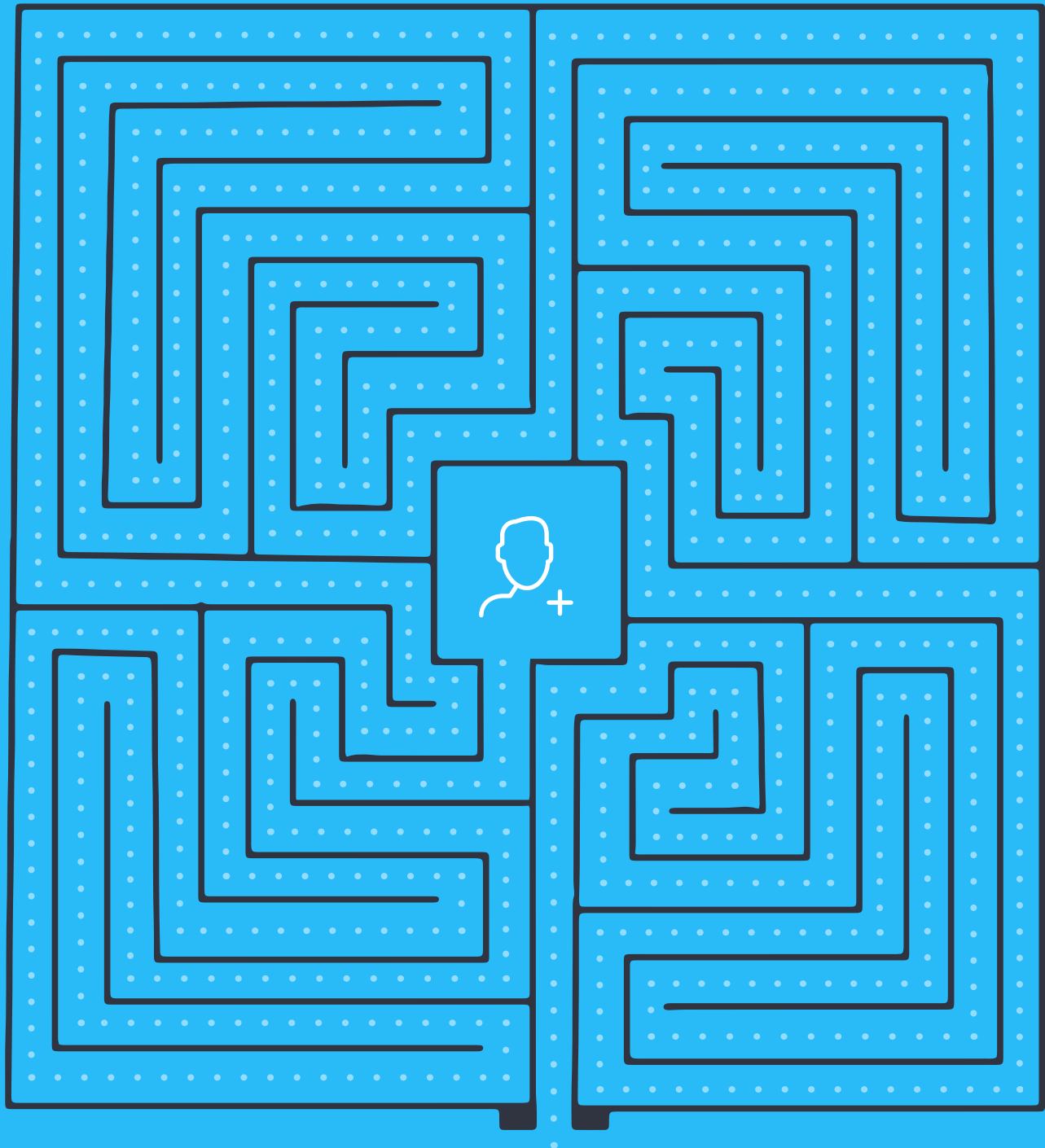


Top 10 Places to Find Lost Leads



Index

No. 1: Your Past Purchasers	01
No. 2: Abandoned Shopping Carts	07
No. 3: Conference Networking	10
No. 4: Your Social Media Followers	13
No. 5 and 6: Spam Folders	17
No. 7: Chillin' at the Bottom of Your Funnel	21
No. 8: At a New Email Address	26
No. 9 and 10: The Inbox	29

No. 1: Your Past Purchasers

“Ready or not, here I come!”

