

An aerial, high-angle photograph of a city street intersection at night. The scene is illuminated by streetlights and building lights, creating a vibrant, multi-colored glow. A semi-transparent dark blue rectangular box is overlaid on the upper portion of the image, containing the title text in white. The text is centered and reads "Why Follow-up with Leads?".

Why Follow-up with Leads?

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Why Follow-up with Leads?

What is “Follow-up” and why do it?

A follow-up campaign, also known as a drip campaign, is a series of contacts or correspondences you send to those who request your free offer (also known as a “lead magnet”). The most effective follow-up campaigns don't rely solely on emails but use all sources of communication ... reliance on email is a common mistake many attorneys make.

Instead, they should include:

- Phone Calls
- eMail with relevant content (based on the client's interest)
- Mailed letters (sometimes called “direct mail”) and/or Postcards
- CDs of an interview you did (or, Podcasts for those so inclined)
- DVDs of you speaking at a professional event such as a business lunch or an educational talk
- SMS (also known as text-messaging)

A study done by the Association of Sales Executives in the early 2010's revealed that 81% of all sales happens on or after the fifth contact. Today, most advice is **15 or more** contacts with your prospects over a six to eight-month period. If you're an attorney or small business owner and you are only sending one or two follow-ups you are probably leaving your leads with too many other choices. Imagine all the business you're losing!

Not following up with your prospects and customers is wasting your marketing dollars!

Change your Processes - Today!

Why Follow-up with Leads?

Consistent follow-up creates a predictable and profitable stream of prospects and customers that buy. Small businesses that capture leads and follow-up with them enjoy higher conversion rates and a higher percentage of referrals than those that don't.

Are you worried that you don't have staff? Or, are you too busy? But, do you still want (or need) more business and customers?

Check out your systems... In many cases, increasing your yield on prospects is not a capacity question ... it is a systems question.

What Does a Good Follow Up System Look Like?

A good follow up marketing system should have three key attributes:

- It should be **systematic**, meaning that the follow up process is done the same way every time.
- It should generate consistent, predictable **results**. To know this, you need a way to track performance of the system.
- It should require minimal interaction, meaning it should be able to run on **autopilot**.

Sounds like pie-in-the-sky for most small business owners doesn't it? Can it really be done?

Not only can it be done, it's being done every day.

The secret to "follow-up marketing" is to make it automatic so that you don't spend your time on it but the job still gets done.

Why Follow-up with Leads?

Today, technology makes it possible. As some people have said, automating your follow-up processes gives you more time to work "on" your business rather than "in" your business.

Follow-up should be systematic, consistent, and automatic.

Three Types of Follow Ups

There are three types of people you should be following up with:

1. leads (people in your target marketplace),
2. prospects (people who have responded to your marketing but have not purchased, and
3. customers (people who have purchased something from you.)

Each follow up message and offer will be different for each type of person. With leads, you'll want to lure them to call you or visit your office. With prospects, you need to persuade them to make their first purchase. And with customers, you want to convince them to come back and do more business with you and give you referrals.

Probably the hardest type of person to follow up with is a lead because they haven't shown any interest and you usually don't have their contact information.

But that's not true with prospects and customers. You not only know who they are, but you should already have their contact information.

And if you follow up with your customers with consistency you'll find that they will help you turn leads into prospects and customers through referrals.

Why Follow-up with Leads?

An automated process can accomplish this without your personal interaction!

Follow-up with leads, prospects, clients ... everyone!

What should be in your marketing, anyway?

You need to first define your ideal contact (That is a topic for another day). Then, get into their heads.

The questions you might ask are:

- What are their interests?
- What do they NEED today?
- What are you providing to THEM?
- How can they take action NOW?

What is the most important detail?

1. **Speak their language.** As a lawyer, or other professional, you use “terms of art” or other specific jargon. Don't use that in your marketing! It is confusing to the outside world. It's crucial that you speak in terms your ideal client will understand.
 - Speak to your audience in words and phrases they understand.
 - Listen to your clients when they're talking to you—that's how you need to write!
 - Clear communication is foundational to your success.

Why Follow-up with Leads?

Some additional thoughts include these:

1. **Address their fears or concerns.** It doesn't matter if you're a doctor or an attorney or another professional; people come to you because they are in need of a service. They are looking for guidance from someone who can alleviate their fears and answer their questions. Ensure that each part of your follow-up campaign acknowledges their concerns and offers solutions.
2. **Leave them looking forward to the next part.** You've read books that you simply couldn't put down. Why can't your marketing be like that? Your goal is to create that cliffhanger feeling throughout your follow-up campaign. Give them most of the information they want, and then promise to dig further into the subject with your next email. You want your audience waiting for your next email, letter, or CD. Achieve this, and you will have created a truly powerful conversion tool.
3. **Stay connected.** Add links in your email letters that go back to relevant content on your website or to your Twitter feed or Facebook pages. Your prospects will come back to your website to read more and will follow you on social media.

Every interaction with prospects should be about their needs.

Follow Up Marketing Tools

Your normal follow-up marketing tools are the telephone (both voice and text), direct mail, and email.

The phone call is essential to the lawyer's approach. People want to talk with the lawyer. But, be careful! Bad sales procedures have trained prospects to consider anyone who calls to be a pushy salesperson.

Why Follow-up with Leads?

