

A close-up photograph of James Schramko, a man with short hair, wearing large black over-ear headphones and a dark blue jacket. He is smiling and looking slightly to the left. A professional microphone is positioned in front of him. The background is a bright, out-of-focus window with a view of a city skyline.

JAMES **SCHRAMKO**

3 Ways to Improve Your Lead Quality from Advertising with Charley Valher

Have you got leads but fall short on conversions? Maximize your advertising ROI with actionable insights from ValherMedia's Charley Valher.



Charley Valher

James: James Schramko here. Welcome back to my podcast. This is episode 1039. Today, we're talking about paid advertising. In particular, lead quality. And I've brought along my traffic agency wizard, [Charley Valher](#), from [ValherMedia.com](#). Welcome, Charley.

Charley: Thanks for having me, James. And what a kind introduction. I appreciate that.

James: Well, you know, we've had various topics over the years, from [audio](#), [video](#), [paid traffic](#), even [team](#). You know, rarely do men have so many talents, but you seem to be able to package it all in there. I do notice though, just before we get too far into it, you're in a different room than we usually record in. Can you tell us about that?

Charley: Yeah, so I don't know how well people will be able to make out the background on video, but even the audio listenership won't be able to see it. But I've actually made a big change in my life. I was living in a four-bedroom home in the burbs, doing the whole family thing. And I don't want to say I was getting a bit flat, but kind of.

I noticed I was going a bit stale. I'd very much gotten into, you know, living the dad life and doing all those things. And it was feeling quite abrasive. I didn't feel like I was in the right environment to succeed in the things that are important to my life, right. So I made a big change. I'm actually living in an apartment in Melbourne now, which has been sensational.

I'd always wanted a view, a really, really nice view to like, go to bed to and wake up to. And I find the city just so inspiring, in all honesty. Like, every major building in the city was like, well, first off, someone built it, which is incredible, the engineering. But two is, there's often businesses that occupy it, and I'm just like, wow, you know, how did they get to there?

And it has put zest into my life like I cannot believe. So I'm in an environment that's very aligned to the things I want to achieve. And it's just been fantastic. I'm loving it, as you can probably pick up from here.

James: Yeah, I know. I've seen you posting pictures from your morning walks across the bridge and stuff. And the thing that fascinates me is just how different as humans we can be. For me, I look at a sunset over palm trees and think, wow, there's some national park that humans haven't f*cked with yet. It's like the exact opposite of, man has gone and stuck a building here in front of this beautiful bush. And I like to walk down to the beach and have the sand beneath my toes and go for a surf.

But that's the thing. It doesn't matter what you like. And it doesn't matter what I like. What matters is when you know what you like, to pursue it. But I think there's a great metaphor here. And that is, it explains why you're so good at some things that business owners naturally are not that good at or are not really aware of or even that interested in.

And when it comes to paid traffic in particular, it requires a special skill set. It's math, it's psychology, zest is a good word, actually. You need to be interested in it. Otherwise, you're just going to get suboptimal results. And one thing that's come up lately is you've been doing paid traffic reviews for clients or prospective clients. And you're rolling up the sleeves, you're digging into what people have got.

The shocking things Charley uncovers

Now, when you think about the average visionary, they're probably good at something, whether they're a coach, or a brokerage or something, a service provider, they're probably really good at that. They reluctantly probably have to build a team and maybe get an office and do some of the things that they're second-tier good things at.

But by the time we get to the mechanics of the business, like that running the paid traffic, dealing with platforms, working out deal flow and stuff, that's probably like a third-tier thing and that's like your first-tier, high-spec qualification. So you must see some shocking things when you do these reviews.

Charley: I do. Sometimes when I'm looking at inside an account, and I'm doing a review, the first thing that comes up is empathy. Because I'm looking at this account, and I can see how much money someone is wasting, and that it's actually causing them stress. Like when someone's layering up thousands of dollars a month on the cost of agencies and ads, and it's not working for them, it can be very frustrating.

And what's worse, in a lot of cases, is it can be avoidable. Maybe they've hired the wrong provider, maybe they never took the time to properly check what this person is doing. Maybe they're entangled in - and this is one that's very common as well is like - maybe exploiting tactics for a period of time. And when those tactics become crowded, or the tactic loophole gets closed, they've got an account that isn't founded on strategy.

So, you know, had times is these little things that pop up that are exploitable. And to be fair, I will at the time exploit these things too, because they can be very advantageous. But at the end of the day, if you haven't got more than that, and a strong strategic account, you can end up in a very volatile situation.

The role empathy can play

And again, I had a huge amount of empathy, because how I actually got started in ads, is like, I got screwed over. And it was the whole, never again, I'm going to learn this. And got very addicted to it, love it.

