–DIS
RUP
TA–

DIGITAL DONE DIFFERENTLY

Marketing Leads Playbook

*How to turn on the
'Leads Tap' in your business*

Nathan Wade
CEO & Founder
Disrupta

How To
Use This Playbook

Are you sick of wasting time and money on marketing? Want a simple, practical, step by step system for finding the greatest opportunities in your marketing and generating quality leads fast?

Welcome to our Marketing Leads Playbook.

This practical playbook includes actions you can take RIGHT NOW in your business to find your ideal clients, have them immediately pay attention and pay you money.

> Our website traffic has increased by 325%, boosting our bottom line significantly. It's no coincidence that they are one of the leading digital marketing companies in Australia.
>
> **Alex Pirouz**
> **LINKFLUENCER**

> Usable strategies that helped us pin point our ideal customers and create leads on demand. They've completely changed our company.
>
> **Robert Slawski**
> **RONIKA AUTOMATION**

DISRUPTA

Who Is
Disrupta

Meet the company behind the playbook:

After realising the standard agency marketing model made very little sense to the client (and was heavily skewed in the agency's favour), Disrupta's founder, Nathan Wade, wanted to do something different. He set out to create a marketing outcomes agency that would transform everything that is wrong with the industry, and thus, Disrupta was born.

Since 2010, Disrupta has been helping established businesses achieve their most-needed marketing outcomes, such as gaining more qualified leads, far greater sales, and achieving exponentially better ROI from SEO or Ads. Disrupta is often referred to as a low-hanging-fruit agency as we have a proven system for quickly uncovering the greatest holes/potential in your marketing and making it work for you.

From SEM to SEO and everything in between, we service a wide range of industry-leading businesses, dominating some of the most competitive of online searches.

–DIS
RUP
TA–

Your Current Marketing
Symptoms

If you're reading this playbook, it's highly likely that your business is suffering from some (or all) of these marketing symptoms:

- You struggle to consistently generate quality leads (lumpy lead flow)

- You have 1 or 2 good referral/lead sources but are struggling to diversify and scale your lead generation

- You struggle to determine the exact ROI and value gained from individual marketing efforts (so you feel like you're spending $ blindly)

- You are spending money on marketing and achieving some success, but are struggling to scale

- You aren't sure exactly where to invest your precious time and marketing dollars (so many options yet so little time)

- You struggle finding trustworthy agencies who can actually help

-DIS RUP TA-

The Underlying Marketing
Problems

Here are the root problems that are impacting your marketing results:

- You don't know the true source of your ideal clients/partners (i.e. where they come from and why they come to you)

- You don't have a clear product/market fit, so there's no point of difference in your marketing that makes clients want to choose you

- The conversion rate through your marketing is such that you can't afford to spend what is needed to acquire customers

- You don't understand the critical marketing numbers needed to make your lead generation able to scale

- You can't accurately track the leads **and sales** that come from each marketing activity

-DIS
RUP
TA-

What You've Tried,
But It Didn't Work

Do these sound like you/your business?

- You've tried Google Ads and SEO

- You've tried creating content

- You've either already written a book or are thinking about doing it one day

- You've spent money having a website built (maybe even rebuilt more than once)

- You've played with Facebook posts and ads but were (and maybe are still) unhappy with the lack of visible *money in, money out* type results

- You've tried to become a LinkedIn expert but have struggled to get a return on your time

Even with all of this effort (and dollars) invested, you haven't yet turned on the Leads Tap in your business. Here are the 3 things that make the leads really flow!

-DIS RUP TA-

Your Leads
Roadmap

The ***3 Key Shifts*** *that turn the Leads Tap on in your business:*

Measure

Uncovering precisely where your best clients & referral partners are, and what critical numbers control your ability to generate more "ideal" leads at scale.

Convert

Identifying the #1 single greatest hole in your lead generation, & discovering EXACTLY where/how to market so that your ideal customers stop & take action!

Multiply

Getting "laser focused" & only investing precious time & money on the "specific" marketing activities that will make you the most profit!

