

HOW TO FOLLOW-UP WITH NEW LEADS

MY 5 STEP GUIDE



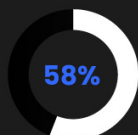
STEP 1

EMAIL

DAY 1

Send an email thanking them for their interest. Include a personalized touch, like mentioning a specific detail from your initial interaction.

58% of businesses say email is their most effective lead generation tactic. (HubSpot)



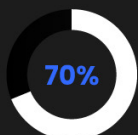
STEP 2

SOCIAL MEDIA

DAY 2

Engage on social media platforms where your lead is active. Share a relevant post or comment on their recent activity. You can even share a GIF!

70% of people have acquired customers through Facebook, Instagram, YouTube, X (Twitter), and LinkedIn.



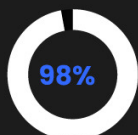
STEP 3

TEXT MESSAGE

DAY 3

Send a brief, friendly text message. This could be a reminder of your service or a special offer. Always send one before & after a scheduled call.

SMS has an average open rate of **98%**, compared to email's 30-40%. (Twilio)



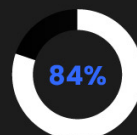
STEP 4

VIDEO

DAY 4

Share a short video message. This could be a quick introduction, a product demo, or a personal message. Use YouTube videos to stay top of mind.

84% of people have been convinced to buy a product or service by watching a brand's video. (Wyzowl)



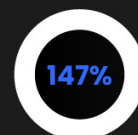
STEP 5

RETARGETING ADS

DAY 5

Use retargeting ads to keep your brand in front of them. This could be on social media, Google, or other platforms they visit.

Retargeted ads have a **147%** higher conversion rate than ads that are not retargeted. (AdRoll)



ADDITIONAL INFORMATION

- FREQUENCY:** Following up 5 times in 5 days increases the likelihood of conversion. According to a study by Marketing Donut, 80% of sales require 5 follow-up calls after the meeting.
- PERSONALIZATION:** Personalized follow-ups can increase conversion rates by 202% (Aberdeen Group). Tailor each message to reflect the lead's interests or previous interactions.
- TIMING:** The best time to follow up is within 5 minutes of the initial lead generation, with subsequent follow-ups spaced out but not too far apart.
- CALL TO ACTION (CTA):** Always include a clear CTA in your follow-ups, whether it's to schedule a call, visit a website, or download content.
- ANALYTICS:** Use CRM tools to track which follow-up methods are most effective for different leads. This data can inform your future strategies.
- FEEDBACK LOOP:** ENCOURAGE FEEDBACK AT EACH STEP. THIS NOT ONLY KEEPS THE CONVERSATION GOING BUT ALSO PROVIDES VALUABLE INSIGHTS FOR IMPROVING YOUR APPROACH.

WHY THIS WORKS



CONSISTENCY
Regular touchpoints keep your brand top of mind.



VARIETY
Using different channels caters to different preferences and increases engagement.



PERSONALIZATION
Tailoring messages makes leads feel valued.