Still love it. I must admit, one of the best feelings in the world for me is the first conversion on a new account, is that when we crack the code, and the thing starts to work is just, it lights me up, because there's so many things that go into that. Very similar to like, crashing a golf ball off a tee, or catching that wave at the new break. You know, it's got something in it for me. And it's like, it's a special type of person that likes it. I'll leave it there, that is not for everyone.

James: Yeah, look, surfing is a good example I can relate to. When I [got my stand-up barrel](#), which is when the wave was covering me, and I'm in it and still upright, and going on at 30 kilometers an hour, or 36 kilometers an hour. It's an exhilarating feeling that you realize is a very rare experience as a human. And for some people, they're not even, like they're not water people. They're landlocked there, they won't relate to even the idea of being in the ocean.

So empathy is a good one. We've all been hauled over the coals when it comes to paid traffic, if we've tried it. It's a very, very common story that I hear, is like, Oh, you know, do you know a good agency, because I signed up with someone, we spent all my budget, it didn't convert? They said it's the offer or the copy or whatever, or they just couldn't make it work. And then now I need someone else. But after they do this two or three times, generally, they just stop, and paid traffic doesn't become part of the scenario.

For whom does paid traffic not pay off?

Are there businesses where the paid traffic will not work?

Charley: That's a great question. I think there's certain businesses that don't need to do paid traffic. And if they've built out an extensive brand, and they're like, really strong brand, maybe they don't need a new addition. There might be limitations in the business. It would be very rare that a business couldn't benefit from paid traffic. Maybe ones that are more grown on like, relationships might be one, or one of the ones I kind of look like, if you're very deep in enterprise working with like, listed companies, maybe ads aren't for you.

So the way I look at it, whenever I'm reviewing if someone's right or not right for paid traffic is really assessing, is the audience they're trying to capture available in a cost effective way? It's not always the case. Some people really shouldn't, to your point. Could most businesses benefit in some way if they're being strategic? Absolutely. But is it for everyone and right for their business? Probably not.

James: So one example that comes to mind is I was helping a lady who wanted to put together a membership and she wanted to do low ticket. And then she realized that the business model probably won't work, because she won't have enough margin to spend on ads to get the customers. Like, it would cancel itself out. So then it's be, like, what's the point?

Charley: Can I make a comment on that, though?

James: Please.

Charley: This is where strategy comes into it. So if she was trying to use paid ads, I believe you said she, by the way, it might be a he, I don't know.

James: No, she, definitely she.

Charley: So if she was trying to use paid ads to acquire customers, that may be very cost ineffective, because let's say the membership is \$100. Let's say it costs \$300 to acquire a customer, may not be effective in her model there and be very, or she has to pay sales commissions or whatever it is.

But if this person is acquiring customers, let's say through content, so they have got a podcast, and that's how they're successfully acquiring customers, using paid ads to enhance the podcast just for that, because the cost of those ads is much cheaper than doing, like, lead gen orientated ads, incredibly effective.

But that's something that person could potentially do with a small provider, because they're not a particularly expensive type of campaign to put together versus, like, webinar funnels or VSLs, which are much more intense or lead gen in that way. So strategically, this is one of those examples where it's like, could paid ads assist with that person? Very much so, I suspect.

Can they use them like a high-ticket coach would use them or a high-ticket offer? Definitely not. And if they try to apply that high-ticket strategy to a low-ticket business, that's pain and suffering. That's one of Charley's empathy clients. That's where I look in there and go, oooh, no.

When traffic is done for leads...

James: So we're really talking about the difference between paid traffic for leads versus some kind of amplification or remarketing back end type leverage campaign. And so, let's talk about the lead things specifically. You mentioned to me earlier that some of the leads that are coming through for the business, they might think they're doing all the right things.

However, the leads aren't converting into customers. And you've identified a couple of main causes of that, that I think we should talk about, because if this is happening to us, we could then recognize it, and know that we need to do something to fix that.

Charley: Yeah. So quite commonly, and I've even got a specific account, we can go into an example if you'd like.

James: I always prefer real world examples than hypothetical made-up crap. I feel like that's what potentially separates us from some of the others, is that we're talking about things we've seen and actually do and experienced. And that's, I think, well appreciated by anyone who comes into contact with us.

Charley: Okay, so someone coming in for review, I'm going to say they're an expert. I won't name them. But I will say they sell education. Particularly, they sell, I think it's an eight- or 12-week program. And that program is more than \$2,000. So we'll set the scene.

James: That is highly representative of my audience. Most of my audience are information experts with some kind of course training or membership. And often a 12-week or \$2,000 type program is a very good way to front end a recurring subscription. And then the other type of people are service providers/agencies with then a little smattering of e-commerce and SaaS, etc. But we're talking about probably the main type of person who would get the benefit from listening to this.

Charley: Brilliant. I intentionally brought this one in, because I think it'll be useful. And this will apply in some of the other areas as well, but I'll keep it in tune. So, got into the account, and looked into, so they're generating a ton of leads. Like, I got in here and was looking at the results. And I was like, seems like they should be killing it. Like, why am I doing a review here? Like, this person must have like, either wildly astronomical goals and like, wants to scale intensely, or there's something wrong?