Remember those endless summer days as kids? Hiding and waiting, hoping not to be discovered? Or feeling absolutely certain that your playmates had disappeared into thin air, never to be found?

When it comes to the endless quests for leads and conversions, digital marketing can often feel a little like seeking the best hidiers in the entire neighborhood. Sometimes you may even feel ready to quit and walk away. Don't do that.

Much like Hansel and Gretel, your leads have left you a trail of breadcrumbs. Fortunately, birds don't favor digital breadcrumbs, nor have we seen any witches in the woods lately.

In this series, we'll expose ten places your missing leads might be hiding and show you how to bring them back into your sales funnel.

Have you ever shopped with your favorite online retailer, put something in your cart and never completed the purchase?

If yes, turns out you're not alone. Research shows that although **abandoned carts lost almost 4 trillion dollars, 63 percent of that total may be recoverable** via the use of savvy email marketing.

Why do shoppers abandon purchases? According to [Moz](#), an authority on inbound marketing and SEO, the top reasons include:

1. Unexpectedly high shipping costs
2. Not yet ready to make the purchase
3. Comparing prices between competitors
4. Price was too high

It costs far less to retain a customer than it does to attract a new one, and it is easier to convince a previous purchaser to press “buy now” again than it is to convert someone who has never bought from you before. Your past purchasers are already familiar with you, your products, and your services. And they were receptive to your messaging in the past. This means the hardest part of your job—earning someone’s trust—is already done.

Encouraging a past customer to buy again, often called remarketing, has impressive success rates. According to Salescycle, [remarketing email open rates](#) average 57 percent and a 30 percent conversion rate (versus a typical 21 percent open rate and 3 percent conversion rate).

All you need to do now is to do a little experimentation to figure out the best incentive to bring those customers back to purchase again.

12 proven methods to encourage past purchasers to buy again

1. **Ask them to join your list**

Whether you add a checkbox to the order button that says, “Yes! Send me current coupons and special offers” or add a subscription offer to your confirmation email—extend an invite to help your purchaser remain connected.

2. **Maximize the potential of your post purchase emails**

Don’t waste an opportunity. Open rates on post-purchase transactional emails (such as the order or shipping confirmation email) are very high; people want to make sure their purchase went through correctly. After you’ve provided the necessary order information, you have the opportunity to drive more engagement. Consider including:

- **Related products/best sellers:** Do not underestimate the power of letting customers know that others who purchased their product also often purchase other specific and complementary products.
- **Upsells:** Do you offer products that improve or build on the one your customer purchased? Don’t forget to let them know.
- **Related content:** Do you have a related blog article, instructional YouTube video, or FAQ page for the purchased product or service? Send it to your customer.

- **Discounts:** Post-purchase emails are a terrific place to offer discounts, especially if they apply to the related products or upsells you are offering.
- **Helpful information:** Make sure your customer feels confident in their purchase by providing them with information on product care, returns, exchanges or shipping details and links, as well as by providing contact information for customer service or technical support.

3. Institute a dedicated follow-up campaign

Send targeted, regular engagement emails to all past customers. It's important to stay top-of-mind so that when a customer is ready to buy again, they think of you first. And by regularly emailing them (with their permission), you keep the lead warmer. If the contact goes cold, you'll have to work harder to re-engage them later.

4. Create a loyalty club

People like to know they are special, and becoming a VIP customer creates a sense of loyalty to your brand by allowing them to earn points or rewards for their purchases.

