

“Guaranteed Leads” vs. Privacy Policies **Honoring your customer’s privacy and Protecting your Brand/Integrity**

You’ve heard of Pay per Click with Google, but now it seems some publications are offering “Guaranteed Leads”. [Considerations before you move to this model](#)

First of all, know your own definition of a “Lead” Is it a click? Is it a name and email address? Is it a “qualifying event” like an RFQ or RFI – request for quote/information? Obtain the magazine’s description of a “lead” and make sure it jives with your definition.

Ask the magazine/website how they are getting the “leads” they are distributing to you:

- **Opt in subscribers? They better be.**
- **Is the magazine getting names from their subscriber list? Rented Lists? (if so, where?)**
- **Has the engineer offered his/her name to be sent to 3rd parties?** If not, the magazines (and you) are spamming, violating personal Privacy laws. Besides being illegal in many cases, it is an extremely poor reflection on your company and your brand – you (or the publication who gave away the names) will not be considered a Trusted Brand.

Sooner, rather than later, engineers will stop opening emails or clicking on ads to begin with, when they learn their anonymity is being forsaken.

Check the Magazine’s PRIVACY POLICY – is it a real Privacy Policy, or a “No Privacy” privacy policy?

Is the magazine “Lead Bundling” (“bonus” leads)??

Example: If an engineer circles information about a type of a particular product/technology, and then the magazine sends you all the names of subscribers/visitors who have been recognized as being involved in specifying that technology category

This is not a good practice – will be considered spam, unwanted by the engineer

Ask publications about their PRIVACY POLICIES - - do they even have one and abide by it?

Why is this important to you?

While it’s great to receive “leads”, if you are receiving them because you or the associated magazine is Spamming, that will have a very poor reflection on your company and you will not be seen as a Trusted Brand.

Penton Media adheres to a very strict Privacy Policy that honors and respects our subscriber and visitor anonymity. What does this do for you?

- 1) Higher open rates on our email blasts, list rentals, etc - because our readers/visitors know we are not giving their names away
- 2) Driving more “real” traffic to your site
- 3) Credibility for you

Best practices for Lead Gen – obtaining names, emails and additional contact info

Use your print and online ads to promote something of value that is your “call to action” that is associated with a Unique URL/landing page.

Generally good, educational CONTENT will win: white paper, webinar, eBook, followed by useful tools: samples, CAD files, engineering calculators and configurators –

Bring visitor to specific landing/registration page where YOU capture the contact info (this way, you know it’s a real lead, an engineer with TRUE interest in your company and offerings)

- 1) Rent eLists from publications which have AUDITED, KNOWN, VERIFIED circulation - this will ensure that their lists are clean and current (look at paragraph 3B on the publication’s BPA statement, and make sure their subscribers are Current, having been requalified within one or two years (not three or more), and circulation that is through Personal Written Request, not from rented association lists that the magazine has used to acquire names.
- 2) Make sure the publication has a BPA audit statement to begin with – otherwise you’re throwing your \$\$ into the unknown.
- 3) Sponsor eNewsletters only from AUDITED print publications – where they capture email addresses of those who Opt-in to receive the newsletters (however, note the companies that observe honorable Privacy Policies to protect the subscribers from being contacted without warrant).
- 4) Partner with publication audiences to Host webinars, eBooks, web conferences, in-person breakfast/roundtable events – where the publication provides aggressive and robust marketing via email blasts, ads on websites and newsletters to drive traffic to your Registration page, where you obtain those names and detailed lead contact info. Promotion coming from a 3rd party, the publication with a trusted brand and known for quality content/events/books, will have high open/response rates for your events and content deployment.

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