



BURN YOUR BROCHURES: Online lead generation for Kiwi tech companies

Generating leads online - both high in quantity and quality - is becoming an export marketers' most important objective. A successful lead generation engine is what keeps the funnel full of sales prospects while you sleep.

There can be a lot of moving parts in any lead generation campaign and often it's difficult to know what's required to set it up and which parts need fine tuning. So what goes into a best-of-class lead generation engine?

www.concentrate.co.nz



A person's silhouette is seen from behind, looking towards a large, bright bonfire at night. The fire is the central focus, with flames reaching upwards. Other people are visible in the background, some sitting and some standing, all illuminated by the warm glow of the fire. The scene is dark, with the fire providing the primary light source.

BURN YOUR BROCHURES

Online lead generation for Kiwi tech companies



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We help New Zealand's smartest technology firms find and grow markets for their products





CHALLENGING THE LONE WOLF MIND-SET

The growth opportunity for Kiwi
technology exporters

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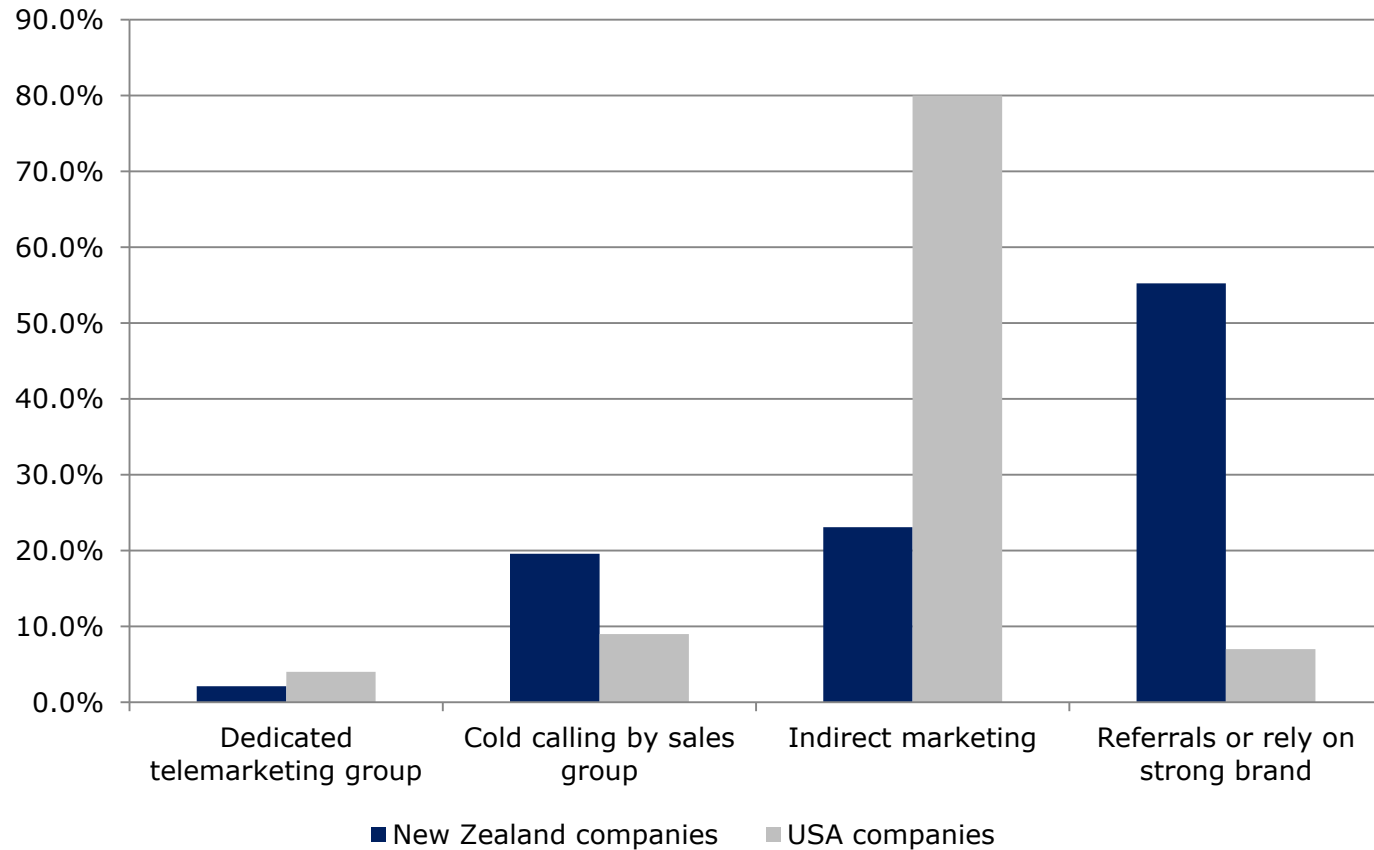
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IT'S ALL ABOUT SALES EFFICIENCY



Source of leads: NZ vs USA tech companies





OUT

BUYERS JOURNEY TRANSFORMED



44% of direct mail is never opened



86% skip TV commercials



91% unsubscribe from emails



200 million say “Do Not Call”

IN



Really?



