IC Interconnection Consulting

we show you the way

www.interconnectionconsulting.com

Online Lead Generation Audit

Customer Acquisition via the Internet for Online and Offline Business

Market Potential Analysis of Your Campaigns Compared to the Competition

Submit a request

Raphael Amschl

amschl@interconnectionconsulting.com | +43 1 5854623 19

We make your online lead generation campaigns the driving force for online and offline business!

Starting Point

- Considering your website as merely a better busines card is a sure way to lose sales. The internet paves the way for consumer decisions for online and offline business. The same is true for B2B and B2C.

- Potential customers do keyword searches for products, problems, solutions, brand names, business partners, etc. If you don't know the search behavior of your customers, your website will only be used by you.

- If you're not profcient with the instruments of the web (Google, portals, social media, news, etc.), you won't be in on the game, and you'll lose customers and market knowledge.
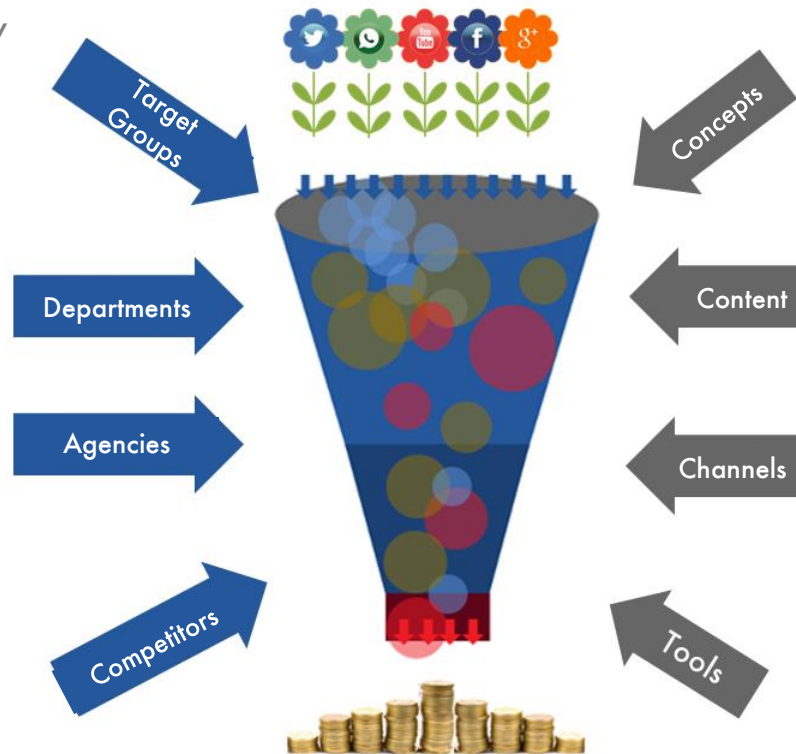
Solution

- The Online Lead Generation Audit shows you the status quo of your current online lead generation activities compared to your competitors and gives you tailored solutions for your company.

- We provide tailored solutions so you can turn anonymous, potential clients into personalized hot leads for online and offline business.

- We optimize your website and campaigns (strategically, technically, and content-wise) to generate high-quality leads.

Online Lead Generation Audit – Use the Internet as a Lead Maschine!

- **Website analysis (strategy, content, technology)** with effective landing pages, completely focused to generate qualified addresses out of anonymous clicks
    - Strategy: Target group analysis, landing pages, interactive tools, business model, focus on the close
    - Content: Keyword analysis, content-creation tools, website layout, user friendliness
    - Technology: Source code analysis, search machine optimization, mobile-device compatibility, local presence

- **Analysis of online lead generation campaigns**, for example, YouTube, AdWords, portals, newsletters, and Facebook (in terms of strategy, content, and technology)
    - Strategy: integration of various campaigns, development of a website concept, controlling and tracking concepts, target group analysis, specific problems such as generating more (qualified) leads, lead maintenance programs, etc.
    - Content: keywords for more presence, development of campaign content, incentives for your customers to interact with your website, landing pages, etc.
    - Technology: technical measures for more presence, user friendliness, methods for not losing leads, lead tracking, and lead maintenance

