



Essential Online Lead Generation Best Practices

Morgan Jones
President
eComIQ



Executive Summary

In order to achieve the optimal return on investment from advertising campaigns for lead generation, it is essential to have the infrastructure in place to gather key data for those campaigns and use that data to optimize results.

The key data for lead generation are:

- Leads are captured with the source information that the lead used to reach the website. This includes the search engine, referring site, campaign, keyword, etc.
- Leads that convert to sales are recorded and the amount of each sale also captured.
- Revenue generated from leads is compared to cost of advertising campaigns to determine profit or loss over a period of time.
- Profitability is used to drive advertising campaign adjustments and other strategic actions, such as website conversion optimization.

“Although many organizations are good as assessing their lead conversion rate and cost per lead, the companies that asses their cost per sale down to the keyword or ad creative level are more effective at growing sales. Sales are the ultimate objective, not leads.”



The Lead Generation Optimization Process

The following process steps outline how to assemble the data from lead generation to drive improvements in ROI.

- 1) Use a CRM, such as Salesforce.com or SugarCRM, to capture leads. For capturing leads from website visitors that fill out a contact form, Salesforce and SugarCRM’s Web-To-Lead forms can be used to import the lead information (name, email, phone, etc.) directly into their CRM. Other CRM’s are also capable of importing lead information from website contact forms. We mention SugarCRM and Salesforce because we have worked with these two popular CRM’s.
 - a. Include all of the relevant advertising campaign information with the lead, such as source, medium, campaign, ad content and keyword.
 - b. The source information is obtainable by using a solution from eComIQ that pulls the source data from the site visitors’ browser cookies.
- 2) Update lead information in the CRM when sales are made
 - a. Include revenue from each sale
 - b. Include profit if you want to get very focused on ROI from advertising
- 3) Compare the cost of advertising campaigns in a timeframe to revenue generated from leads that converted to sales in that same timeframe.
 - a. Compare down to the keyword or ad level within a campaign to determine which campaigns, keywords and ads are generating profit and which need to be adjusted
- 4) Take action from your profit/loss calculations to drive up sales and drive down cost

The example report from Salesforce.com below shows leads and sales data for a timeframe. This data can be combined with advertising campaign data to determine profit/loss for campaigns.

April Leads and Sales

First Name	Last Name	Company	Email	Phone	Converted To Sale?	Sale Amount	Source	Medium	Campaign	Ad Content	Keyword
John	Doe	Acme Inc.	johndoe@acme.inc	800-123-4567	Yes	\$1,500	google	cpc	widgets	widget spares	buy widget spares online
Bill	Smith	Bill Co.	billsmith@billco.com	800-111-2222	No	-	google	cpc	Widgets	widget	blue widget
Jane	Jones	ABC, Inc.	janejones@abc.com	555-333-1234	Yes	\$2,200	yahoo	organic	Organic	-	widget spares



Steve	Smith	Smith, Ltd.	steve@smith.com	800-999-8080	No	-	msn	cpc	Widgets	new widgets	buy new widget
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Once advertising costs and sales data from leads are available, they can be combined to determine profit or loss, as shown in the example below. For this example, the sales margin of the item being sold, 50%, is included so that actual profit/loss can be calculated.

April Overall Results

Total Revenue	Total Advertising Costs	Margin	Profit/Loss
\$3,700	\$500	50%	\$1,350

This data can be broken down by campaign, such as for the Google advertising campaign example below.

April Google Advertising Campaign Results

Total Revenue	Total Advertising Costs	Margin	Profit/Loss
\$1,500	\$400	50%	\$350



Overcoming Challenges With Online Lead Generation Optimization

- **Data Acquisition Infrastructure.** When leads are obtained via contact forms on a website, the effort required to report the lead contact information and source information is minimal compared to the opportunity cost of not having this information. Some customization of the website lead contact form and CRM database will be required to import the lead source information, but this usually amounts to a couple of hours of work.
- **Leads From Phone Calls.** Many lead gen companies use their website to drive traffic and receive phone calls from potential leads. Although the sales rep can ask for how the lead found the company, the response from the lead can be limited and inaccurate. There are several solutions available for reporting source information with phone calls, such as dynamic phone numbers for each source of traffic and services such as Easy Call Tracker http://www.pimpmyanalytics.com/products_easycalltracker.php that use Visitor ID's on websites tied to source information that are requested by sales reps.

Ready to get started improving your lead generation infrastructure so you can make more profit and generate more sales? Contact eComIQ and start optimizing your lead generation today.

Morgan Jones, President
morgan.jones@ecomiq.com
800-930-5908, x6