80%

Online content plays moderate to major role in vendor selection

59%

Share content with more than 25 colleagues

35%

Online content shows which vendors understand our business problems the best

8

Average number of content assets used in decision process

Sources: 1. CMO Council, 2013 survey of 400 US B2B buyers, 2. IDG 2013 survey of 1100 UK corporate buyers of technology

LIGHT BAKING

SURE TO RISE

SURE TO RISE

COOKERY
BOOK

(Don't) Show me the money


Download our practical guide to building a balanced and effective remuneration policy for your organisation.

[Download the Whitepaper](#) 

1 2 3 4 5 6 7 8



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Remuneration Software

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Remuneration Ally is focused on a simple goal - giving organisations more control over their salary review processes.

Performance Management Software

[FIND OUT MORE](#)



Performance Ally helps organisations keep their performance management process on track, headed in the same direction as corporate strategy.

Take control with Pivot Software

Pivot Software provides human resource software solutions that enable organisations to improve the effectiveness of key processes like remuneration and performance management.

We enable our clients to improve their control over the complex and often emotional human resource processes. [Find out more](#)

Latest Blog Entry

Keeping It Private

04 June 2014

Most Australian HR practitioners will be well aware of the revamped privacy laws that came into effect in March 2014. The 13 principles amended earlier legislation governing how organisations manage people's information. ... [\(read more\)](#)

Free eBook: Grow your business, not your debt



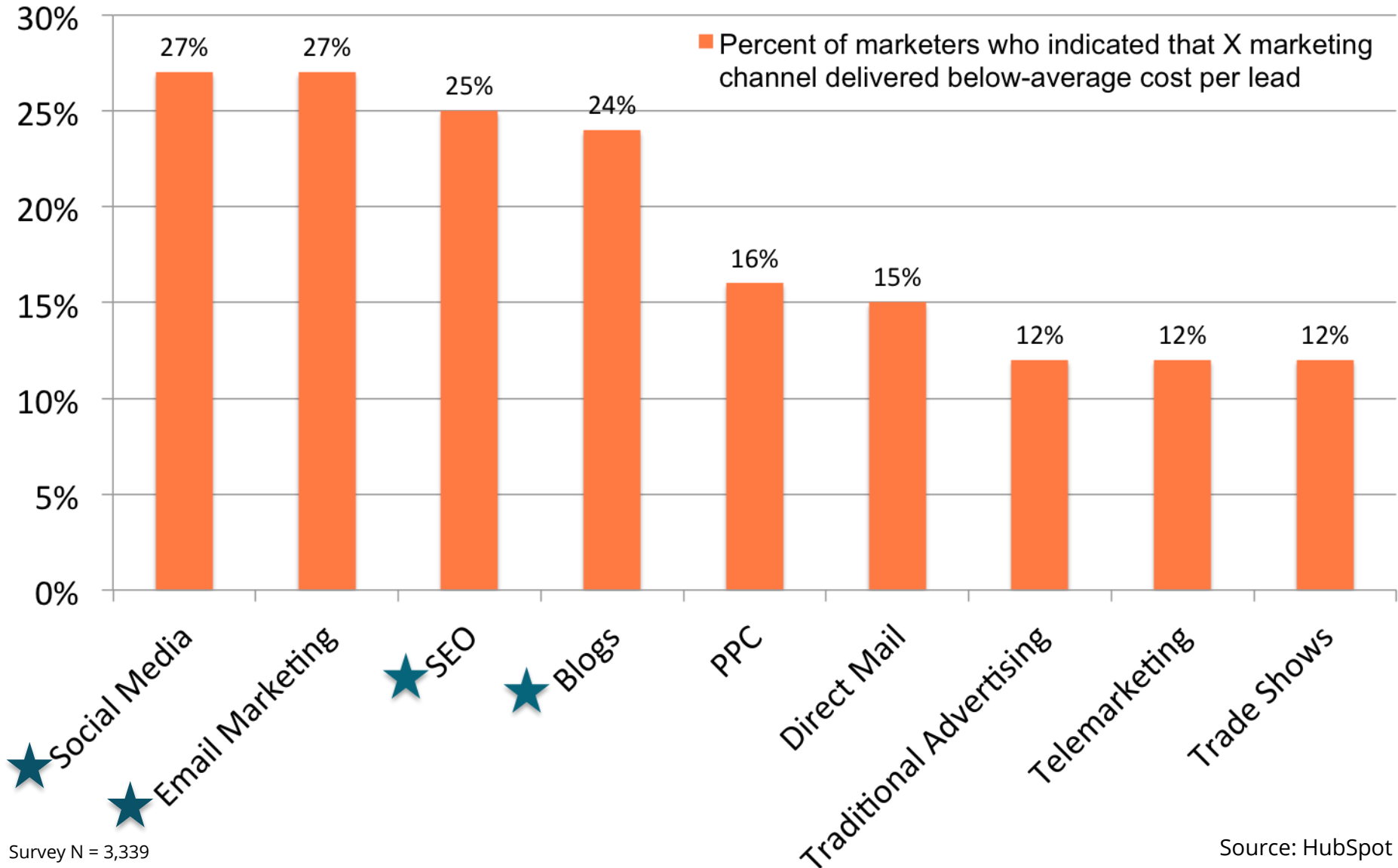
Discover the most common (and avoidable) mistakes business owners make when it comes to credit control.

