



# How to Generate 5X More Leads Online

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# My Mom



# Who is this guy, anyway?



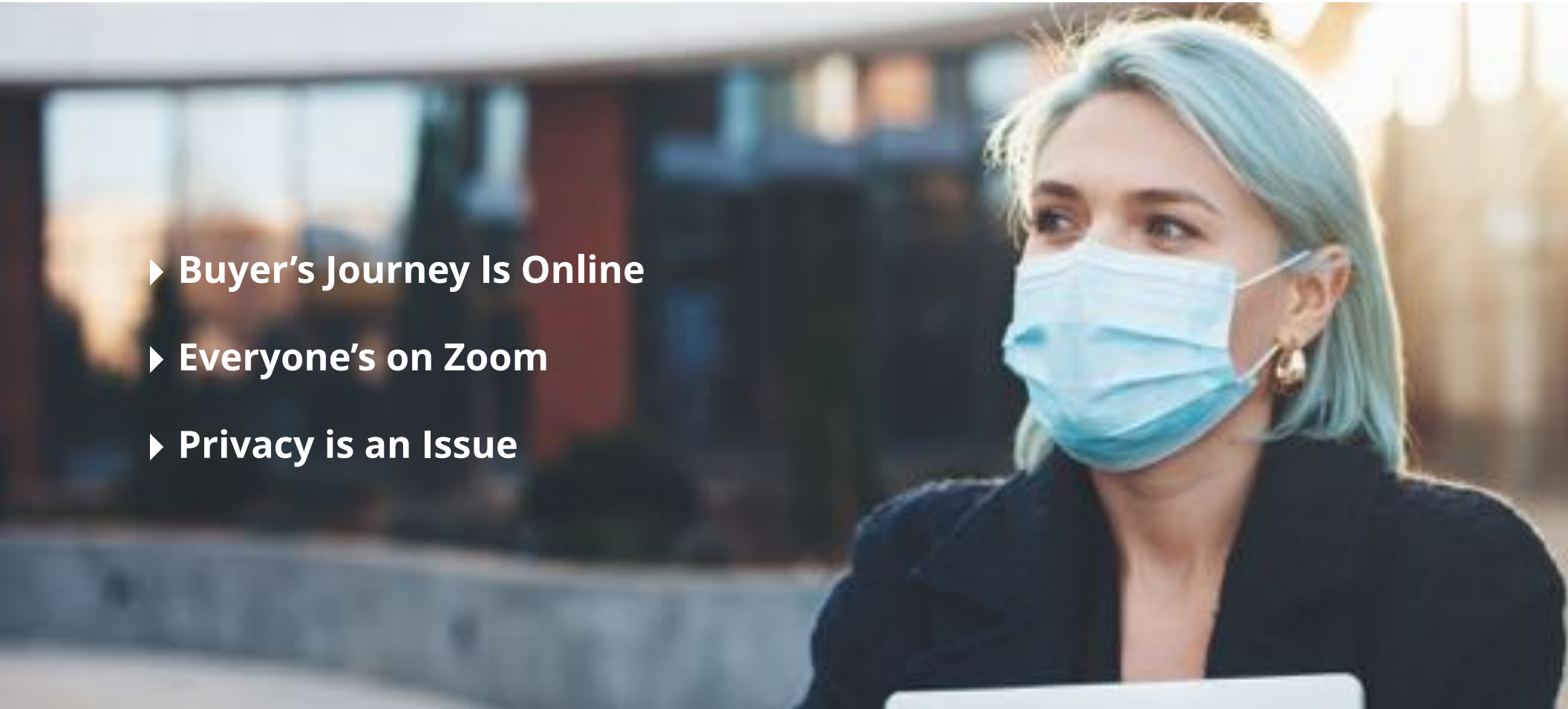
# Looking Forward and Back





# What's Changed?

- ▶ **Buyer's Journey Is Online**
- ▶ **Everyone's on Zoom**
- ▶ **Privacy is an Issue**



