

A city skyline at sunset with a large '60' overlay. The sky is a mix of orange, pink, and blue. The buildings are dark with some lights on. A large, semi-transparent '60' is in the foreground. The text 'Fill Your Client Pipeline in 60 Days' is written in white over the '60'.

Fill Your Client Pipeline in 60 Days

A Practical Lead Gen Guide for the New Economy



INKagency.com/DICE



The way businesses gain new clients is changing.

In the past, many of us relied on face-to-face meetings.

In recent years, that model has been slowly waning as we enter an increasingly digital economy. COVID-19 accelerated that trend, shifting the business world into an even more “remote” model.

So how will you drive new leads in this new, predominantly digital world?

That's exactly what we'll explain in this ebook.

The good news is that the blueprint has already been created, refined, and perfected. At INK, we're already experienced at generating qualified leads that turn into new clients and new revenue—sometimes in the seven to the eight-figure range—in **60 days or less** for many of our financial services clients.

It's all based on our proprietary DICE (Data Informed Customer Engagement) model.

This model requires instituting a coordinated lead generation campaign with a lot of moving parts. Very few businesses (agencies included) have the right team members to execute the various aspects of sophisticated campaigns like these.

But for an agency that does, the results are nothing short of spectacular.

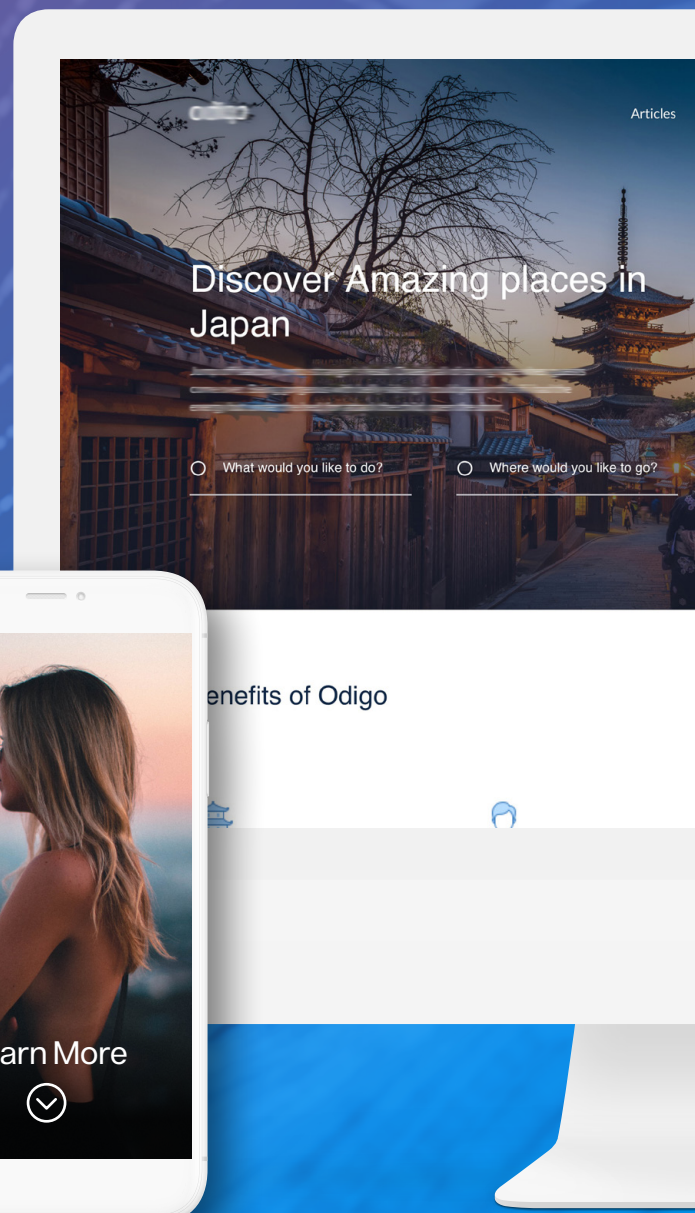
Here's how it works. ➤

Key Components of a Successful Digital Lead Gen Campaign

As part of our DICE campaign, we always create a variety of content assets in different forms—**ebooks, webinars, infographics, and interactive content like online calculators and clickable FAQ pages**—all specifically created to provide valuable knowledge to your target audience.

This approach allows you to target this content to people at different stages of the awareness spectrum (that is, people who have varying levels of understanding regarding your product or service) as well as people who have different preferences for how they like to digest information.

Compelling content is the engine that drives the entire DICE machine. It's what entices people to give you their contact information, explore your website or other online materials, and commit to scheduling a sales call.