5. Reward customers for their purchase

Offer a surprise discount or credit to returning customers as a way of saying thank you.

6. Remind past customers of any coupons or points they have earned

If you use an automated email marketing service, you can set up an auto reminder email that sends just before an

offer is set to expire. This is not only thoughtful, it also creates a sense of urgency and can give an extra boost to sales.

7. Create a series of time-sensitive early offers or elite deals only available to VIP customers

This cultivates a sense of exclusivity and speaks to a universal fear of missing out—both strong purchase motivators. Consider a discount, a product upgrade, or special edition.

8. Don't forget the power of a sincere thank you

A personalized thank you campaign for purchasing, subscribing or writing a review lets your customers know that you appreciate them.

9. Delight them—just for the heck of it

You don't need a reason to do something amazing for a great customer. Think of ways you can offer your best customers a wonderful surprise or extra delightful experience. There is a good chance they will reward you with future purchases.

10. Let them know you miss them

Has it been a while since your customer has visited your site to make a purchase? Creating a simple “We miss you!” campaign can help you reengage these customers by letting them know about new products or services. Consider creating a “discount ladder” where you offer progressively higher discounts at sixty, ninety, and 120 days and keep the products or services mentioned relevant to their past purchases.

11. Send reminders

Does your product or service have a finite shelf life? Whether you are selling a product that will run out or expire, or a service or membership program that only lasts for a specific amount of time, be sure to remind customers ahead of time when it is time to re-order or renew, an easy thing to set up if you have marketing automation. Your customer will appreciate that you took the time to make sure they were not left in the lurch.

12. Ask for feedback

Asking your customers to rate their purchase experience or the product they received is effective on more than one level. Not only does it give you another chance to interact with your customer, but it also lets your customer know that you value their feedback. Positive reviews function to help future sales, as they reassure buyers that they are making a good purchase decision. Finally, you can thank a customer for a review with a special offer. Even a negative reviewer can be transformed into a repeat customer if you respond with care and concern.

No. 2: Abandoned Shopping Carts

3

Wouldn't it be great if you could increase your revenue without having to go out and find completely new leads? Good news, my friend: One of the best places to find new revenue is in the people who almost bought but didn't.

If you are selling online, abandoned shopping carts are not an issue you can afford to ignore. Whether a customer was distracted, had second thoughts or encountered technical difficulties, a simple reminder email, or even a promotional offer to entice them to complete the purchase, may move many of these almost purchasers to become loyal customers.

Did you know that, according to Salescycle, almost **half of abandoned-cart emails are opened**—and over 30 percent of clicks result in purchases? Even more exciting, the average value of these purchases is 19 percent higher than typical. You don't want to give up on these leads.

A great way to follow up and get those leads to convert is to send follow-up emails to people who don't complete a purchase. The easiest way to do this is to automate it with email marketing software, because then you won't have to do a thing yourself.

Here are ten email techniques to use to get people to purchase:

10 proven abandoned cart techniques

- 1.** Include a reminder of limited inventory of the desired item or time-sensitive urgency (such as a sale or coupon ending soon).
- 2.** Offer a limited time discount to encourage the purchase.
- 3.** Don't ignore the importance of branding, subject lines, and images—stay on brand and use compelling copy.
- 4.** Include a short and simple survey to discover why the cart was abandoned in the first place.
- 5.** Include a visual or text description of the items in the cart to remind would be shoppers of what they wanted (and quite likely, why they wanted it).
- 6.** Include multiple links back to the cart to maximize the likelihood that your email will lead to a desired return to the abandoned purchase.
- 7.** Offer to help. Include customer service contact information in case technical difficulties were behind the original abandonment.
- 8.** Remind the reader of compelling advantages, such as money back guarantees, free shipping, or high product ratings from past purchasers.