Instead of pushing on this first call, you should try to develop a relationship of trust with your prospect by listening to them and finding out how they need and can consume your content. For most, sending informational items such as special reports, audio CDs, or videos before you make a phone call will be effective. This package of goodies is sometimes called a "Shock and Awe" package.

Remember to always include a Call to Action (a CTA, which some people call a "next-step-offer") to accompany your educational materials. If the next step is to visit the office, then tempt them with an appropriate offer to come in. If the next step is to call you, your content should induce your prospect to call you immediately.

People move through the buying process in small, deliberate steps, especially when buying high-ticket items such as lawyers.

Your offer should always help them take the next step.

Your Follow Up Sequence

The power is in your follow up sequence. Your sequence is a series of communications with your prospect that are conceptually linked, with each communication building on the previous message.

For example, in the first letter you sent them resources. Then, you might start your second letter by saying, "10 days ago I sent you a letter..." You might also consider stamping the message, "2nd Notice" on the envelope to let people know this is the second time you've contacted them. Referencing the previous communication links what you're saying with what you've already said.

Why Follow-up with Leads?

If using direct mail you should include three to five mailings spaced out about seven days apart. When using an email you can have as many follow ups as you want because using email is basically free (that's why you always want to get a prospect's email address). We use over a dozen follow-ups in our email sequence going out over a six month period. But, sadly, one of the reasons that eMail has become less effective in the world is that it is over-used.

You should use all the various methods of communication ... just be sure to link them all together into a comprehensive and consistent message.

You might consider bolstering the offer with each communication using a deadline. This approach creates "urgency" ... time is a motivator to act **now**.

As an example, in the third communication you could say, "I'm surprised you haven't taken me up on my generous offer. What's holding you back?" Or consider saying, "I've written you three times and you still haven't taken me up on my offer so I'm going to pull out all the stops and make you an offer you simply can't refuse."

Notice how the language always links the previous communication and increases the boldness of the offer. It's the same type of conversation you might have in a regular sales conversation.

The other tool to use is to create "scarcity" by noting that there are only "12 seats remaining!" or that the "first 100 get a free book". Used together in one or more of your contacts in follow-up, Urgency and Scarcity are powerful.

Using scarcity and urgency can accelerate your conversions!

Why Follow-up with Leads?

How to Put Your Follow Up Marketing System on Auto-pilot

Automation is the key to developing a powerful follow up marketing system because it overcomes the number one reason most businesses don't follow up.

You must automate your follow up system as much as possible so that there are few, if any, physical interactions from your employees with the system. It's the required physical interactions (i.e. printing letters, sending emails, inputting leads etc.) where most (maybe 99%?) of all the breakdowns happen in well-intentioned follow up marketing systems.

To automate your follow-ups you should consider using existing internal steps, with third-party automated marketing systems, and then outsourcing any manual interactions (such as stuffing envelopes or answering phone calls).

For example, to capture your leads you could consider using Facebook or other Social Media to capture their contact information, automatically saving it and sending this information to you or uploading to the Customer Relationship Management system (CRM) in real-time, or even in a spreadsheet every day.

If you're using a direct mail follow up system (and it should be one part of your system), find a fulfillment house (such as 3DMail Results) to do the mailings for you. If you want to stay local, in most places, your local marketing materials printer can refer you to a fulfillment house in your area.

Why Follow-up with Leads?

Now, imagine running a new ad to a new narrowly defined lead group, and having your prospect call up and give their contact information to your virtual receptionists 24x7. Then, after the contact details are entered, the system automatically requests the Shock and Awe package to be sent, and your automated system follows-up by sending out a series of emails and hard-copy mail pieces all containing your most persuasive marketing message... without you lifting a finger!

Yes, you can!

This type of system runs many leading law offices today.

What About Calling to Follow Up?

Yes, you should call your prospects. Some consultants say not to do that, but I don't agree. Attorneys run a "high-trust" service and your clients need to speak with you or a staff person to feel comfortable.

But, that is okay ...

Your prospect has already received your educational marketing messages and have most of their questions answered before they call you. An educated prospect is your best prospect. And the calls will be comfortable and friendly.

They already know why you're different, what your value proposition is, and how you're uniquely qualified to meet their needs. In fact, they've pre-qualified themselves before you ever have to spend time physically speaking to them.

Why Follow-up with Leads?

This drastically reduces the sales cycle and increases your conversion rate because you have positioned your small business to be their only logical choice.

Always call your prospects at some point. Phone calls are not dead!

Cool, am I done then?

Well, maybe not exactly ... track what you are doing, test it, and upgrade. Not everything you try will work the same way. You must look at the systems and always be ready to try something new.

From your lead magnet or free offer to your most recent email, you need to see precisely where people are taking action, and where they are opting out of your follow-up campaign.

To see, we recommend tracking the source of leads, use your website's analytics reports, and asking questions of those who call your office. You need to know exactly what made them visit your website, request another offer, or make an appointment to see you. Without this knowledge, you're operating your follow-up campaign in the dark.

Shed some light on your success and make it better!

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Conclusion

Follow-up marketing will improve your profits. You will have more time for doing what you like to do. It will improve your closing rate and increase your customer satisfaction.

Following up with systematic processes allows you to leverage your salespeople's time and enhance their productivity, which will result in more sales with less effort.

More sales, more profit, more time! Automation gets you there!

Call us today for more information! 984-234-5880

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