website best in its class and who can optimise your campaigns across PPC, Social, Social Ads, Email and Direct Mail etc. Campaigns should be optimised to ensure they are driving the right type of traffic and your website optimised for conversion.

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Step 5 - Looking to the future

You've now got new, relevant content in the works that's going to engage with your audience. You're optimising your website so that your organic traffic will increase and you've improved your website to convert traffic into leads. Not only will this benefit you now, but you'll also see the benefits further down the line.

But what else can you do to help you survive lockdown and build a foundation that is ready for the future? "Plan and Act". Start thinking about what your audience will want and need now as well as when lockdown is lifted, then plan accordingly. Ensure you've got banks of content ready to help your customers and prospects that will drive new relationships, customer loyalty and all round engagement.

You can also look to work with external organisations such as ourselves that will help you achieve all of this and more. If you're looking for business growth and are interested in what we can bring to the table then why not book a call or meeting?

REQUEST A CALL



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