Read the eBook to learn about:

- ✓ The true cost of 60+ days overdue
- ✓ Why you shouldn't let clients treat you like a bank
- ✓ How to utilise the good cop, bad cop act
- ✓ Good credit control must-haves (compiled into a handy checklist)

Fill out the form to download the eBook

Inbound strategies deliver below-average cost per lead



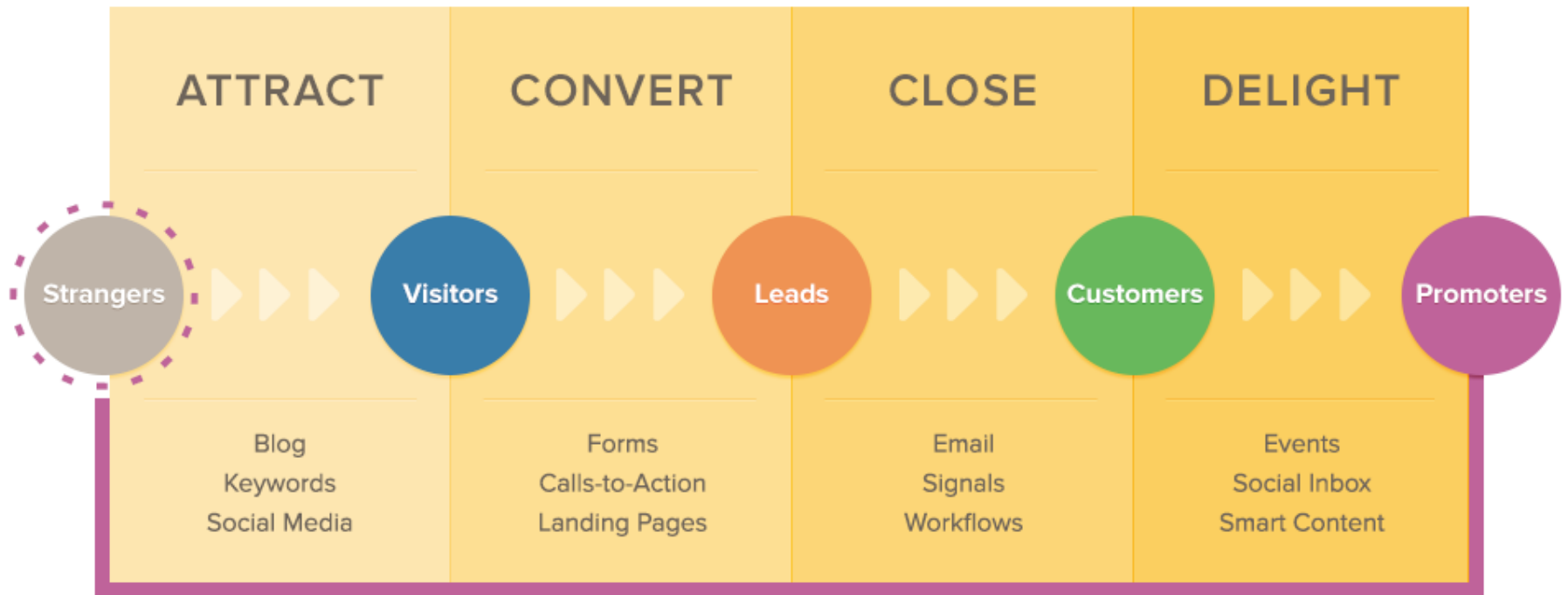


HOW?

Methodology

A background image showing a group of business professionals in a modern office setting. In the foreground, a man in a light-colored suit is handing a small object, possibly a business card or a small gift, to a woman in a dark blazer. They are both smiling. In the background, other people are visible, including a man in a dark suit and a woman in a light-colored top. The scene is set in front of a large glass window that reflects the sky and some greenery.

FOUR ACTIONS YOU MUST TAKE TO OBTAIN VISITORS, LEADS AND CUSTOMERS



360° VIEW OF YOUR LEADS



1. VISITOR INTELLIGENCE

Intelligence to know when visitors from ideal target companies are visiting your site.



2. LEAD INTELLIGENCE


Developing a profile for your lead with the information provided and creating a store.

Social
Contacts
Reports
Partner

Search

John Hamilton

+ Add/Remove from lists
✉ Opt out of email
More actions



First touch
A Year Ago
[Direct Traffic](#)

Last touch
2 Months Ago
[Opened Email](#)

Lifecycle stage
Lead
Since October 2 2013

Return to all contacts

Contact details

Overview

Properties

Company

Workflows

Property History

List Memberships

Contact research

Search in Google

Public contact URL

<https://app.hubspot.cc>

Contacts settings

Starred Properties

First Name:
=
★
i

Last Name:
=
★
i

Email:

=
★
i

Phone Number:
=
★
i

Last Contacted:
=
★
i

Lifecycle Stage:
=
★
i

HubSpot Owner:
=
★
i

Twitter Username:
=
★
i

Company Name:
=
★
i

Showing all 74 interactions



February

2 Emails



[DONT MISS OUT! Seminar: lead generation for tech companies](#)

Feb 24 2015 at 12:14 PM



Delivered



[Seminar: lead generation for tech companies](#)

Feb 11 2015 at 11:26 AM



Delivered

January

1 Email



[2015 NZ Hi-Tech Awards](#)

Jan 23 2015 at 11:47 AM



Delivered

December 2014

1 Email



[Merry Christmas from Concentrate](#)

Dec 19 2014 at 9:30 AM



Opened

November 2014

2 Emails

1 Website visit

1 List membership



[Technology marketing update from Concentrate Ltd](#)