- 9.** Let the customer know you'll reserve or hold their purchases for a specific amount of time (but only if you can guarantee this).
- 10.** Time is of the essence—don't wait too long before sending out your email. Within twenty-four hours is best.

For more insights on why people abandon their shopping carts—and how to prevent that from happening—check out [this post](#).

No. 3: Conference Networking

Don't play coy: We know you went to that killer conference, networked your socks off (maybe drank too much cheap conference wine), and collected that stack of business cards that rivaled the Leaning Tower of Pisa. You swore you would follow up with every last one. And then, despite your best intentions, you came home and got swept back into life and never really did.

It's OK; we won't judge.

But those cards represent a stack of valuable leads.

So, first off, congratulate yourself on being a networking rock star. You collected all those cards, after all.

The pile looks daunting now, but that is where the power of automation comes in—to make sure that none of those leads fall through the cracks.

Start adding them as contacts today (if you're an Infusionsoft customer, use a handy app like [Snap](#) to make it fast and simple). Taking the time to add new contacts to your database as soon as you get them (or that night) will mean no more Leaning Tower of Business Cards taunting you for weeks, if not months.

This is where a marketing automation setup can really save you time: You can create an automated campaign specifically designed to follow up with these conference connections.

Think of ways to engage your leads with your content and product offerings, and make sure to connect your communications to the conference where you met.

Post conference follow-up tips:

- 1.** As you enter each contact, add notes or specific details to their contact record—these may be useful later on as you further engage. From topics that came up in conversation to their great polka-dot tie, these details can help you create and maintain a real connection.
- 2.** Scan the list of contacts to determine if any of them are especially hot leads, and consider creating a different campaign for these, or reach out personally.
- 3.** Create an automated sequence that will help you stay top of mind. And remember, it's not just about immediate follow up—you want to make these long-term, engaged contacts, so consider how you can make them part of a nurture campaign that keeps them opening your emails for many months, if not years, to come.
- 4.** Focus on getting your lead engaged th your content and offerings, and position yourself as an expert resource. Share helpful whitepapers, reports, or e-books.
- 5.** With the exception of a very hot lead, this is not the time for a hard sales approach—aim to be helpful and of service to your new connections.

Read our [Conference Playbook](#) for useful advice on how to maximize your conference experience—and more ways to turn those business cards into something a little more useful than a desk drawer liner.

No. 4: Your Social Media Followers

Social media is not just for cute kid pictures and funny cat videos—but you already knew that. What you might not know is that you may have leads hiding among your social media followers.

Your social media audience is likely the most engaged audience you have access to online, and knowing how to target your social media followers by their demographic data will allow you to find those leads and funnel them into your sales process.

If you can target your social media followers by specific demographic segments, you'll probably start to see a higher engagement rate with your posts, and then more traffic to your site. You can even **build out landing pages that speak to that demographic** and social media platform specifically to help grow your list from those social media leads.

Of course, this doesn't mean those visitors will give you their information immediately. If they haven't had much contact with your brand beyond a few social media updates, it might take a little longer than you'd like for them to fill out your lead capture form.

Yes, it's possible that your visitor was just not that into you.

However, there are many other reasons that their visit did not lead to a conversion.

1. They are researching options and have not yet made a decision.
2. They were multitasking and got distracted.
3. Your website had technical issues and they were not able to complete your contact form or opt-in.
4. Your website is not properly optimized for conversion or didn't properly explain your value proposition.

This is where you can implement social retargeting, which is when you target users who visited your site with ads on social platforms. This is effective because, after they visit your site and later log onto a social platform, there will be an ad for your product or service.

Social retargeting works when you place a retargeting pixel on some or all parts of your website. Basically, you use cookies, and when they visit the social network you're running the retargeting campaign on, they'll see your ads.

It might sound confusing, but it's actually pretty easy to set up. If you're just starting out and want to learn more, you can [check out this article from Moz](#), a leading analytics and SEO firm, which explains what retargeting is, and [this article from Social Control](#) which explains social retargeting works specifically with Facebook.