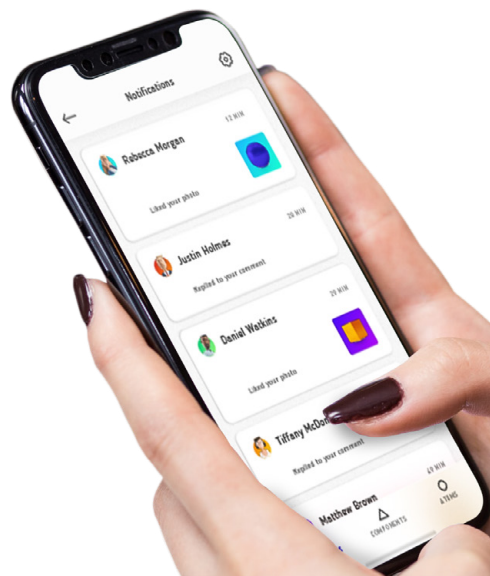


Content

Content is at the heart of our strategy—and should be the centerpiece of any good lead generation campaign.

Centering your campaign around creating valuable content is how you engage people who don't know you (and have often never heard of you), keep their attention, and get them interested in learning more.

This content-centric approach to lead generation stands in stark contrast to the cold calling or time-consuming hands-on approaches of the past. Most lead generation strategies fall short of expectations for a variety of reasons, not the least of which is trying to lead with a sales pitch. **Offering genuinely valuable information to your target audience** is a far more effective way to start a meaningful conversation.



Email Automation

There's a lot that goes into an effective email sequence. Setting up the appropriate cadence, establishing a compelling narrative, striking the right tone to engage your readers, and asking for the sale at the right time are all critical aspects to consider before deployment.

For an email sequence to produce exceptional results, you must take advantage of automation and data tracking.

Automation allows you to deploy the same email sequence to an unlimited number of recipients, and have the sequence auto-adjust based on each recipient's individual behavior.

For instance, one of the elements we always include in our email sequences is the plain-text follow-up email.

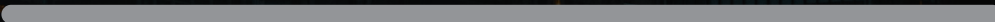
Let's say you have a sequence composed of seven core emails. These emails are fully branded—meaning they've been designed by one of our lead creatives to be visually engaging, using compelling imagery, your brand colors, and call-to-action (CTA) buttons that clearly stand out from the text to entice people to engage.

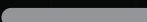
For each of these emails, we also create a plain-text follow-up email that's automatically sent (typically after a few days) regardless of whether they clicked on the original email or not. This email uses alternative messaging to try to get the prospect to click through to the same offering as the original, simple in a different, more personal form.

These follow-up emails tend to have excellent click-through rates—sometimes better than the original branded email—in large part because they look like they came from an individual, not from a company.

Leveraging automation in this way allows you to create a personalized experience for every person you're targeting, even when you're sending your sequence to thousands, tens of thousands, or even hundreds of thousands of recipients.

INDUSTRY AVERAGES

Open Rate  17.8%

Click Rate  2.6%

OUR MOST RECENT CAMPAIGN

Open Rate  23%*

Click Rate  13.2%*

*INK does not guarantee these results will be achieved on all campaigns.

Data tracking and optimization.

Every agency talks about data, but few know what to do with the data they collect.

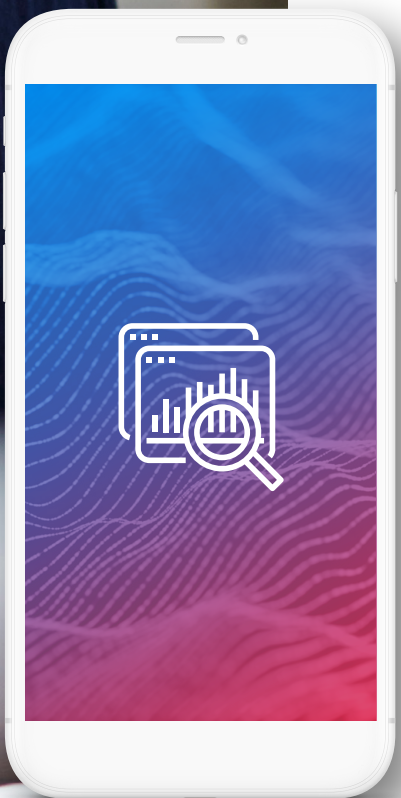
For a digital lead gen campaign to be truly successful, every audience touchpoint needs to be comprehensively tracked. Because when you collect a wealth of data about your core users by seeing how they behave and what they respond to, that information alone is virtually priceless to your business. We then take that data, optimize the campaign accordingly, and provide detailed insights and recommendations on the unique behavioral traits of your audience.

Each campaign includes a custom-built dashboard, accessible by the client 24/7, that shows all data being collected in near-real-time. As we see the data pour in, every testable element of the campaign is optimized based on what's gaining traction and what isn't, so the campaign metric improves and becomes more effective over time. Additionally, the dashboard provides you with total transparency into the campaign's statistical results.

