



Lead Generation

Dealers share their expectations & effectiveness

Compiled by: Brent Hoskins, Office Technology Magazine

Following are two related questions submitted by a dealer member as part of BTA's Dealers Helping Dealers resource and many of the answers received. These answers and many others can be found in the members-only section of the BTA website. Visit www.bta.org/DealersHelpingDealers. You will need your username and password to access this member resource.



We engaged a marketing company to help with customer retention, building brand awareness and creating lead generation. We have generated, on average, approximately three leads per month over our first three months. Based on your experience, what do you feel is a reasonable expectation for lead generation from digital marketing, PPC (website pay per click) and social media efforts to drive leads? What has been the most effective driver from an ROI standpoint of lead generation activity originating out of marketing, separate from the sales reps' activity?

"We have kept a marketing consultant on an annual retainer since the pandemic. Services include website, marketing campaigns, email campaigns, etc. Continuing to provide him with ideas is challenging, but it is important to successful marketing. It's tough to measure the ROI."

Geoff Riordan, president

AAMSCO Identification Products Inc., Little Rock, Arkansas

"Four to six months. It takes time for Google to update its analytics."

Mike Williams, president/owner

iTech, Parkersburg, West Virginia

"Eight per week is what we average. This is net-new leads. The cost per lead is \$735. Our KPI is to lower it down to \$600."

Bob Doucette, president

Smart Technologies of Florida, Daytona Beach, Florida

"For our organization, a strong majority of business comes from our very strong and loyal existing customer base. However, we are witnessing some good signs of new business growth.

Most recently, the creation of a 'customer care/inside sales' division has added strong value for us. Our sales reps remain responsible for their own prospecting and business development, but prospecting for many successful sales reps in our business is not a 'dedicated' task and at times can lack consistency.

The presence of committed personnel in these roles has created 'visibility' in accounts where they might not have had as much presence. When seeking to grow larger accounts organically, this initiative has given us the bandwidth to 'nurture' new business accounts that do take time to develop."

Dave Aulio, vice president of business development

Automated Business Solutions, Warwick, Rhode Island

"A year ago I read a book by Jay Baer named 'Youtility: Why Smart Marketing Is About Help Not Hype.' It helped me think differently about marketing. Marketing and sales must be working together to drive momentum."

DJ Hastings, president

Hogland Office Equipment Inc., Lubbock, Texas

"Marketing is good, but what is the cost of those three leads and how many do you convert to sales? Next question: How much would it cost you to hire a sales rep to go find net new, which is what you need to survive? You can't get away from sales rep activity. Maybe you need to invest in some good coaching for the reps so they become successful. Remember, when they are [successful], you are."

John Eckstrom, president & CEO

Carolina Business Equipment, a Novatech company

Columbia, South Carolina

"We have never done very well with lead generation. Our best results have come from door to door and word of mouth."

Duffie Sams, owner

Duffie's Copier Consultants LLC, Forest City, North Carolina

"I have spent a small fortune over the years doing this and it is difficult to be consistent. I suppose you have to boil it down to closes and it takes super-accurate tracking to be able to do this. I think it is tough to compete in this area."

Chap Breard, president and co-owner

MOEbiz, Monroe, Louisiana

“At least one lead a week from marketing that is separate from sales reps’ leads.”

Brantly Fowler, co-president

Zeno Office Solutions Inc., Lubbock, Texas

“No experience here on pay per click or lead generation. We pay a firm a flat rate per month to have a marketing/graphic artist professional meet with us weekly. He produces a quarterly newsletter, creates marketing collateral, and updates and redesigns parts of our website.”

Neville Chaney, president

WJ Office, Boone, North Carolina

“I hate the robo AI email strategies that bombard prospects with emails as if they know them. An oxymoron would be: Fake authenticity. The pay-for-call telemarketing services have been terrible in recent years in our geography, too. When I listen to the calls, the prospects are just trying to get off the phone and the telemarketers are just peppering them with ‘yes’ or ‘no’ questions until they finally get a ‘yes.’ Then, when we call, they are upset with us or simply won’t see us. I think the only way to make it work here would be for me to train someone local with our information and ensure they are authentic to what we are doing. We will be hiring our own internal social media person and SEO promoter. We use Buyer Zone with limited success, too.”

Tim Stanley, owner/problem solver

TDSiT, Lowell, Arkansas

“Google Ads with SEO. Three per month seems low, but if you are using these, it should increase.”

Chris Anderson, Well Connected Business Systems

Balcatta, Western Australia, Australia

“Lead generation has always been a bust for us, relative

“We have found digital marketing is the long game. You will not get quick hits numberwise. Stick with it and it will pay dividends in the long run.”

to costs. We will do many types of social media. In the past, pay per click generated lots of leads for simple equipment and was rarely worth the spend. We find it is the sales reps who need to find net-new business and not rely on leads to hit their numbers and metrics for net new.”

Richard Van Dyke, president

Advanced Office, Irvine, California

“That depends on what you spend and what you get out of it. If you spend \$2,000 per month on a program and you are making less than \$4,000 per year in profit on the customers you gain that month, it isn’t worth it.”

Jeffrey Foley, co-owner

Apollo Office Systems, Alvin, Texas

“We have found digital marketing is the long game. You will not get quick hits numberwise. Stick with it and it will pay dividends in the long run.”

Michael Boyle, president

BASE Technologies, Bethel, Connecticut

“Hard to say. A 10% response is good. Depending on the size of your market and your digital marketing effort, if you are getting leads that equal 3% of your effort, I would say it’s good.”

Nick Lioce, president

The Lioce Group, Huntsville, Alabama

Do you have a question for your fellow dealers? If so, email it to brent@bta.org with the subject line: “Dealers Helping Dealers.” BTA will then share your question with the full dealer membership with a request for guidance from your fellow dealers. ■

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