# What Didn't?

- ▶ Awareness
- ▶ Consideration
- ▶ Decision



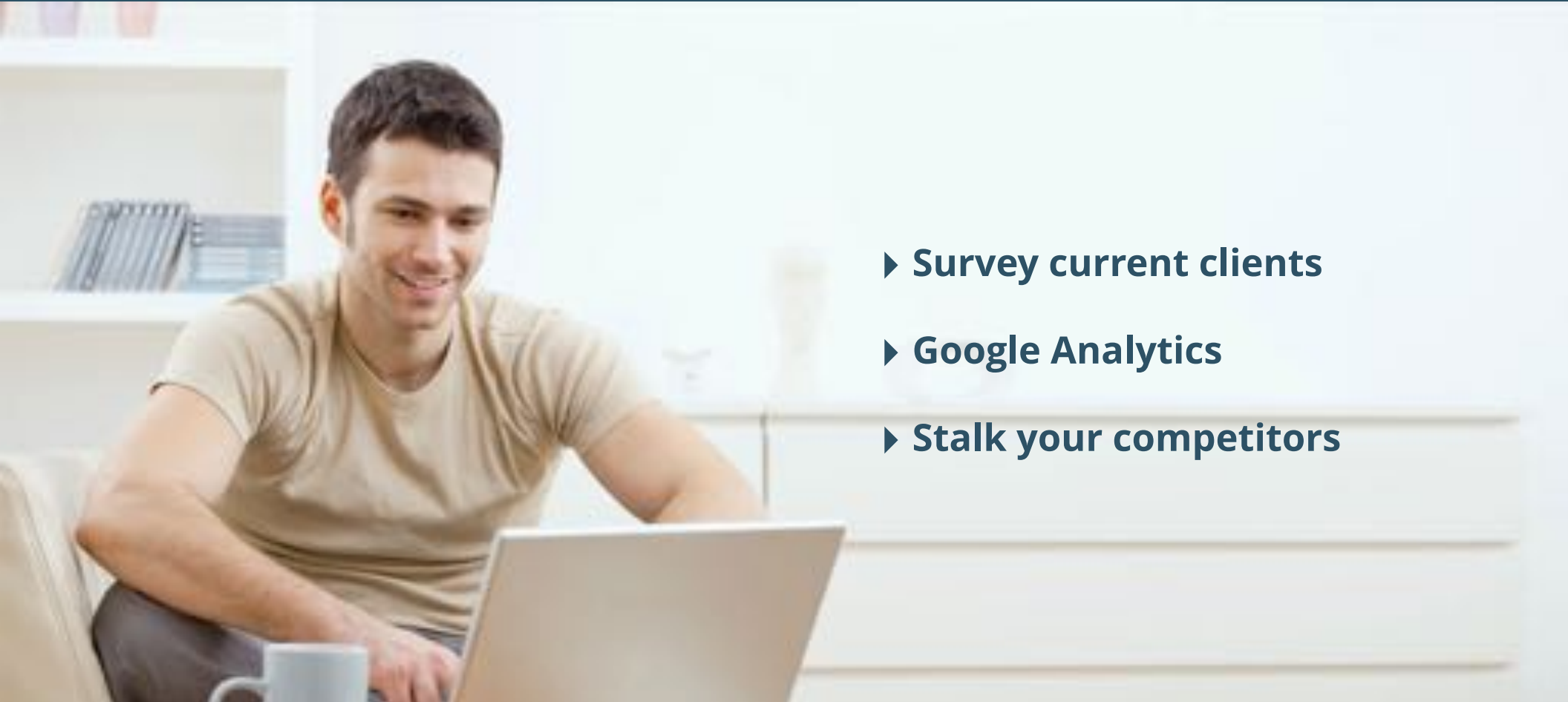
# One Man's Journey

- ▶ Awareness
- ▶ Consideration
- ▶ Decision





# Reverse Engineer



- ▶ **Survey current clients**
- ▶ **Google Analytics**
- ▶ **Stalk your competitors**



# Determine the Pathways

- ▶ Search
- ▶ Social
- ▶ Other



# Narrowing Your Focus



# The Power of Video





# The Value of Privacy

- ▶ **Create sought-after content**
- ▶ **Build your email list**
- ▶ **Consider SMS**
- ▶ **Contextual ads**





# Takeaways



- ▶ **Narrow your focus**
- ▶ **Reverse engineer your *ideal* customer's journey**
- ▶ **Build resources for each stage**
- ▶ **Remove roadblocks to the sale**



# Thank you.

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