Our data collection and user tracking capabilities run the gamut, including heat mapping, tracking of email open and click-through rates, and A/B testing for any and all relevant components of the campaign, including email subject lines, landing page layouts, imagery, visual branding elements, and calls-to-action.

Additionally, users who interact with your campaign are retargeted with display ads for your business on social media and other websites they visit, **keeping your brand constantly top-of-mind.**

The information that is gathered through behavior tracking radically improves our clients' existing marketing and sales efforts. This new information leads to more effective future marketing, a sharper and more targeted brand image, and shorter sales cycles.





List Building

Even if your business already has an actively engaged list of users, a successful campaign involves growing your current list quickly, with highly qualified leads. We accomplish this through organic targeting of new prospects via display ads and by utilizing a massive repository of highly engaged consumers who have signed up to receive offers like yours.

Email databases

If you're going to use a third-party email database, choosing the right one is imperative. Purchasing access to an email list without knowing exactly how the list was created, what kind of consumers and professionals are included, and what they're expecting to receive has the potential to cause damage to your brand. This is why we only work with a few hand-selected providers who we trust and have long-standing relationships with.

Nurturing these invaluable partnerships is a big reason why we're able to drastically increase a client's reach in short bursts of time. For clients in the financial services industry, we're able to provide access to 95 million combined email addresses across the U.S., with a virtually endless amount of targeting based on your specific needs.

To that point, we can target your ideal buyer using over 130 specific data points. This combination of using the right lists and offering sophisticated audience targeting allows you to deliver your message with surgical precision, eliminating the chance that your emails will be seen as spam, potentially damaging your brand.

Ad-based list building

We also build upon your internal email list by deploying targeted ads on various channels, including Google AdWords and all appropriate social media platforms. These ads direct potential customers to the new assets we've created for your campaign.

When a prospect clicks on an ad, they are taken to a custom-built landing page where they enter their name, email address, and any other valuable information you would like to collect (such as accreditation status, investor type, etc.).

Including multiple fields on landing page forms allows us to institute our "lead scoring" system. Lead scoring involves assigning values to each of the fields that a prospect is required to fill out on a landing page.

Depending on which options they select and/or which fields they fill out, each lead is assigned a specific point value. A higher point value means a "warmer" or potentially more profitable lead, so you know which leads to prioritize as they come in.

Digital Lead Generation Built for the New Economy

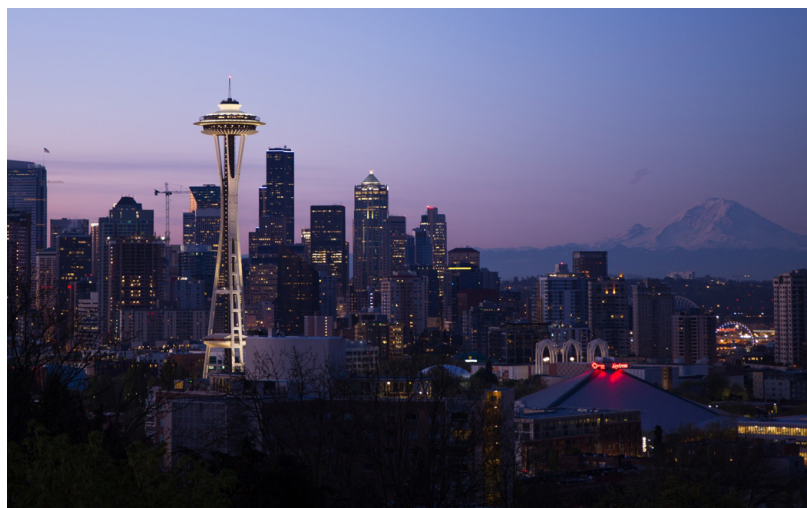
To recap, our **DICE (Data Informed Customer Engagement)** model is so much more than a typical marketing campaign as it's traditionally understood.

In addition to receiving a massive influx of new marketing-qualified leads, you also get:

- A treasure trove of new evergreen marketing content—optimized via user behavior data—that can be leveraged for years to come in your marketing and sales operations
- A sharper, more targeted brand image
- A marketing message honed to a fine point through direct user feedback
- A more streamlined sales process and shorter sales cycles.

And one of the best parts about the DICE model is the speed with which it works—a **60-day** window for creating the necessary assets and (typically) **60 days** to deploy the campaign.

The results that this model gets in that time are simply unmatched.





Contact INK Today

Interested in learning more about our proprietary DICE model and how we can generate highly valuable, marketing-qualified leads for your business?

Contact us at info@INKagency.com or at 949-596-4502.



INKagency.com/DICE