And when I spoke to them, they're like, We're generating a lot of leads, we're not converting them. And their concern was their actual, in this case, their sales team or their conversion mechanism wasn't working.

The agency versus sales team scenario

James: Can I just stop there for a sec? I hear that all the time. Almost every business blames the agency. And almost every agency blames the business's sales team and conversion process. They seem like the major top-level excuses, but it may not be what's actually going on. It's what I'm suspecting here. 12:46

Charley: The most common war in this space, I'll tell you right now, and it's...

James: The leads are sh*t, my sales team don't follow up. That's it.

Charley: I think they forget a point. If they're not getting the client results, they both get fired. [laughs]

James: [laughs] That's a very critical thing. Wait, this could not be more on point, because this is the argument that happens. And then the business owner is going to say, Well, we follow the leads up, but they're no good. And the agency, Well, we've sent leads to other people, and they seem to close them.

And then I know, some people who sell leads insist on handling or training the frontline people who deal with it and having visibility on that. And I think we've even covered this in a previous episode. But let's go on, maybe that's not the case in this example.

Charley: Well, it can be, and that's what the difficulty is. And it's like, I myself have been in many situations where I know we're generating a good lead, and the sales team is not equipped to be able to handle those leads. And you just, it can become incredibly frustrating. And that is a real situation that happens. And reversely is like, I've been called into situations where clearly lead quality is the issue.

James: Yeah.

Charley: Now, I want you to imagine, if you're employing like, [setters and sales team](#), and you're getting smashed by hundreds of low-quality leads every week,

James: Burning resource.

Charley: But how annoying to constantly be following up people that aren't answering, saying, I won't even say it on this podcast, but just being, you know, hung up on and sworn out and like, why would you want to work there? Of course you'd be frustrated.

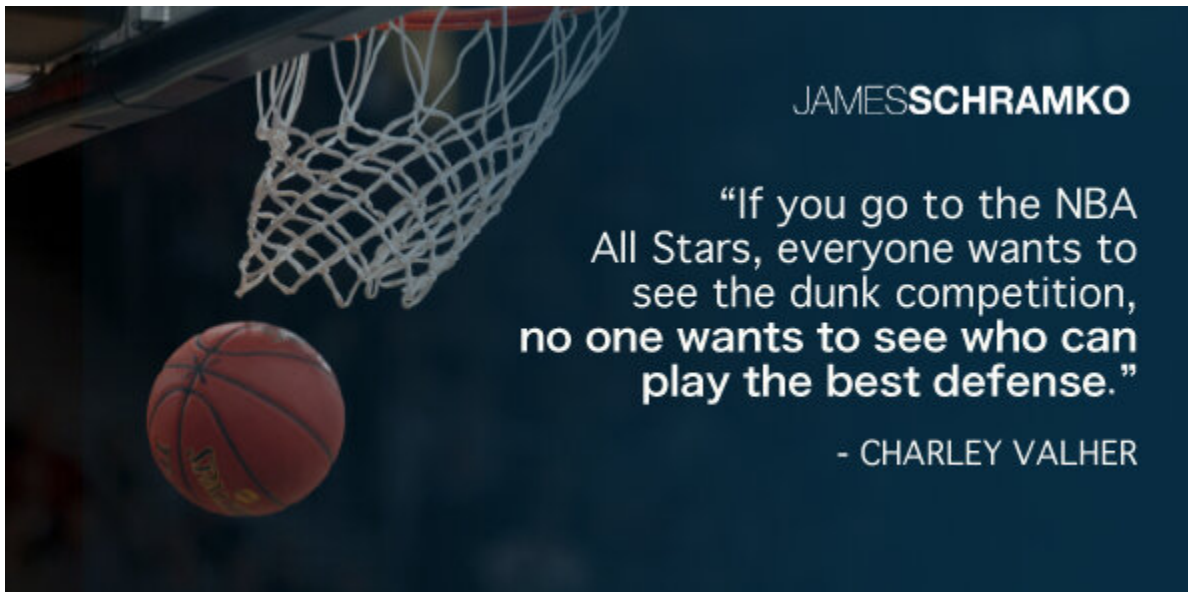
James: So that's an indicator of a low-quality lead where they don't want to engage or they feel hostility towards someone following them up?

Charley: Well, this is the sign I knew something was up with lead quality here, because the number of leads they were dealing with versus the amount of sales they were making, I was like, something's sus, because when I look in the other accounts, that type of like, contact rate or sales rate, I'm like, I don't understand how your sales team could actually make enough sales to feed themselves.

The benchmark you're looking for

James: Is there a benchmark percentage you'd be looking for from a lead flow to conversion rate for high-ticket expert?