How to get your leads out of hiding

Social retargeting has some serious benefits:

1. **New lead generation**

A first time visitor may not fill out a form or send you an email—but that does not mean they are not interested in what you have to offer. Retargeting allows multiple additional opportunities for conversion without relying solely on their memory to revisit their site. Retargeting means you can remind them.

2. **Nurturing of existing prospects**

As your leads move through the process of research and decision-making, keeping your content and offerings in front of them can help maximize the chance that they will return to you when ready to purchase.

3. **Improved traffic and website conversions**

With the amount of offerings available today, even within a specific niche, a visitor may find their way to your site once, and despite liking what they see, never quite find their way back. Social retargeting maximizes the chances that they will return to your site or targeted landing page, and ultimately convert.

4. **Increased brand awareness**

Although a lead may be nowhere near ready to purchase, social retargeting keeps them aware of you and your brand. Especially in the case of businesses with a longer sales cycle, social retargeting ads can become an important part of creating wider brand awareness and a part of your long-term nurture process.

5. Bolstering email marketing campaigns

Mirroring your current email marketing campaign to a custom social audience composed of those on your email list can increase conversions. By keeping the ad visuals and copy similar to that of your email campaign, those on your list may be more likely to visit your landing page and sign up or purchase.

Social retargeting options

1. Offer a lead magnet like an e-book, free course, or webinar.
2. Create a limited time offer.
3. Offer a complimentary discovery consultation for new clients.
4. Share a favorite or popular piece of content.

Dedicate some time to **learn as much as you can** about social **retargeting**, or hire an expert to help. Create a budget and some revenue goals to test key content for conversions and get to work.

Even if you don't want to go too deep in social retargeting, your followers can be a potential hidden goldmine of leads to help you grow your list and, ultimately, make more sales.

No. 5 and 6: Spam Folders

Spam: the bane of a small business email marketer's existence. And even though you'd never send spam or unsolicited emails sometimes your emails get filtered into spam folders anyway. (There are a lot of reasons this could happen. Check our guide to maximizing email delivery for why this happens and how to overcome it.) So there's a very good chance that you've got solid leads out there, leads who actually want to receive your emails, but they're just not getting them.

No. 5 place to find lost leads: Their spam folder

Unfortunately, once your email is lost to spam, it's highly unlikely your lead will ever see it. So, it's best to focus on staying out of the reach of spam filters in the first place. Here are some handy tips on how to avoid the marketing purgatory known as the spam folder:

1. Words matter

Mentioning large amounts of money, promising huge breakthroughs, or free iPads (and any mention of a bank and your ascension to the throne in Nigeria) are likely to land you victim to a spam filter. Check your email against a [list of common spam alert words](#) and play it safe.

2. Don't get attached

Keep your content inside your email. Attached files are huge spam warning signs that will keep your email from reaching your lead.

3. **Keep it clean**

No, we're not talking about a PG rating; we're talking about your code. Messages with too many images and overload of links or sloppy HTML coding can bounce you right to email purgatory.

4. **Keep an eye on your score**

Monitor your reputation by keeping an eye on your sender score. If there are any issues, take care of them immediately. You can check your sender score on senderscore.org.

5. **Ask recipients to whitelist you**

When a lead joins your list, ask them to add you to as a contact or to add you to their safe sender list (you can even go the extra mile and provide them with complete instructions for their email platform).

Here's an example of some copy to put in your email:

"To make sure you don't miss any of our messages, please take a name to add **name@email.com** to your contact list or safe senders list."

One thing to take note of: People have a tendency to just click links, so make sure your recipients don't mistakenly think that clicking the link to your email address will complete the whitelisting process.

Getting whitelisted will tell your lead's email client that they want to hear from you and significantly lower the chances that your email will end up flagged as junk or land in their promotions folder.