-DIS RUP TA-

Shift #1
Measure

There are two main processes we take our clients through to achieve this shift.

1a. The 80/20 Audit

Also known as the Pareto Principle, the 80/20 rule suggests that ideally, 80% of your sales come from just 20% of your customers. The next page takes you through some questions to help you really narrow in on the 20% and capitalise on this principle.

1b. Conversion Breakthrough

While Conversion Optimisation is a multi-billion dollar industry filled with countless software programs that bamboozle even the most seasoned marketers, the reality is that all you need to do to achieve breakthrough results in your conversion capabilities is track and analyse information you already have on hand!

DIS RUP TA

1a. How To Do
An 80/20 Audit

All new marketing comes with an element of risk. The lowest hanging fruit for all businesses is to simply replicate what has already worked.

Looking back over the past 12 months, who were the 3 specific clients and/or 3 referral partners (if relevant) that you made the most profit from (or the best return on effort)?

(Take your time to properly figure this out and write them in before moving on.)

Clients:

1. _____

2. _____

3. _____

Referral Partners:

1. _____

2. _____

3. _____

Use the next pages to expand on each, being as specific as possible. By going really narrow and fully understanding these clients/partners, it'll become easy to create marketing to target more of these key types of people.

-DIS
RUP
TA-

Client #1:

What specific marketing campaign brought them to you?

What was the job title of your point of contact?

What was the specific problem they had that meant they needed you?

Why did they come to you specifically/what made them say yes in the first place?

Client #2:

What specific marketing campaign brought them to you?

What was the job title of your point of contact?

What was the specific problem they had that meant they needed you?

Why did they come to you specifically/what made them say yes in the first place?

-DIS
RUP
TA-

Client #3:

What specific marketing campaign brought them to you?

What was the job title of your point of contact?

What was the specific problem they had that meant they needed you?

Why did they come to you specifically/what made them say yes in the first place?

Referral Partner #1:

What specific marketing campaign brought them to you?

What was the job title of your point of contact?

What was the specific problem they had that meant they needed you?

Why did they come to you specifically/what made them say yes in the first place?

-DIS
RUP
TA-

Referral Partner #2:

What specific marketing campaign brought them to you?

What was the job title of your point of contact?

What was the specific problem they had that meant they needed you?

Why did they come to you specifically/what made them say yes in the first place?

DIS
RUP
TA

Referral Partner #3:

What specific marketing campaign brought them to you?

What was the job title of your point of contact?

What was the specific problem they had that meant they needed you?

Why did they come to you specifically/what made them say yes in the first place?

DIS
RUP
TA

1b. How To Achieve
Conversion Breakthrough

Typically, for most businesses, the greatest leaps in their ability to convert attention into money can be found by simply measuring data they already have.

All you need to do is map out each step that your users take (from when they first laid eyes on your brand, through to when you get paid), and record how many users make it to each stage.

The numbers you need are:
- Your Web Traffic
- Your Leads
- Your Sales

Use the (very simple) spreadsheet below to enter these numbers, and it will tell you the drop-off rate for each step. Whichever is highest - this is your biggest conversion hole and therefore the first place you should focus your attention.

The next section will take you through surveying, which will give you a clear indication of how to plug the conversion hole you find to be most important!

DOWNLOAD THE SPREADSHEET

–DIS
RUP
TA–

Shift #2
Convert

The best way to stand out in your industry is to do a better job than anyone else of showing your clients that you understand their situation, their problems and concerns.

We've outlined a quick and easy 10-15 questions you can ask your clients now using entirely free software to gain valuable feedback and even generate new leads.

After running an effective survey, your clients will essentially have drawn you a map for finding others just like them. You can uncover their #1 headache in relation to what you do (or the problem you solve). You can learn the specific language that they use to describe their desires, pain, pleasure etc., and most importantly, you can find out where they hang out/consume content online (i.e. where you should focus your marketing efforts!).

However, when done the wrong way, you risk having just wasted your (and the clients') time.

Make sure you read through this chapter and follow the instructions carefully to make sure you do it the right way.