Nov 26 2014 at 9:50 AM



Delivered



[You're invited to the Concentrate Christmas party](#)

Nov 18 2014 at 4:19 PM



Opened



[Science not fiction - Concentrate](#) via [Linkedin](#)

Nov 4 2014 at 12:59 PM

Standard page
Page type

[Show all 4 interactions from November](#)

October 2014

2 Emails

1 Website visit



[Technology marketing update from Concentrate Ltd](#)

Oct 31 2014 at 11:30 AM



Delivered



[Market Measures 2014 Report | Concentrate](#)

Oct 7 2014 at 2:12 PM

Landing page
Page type



[Market Measures 2014 report now available](#)

Oct 7 2014 at 2:12 PM



Clicked

September 2014

3 Emails



[Technology marketing update from Concentrate](#)

Sep 25 2014 at 9:32 AM



Clicked

3. LEAD SCORING

Attaching values to leads based on their professional information and the behaviour they've displayed on your website.



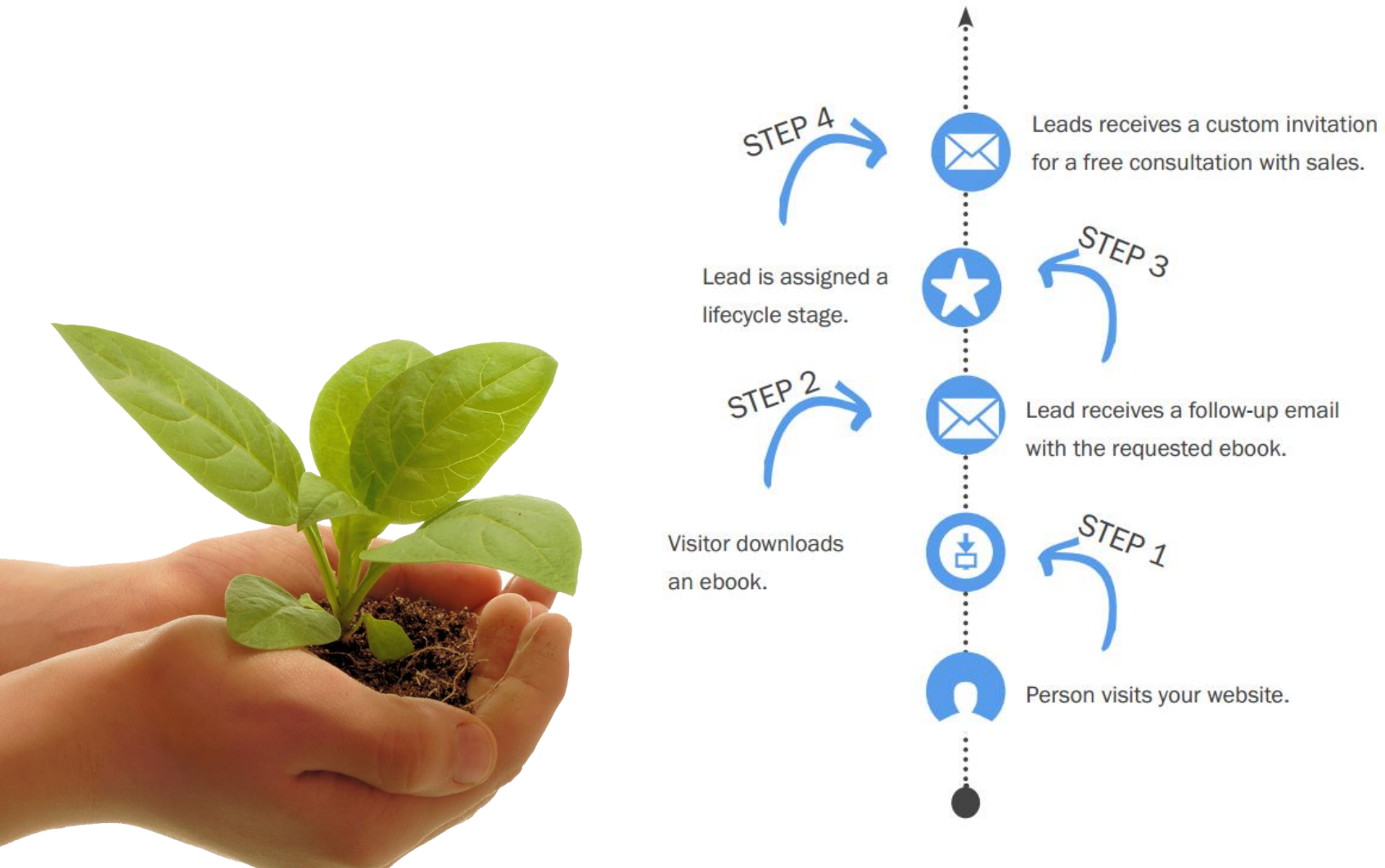
4. CRM INTEGRATION

Integrating lead management and CRM will enable you to bridge the gap between marketing and sales strategy.



5. LEAD NURTURING

Basic lead nurturing involves a tightly connected series of emails with a coherent purpose and an abundance of useful, relevant content.





FOUNDATION: COMPELLING, RELEVANT CONTENT

A person is seen from behind, sitting on a rocky ledge and looking out over a vast cityscape at sunset. The sun is low on the horizon, creating a warm, golden glow over the city. The person's hair is dark and tied back. The overall mood is contemplative and hopeful.