- **Newsletter campaigns to generate and maintain leads**
    - Strategy: lead generation, lead maintenance, networking with external websites, target group analysis
    - Content: designed so customers read your newsletters, structure of a newsletter, landing pages
    - Technology: increasing your presence, access on various end devices, controlling success online and offline

Online Lead Generation Audit – Winner on the Highly Competitive Online Market

- IC Online Lead Generation Scorecard: Comparison with the competition (4 of your choice) and clearly presented valuable information about your industry (rating scale 1-5, verbal explanations)

  1. Web presence and brand awareness: How present is a brand on the web? Where is the competition linked?

  2. Website design (Content and concept): Your company compared to the competition: Are the needs of potential customers being addressed? Content-relevant criteria for search machine optimization, creation of landing pages, tool mix for presenting content

  3. Technical implementation of your website compared to the competition: Analysis of the source code, search machine optimization, mobile-device compatibility, local presence

  4. Online Lead Generation campaigns (content and concepts): How good are your campaigns compared to the competition? Where are there shortcomings, for example, in generating leads, in focusing on the close? Do the content and your target group match? Analysis of interactive tools, for example, incentives to generate personalized leads, lead generation for offline business.

  5. Online Lead Generation campaigns (technical aspects): Comparison with the competition, technical measures for more presence, technical applications so leads don't get lost, integration of various campaigns

- Final report of the audi: Results of the analysis and recommendations will be summarized in an interactive PDF document (text, visuals, charts).

- Closing meeting to help you best implement our recommendations (online conference)

Is your website a lead maschine or a business card?

Optimization potential of websites for generating effective leads

We analyze your website in terms of strategy, technology, and content!

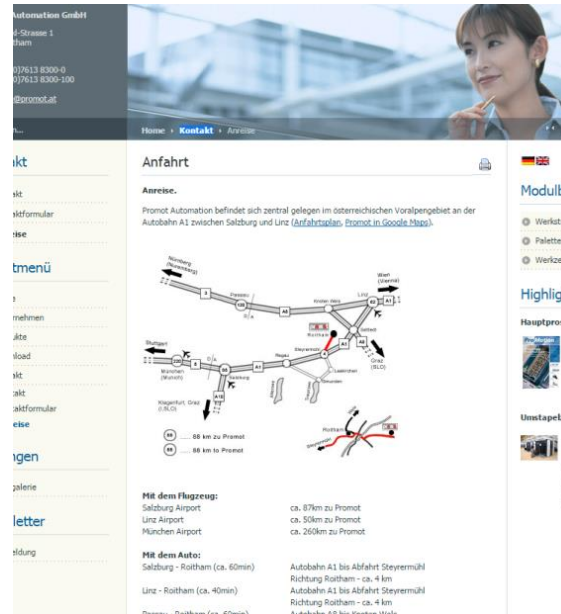Is the design of the website ideal for your goals?

Are the landing pages suitable for your target groups and easy to find?

Do the product categories make sense?

Is there a balanced tool mix for presenting the content?

Is the design of the landing pages focused on the close?

Local search machine optimization: Can you optimize your local landing pages?

Are the pages well linked?

Do you offer adequate incentives to generate personalized leads?

Are appropriate keywords used and used in the right place?

Are there other interesting topics for generating leads for your company?

Do you use YouTube videos as a lead machine or as a pastime for your employees?

Optimization potential of videos for generating effective leads

We analyze your YouTube compaigns in terms of strategy, technology, and content!

Are you utilizing the potential of YouTube to turn anonymous clicks into personalized leads?

Are the technical features being used to the full to maximize your web presence?