Why Survey? Or,
What Info Are We After?

Surveying is super powerful for learning things like:

- Buzz phrases that your clients use when describing your product, their problem or your solution

- Annoyances that they have with your industry or in their lives

- The answers to important questions about how they shop or research when buying

- Trends/behaviours that you can tap into

- Aspirations that they have (which can be used in your marketing copy)

- What other brands do they love that you can copy/learn from

- What offers or dream scenarios could you present them that they would absolutely spend their money on

- What information they most want to hear from you (i.e. what content you should produce)

- Where they spend their time online (i.e. where you should advertise)

–DIS
RUP
TA–

Alright, So
How Do You Do It?

We'd love to take credit for all of this knowledge, but we've got to nod to the master of surveying, Ryan Levesque. His book 'Ask' is the best resource on the topic. Here are the key takeaways:

- In general, people are terrible at knowing and describing what it is that they like/want. What people are good at doing however is describing what they don't like and what they've done previously. **Use this to your advantage!**

    - *Example:* What is your #1 single greatest headache when it comes to buying clothes online?

- Make sure to ask people non-leading questions - ask questions that are open ended and are not narrowing the options into only one or two responses.

    - *Example:* 'Where do you spend most of your time online?'.
    - *Not:* 'Do you spend most of your time online on Facebook or Instagram?

    - **Note:** You can offer descriptive text examples to help people know the context of the answers you are looking for but be careful not to lead them too much as it can distort their answers.

How To
Incentivise Your Survey

Incentivising your survey is a double-edged sword. You want to incentivise people so that they take the survey, but not in a way that just makes them rush through it to get to the reward.

The best way to do this is to use an incentive that encourages people towards a part of your service: such as a 10% discount off their next purchase, or a free sales audit or something similar - something that has the ability to generate more leads or sales.

This has the added benefit of encouraging people to give accurate and valuable feedback - if they're going to use your product or service, they'll be more invested in it's quality and improvement.

On the other hand, you wouldn't offer free movie tickets or a holiday voucher (if this isn't your business) as people will just give any nonsense answer to get their hands on the reward without caring about your company's improvement.

Ultimately: the more powerful (sexy) the incentive, the more people you will get completing the survey (and the more leads/sales you could potentially generate).

–DIS
RUP
TA–

Gathering And Sorting
The Data

Gathering the Data

There are dedicated survey tools such as Survey Monkey that work well, but a basic (free) Google Form will also do the job just fine. Google Forms can also be customised into your brand colours and made to look quite professional (and even embedded into your website).

Sorting the Data

It's important that you ask one or two questions that will allow you to group the answers into effective categories.

E.g: if you deal with multiple industries or client types then a question such as "what is your job title?" or "which age bracket do you fit into?" will allow you to bucket your answers from each client type together.

So, How Many Questions?

Approx 10-15 Questions is the sweet spot. Any less and you miss out on meaningful data. Too many more and people get bored before completing it.

—DIS
RUP
TA—

Example #1
Survey Questions

We like to start people off by asking an easy question like their age, job title or other quick responses.

Here are two examples of recent survey questions that we've used for clients:

Example 1: Wedding and Engagement Ring Store

- What is your gender?*
- How did you hear about us?
- Have you proposed/been proposed to already?
- How has COVID impacted your proposal/wedding plans?
- What is your #1 greatest headache when it comes to COVID/lockdowns and shopping for your ring?
- What is your greatest concern when shopping for/choosing a ring?
- Where do you spend most of your time viewing diamonds and jewellery online? *i.e: Facebook, Pinterest, Jewellery websites, etc.*
- Which Jewellery Brands do you follow the most (or would most love to shop with)?
- What words do you find yourself using when describing your ideal ring (for you or your partner)?
- What is your biggest annoyance when shopping for jewellery?
- If someone could wave a magic wand over the shopping experience, how would it look?

-DIS
RUP
TA-

*if you're a brand that values inclusivity, make sure to include a 'prefer not to say' or 'gender not listed here' option.