Grow your
business,
not your debt.



Why having good credit control is essential for small business owners and tips for putting it in place.

GET YOUR WEBSITE FIRED UP!

Call to actions

Broadcast Channels

Social media channels

The screenshot shows the SLI Systems website with the following elements:

- Header:** SLI SYSTEMS logo with tagline "Search, Learn & Improve". Navigation links: SOLUTIONS, CUSTOMERS, PARTNERS, RESOURCES, ABOUT US, CONTACT US. A search bar is located in the top right.
- Main Banner:** A large graphic with a magnifying glass icon, a "New!" badge, and a "2014" badge. It features the text "BIG BOOK OF SITE SEARCH TIPS" and "OPTIMIZE YOUR SITE TO SELL MORE". A red arrow points to the "New!" badge, and another points to the "2014" badge.
- Sub-header:** "The #1 SaaS Site Search Provider to the Internet Retailer Top 1,000".
- Three Columns of Content:**
 - SITE SEARCH CRITIQUE:** "Receive a complimentary site search review with recommendations on how you can improve your site search and increase customer conversions." A red arrow points to the "REQUEST A CRITIQUE" link.
 - PRODUCT DEMO:** "See innovative site search merchandising examples that turn visitors into buyers and increase average order value." A red arrow points to the "REQUEST A DEMO" link.
 - EDUCATIONAL E-BOOKS:** "Read about great site search and navigation tips designed to improve the user experience and conversions of your e-commerce site." A red arrow points to the "DOWNLOAD E-BOOKS" link.
- Logos:** A row of logos including "for all mankind", "FTD", "Harry & David", "Jelly Belly", and "NRS".
- Footer:**
 - Podcasts:** "Mike Stearns from Tea Collection" and "George Michie, CEO of The Rimm Kaufman Group".
 - Webinars:** "Two Easy Ways to Drive More Sales from Popular Search Engines", "Accelerate E-Commerce with SLI's Learning Recommendations.", and "Why Searchers are the Most Important Visitors You Have".
 - News:** "SLI Systems Poised for World-Class Presence at IRCE" and "Effective Site Search Design Boosts Profitability".
 - Blog:** "10 Years of IRCE, and This One Could Be the Best" and "Overcome the Limitations of Solr Search".
 - Social Media:** A Twitter feed showing a tweet from Shop.org and a "Retweeted by SLI Systems" notification. Below the feed are social media icons for LinkedIn, Facebook, Twitter, YouTube, Blogger, Pinterest, and Google+.
 - Newsletters:** A "Newsletters" link.

SET-UP LANDING PAGES



Free white paper

Upping your game:
Achieving a seamless transition from an in-house TOS



Download this white paper to learn more about:

- The barriers to migrating from an in-house TOS
- Potential efficiency gains in migrating to an industry-standard TOS
- The importance of scoping your processes at the beginning of your project
- Why having the right people on the job determines success
- Mitigating the risks of upgrading core information systems

Download

First name

Last name

Email address *

Company name

Submit

PROMOTE YOUR CONTENT THROUGH LINKEDIN...

The screenshot shows a LinkedIn profile for Tait Communications. The profile header includes the LinkedIn logo, the word "PREMIUM", a search bar, and navigation links for Home, Profile, Connections, Jobs, and Interests. The profile picture is a blue circle with the word "mango" inside. The location is "Auckland, New Zealand". The bio states "View Job • More jobs at Indigo New Zealand • 5h ago".

The main post is titled "Tait Communications" and features a red-bordered image of a digital display showing stock market data. The text of the post reads: "Avoid a Security Breach... Mobile Devices, LMR Network, Social Media and Software applications are just a few areas to focus on! Check out the rest here: <http://bit.ly/1oq83Ra>". Below the image, the text says "Nine Things to Focus on to Avoid a Security Breach" and "blog.taitradio.com • Tait CIO John Emerson discusses why security of information is such a concern, and where to start to make a difference. What can a security breach mean for your organization? Loss of reputation, cu...". The post has "Like • Comment • Share • 5h ago" options.

Below the post, a user named Jacinta Clark is shown liking the post. A comment from Bea Benkova says "Great way to look at life :-)". Below the comment is a handwritten note on lined paper that reads: "LIFE IS LIKE A CAMERA.... FOCUS ON WHATS IMPORTANT, CAPTURE THE GOOD TIMES, DEVELOP FROM THE NEGATIVES, AND IF THINGS DON'T WORK OUT, TAKE ANOTHER SHOT." The post has "Like (50) • Comment (4) • Share • 13m ago" options.

The right sidebar shows "People You May Know" with three suggestions: James Brading, Paul Roberts, and Christina Kim. Below that is "Ads You May Be Interested In" with three ads: "Think you're a leader?", "NZ Based Web Programmers", and "Invisible network traffic".

AND PROMOTE THROUGH PINTEREST!

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Concentrate

Pins

Boards

Pinner's

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Just my Pins

Click to LOOK INSIDE!

REVISED & UPDATED WITH A NEW PREFACE BY ROBERT B. MILLER

THE NEW STRATEGIC SELLING

THE UNIQUE SALES SYSTEM PROVEN SUCCESSFUL BY THE WORLD'S BEST COMPANIES

ROBERT B. MILLER AND STEPHEN E. HEIMAN WITH TAD TULEJA

FOREWORD BY J. W. MARVETT, JR. CHAIRMAN AND CEO, WITTENBERG INTERNATIONAL, INC.