Are important keywords used and are they sufficiently highlighted?
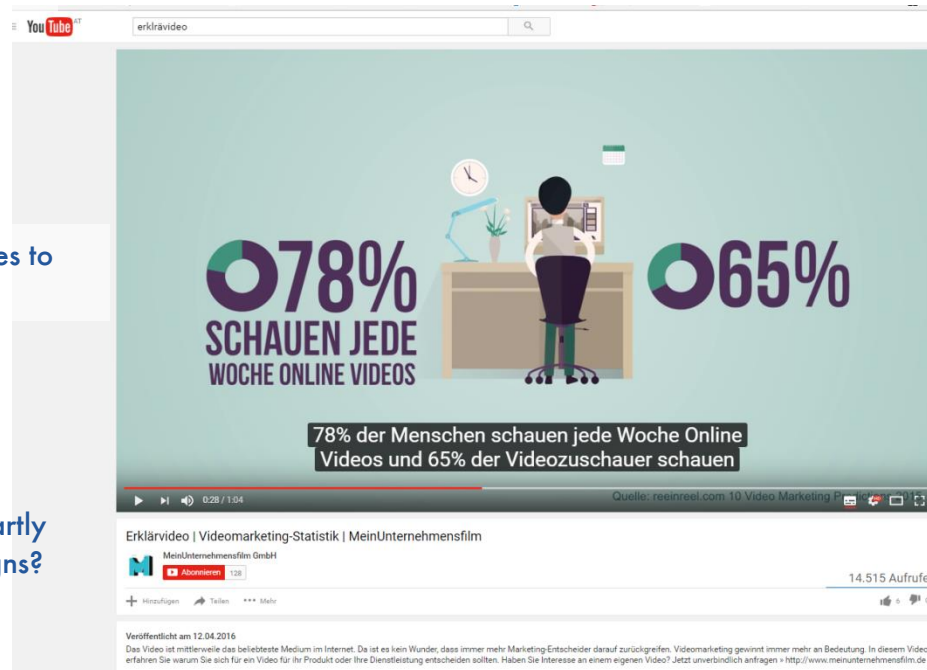
Are the pages well linked?

Are you offering good incentives to generate personalized leads?

Are you offering appropriate landing pages?

Are you adhering to barrier-free web regulations?

Are your YouTube videos smartly combined with other campaigns?

Are you aware of how successful newsletters can bring you customers?

We analyze your newsletter campaigns in terms of strategy, technology, and content!

A high percentage of newsletters are deleted before consumers even know who they came from. Have you done all you can to overcome this decisive hurdle?

Is your newsletter accessible on mobile devices?

Lead maintenance programs: Do the newsletter designs match your goals and target groups?

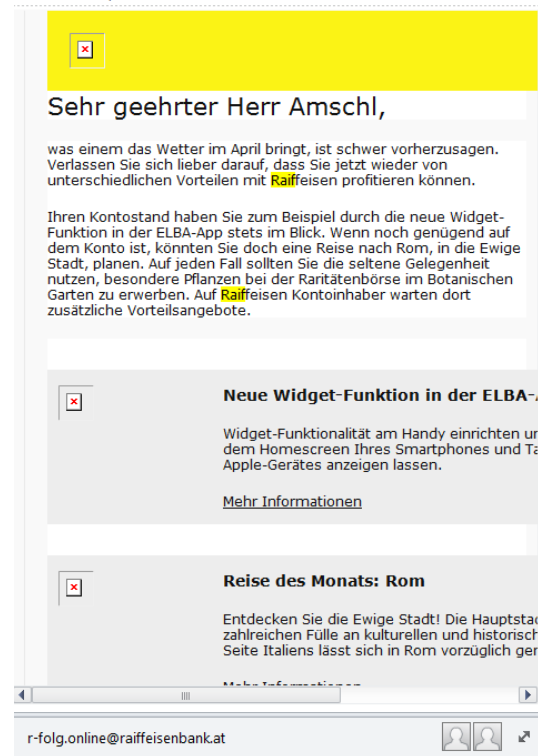Are controlling reports being productively interpreted?

Are too many unqualified leads being generated? Can your campaigns generate a higher rate of qualified leads?

Do your landing pages and interactive tools fit your newsletter campaigns?

How can you increse the presence of your newsletter to gain new customers/addresses?

Online Lead Generation Rivalry: Who flops? Who is the champ?

Online Lead Generation Scorecard: How do you stand in relation to the competition?