Example #2
Survey Questions

You'll see that the base questions are similar, just applied to the correct industry to suit the customer base/the information you would like to gather.

Example 2: Tutoring Company

- What age is your child?
- What gender is your child?
- What is your postcode?
- What is your #1 greatest headache when it comes to your child's learning?
- What are the top 3 issues you face with your child's education/learning?
- What would you say are your child's 3 biggest barriers to learning?
- What impact do you think that COVID has had on your child's education?
- What is your biggest fear when it comes to COVID and your child's education?
- Do you enjoy doing homework with your child? Why/why not?
- Would you prefer that your child is: top of their class, engaged and enjoying their learning, not falling behind, other?
- Are you hoping for your child to go to a selective high school?
- If someone could wave a magic wand over your child's education, how would it look?

Example
Email Template

Email Subject Line:

Do this quick survey and get 10% off of your next purchase!

Email Body:

Hi [Name],
We need your help with something important...

To help ensure that we're staying in touch with you and your needs, we're doing a quick survey. We'd really love to get your insight on a few things.

It's just a few simple questions and will take less than 2 minutes to complete. Your input will help us TONS when it comes to figuring out the best way to "talk" about what we do.
(*i.e.* what points to emphasise and which ones to leave out).

The best part is that you will receive **a 10% discount** to use on your next purchase just by completing the survey.

>> Click here to share your feedback with us

Just click the link to answer a few quick questions, and in 2 minutes, a discount will be coming your way!

Thank you SO much for taking the time to do this, it really means the world to us.

Best regards, "Your Name"

PS: Your feedback also helps us spread the word about "Business Name" to more people, and any help, comments or feedback you have will go a long way in helping us tailor the content you get from us going forward.

>> Click here to share your feedback with us

Shift #3
Multiply

This step is really just about doubling down and reproducing what has already worked.

Based on the results of your 80/20 audit, get laser-focused on the marketing activities that generated your most profitable 3-5 clients. Was it a particular ad campaign? A promotion to your mailing list that can be rerun? Or was it from a particular referral partner who you can take to lunch?

The next pages have pulled through the data from the 80/20 audit (if you completed it) so it's all in one place for you to establish patterns and trends.

Adding Leverage

Once you've surveyed your clients, we can help you decide what the best next step is based on where your clients have told you they hang out online.

