# District32-Filling the Pipeline



# Weekly

- Cold Calling
- Targeted Email Marketing
- One to One Meetings
- Social Media Marketing

# Monthly

- Paid Advertising
- SEO
- Ask For Referrals
- Business Networking Events



### Quarterly

- Public Speaking/Event Sponsorship
- Training/Educational Workshops
- Create A New Lead Magnet
- Review



# <u>District32 Leads</u> <u>Acquisition Formula</u>



Aim for 40 leads per month.

## **Example:**

4: Local Circle Event 8: One Connect Event 16: Two x 1:1 meetings each week - one introduction from each

- 8: Two referral partners: Four referrals from each
- 4: Social media and LinkedIn



# District32 Compounding Leads Formula:



Increase monthly leads by 10% each month.

#### **Results:**

- After 12 months 114 leads per month
- After 24 months 393 leads per month



Grow

"The bigger your customer base becomes the wider your reach.

A wider reach means more referrals and a higher number of leads..."