2. Audit Results

How present is a brand on the web?
Where is the competition linked?
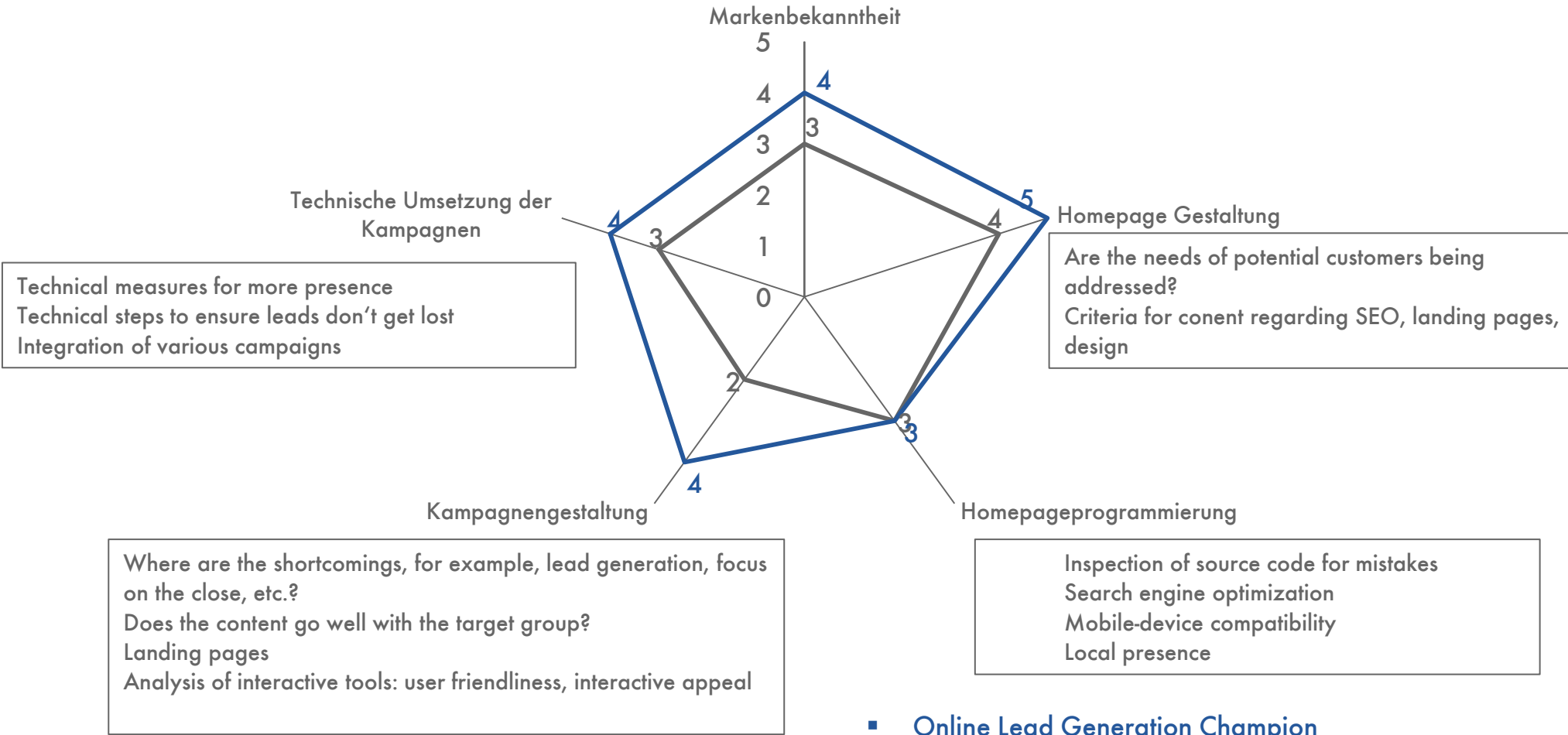
Technical measures for more presence
Technical steps to ensure leads don't get lost
Integration of various campaigns

Are the needs of potential customers being addressed?
Criteria for conent regarding SEO, landing pages, design

Where are the shortcomings, for example, lead generation, focus on the close, etc.?
Does the content go well with the target group?
Landing pages
Analysis of interactive tools: user friendliness, interactive appeal

Inspection of source code for mistakes
Search engine optimization
Mobile-device compatibility
Local presence

Markenbekanntheit

Technische Umsetzung der Kampagnen

Homepage Gestaltung

Kampagnengestaltung

Homepageprogrammierung

- **Online Lead Generation Champion**
- Company 1

Online Lead Generation Audit – Quick Results & Ready to Use
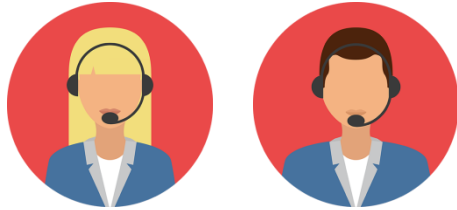
Step 1: Kickoff Meetings

Telephone, online conference, in-person meeting optional*

- Meetings with those responsible for online lead generation campaigns, for example, management, marketing, sales, IT, external agencies.