Charley: There is but are kind of niches as well, like what happens in finance is kind of different than what happens with experts. And then if you're in like, AI, which is a hot niche, the contact rates are very different than if you, for example, sell something more defensive like accounting, right?



So it's like hot niche versus cold niche, versus like, well I'll put it this way is like, you know, if you go to the NBA All Stars, like everyone wants to see the dunk competition, no one wants to see who can play the best defense.

James: Right. So what would be a general, let's say, this 12-week course for \$2,000 for someone in a medium level of interest, you know, like wealth creation, or, you know, it's not AI hot, and it's not selling life insurance cold, right? It's somewhere in the middle. What sort of ratios were we looking for?

Charley: It's really hard to give specifics on that. But I'll express what I do, because I will find a business we've worked with that's similar, and I'll check comparatively.

James: So you're benchmarking?

Charley: Yes, I'm benchmarking as specifically as I can. And not that, I would never give away anyone else's information or disclose how people are doing it. Because we deal with some private things. But it's enough for me to go, Something's sus here, like, is this suspect? Are they off? Or are they not off? And that's the way I judge it.

James: Same, that happens to me. I can say, Listen, from my experience in this sort of related market, this doesn't look right. Like, I think you're missing out. Or I can tell people, and I said this last week to someone like, From what I've seen in what you're doing, you're actually, like, top tier, you're in the top few percent of anyone I've ever seen do this for this thing.

It's easy for me to spot an outlier, because I have an aggregate of data, which again, it's a very hard thing for an individual business owner to do without the help of an external party, because they really only have a small sample size to be able to gauge. Like, here's a possibility: maybe they're converting 50% of their sales, but they could actually be converting 80% and they're missing 30%, that is almost double the business. Not quite. But they could be really missing out just because they didn't know that there's a benchmark out there that is achievable.

Charley: This is where I will commend the business owner that came in for the review. They were actually getting a sales audit review as well from someone that was in the space that's quite talented, because they were becoming confused. Like, they don't have benchmarks. They don't have aggregate data. Like, they're looking at what they are here.

And the thing was, and this is obviously why they've come in, it's gone, this is not sustainable. If I don't work out where to put my attention, and what's actually fixable, like, how much more runway do we have? It's going to be, next I'm cutting costs and firing people. This isn't the path I want to go, so we've got to work this out.

Now, I did look a little bit of what was going on in sales, and I elected in this situation here that it's like, it was actually the agency that was doing the work was generating a very low-quality lead, very low quality, that was smashing them with a huge amount of volume of just garbage.

When leads are low qual: Charley's approach

James: And so, what are the indicators that tell you that, it's that the prospect doesn't want to be hearing from them? They're hanging up, they're being hostile? Any other indicators?

Charley: It's not economically viable. So if you're generating so many leads that you have such a low pickup rate that you can't make the mechanics of the business work, that would be a sign there's something up here.

James: So the closing rates are just too low. So clearly, given the sales team, it meets a certain standard. Do you have a look at that and say, Well, tell me how you're processing your leads? Or what's happening on this side, just to verify that?



Charley: Yeah, absolutely. I think it's essential if you're in the type of work I do that you ask those types of questions. Because to confirm lead quality is the issue, you really need to make sure that the sales team is competent. And I'm not looking to say they're all rockstars, you know, the best in the business, but it's like, very simple things you can check.

It's like, well, how many times did you follow up with the lead? How did you follow up with the lead? How long does it take someone from becoming a lead before they can have a call with someone? Because if it's like weeks, you know, oh, maybe if you just made that a day, that's where the actual issue is, or you could test that against some other factors here.

James: I just laughed a little bit because I had, you know how when you have an established business, you start getting a lot of cold outreach?

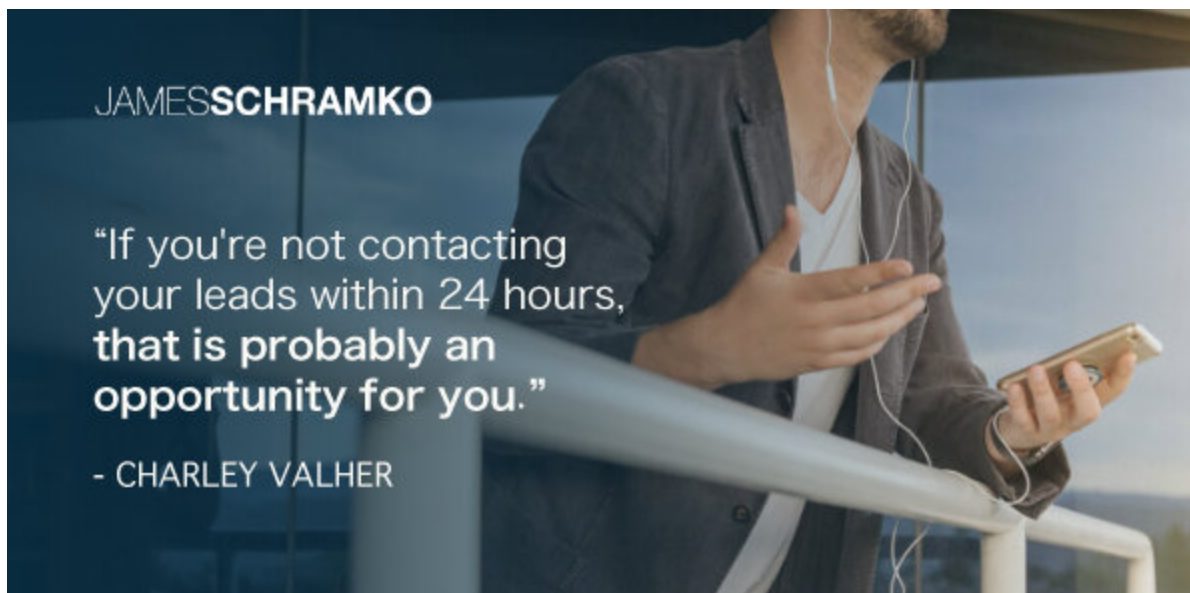
Charley: Continually.