No. 6 place to find lost leads: Your spam folder

Likewise, email service providers go to great lengths to filter spam out of your inbox so you can focus on email that matters and don't ever have to deal with unwanted communications.

Unfortunately, this means that legitimate email occasionally ends up in your junk folder. Most of the time, this may not be a big deal, but if that legitimate email happened to be from a lead that was this close to making a purchase, and you don't see it for several weeks (or worse, not at all) you may find yourself losing out on a sale.

Response time has a great impact on the likelihood of purchase, so it's important to take steps to make sure that all-important emails hit your inbox as soon as possible.

How to get your leads out of hiding

As sophisticated as spam filters are today, they still make mistakes. To make sure your leads and client emails do not end up resigned to junk mail purgatory, be sure to follow these practices.

1. Regularly scan your junk folder for legitimate email

Set a repeating calendar event with an alert set to remind you to scan through messages on a regular basis. If you find an email marked spam that should have been in your inbox, make sure to take the appropriate steps to notify your email client that this sender should always be sent to your inbox

2. Add all leads to your safe sender list.

You won't be able to do this for your entire email list, but if you are communicating personally with a lead, be sure to whitelist each of their email addresses (or even the overall domain of their company) by adding them to your contact list (Gmail) or safe-senders list (Outlook).

3. Consider using filters or rules.

Creating specific filters or rules that instruct your email client to move all lead or client correspondence to specific folders can help you keep your mountain of emails organized.

No. 7: Chillin' at the Bottom of Your Funnel

You don't have to go far to find some of your very best leads. In fact, they are right in front of you. They've consumed your content, they've signed up for your list, and they follow you on social media. Why aren't they buying? The reasons they are lollygagging around your funnel without making a purchase quite likely fall into one of these categories:

- 1.** You haven't asked them to buy or provided a clear call to action in each of your messages.
- 2.** You haven't asked them to buy in the way that they want to be asked, or via the channel they are most receptive to being asked.
- 3.** You're trying to sell them the wrong thing.
- 4.** You've contacted them so infrequently that they've forgotten about you.
- 5.** You've contacted them so frequently that they've begun to ignore your messaging.
- 6.** Your emails were not relevant or targeted enough to create true engagement.

It turns out getting someone on your list is only half the battle; the real challenge is in keeping them engaged over the long term. Many small business owners lose a significant part of their list each year to this very struggle, which hurts engagement rates and increases the danger of a spam report.

If your leads are disengaged, you need a re-engagement campaign to rekindle the flame.

From time-sensitive offers to long-term anniversary follow ups, there are many options that may work to re-engage your list. For inspiration, check out [this Slideshare of examples](#) from Trendline Interactive, an email marketing consultancy.

Brainstorm personalized ways that you can reconnect with those less than enthused prospects and win them back into your good graces with an engagement campaign that connects with your leads.

Litmus, an email building and design tool, lays out a quick [three-step system for reengagement](#):

- 1. Determine whom you will re-engage**

Is your campaign going to be aimed at people who haven't opened your last five campaigns, or who haven't engaged with your content by clicking through to your site in the past four months? Define the subset of your list that you're working to re-engage to make sure your campaign is on track

- 2. Create your re-engagement campaign**

Design one that you believe will best resonate with your target segment. Be ready to make changes as you begin to get results, or consider split testing two campaigns. A quick Google Image search for the term "[re-engagement campaign](#)" turns up a ton of inspiring examples.

3. Be ready to say farewell to permanently inactive subscribers

It's never easy to purposely make your email list smaller, but if these subscribers were not won over by your re-engagement campaign, keeping them on your list is only hurting you by lowering your engagement rates and making you vulnerable to spam complaints.

And when your deliverability decreases now, it impacts your deliverability later. Even if a recipient engages with your emails, their spam filter might see that your emails are going to a lot of other spam filters and lump your email into even more spam filters. That means the people who want to see your content are less likely to see it. So, bite the bullet and cull out those inactive subscribers.

