Implement simple content strategies to generate new leads and CRUSH the end of the year!

There is no secret that the most difficult and expensive part of being in business is generating new clients. Identifying whom your best client is, replicating them, figuring out how to reach them, testing marketing campaigns and executing the steps of a sales funnel takes **LOTS OF WORK!**

AND… your job still isn't done. You still need to sell these new leads something.

There is a lot of SIZZLE to the sound of finding "whales" in your industry and getting that new sale. The only problem is that this takes both a major capital investment as well as time to test new marketing and create new campaigns.

What so many business owners fail to capitalize on are the relationships that they have already created and the value that they have produced for their existing client base.

It is easy to get caught up in the day-to-day hustle of running from new prospect meeting to new prospect meeting to land the next deal and move on. You have worked hard to establish an on-boarding process and client maintenance platform that keeps your clients engaged and your team on top of their customer needs. Sometimes what gets lost in the shuffle is the fact that you have huge amounts of untapped potential within your current client base.

How do you tap the resources running right under your nose?

You need to continue to create incredible value for your existing clients and keep them up-to-date with the latest and greatest your team has to offer. One on one time is always the best as it allows you to give them new tips and tricks on how to use your platform. What can you do to stay fresh in their mind after you leave?

1. Create a Client Newsletter

The reason a business incorporates a printed and/or digital newsletter into their marketing mix is to strengthen relationships with existing clients. A newsletter is not an advertisement for your business. It is an opportunity to add value to your clients and communicate new features or benefits of your business. This is where you can deliver short case studies, "how to's" on complicated processes, and most importantly… reasons to upgrade or buy MORE!

The reason that your customer has stayed your client is because your platform has continued to deliver on what it has promised. In short, you helped the client understand what was "in it for them" when they purchased. The key with a newsletter is to keep that same mentality. The client will not read a newsletter if it is just a sales letter about YOU… it has to be useful and continue to deliver reasons to stay engaged by making it personal. Be sure to include best practices, testimonials from current customers, a client spotlight to showcase your clients, and let them know they are important to you.

Getting started is never easy. There are three options when you're ready to implement this type of content into your marketing mix. The first option is to do it on your own. There are a number of great resources that can give you templates to follow. If you have an email list already, **MailChimp** is a great resource. Often, customers want to know what their newsletter will be like before they sign up to receive it. In MailChimp you can create a sample newsletter before paying so you can test drive before making a full buying decision. Other platforms that offer automated solutions within a mailing client are Get Response, Aweber, Constant Contact and MadMimi. If you have a lot of ecommerce, Infusionsoft is a great mailing and newsletter tool as well.

An additional note regarding these mailing platforms is that they all will plug into your CRM. There are integration capabilities with SalesForce, HubSpot, and ProsperWorks, just to name a few.

The second option would be to use a service that offers to provide content for you so you can still do it internally, but eliminate the guesswork each month. A company like **Glazer-Kennedy Insider Circle** actually will send you a newsletter each month and will give you all of the tools to do it on your own. That said, it is always good to add your own perspective, value and personality.

2. Info-Graphics, Blog Posts and Articles

The theme of this article today is to help continue to create value for your current customers to ensure they continue to use your existing offerings, buy more from you, and continue to be clients. Using info-graphics, blog posts and articles to discuss relevant topics that affect their work environment is a great way to stay connected and gauge what is important to your client base.

The purpose of each of these types of content is to show how the value of your services can aid and assist your customers in easy to consume pieces. An info-graphic is the most visually appealing and should take your reader on a journey without having to think too hard. The info-graphic should have a definitive beginning, journey, and end point that has a clear and concise message that reveals an answer that would be difficult to find otherwise.

Blog posts and knowledge specific articles have the same type of purpose. They are written so that they are easy to consume. They typically are little nuggets of information or feedback that have a very specific focus for the reader to follow. Where blogs and articles differ slightly is typically the tone. A blog can be more personal and offer emotional attachment. Articles on the other hand tend to be a bit devoid of opinion and are more to the point.

Sometimes it is difficult to stay on top of producing these short bits of content. However, by sticking to a schedule or producing them regularly, they are great resources to track traffic and gauge interest in the event that one "pops" and you now have the beginning content for the next type of content to produce for your clients: case studies, eBooks and white papers.

When deciding who will create your info-graphic, it is important to select a graphic designer that has an area of focus that is relevant to your project. Good questions to ask your potential designer are: Do they have expertise in your industry? Have they had success depicting information that is focused on business-to-business? Can they show you examples of their work?

If you have budget constraints and need to produce graphics yourself, there are great online resources to use like infogr.am to help visualize your data and create your own infographics and charts. Another great resource to get it done by yourself is to use Piktochart and watch your information come to life.

3. eBooks, Case Studies & White Papers

Case studies, eBooks, and white papers are all great resources to generate new leads, but they are even more valuable when you give them to current clients. The reason these pieces of content are more valuable to share is because when a current client downloads one of these projects they are more likely to purchase the additional service. The client that downloads these pieces of content is already a customer you have built trust with and have a successful history of following through on your deliverables. When they request your content, they are giving you insight on additional need they have and what the projects could be on their agenda.

These types of projects are all labor intensive, however, when packaged correctly, can be very useful sales tools across many different channels. They can serve as "How To's" for clients experiencing similar issues or they can be a gateway to re-engage current customers and ask if they see any similarities. When one of your clients adds another service that you offer, it can then be turned into a piece of content for your next newsletter so you can reuse the content and give that customer additional visibility.

Broadview Networks does an excellent job of taking past client success stories and turning them into great content. **View Case Studies.**

When your customer considers you like a member of the team, like Quality Services for the Autism Community did when Broadview was able to connect their 20 locations, not only do you get a great testimonial, but a great opportunity to show future customers what they can expect when dealing with you.

If you don't have the personnel to complete a project like this, there are great freelancers that this type of work can be outsourced to. A rule of thumb is that you will get what you pay for. Hiring a local media relation's agency or using a service like Upwork.com are both great options that have resources available that have experience putting these types of content pieces together.

At the end of the day, these types of materials create more value for your clients to continue to use your product or service.

As you start to wrap up the year, taking on these projects can seem a bit overwhelming. Start small. Call a handful of your best customers and just see how they are doing. Build it into your day for the next two weeks to call at least one existing client and ask what there biggest areas of opportunity are and then… **LISTEN!** Their answers will tell you what types of content that are relevant to them.

While you are speaking, be sure to ask to use their quotes and testimonials. Begin small with one really good blog post about the common theme from your clients. See how it goes. Follow that up with an info-graphic and then write an article that is more in-depth on the topic. Once those three things are done, you have the basis of your newsletter. Then **KEEP GOING!** The difference between good companies and great ones are their ability to see projects through to the end.

As the environment of our economy continues to evolve, the needs of your customers, their wants and their desires will continue to change as well. Stay with them and be willing to meet what they are looking for. This will serve as a base for you moving forward so you're able to sell more to your current clients.