The New Strategic Selling by Miller Heiman: How to manage opportunities to successful outcomes

Rolene Liebenberg (Australia)

Sales Development

Average Salesperson Performance		Top Salesperson Performance	
Category	Average	Category	Top
1. Sales Volume	\$125,000	1. Sales Volume	\$250,000
2. New Accounts	10	2. New Accounts	20
3. Client Retention	85%	3. Client Retention	95%
4. Sales Cycle	90 days	4. Sales Cycle	60 days
5. Profitability	15%	5. Profitability	25%
6. Customer Satisfaction	80%	6. Customer Satisfaction	90%
7. Salesperson's Own Business	10%	7. Salesperson's Own Business	20%
8. Salesperson's Own Income	\$15,000	8. Salesperson's Own Income	\$30,000
9. Salesperson's Own Expenses	\$5,000	9. Salesperson's Own Expenses	\$10,000
10. Salesperson's Own Profit	\$10,000	10. Salesperson's Own Profit	\$20,000

Miller Heiman Strategic Selling

#complexsales #bluesheet #buyinginfluences

ALLOCATING THE RIGHT RESOURCES FOR PURSUING LARGE DEALS

Our organization is highly effective in allocating the right resources for pursuing large deals.

75% Small Deal (\$25K - \$50K) 25% Large Deal (\$50K - \$100K) 50% Medium Deal (\$50K - \$100K)

Small Deal Size \$25K - \$50K Medium Deal Size \$50K - \$100K Large Deal Size \$100K - \$250K

17 PEOPLE 3 SALESPEOPLE 47 PEOPLE

SALES FUNNEL

At Opportunities do not Created Deal

Why a funnel, not a pipeline?

Start with those companies with whom you've done business. Qualify customers, not prospects (X).

What are the characteristics of both your best and your worst customers?

Best characteristics may be: Willing to pay for "value added" Committed to high quality Good priority to my support center Size of and user group

Worst characteristics could be: Inflexible on price Slow to make buying decisions Secretive and unwilling to cooperate Obsolete my existing expertise

THE MILLER HEIMAN SALES SYSTEM

Learn More

Miller Heiman Sales System

4.1

Impact Learning Systems Centers of Excellence - Impac...

Click to LOOK INSIDE!

REVISED & UPDATED

THE NEW SUCCESSFUL LARGE ACCOUNT MANAGEMENT

Maintaining and Growing Your Most Important Assets—Your Customers

Robert B. Miller and Stephen E. Heiman with Tad Tuleja

Foreword by Patrick Thomas

The New Successful Large Account Management (LAMP) by Miller Heiman

Mike Kunkle Sales Books Worth Reading

RESEARCH INSTITUTE MILLER HEIMAN

Miller Heiman Research Institute

Impact Learning Systems Centers of Excellence - Impac...

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REVISED & UPDATED WITH A NEW PREFACE BY ROBERT B. MILLER

THE NEW CONCEPTUAL SELLING

THE MOST EFFECTIVE AND PROVEN METHOD FOR FACE-TO-FACE SALES PLANNING

ROBERT B. MILLER AND STEPHEN E. HEIMAN WITH TAD TULEJA

FOREWORD BY JOHN PHILIP COCHLAN PRESIDENT, SCORPION TRADING CORP.

The New Conceptual Selling by Miller Heiman: Meeting Planning to give you an edge.

Rolene Liebenberg (Australia)

Sales Development

Don Feltham Tech Companies

We consistently use a formal process for measuring customer

WRITE A BLOG!!



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IT industry: Go fast or die slow

By Owen Scott

June 3rd, 2014



The Press, June 2014

It sounds like the title of a B-grade action film, but "Go fast or die slow" is actually the title of a more prosaic form of entertainment, a major study into the software industry recently published by consulting company McKinsey.

While not as fun as a car chase movie, the study is highly relevant given the explosive growth New Zealand's software sector is experiencing.

McKinsey analysed 3000 software and online service companies globally, from 1980 to 2012. It also surveyed senior executives from 70 companies.

Software is fast becoming a distinctive part of New Zealand's export economy, helping to reduce our dependence on agricultural industries. As a "weightless" export, there are also minimal tradeoffs in terms of carbon or other environmental impacts.

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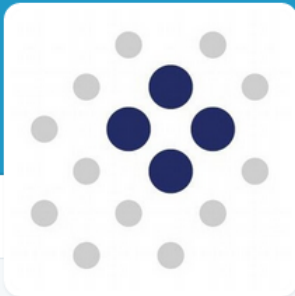
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**A company that
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TWEET IT!!

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Concentrate Limited

@concentratenz

Concentrate is a strategic marketing consultancy that helps New Zealand companies with specialised technology products successfully grow their markets.

📍 Christchurch, New Zealand

🌐 concentrate.co.nz

🕒 Joined March 2010

TWEETS
385

PHOTOS/VIDEOS
3

FOLLOWING
320

FOLLOWERS
300

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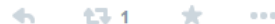
Concentrate Limited @concentratenz · 10h

In the IT industry you have two choices - to go fast or die slow. Read Concentrate's latest Press article: hub.am/1uaD7YS



Concentrate Limited @concentratenz · May 26

Is your technology company suffering from FOMO? hub.am/1jnZfHh



Concentrate Limited @concentratenz · May 19

SEO is not an STD - read our latest Press article to understand the true meaning of search engine optimisation hub.am/1o94lqB



Concentrate Limited @concentratenz · May 18

Congratulations to Ben and the team on their profile of the Canterbury Technology sector - fluxnz.com

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Pivot Software



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Pivot Software helps leading ...