If they've identified that they hangout on Google or Facebook, apply for a Marketing Diagnostic Call to find out how we can help you properly leverage this kind of marketing.
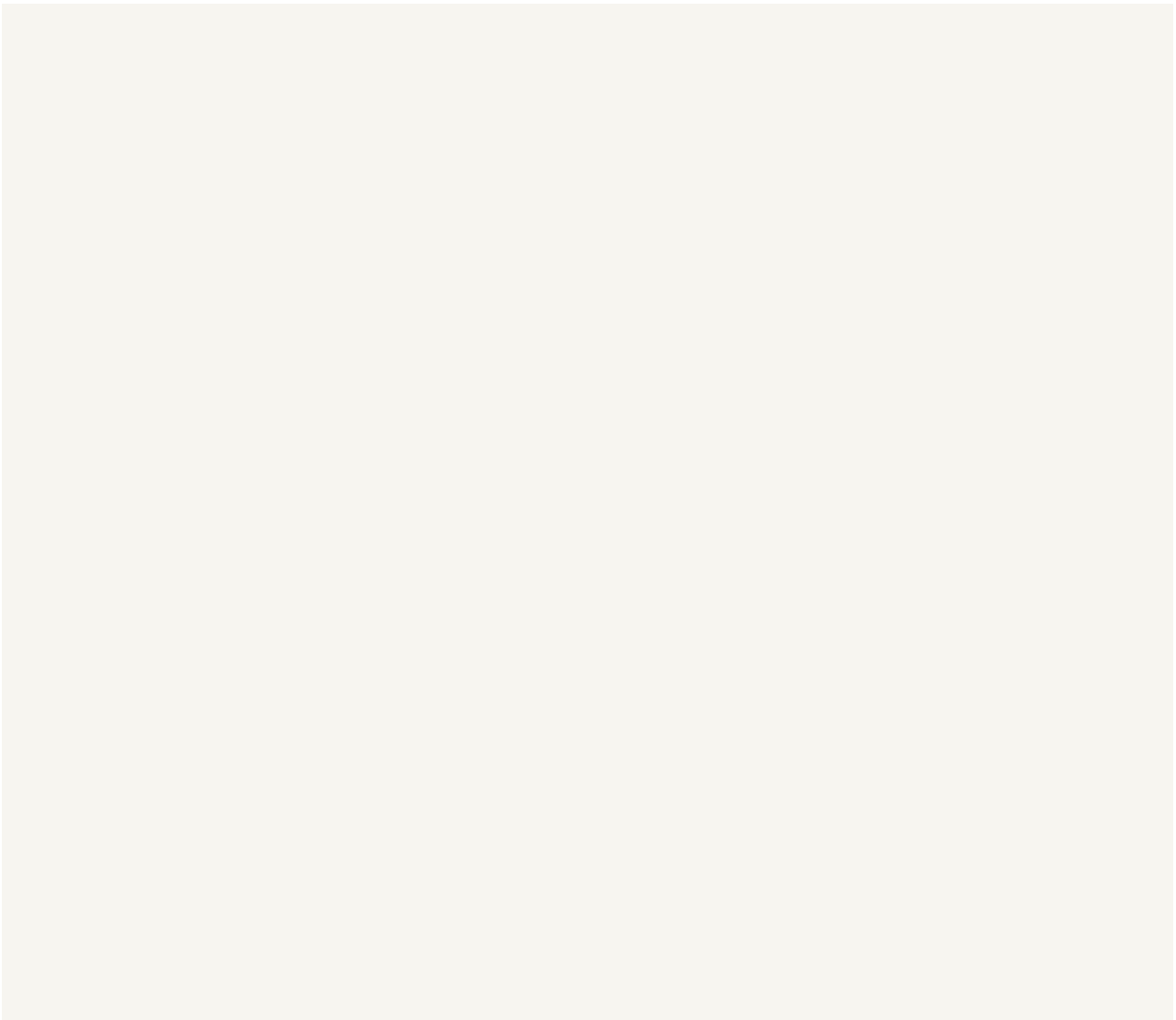
DIS
RUP
TA