James: Well, someone was cold outreaching me, one of these performance-based deals, you know, we'll help you grow, and we'll only take a cut when we help you etc., etc. And then they followed up later, and they did a video and the video says, Look, one thing that's not working for you is your follow-up time. You know, from when we reached out to when you followed up was too long.

I'm like, are you talking about your cold pitch that wasn't very appealing or well targeted? Because if you're charging on that, then I wouldn't want to be assessed on that. Like, it was quite funny. If someone's a genuine prospect, they're going to get responded to immediately, but I think they get filtered off. But I think when I was selling, we talked about decay rate, and that it was something like 50% per day. But people need to be contacted within minutes, ideally, right?

Charley: The best organizations we work with on a sales phone, as soon as a lead comes in, they will have someone contacted within a couple hours.

James: That's the way. Yeah.



Charley: And they have been able to optimize their conversion rates because of it. And again, some of the exposure I've seen is showing me that that type of thing is possible. Not always in every organization, right? But I would say, in general, if you're not contacting your leads within 24 hours, that is probably an opportunity for you.

James: I contacted an organization earlier this year, and they never contacted me back. And I placed my business somewhere else. And then I contacted them more recently about something. They followed back immediately. And then they send a text message to follow up. And then they followed up their email. And it was like a world of difference. Something has happened within that organization.

But my point here is that what happens to the lead is such a differentiator. So back to the example, you verified that there is indeed a good follow-up process. So therefore, we're back to the focus on the low-quality leads. They're not responsive, they don't want to be contacted, and there's too much volume for not enough closing ratio. So how do you then diagnose beyond that?

Are you casting too broad?

Charley: So now I started digging into the ads more specifically. And one of the things in this account that I noted really quickly, is the types of leads they were generating, while they had an intent but they had a problem. So let's say they're all putting their hand up and say, Yeah, I've got a problem generating leads. That was, you know, the idea here.

There was nothing in their ads or funnel that was having this organization specifically solve them. There was nothing to having it solved by this particular solution. I want to really unpack that a little bit to make sure I'm being crystal clear on here. This organization was putting something out into the market, which in the example here was like, This is how you generate more leads. But there was nothing in it that was specific to this company being the solution to solve that.

So therefore, every lead they generate wasn't really interested in working with them at all. Now, I'll use a restaurant analogy. It's like putting something out there. Are you hungry versus do you want to eat at our restaurant? And that type of setup or intent, very, very different. They were generating a lot of people that were hungry, but they weren't hungry for what this business had to offer.

James: So it was too broad.

Charley: Way too broad.

James: So that's kind of like if you step that back, it's like, are you a man or a woman?

Charley: Completely.

James: Or are you a human? So it's like, just too far from the end. Actually, I can relate to that. Because when we were doing some paid traffic for my book, which was sort of centered around [work less make more](#), it was still too far away from my recurring subscription membership solution. Because, yes, they don't want to work as much. And yes, they want to make more. But we're still not sure if they're an online business. And we're still not sure if they are ready to be spending some money each month to improve their actual business.

So it was just too far away. That was a very quick lesson we learned. And it just goes to show that you need to put some thought and strategy behind stuff. You can't just throw stuff out there, you will burn budget. And it's a bit optimistic, a bit of hopium, I suppose, to see if it's going to work. But you could reduce a lot of the stress by getting as close to the target as possible. So that's one thing. Were there other things, before we solve that?

Charley: Yeah, there was definitely other things. But I just want to use another example to make sure I'm driving this one home. Let's say you're in the wealth niche, and you were trying to generate leads like, do you want to be wealthier? Everyone would put their hand up for it. But it's like, if you went deeper than that is like, Would you like to increase your wealth through buying property in Victoria, and you're a business owner? That lead is going to be way more intentful and specific around that type of business's offer than the just, Hey, do you want to make more money or grow your wealth, in that example?

