

# Are You Following an Integrated Marketing Plan?

In order to promote your practice effectively, you'll want to implement an "Integrated Marketing Plan." An integrated plan is one that does not rely solely on one type of marketing. You'll want to have a number of marketing programs working for you, all at the same time...

To give you a visual picture of how marketing should work, think of marketing as a big funnel, divided horizontally into three stages. The top stage is lead generation, the middle is lead conversion, and the bottom is referral generation.



## The Lead Generation Stage

The lead generation stage of marketing is designed to generate a steady stream of response from interested and qualified prospects. This stage of marketing "fills up the pipeline." An offer of something free (e.g., a free seminar, free consultation, free report, etc.) is a proven way to lower the barriers of resistance and get people to "raise their hands" and let you know they're interested.

Some of the prospects you'll attract will be ready to take action immediately. Others, who aren't ready to make a decision yet, will be entered in your database, so you can continue marketing to them in the "lead conversion" stage of marketing.

## The Lead Conversion Stage

The lead conversion stage of marketing is designed to compel prospects to make a decision. Lead conversion is achieved through the use of compelling direct mail offers, effective sales scripts during consultations, financing solutions, and follow-up phone calls.

## The Referral Generation Stage

The referral generation stage of marketing is designed to generate referrals from both clients and prospects. If you received just one referral from each client or prospect, you would more than double your business!

## Market in all 3 Stages

An "integrated marketing plan" is one that incorporates marketing activities in all three stages, which should result in compounded growth for your business.

With an effective, integrated plan, you'll leverage the results of your original marketing investment, by "squeezing every last drop of juice out of the orange" (the orange being your original marketing expenditure).

On the other hand, if you're not marketing in each stage, you're not leveraging the results of your original marketing expenditure — and you're leaving money on the table!

## The Sad Truth: Or the Opportunity

The sad truth is that most businesses spend a lot of money on marketing to generate new leads, but ignore working those leads in the next two stages. Lead generation marketing costs six times more money than lead conversion and referral marketing — so that's your incentive to put an integrated marketing plan into place!

Keep in mind that once you have a completely integrated marketing plan working effectively for you, you'll be able to spend less money on lead generation marketing, because you'll be more effective at converting prospects to clients and generating referrals — so you'll be able to do more business with fewer leads!

# Results