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2:21

Remuneration Ally by Pivot Software

634 views · 2 years ago

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Performance Ally

2:09

Performance Ally by Pivot Software

539 views · 2 years ago

SKM using Remuneration Ally

235 views · 2 years ago

Uploads

Remuneration Ally

2:21

Remuneration Ally by Pivot Software

634 views · 2 years ago

WATCHED

Performance Ally

2:09

Performance Ally by Pivot Software

539 views · 2 years ago

This means: HR Payroll

98 views · 2 years ago

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BUT WAIT, THERE'S MORE....



Mailing



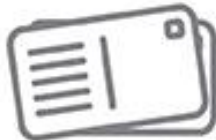
SMS



Large Format



Print



Direct Marketing



SEO

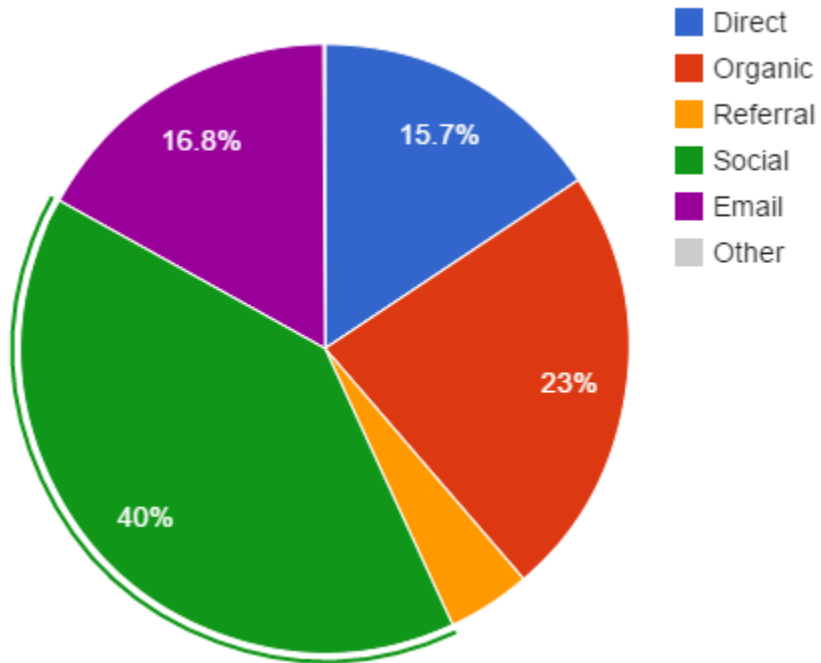


Email

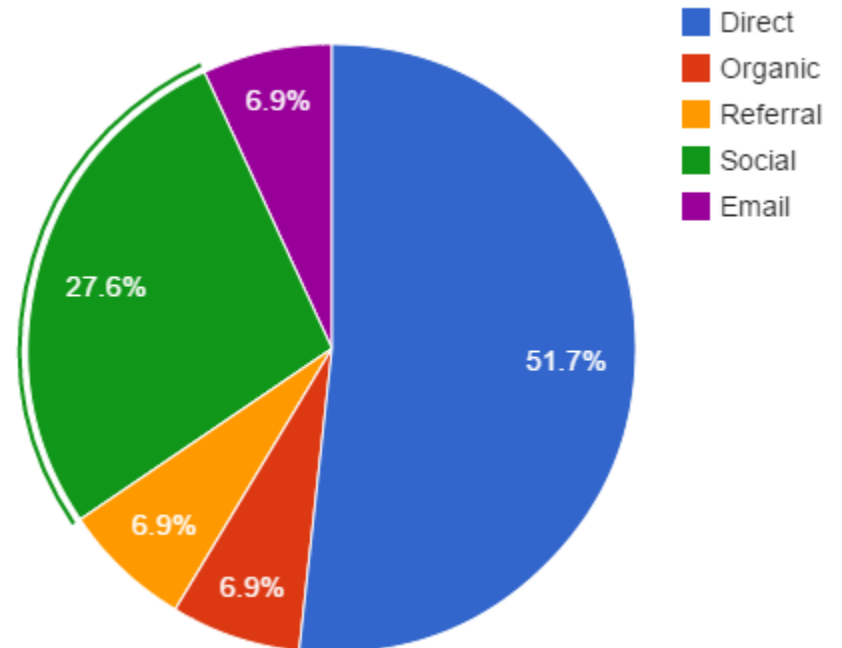


Surveys

2,074 VISITS



42 LEADS



1

The Concentrate Lead Generation System for Hi-Tech Companies*



FOUNDATION PHASE

OPTIMISE WEBSITE

- Review structure (e.g. CMS, home page, menu)
- Search engine optimisation (e.g. optimised pages, keywords, content, links)
- Connect with publication channels (e.g. social media links)
- Set-up blog (e.g. CMS, RSS feed)