James: So we're basically saying, Are you a target board versus are you a bull's eye?

Charley: Correct. Nailed it, James, I like that analogy. That's even better. I might use that from now on. [laughs]

James: Feel free to run with that, Charley. [laughs] I'm here all day. So that's good.

Charley: All right. Second one here I'll go into, which I think is important, is I noticed all the ads were just image ads. And for me, in this environment, I just look at the power of video and just, it makes so much sense when you lay it out like this, if someone's only ever seen an image from you, versus they've watched a one-minute video, the amount of information you can get across in one minute versus just an image, it's a big gap, a very big gap.

And when there's a lead quality issue, one of the things I really like to do is shift away from images and into video, and make sure people are actually consuming some of this stuff. Because we know that that is much more likely to have a higher quality lead with bigger intent, right call to actions that can come into it, where that's going to dramatically increase lead quality a lot of the time as well.

James: You must get a lot more data, because you'd go from viewed image versus didn't view image to watch this much of the video, you know. So it's like you get a much broader amount of information.

Charley: Now, this is a different client, but I just want to come in on this one. We had another organization that was trying to lift lead quality. And one of the things we did is that after someone clicks on an ad, there's a landing page with a video, there's a three-minute video people have to watch and the button doesn't appear until two minutes into the video.

So for a lead to actually be generated in this video, they have to have watched two minutes of a video on a page. We can go into the sales system, dramatically increase lead quality. Yes, it did reduce volume, I will say that was one of the parts. But if you've got too much volume and low quality, it's just, that's the reason to do it. It's intentional.

Sales as disqualification

James: Well, if you wanted to say, Well, I only want my sales team dealing with highly qualified leads, then you start that process of disqualification, right? Have you heard that thing about sales as a process of disqualification?

Charley: Yes, I have, and I love that frame.

James: One of the simple ways you can do that, whether it's a sales page, and perhaps in the video, would be, who this is not for. And I've seen ads like that when I'm looking on YouTube. Of course, it's like, if you're interested in blah, blah, blah, then watch on. And then they do the disqualifiers - if you're already making enough, if you're already happy with what you got, then this isn't for you, you know, you don't need to watch the rest of the ad. And I suspect they're just trimming off the scraps before they even get too far down the track, because they may not even have to pay for it at that point.

Charley: The important thing here is like, if your marketing agency isn't aligned to this type of thing when it comes to paid traffic and not thinking in terms of like, what best support the sales team and how they're disqualifying, you can be doing a lot of this work in your marketing, you could disqualify a lot of people before they even get to the sales team in this type of process.

James: I'm skeptical that most ad agencies would be sophisticated enough to be having this conversation.

Charley: I can't comment on what other agencies are doing.

James: I can. I'm not an agency, so I can comment all I like. But the point that I'm saying is, I feel like because I review a lot of people's work as well as in the mentoring process, I see what people have brought to the table, and I've seen endless campaigns where there was zero results from the agency. And that when you when you look at it, it's like, gosh, from my perspective, I can't see how that might have ever worked, when you have a look at the mechanics of it. And so they're missing information.

And I guess we're in an era - and back to all these cold approaches that I get - I sigh because I had two this morning. This guy on Instagram, he's like, I love your channel, I love what you're doing. And I really love the message you're putting out there in the world, which was about as generic as water, right? There's nothing specific or tailored about that message.

And then I'm like, Thanks. You know, just respond. And then today another flattery comment, like an hour later. It's just amazing what you're doing. And it's just like, the flattery water fountain is just pumping me up. And I know there's a pitch coming next. So I'll just ignore it from now on because it's starting to, like, where is this going? And I won't engage with it anymore.

But the point is, this person might have started business last week, they might have bought an information product saying, or they could literally have watched a video from a YouTuber that says, Send a couple of complimentary messages and then send out an offer to do a review. Like, they could have been in business for a week.

You've been in business for a lot longer than that, Charley, and I've been in business for a lot longer than that. So we have so much depth of experience and knowledge that I'm just saying that this might be a good filter to determine if your agency is competent or not. Whether they even know the difference between images versus videos or whether the disqualification enters into the discussion. I think what we're talking about here is buyer intent. That sounds like it's a very critical piece of lead flow.

Charley: It's massive, absolutely massive.

A bias towards video

James: And we're talking about video versus image, then we're talking about the modality of the campaign and the marketing modality, and of course, being so video-interested, what did we call you before, an aficionado? That's right. You preferred that over nerd or whatever. But you're so interested and passionate about video.

And by the way, while I remember it, [Gert Mellak](#) from [SEOLeverage](#), he's got the same microphone and sound deck because of you telling me to get it, because he likes the way it sounds. So thank you, on his behalf. And our behalf.

Charley: Do you know, he sent me a voice message through the system, I think sounds good.