- Clarification of all client needs, wishes, problems, concepts, etc.

Step 2: Analysis

Campaigns, concepts, websites, tools, etc., will be analyzed

- Lead generation campaigns: concepts, content, implementation

- Website analysis: technology, content, strategy

- Landing pages / touchpoints

- Tools, for example, newsletters, YouTube, AdWords, Facebook

- Analysis of competition,: web presence, campaigns, etc.

Step 3: Audit Report

Results and recommendation catalog, PDF, consultation on how to ideally implement results

- Report for campaigns and individual tools (website, AdWords, newsletters, YouTube, Facebook, etc.)

- IC Online Lead Generation Scorecard: analysis of competition

- Recommendation catalog with concrete tips for campaigns and tools regarding concept, content, technology

Online Lead Generation Audit – Duration and Fees

Step 1: Kickoff Meetings

Telephone, online conference, in-person meeting optional*

Duration: ca. 2 hours

Step 2: Analysis

Analysis of campaigns, concepts, websites, tools, etc.

Creation of reports and recommendation catalog

Duration ca. 3 days

Step 3: Audit Report

Results of analysis and recommendation catalog, PDF with text, visuals, and charts

Presentation of results in online conference

Consultation on how to ideally implement results

Duration ca. 2 hours

Investment Costs: €2,990

Expertise and References

About e-commerce expert Raphael Amschl

- Raphael Amschl has been a consultant at Interconnection in the areas of e-commerce and online marketing since 2008.
- He has helped numerous companies – from SMEs to notable global corporations – to plan, implement, maintain, and optimize their online lead generation projects.
- His expertise
    - Planning and conception of online lead generation campaigns / lead maintenance campaigns
    - Analysis and optimization of websites
    - Analysis and optimization for online lead generation tools (YouTube, newsletters, Facebook, blogs, online marketing, etc.)
    - AdWords campaign support
    - Search engine optimization (in terms of technology, content, and strategy)

- In addition to in-house projects at companies, Raphael Amschl also holds management seminars on online lead generation. These seminars are open, yet tailored to the participants. For this reason, the maximum number of participants is 12. You can find all dates here: http://www.interconnectionconsulting.com/de/events

I'm always glad to answer any questions!
Raphael Amschl | amschl@interconnectionconsulting.com | +43 1 5854623 19

Selected references for Raphael Amschl

- Raiffeisen Leasing
- Siemens
- Doka
- EVVA Sicherheitstechnologie
- Faigle Industrieplast
- Austrian Optic
- Schlumberger Wein- und Sektkellerei
- Austrian Business Agency
- Wirtschaftsverlag
- Energie AG Oberösterreich
- Verkehrsbüro Business Travel
- Trenkwalder
- AMS
- Heintel
- DM
- Garanta
- Uniqa
- Rekord Fenster

Submit a request

Online Lead Generation Audit – Order Form

FAX: +43 1 585 46 23 30
Email: amschl@interconnectionconsulting.com

☐ We wish to order the Online Lead Generation Audit for EUR 2,990

Billing address: (Please complete in full)

Company:_____

Name: _____

Street: _____

Zip code and city: _____

Country: _____

VAT Nr.: _____

Email address: _____

_____

Date   Name of customer   Signature

Payment due in full upon receipt of bill or via credit card or PayPal. Austrian provision of service law applies. Place of jurisdiction is Vienna. The work is protected by copyright. Dissemination to third parties, reproduction, publication, or manipulation, in full or in part, is not allowed. In case of infringement, the commissioning organization or persons will be obliged to pay a one-time fine of one hundred thousand euros. Prices: for delivery in Austria, a 20% VAT will be added.

I'll be glad to answer any questions you may have!

Raphael Amschl
E-Commerce Expert

Tel: 0043 1 5854623 19

amschl@interconnectionconsulting.com

Submit a request

Interconnection Consulting
Vienna • Lemberg • Bratislava • Danzig • America

www.interconnectionconsulting.com

Interconnection
Consulting

we show you the way