

DIGITAL LEAD GENERATION FOR **FOR ECONOMIC DEVELOPERS**

A GOLDEN SHOVEL AGENCY WHITE PAPER



INTRODUCTION

Dear Economic Developer,

If you're ready to up your marketing game by generating tangible leads, this whitepaper is for you.

Lead generation can be complicated and expensive. Paying for booths at conferences, hiring people to make cold calls, and paying for ads in print publications can have results, but those results don't always match up with the level of investment, in time or money.

Digital lead generation is rising in popularity because it's a streamlined, process-driven approach that puts economic developers in the driver's seat. You can set and change the budget at any time. You can test ads, copy, and designs against each other to determine what is working. You can test out different offers and advertising platforms. You can even view robust analytics to measure success. Best of all, the leads you capture become your data. In other words, the days of marketing campaigns that can't be measured are over.

These specific advantages are prompting economic development agencies to make the switch to digital. But, this is a complicated world and unlike paying for a conference booth or taking out a print ad, the rules of engagement are not always clear. Missing one step or failing to implement a known best practice can negatively impact campaign results. That's why we created the 'Digital Lead Generation Whitepaper for Economic Developers'. We invite you to use this whitepaper as a guide for starting or modifying your digital lead generation campaigns. Utilizing these proven strategies will help your organization to achieve optimal results.

Our industry experts, like Audrey Anderson, Director of Marketing, are well versed in digital lead generation and economic development - a rare combination. Throughout these pages, we share insights learned from countless campaigns in an effort to help you become more successful.

As always, the Golden Shovel team is standing by ready to answer questions and assist with your efforts.

Best regards and happy reading!

Bethany Quinn

VP Strategy and Content Development

Golden Shovel Agency

MAKE IT EASY FOR PEOPLE TO FIND YOU

Lead generation is key to any organization's growth strategy. Before getting into specific strategies it is necessary to lay the foundation. When it comes to generating Online leads, you will need a strong digital presence.

Every economic development organization needs to have an easy-to-navigate website, ideally one that also allows for the easy creation of landing pages specific to each campaign. A website designed on a system like Golden Shovel's Economic Gateway will have this feature and it eliminates the need to hire a website developer each time you want to start a new campaign.

Digital publications are another tool economic developers can use to be easily found Online. When managed correctly, these platforms will allow for links through to landing pages that have been created for lead generation.



LEAD GENERATION TECHNIQUES EXPLAINED: CONTENT & OFFER

Making Your Community Irresistible

Use the Element of Scarcity

If you look at the principle of supply and demand, you'll notice that when supply is limited, demand goes up. Scarcity has a psychological influence on us, making us want something even more if there isn't enough to go around. In his book, *Influence: The Psychology of Persuasion*, Robert B. Cialdini states that "...opportunities seem more valuable to us when their availability is limited." Why does it work so well? "... we know that the things that are difficult to possess are typically better than those easy to possess, we can often use an item's availability to help us quickly and correctly decide on its quality." Instead of making our brain do the extra work of weighing pros and cons before making a decision, scarcity norms help us make a more simple decision.

Some examples of the scarcity principle include:

- Limited Time Offers
- Deadlines
- Limited Time Offers

Limited time offers are among the most popular in the scarcity category. Just think about your average car dealership. Practically every commercial is a limited-time deal. "Get 0% financing before it's gone; Come in today - these deals won't last!"

We're also seeing this with the housing market. Prices have gone up throughout the country because the fear that buyers won't be able to secure a house is prompting people to pay more than asking price. When there is an abundance, or the perceived abundance, of houses on the market, buyers will typically offer less than the asking price.