James: He sent me a voice message. Because look, the last few episodes we've recorded, it was a bit boomy and echoing, and we just couldn't get it right. And I said, Why don't you just get what I've got, because it works? And that's what Charley told me to get, and Charley knows about this stuff. And he goes, I will do it. And like next day, it's on his desk, he's sending me recordings.

But it's because of you. I'm just establishing the fact that you're an absolute video expert. So you've got this, I guess we'd call it a bias. But it's a positive bias that just happens to be exactly what every major platform on the planet is trying to do right now, from TikTok to Instagram to YouTube. They all want the video content. That's the future. And so, combining video plus ads, you've got the intent, you've got the modality. I guess there's still more pieces of the puzzle if you want to lay them out for us.

Charley: Yeah, I've got one more, but I just want to make a comment on that. Yes, I'm very biased to video. It's actually our edge at [Valher Media](#). Like, one of the things that enables us to get the results we do is because we have that edge. There's a lot of agencies out there that can't utilize video like I do. Like, we employ 14 video editors for this stuff. Like, that's how in we are and the results it produces.

Now, I will say I'm open-mindedly biased, like I stay biased because it works. But if it stops, I'll certainly shift my views into other things. If images start becoming more effective, or maybe VR or whatever comes next, I'll be certain to lean into those areas as well as it shines up. But right now, for anyone listening to this, like, video is the way, it is the way, overwhelmingly for the points you've referenced there.

Now, I'll go into this next point now, because it relates. One of the things that is a little sprinkle I like to put on an account, when quality is the thing we're trying to improve here, and this was the fix in the one we're referencing in this review, is that, let's say a business generates a lead. So they've opted in for something, and they're going to have a call with the sales team at some point, or they're going to see a VSL or whatever it is.

A process of nurturing

One of the things I love to do is create remarketing campaigns for people that have become leads. So if you think there's, let's say there's a week's sales process before you know, leads generated before a sale is made. In that week, I want to flood them on the platforms with proof and trust. I want them to feel like the organization that they're going to have the sales call has the solution to their problem and has done it for people just like them. And if you can create that, I think the lead quality will go up substantially.

So for example, someone will opt in on a campaign. And then I love little video testimonials coming through that show that yes, we've worked with this person and gotten them success. Because if you can do that in the nurturing side of things, dramatic difference to lead quality there, dramatic.

James: So we're talking about nurturing, and specifically the tactic of pre-selling.

Charley: Absolutely.

James: So fattening the cow, so to speak.

Charley: Yeah, and I think for organizations that are not doing this at all, and this will be more specific to those that are maybe using a sales team or doing sales themselves, they'll find their show up rates will improve through doing that. Because you're staying very relevant. It's hard to fall away when they're continually reminded when they're opening up any of the social platforms. This could be done, whether it's on Meta, or Google, or YouTube, or TikTok, or any of them, they all have this feature that you can utilize.

James: It's not a new idea. I remember, I'll just take you back to, it was 1997. And I was in my prime sales mode, right? I was pretty much the top of the level at Mercedes-Benz. And back then they will print magazines like Wheels and MOTOR Magazine. And when they will do a review of an upcoming model for the Mercedes-Benz range. I would photocopy it, and then I'd write a post-it note on it. And then I would send it out to my customers and prospects.

I remember there was this guy, he used to sell umbrellas, lovely guy. And I'd put, Hey, Larry, check out this new CLK. It's coming next year. Let me know if you'd like to preorder. And I'd stick it on the review article. And then I would post it to them, you know, with a stamp and hand-addressed envelope and mail it out.

And so, they're in the system, they've expressed interest, they've purchased a car, and then they get this. And so, you're just seasoning them up, to get an interest, to build desire. All they have to do is say yes, or then I'll obviously follow up. Hey, Larry, did you get that article I sent? Yes. Would you like to go ahead? Yeah, I think I will. Okay, great. I'll organize it for you.

And or, I see them in service there. I see their car there. Hey, I noticed you're in today. Would you like me to go ahead and get that order in system? I can give it to the service advisor when you come. And he'd be like, Yeah, go, that's fine. And so, this premarketing, by the time people were ready to order, they already knew what's what, they were interested in it, they had the time to do it.

But we can do this all with digital media. I think that's the thing. I imagine a lot of people who are generating leads, as soon as that prospect identifies themselves and goes into the system, I imagine they probably stop. And that might be the time to start.



Charley: That's the differential here. Most organizations or accounts I review when they're doing remarketing, it's mostly for people that haven't become leads. It's people that have like, been on a landing page that haven't become a lead. Very few, I see it rarely, I've maybe spotted it once, is the idea of like, well, what if you looked after the people that are already leads that haven't become a sale? And that's the most critical window.

