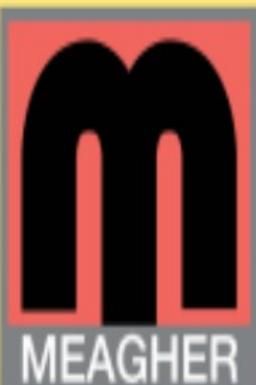


# TEST AND MEASURE YOUR MARKETING CAMPAIGNS



## BONUS VIDEO TRANSCRIPT SEVEN



**COACHING ACADEMY SPECIALIST**  
**Where Small Businesses Grow**

# Video Transcript Seven

## Lead Generation Made Simple

### The P.E.R.F.E.C.T Method - T - Test

In our lead generation **P.E.R.F.E.C.T. Method**, we've covered **Positioning** and we've covered "E" for **Educating** your prospects along the road.

We talked about having "R" for **Recording** all the information that help build a profile of that customer.

Then we talked about "F" for **Facebook** and we talked about how to advertise using Facebook, social media, and indeed YouTube.

And we talked about **Eggs**. We talked about having all your eggs in one basket. We talked about how dangerous that is and that's why you should always be on the lookout for other methods of advertising.

The next step we talked about was "C" which stands for **Contact**. And then finally, we'll talk about **Test** – test and measure. This is one area where I see companies wasting money every day of the week.

So when I talk about test and measure, I say that before you spend a penny on advertising of any sort, make up your mind before you start that you're going to test and measure the result. And you'll say, "Well, of course, I would." But you know what? It so happens that people do not keep a proper record of the results, they just keep a mental note.

If you ask them what response they got from an advertisement they ran three months previously, they'll say, "Oh, it was all right." I say, "What does 'all right' mean?" They say, "Oh, well, it wasn't great." I say, "Well, what does that mean?" They say, "Well, we got some responses." "Did you make a sale?" "Oh, I'm not sure if we made a sale or not."

For goodness sake, if you didn't make a sale, that to me sounds like zero value. Unless you have a very tangible record of a bunch of perhaps 'Hot prospects' that you have secured from the responses.

## Video Transcript Seven

### Lead Generation Made Simple

### The P.E.R.F.E.C.T Method - T - Test

### Continued....

So it is crucially important, whatever advertising methods you use, that you must make up your mind before you start that you're going to test and measure and record the result.

Because you're always going to want to be finding prospects, hot prospects, and looking for customers. And you must continue to record this information. This information will be invaluable to you, save you fortunes, save your business if you record the information. If you don't, you're just guessing. and guessing can be unreliable and dangerous.

**So I would say it's hugely important that whatever advertising money you spend whatever leads you get that you find out where they came from.**

And you do that simply by asking the guy who called. "What prompted you to call us?" And it is so easy for that person to say, "I can't remember." And then the person who took the call will decide, I don't wish to trouble him and say, "Not to worry." But in that case I'd rather trouble them. Try and get them to dig deep where you can maybe reward them if they can tell you.

**But you really must try and get them to think about where they found the information to contact your company.**

Even if you might only get say, twelve responses following an advertisement. Irrespective of what that cost you, you need to find out where they came from.. And how many if any of these enquiries resulted in a sale.

Because if all twelve enquiries came from the same method, maybe you should use it again. If they came from four different sources, well, then you have to think about that; or if four came from each of three different sources and nil from the fourth, you will need to think about that.

**But you must record the information and test it and measure it always.**

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### Lead Generation Made Simple

### The P.E.R.F.E.C.T Method - T - Test

### Continued....

If you run a simple advertisement, this should include the five elements of **A.I.C.D.A.**

Getting their **Attention**, creating an **Interest**, demonstrate **Credibility**, creating **Desire**, and taking **Action**.

Five distinct steps. Now, if you weren't thrilled with the results from your campaign and you want to make some changes, only change one of these elements at a time. How else will you know which one worked or didn't work?

**But you must record the information and test it and measure it always.**

**DON'T FORGET TO WATCH THE "LEAD GENERATION MADE SIMPLE TEST" VIDEO.**