Your 80/20 Audit
Results

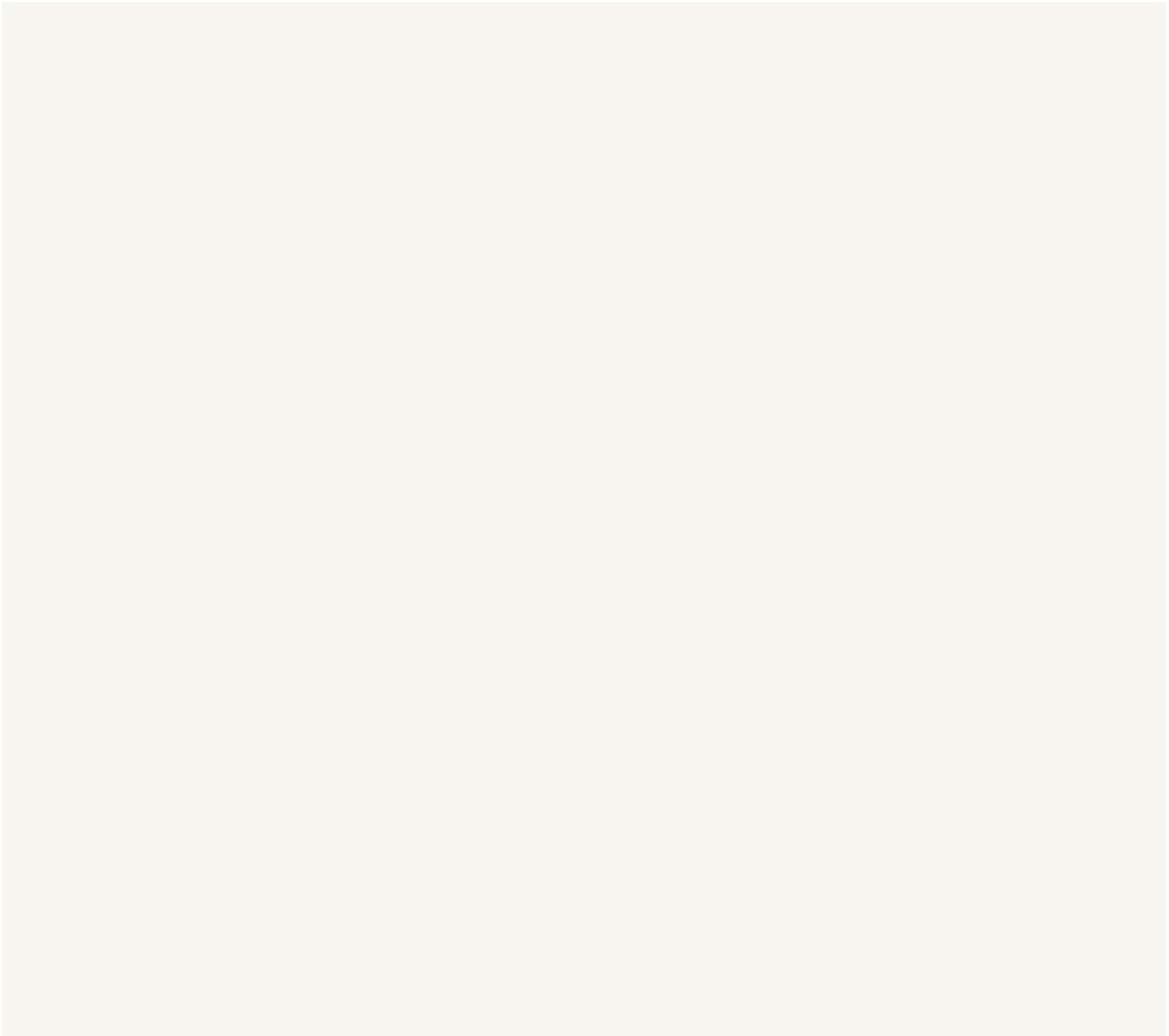*The specific marketing campaigns that brought your best clients/referral partners to you...*