Of course, the primary goal is to minimize inactive subscribers in the first place.

Here are five ways to keep your list active and engaged:

1. Set your target correctly

A huge part of keeping your list active and engaged is attracting the right people to sign up in the first place. Have you done the background work of getting down to the nitty-gritty of **understanding your target customer**? Who are they? What do they need most? What do they fear? Where they spend their time? An in-depth understanding of your ideal audience will help you create the content and products that they desire and that will keep them coming back for more.

2. Set correct expectations

When a lead opts-in to your list, are you letting them know what content you'll be sharing and how often you'll be sharing it? If a lead chooses to download your amazing lead magnet and suddenly starts receiving twice weekly blog posts and sales emails, you may end up ignored, or even worse, reported as spam. Be sure your opt-in is specific and reiterate the information via your thank you page and/or your welcome email.

3. Segment and target

Not everyone on your list is exactly the same, and the same content will not resonate with everyone equally. Your target market may have easily recognizable groups (often called buyer personas) that have different needs and requirements. Once you fully understand your target customer, use your campaign metrics and audience demographics (gender, time zone, etc.) to segment your list even more. Use this segmentation to send highly relevant emails that drive engagement and conversion

4. Create an email preference center

An email preference center allows the people on your list to specifically choose what content and how often they would like to hear from you. A cold lead may be getting an incorrectly targeted email at the wrong frequency. Put your list in the driver's seat by allowing them to choose exactly what they want to receive from you, and segment your list accordingly. This can result in a much more engaged list.

5. Ask them what they want

Create a periodic survey of your list to find out how they feel about your content and delivery schedule. Ask them what they need more of and how you can be of service. Let them know that you care what they want—and then make sure to deliver it.

No. 8: At a New Email Address

Back in the good ol' days of the Internet, people often had just had one email address, and kept it for years and years and years—even when it might have been embarrassing (cutie87@hotmail.com, anyone?).

Today, most people have had multiple personal addresses—often several at the same time. Beyond multiple personal addresses for different purposes, the job market—and frequent career changes—means that professional email addresses can frequently change. Your lead may have been a good one, and even engaged with your content, but if she is on multiple email lists, she may not have remembered to change her contact information when she switched companies or switched back to Gmail.

It's easier to reengage a former lead than to win over a new one, but in order to do this, you're going to have to find a way to recover those bounced email addresses. If your opt-in forms only collect name and/or email address, you may be out of luck.

However, if you have collected other data such as a website, secondary emails, or a phone number, some manual effort may bring this lead back into the fold. You could even check out a reliable social media platform, like LinkedIn, to figure out new contact information.

Remember, not every bounced lead will be worth this extra effort, but if your bounced lead was a hot one, with solid engagement and receptivity to past communications, the extra sleuthing may be worth your while.

If you do manage to track down new contact information for a strong lead that has bounced, consider a more personal initial reengagement effort rather than simply adding them back onto your list. Reach out via email or phone (depending on what is most appropriate for your process) to reconnect and to see if they have any questions or concerns about re-engaging with your company.

Be proactive

Unfortunately, many of your hard bounces may indeed be lost into the ether. To minimize the chance that this will happen in the future, and to help you determine which leads are worth the extra effort, consider the following techniques:

1. Progressive profiling

If you only ever collect your leads' name and email address, your contact options are limited. Instead, consider implementing **progressive profiling**, where additional information is requested incrementally as a lead engages with your content. Early engagements only require basic information, and subsequent visits collect more specific lead data.

Benefits:

1. Leads become more qualified over time
2. Conversions increase, as fewer fields are required on each web form.
3. Additional tracking options in the case of a future hard bounce.

2. Lead scoring

If you've been building your list for long, you know that all leads are not created equal. But it's not always easy to know which leads you should spend time on. Incorporate a system of **lead scoring** (usually available via your CRM or email software). Lead scoring assigns a score to each lead based on actions they take with your website, emails, or content. This will enable to you quickly determine if a hard bounced lead is worth the extra effort to track down, and help you focus your future marketing efforts.

