

Lead Generation

CHECK LIST



Twitter – Your potential customers could be tweeting questions or concerns? Twitter for Business The conversation is the canvas

<https://business.twitter.com/>



LinkedIn – Engage in conversations and groups relative to your field



Video/YouTube Marketing – Visually represent your products and services to a mass audience.



Blog Article – Use keyword research tools and long tail keywords that relate to your business. Be sure to blog about important topics to your business.



Facebook – Create your own with relative content

<http://www.facebook.com/marketing/info>

Facebook Marketing helps to educate and inspire Marketers through Facebook's 4 Steps to Business Success, Success Stories, product launch updates, educational and support programs and more. There are 4 things that we suggest your business do in order to be successful on Facebook. On this Page, we will continuously refer to this 4 Step framework and show you how you can connect with current customers, find new fans, and drive return on investment.

Facebook's 4 Steps to Business Success:

- **Step 1** - Build your Facebook Page
- **Step 2** - Connect to fans with Ads
- **Step 3** - Engage your fans with quality content
- **Step 4** - Influence the friend of your fans

Learn more here:

https://www.facebook.com/marketing/app_356581427727267

<http://www.facebook.com/business>

Build relationships with them, reach new people and drive sales using Facebook. Over one billion people like and comment an average of 3.2 billion times every day. When you have a strong presence on Facebook, your business is part of these conversations and has access to the most powerful kind of word-of-mouth marketing — recommendations between friends.

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BNI(www.bni.com) Local Business – Global Network® with over 145,000 members worldwide, BNI is the largest business networking organization in the world. Last year alone, BNI generated 7.1 million referrals resulting in \$3.3 billion dollars worth of business for its members. We offer members the opportunity to share ideas, contacts, and most importantly, business referrals.



List Joe – Email marketing sends your email to 1000 home-based business owners

- Professional Website – Just call to action terms, like “Get your free report”, “Sign up for free consultation”, “Call now for free quote.”
- Direct Mail – Target geography and demographics yield a high return percentage. Neishloss & Fleming has relationships with proven national lead vendors.
- Newsprint or Article Marketing – Provide content to a newspaper on Medicare topics. Many publications have limited budgets and can’t gather content on their own. They may use your article and advertise your name and contact info.
- Classified Ads in Local publications
- Trade Publications
- Radio Ads – Inexpensive and targeted to a local market. Advertise yourself and your services
- Appointment Setting Services – Investigate services that will troll the Medicare Ocean for you! These services may cost more, but can return more qualified leads
- Current Book of business – Cross sell Medicare if you are a Life, P&C, Group Health agent.
- Referrals– Ask friends, partners, clients, family, etc.
- Networking Events – Attend those for financial planners, accountants, insurance agents and partner with those who do not offer Medicare products.
- Community Programs – Research opportunities with Churches, Senior Centers, Senior Living Establishments, and Adult Education Courses to educate Medicare eligibles on basics.