James: What a concept, looking after your best customers? It's like, that's the no-brainer campaign, isn't it? I've got a client at the moment. He's in the fitness space. And he's like, I just need to get my numbers this month. And I said, Well, why don't you contact everyone you've ever dealt with in the past and have them come back? And I call that a winback campaign. But it's so easy to run an ad to those people, you know who they are. Do the platform still allow you to upload a database of email addresses to target?

Charley: Absolutely.

James: Well, then, that's the easiest thing ever. Because when I did this for the surf shop guy who was going out of business, and we uploaded the list of everyone who'd ever bought a surfboard from him and said, Hey, we're closing down this weekend. If there's a board that you ever wanted to buy, come and put it under your arm, have a coffee, tell us some stories, we'd love to see you. Sold out every board in stock in just a weekend. And he'd never ever sent emails to people who had purchased from him before, and he'd never run advertising at all.

Charley: That sounds like some low hanging fruit, doesn't it, James?

James: Well, he came to me. It was like, an exhausting weekend. I was in full sales mode. I went down there, post-it notes on each board, was, is. And I manned the shop for two days. It was like my last renaissance of showroom selling. And he came back to me at the end of the day, he's exhausted, he goes, I wish I had spoken to you earlier about this. Like, it was too late for him, because the landlord jacked the rent, and he'd never actually marketed to people who bought from him.

And I actually took [Dean Jackson](#) into his store, you know, the inventor of an email opt-in. And Dean said, You know, if people buy from you, and they express an interest to you, it's like they're knocking on your front door. But if you don't open the front door, like, you just wave at them through the window, that's almost rude. And he's like, Yeah, yeah, but I don't want to be salesy or whatever.

So anyway, sadly, his shop finished and he's out of business. But the lesson, and you know, the great lesson, and example on this one, was just how much sales we could generate off our existing database. And it reminds me of when I did a product launch formula for the dealership, in my very last phase of the role.

We generated millions of dollars' worth of sales in a single weekend. I think we had 2000 visits to the showroom by just reaching out to people who were already on our database with direct response letters, with emails, and local advertising. But that's such a big lesson, nurturing a prospect between when they opt in to be contacted, and when they buy. Sounds like an accelerated boost of conversions.

Charley: It is. I do say this is probably where the conflict of marketing and sales comes into it. Because if an agency is just being rewarded on number of leads, that type of campaign doesn't necessarily add to what they get to show in their reports. But if you're thinking about your client in a bigger way and getting them success, it may be a crucial campaign to do. So one worth checking.

James: So if you're an agency selling leads, and you wanted to make sure that the end user was saying, Hey, these leads are good, then you would make sure they have the right intent, that they're the bull's eye on the target board, not an outer ring, or not even on the board, you know, like they did an opt-in for a free iPad competition, right?

Charley: That'd be like, the worst quality leads you can get, free iPad leads.

James: But people still do it. I still see people give away prizes that are not in any way related to the problem or the solution. Like, that's not even anywhere near the target board. That they would use multiple modality that gives them the ability to qualify and disqualify, to really target and get people with more information in a tighter package, taking advantage of what the platforms are really wanting to show in the first place. And then nurturing those leads to bolster their likelihood of buying before you get on the call with them or do your back-and-forth emails, whatever process that is.

And I guess our little bonus thing is, Hey, have you thought about doing a campaign for people who have already bought from you in the past? So it's like a little bonus, if you've got leads there to get from your existing buckets that you've already collected, don't throw them out. I know someone right now is gone to a company that has collected 700,000 leads. And after they take the ones they want, they just throw them away. Right? They do nothing with them.

Charley: It's very highly inefficient. But to each their own.

If you want your lead quality assessed...

James: Well, they're about to have a world of change in a positive way. Charley, good stuff, hey? So I feel like we've talked about how to improve lead quality. If we were listening to this, and we think, well, maybe we're not sure how to assess the lead quality or the intent or the modality or the nurturing, or none of that's happening, but we want it to happen, or we want to see if we're a good fit, how do we reach out to you?

Charley: Yes, please. Well, I'm easy to find on social if anyone wants to connect directly. But otherwise, like we do these reviews, so if you are running ads right now, and would like someone to give you an opinion and go through some of these things with you, it's [valhermedia/review](#), which James, I know you've got the link, but I'll include it again in this episode.

James: [ValherMedia.com/review](#). This is episode 1039. I've been chatting with [Charley Valher](#). Like, I just enjoy our chats so much, because it's just critical. These are the small hinges that swing the big doors, like a lot of noise out there in the market. Let's get the signal. Let's get the things that matter. And super actionable.

I'm going to be thinking about my leads. Any campaign I do, I want to make sure that it's a bull's eye on the board. I want to continue to work on video. But I think even as a result of this, I might start boosting some of the videos that I know get me the best prospects, and also nurturing those people who have expressed an interest to make sure that there's a good supporting campaign, to make sure they get exposed to material that would increase their chance of coming aboard.

I really appreciate it, and I look forward to our next chat.

Charley: Me too, James, me too.

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