No. 9 and 10: The Inbox

If you've been following our series about where to find lost leads, today is the day we tell you the final places to find your lost leads and how to reactivate them and turn them into customers.

No. 9: On vacation

Taking a vacation is good for us by improving health, increasing productivity, and relieving stress. And even though we don't do enough of it, chances are a significant portion of the folks on your email list takes a vacation at some point during the year. And if you happen to send a message to your list during this time, you may receive an out-of-office email.

Those out of office emails are most often ignored, but they can provide a valuable source of additional information on your lead or the company they work at—giving you a clearer picture of the lead, along with additional contact information or contact information for colleagues and higher-ups in the decision making chain.

Aside from the valuable data you may discover, it is important to consider what often happens when your lead returns to the office. With potentially hundreds of emails to scan through, there is a good chance that your lead may never read the communication or offer made while they were away.

Set up a task or calendar reminder to review your campaign responses or out-of-office replies. Take note of the data

obtained within the email, and update your lead's contact information with any relevant data. Create another task that will alert you when your lead will be back in the office so that you can reach out with a more personal email, if appropriate.

No. 10: Lost in your sea of emails

Admit it—it's been a long time since you've gotten to inbox zero. If you're like most small business owners, your inbox is probably a complicated mix of business emails, personal correspondence, newsletters, and client or lead messages. As vigilant as you may be, it is highly possible that some of your important messages are slipping through the cracks. Whether you miss the email initially, or you mean to reply and get distracted by one of the countless tasks related to running your small business, the result is the same—a potentially lost lead.

How to get your leads out of hiding:

1. Utilize website forms

Though you will always have your email visible on your website for client contact, as much as possible, direct your website visitors to use a contact form to get in touch the first time. Creating a filter for these form responses will keep the majority of your new leads in one place, making it easier to stay on top of responses.

2. Implement an inbox management system

Systems like SaneBox can help you manage the deluge of email you get each week, creating folders of emails to help guarantee that you see the emails that you need

to see. By prioritizing important emails, summarizing the rest, and calling your attention to messages that have not received a reply, your inbox can move from out of control to manageable.

3. Flag all-important messages for follow-up

You just received and responded to an email from a lead; immediately flag your message and create a follow-up task to remind you to look for a reply, or get back in touch after a period of time has gone by. If you use Gmail, use Boomerang to set a reminder if no reply is received in a specific time period. If your lead does not respond, the system will make sure you follow up.

4. Create a personal system that works for you

If one of the out-of-the-box systems is not your style, research other methods to tame the inbox beast. The most important thing is making sure you don't end up drowning in a deluge of incoming emails and missing the leads that need your personal attention.

5. Create an automated follow-up campaign

Instead of risking missing emails going to spam, and instead of spending so much time manually following up with your contacts, set up an automated follow-up campaign that addresses the most common questions, issues, objections, or topics that you usually cover. This doesn't mean you'll never have emails that require manual response, but it will significantly cut down on both the emails that slip through the cracks and the emails that require your attention.

As a small business owner, you work hard to build your list, and to nurture your leads. It's frustrating to know that you're losing valuable leads when you've put our heart and soul into your businesses and the products and services you create.

Just as you continue to focus on growing your list and your leads, make sure you devote time each month to seeking your leads in each of these ten hiding places, and enjoy knowing that your funnel is being refilled with valuable and engaged leads.



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As a long time entrepreneur, Jeanette leverages her experience and passion for small business to help guide and elevate her entrepreneurial minded peers. Jeanette's writing and photography have been published internationally, both in print and online. When she is not madly typing the draft of her next blog post, Jeanette can be found helping other entrepreneurs unleash their writing voice, sipping almond milk lattes in downtown hipster coffee shops, enjoying early morning desert hikes and spending time with her family.

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