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FOR IMMEDIATE RELEASE

**THE NEW RULES OF LEAD GENERATION
Proven Strategies to Maximize Marketing ROI
Quickly Growing Your Business**

By David T. Scott

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“David T. Scott’s book teaches marketers how to survive and thrive by delivering real results. Well written and full of useful, practical advice. A must-read.”

-- **Clark Kokich**, CSO at Marchex and author of *Do or Die: Surviving in a World Where the Old Ways of Marketing Aren't Getting It Done*

**IN HIS NEW BOOK, EXPERT DAVID T. SCOTT PRESENTS MARKETING TACTICS
FOR GROWTH-ORIENTED COMPANIES IN A DIGITAL AGE**

**THE NEW RULES OF LEAD GENERATION Is A Must-Read
For Businesses, Marketers, And Entrepreneurs**

According to expert David T. Scott, lead-generation marketing is “the art of getting potential customers to ‘raise their hands’ and say they are interested in your company’s products or services.” If brand marketing is the “face” that a company offers to the general public (through methods like television commercials and billboards), then lead-generation is the “backbone” of a company’s marketing efforts.

In **THE NEW RULES OF LEAD GENERATION**, Scott presents the latest advice for combining digital age marketing tactics – such as email, search engine, and social media marketing – with direct mail, cold-calling, and trade show lead generation techniques.

“Lead generation marketing is often misunderstood,” he explains. Most university or college MBA programs don’t offer a course on the topic, preferring to concentrate on brand marketing instead. Therefore, few marketers have a real grasp of how to use it to their advantage.

THE NEW RULES OF LEAD GENERATION is the first book to take an in-depth look at the topic, including:

- An overview of lead-generation, and how it fits into a marketing program,
- A look at how companies define leads – whether a lead is an actual sale, or a customer action – such as getting customers to download a white paper – that allows the company to sign them up as a lead,
- How to develop an overall strategy and set goals for your lead-generation campaigns,

- more -

- How to test and measure results to determine success,
- A basic five-step strategy that can be adapted and used with any of the seven most successful lead-generation tactics,
- How to calculate costs and determine the cost effectiveness of lead-generation efforts, and how to determine the Return On Marketing Investment (ROMI).

Scott then presents an in-depth look at the seven most successful lead-generation tactics.

- Search Engine Marketing – Advertising on Google and Bing,
- Social Media Advertising – Advertising on the "Big Three" social media sites – Facebook, LinkedIn, and Twitter,
- Display Advertising – Advertising on websites *and mobile devices* using display ads,
- E-mail Marketing – How to develop an e-mail marketing campaign, and how to make sure the e-mails are *not* mistaken for spam,
- Direct Mail – How and when to use this expensive, but effective "old school" tactic,
- Cold Calling – How to develop a cold calling campaign that won't come across as telemarketing, and
- Trade Shows – How to attend trade shows as a vendor, and how to get the most out of the experience.

For most businesses, lead generation is the backbone of their marketing efforts – the unseen force enabling them to bring in prospective customers and convert them into actual sales. **THE NEW RULES OF LEAD GENERATION** is essential reading for anyone who participates in building the sales pipeline. As Peter Krainik, founder and CEO of The CMO Club says, the book's "straightforward style and comprehensive approach clarify even the most complex aspects of lead generation." David T. Scott has created a marketer's bible that lays the groundwork for unbridled growth and success.

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ABOUT THE AUTHOR

David T. Scott has served as CMO and Director of Marketing for Fortune 500 companies and billion-dollar organizations, including GE, AT & T Wireless, PeopleSoft, and Intermec. While working at these companies, he developed a set of strategies designed to help marketing organizations increase their lead-generation results. He is a graduate of the Wharton School of Business. Visit www.the-new-rules.com.