DEVELOP CONTENT PLAN

- Agree content topics (content that will attract people to your site – e.g. managing the RFP process)
- Agree format (e.g. whitepaper, checklist, video, image)
- Agree content publication frequency (e.g. weekly blog, monthly whitepaper)

BUILD ACTIVITY STRUCTURE

- Multiple calls to action (e.g. free trial, free assessment, webinar, demo, talk to sales)
- Build landing pages (e.g. registration, fulfilment)
- Email marketing (e.g. follow-up, next action, thanks)
- Establish database (e.g. capture activity and registrations)

SET-UP BROADCAST CHANNELS

- Social media channels (e.g. LinkedIn, Facebook, Twitter, Pinterest, Google+, Slideshare, YouTube)
- Set-up management tools (e.g. Hootsuite)
- Agree Online Promotion (e.g. Google AdWords, LinkedIn Ads)
- Integrate with offline activity (e.g. public url's)

IMPLEMENT MEASUREMENTS

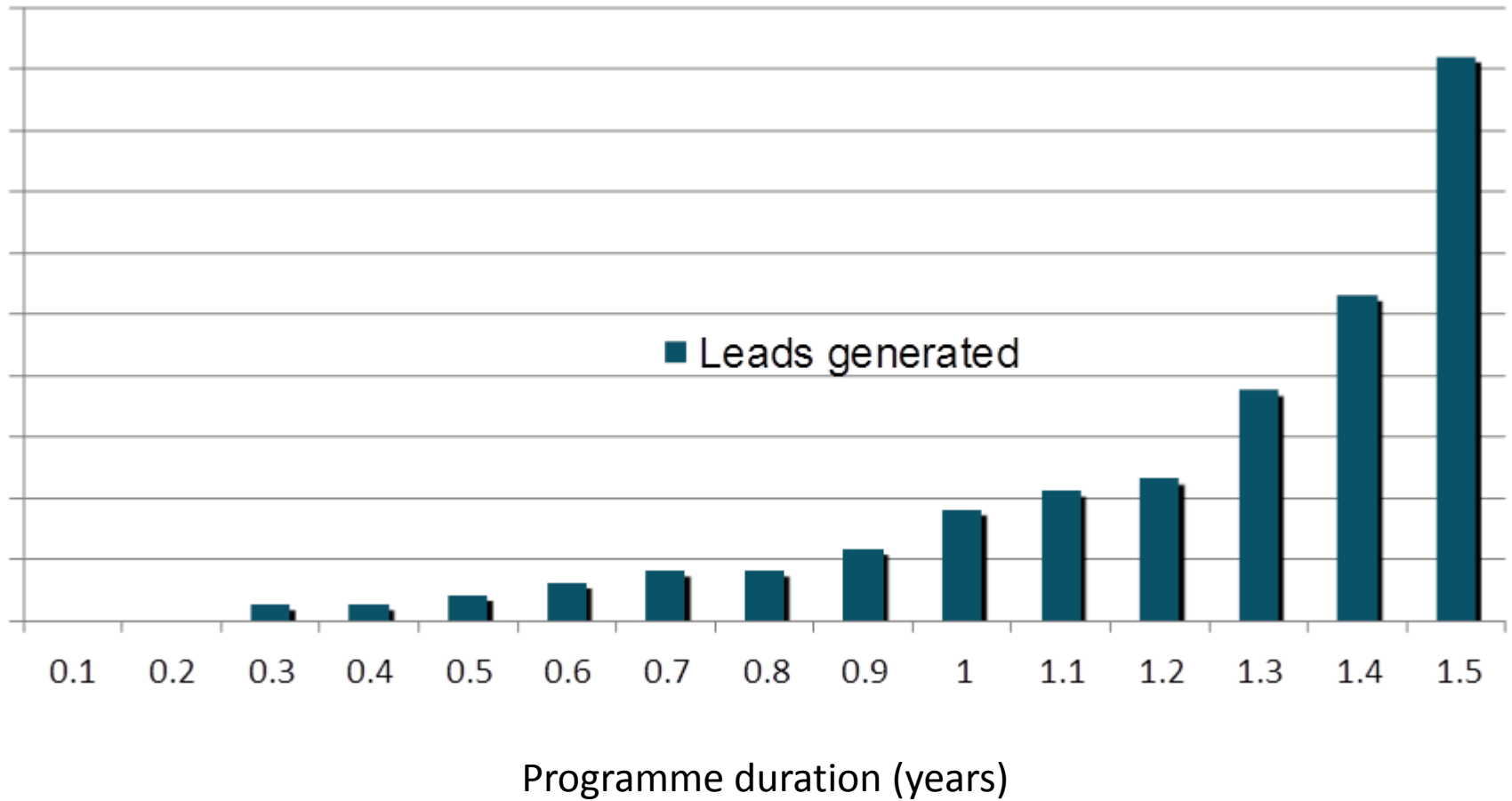
- Website visitors
- Leads (registrations)
- Customers
- Conversion rates
- Content performance
- Behaviour

* The Concentrate Lead Generation System is based on international best practice and the results of the annual Market Measures survey, a study of Kiwi tech companies by Concentrate and PricewaterhouseCoopers.

www.concentrate.co.nz

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IN FOR THE LONG HAUL..





ABOUT US

Concentrate helps New Zealand's smartest technology firms find and grow markets for their products.

If you have the courage to focus, we have the tools and experience to help you realise the potential of your innovation.

www.concentrate.co.nz