Your 80/20 Audit
Results

The job title you should target based on your first point of contact for your best clients/referral partners...
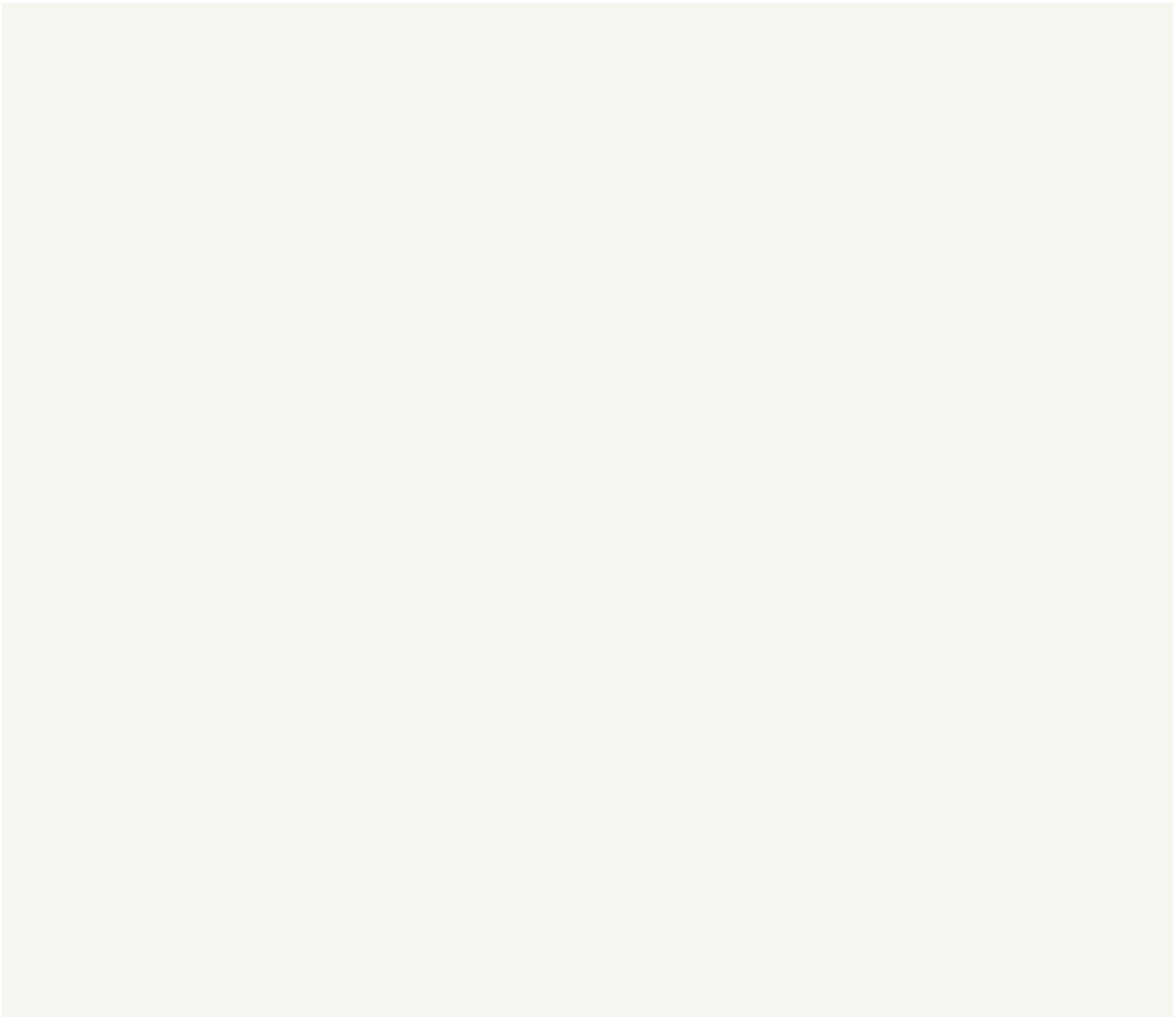
The specific problem that meant clients/referral partners needed you...

Your 80/20 Audit
Results

What made them say yes/why they came to you specifically in the first place..

Putting It All
Together

Congratulations on making it through the Playbook! If you have followed each of the steps correctly, you now have:

- A clear understanding of exactly who your most profitable clients are, where they came from and why they use you

- A survey that generates leads/sales and gives you all of the priceless information needed to find more of your most profitable clients

- The critical marketing numbers that you can use to determine the success or viability of all current and future marketing

- A practice for causing an immediate boost in your lead/sales conversion rate

- The offer of a <u>Marketing Diagnostic Call</u> with the Disrupta Team to learn the best options for scaling your results fast

Alright Then,
What's Next?

We recommend looking at why your most profitable clients use you, what their main headache or pain point is/was, and combining this with the survey answer to the question of "what would the ultimate outcome or offer look like?"

Sprinkle in a little of the specific phrases that were used in the survey answers and herein lies the secret sauce to creating the perfect (most irresistible) offer for your business.

Next, consider the survey answer to the questions "where did you do your research when shopping for our service?" and "where do you consume most of your content online?" as these are the exact places that you should be advertising and promoting your offer.

Or, just look what activity generated your 3 most profitable clients and go do that again!

DIS
RUP
TA

Want To
Fast-Track Your Results?

We're here to help!

We have over a decade of expertise and experience in executing all of the methods outlined in this Playbook, and we'd love to be your guide.

The Disrupta Team offer a limited number of Marketing Diagnostic sessions each month where we can run through the best options for fast tracking your results.

APPLY FOR ONE TODAY

–DIS
RUP
TA–