



It's time that professional services firms faced a couple of hard truths: First, no one wants to subscribe to an e-newsletter, and second, a single email is not going to make the phones ring.

Companies spend significant resources on online marketing only to be left wondering why it's not working. It's not surprising. Gaining traction through content alone is not easy—especially if you want to do more than build awareness.

The problem, however, is not that online marketing doesn't work. It's that most A/E/C firms stop short of what it takes to see results. Specifically, their online marketing lacks strategy and disciplined follow-up.

No One Wants to Read Your E-newsletter

Your A/E/C firm's website may offer information relevant to your audiences and a way to contact you to learn more. However, you are missing a huge opportunity if your site has no way to capture prospects who visit but aren't ready to talk.

Firms often try to remedy this by inviting prospects to join their email list. But here

Your answer will become your incentive to subscribe.

It might be an industry white paper, a checklist that helps the prospect solve a key challenge, or a valuable template such as a risk-analysis worksheet.

Whatever it is, it needs to compel the prospect to say, "I want that."

Now the prospect is on your list, and you've turned the first contact into a highvalue experience.

The prospect can be considered a lead. It's time to move them toward becoming a customer (lead nurturing).

While you generally should qualify each prospect, nurturing unqualified leads on your list won't tap resources. The nurturing happens automatically.

About the Author:

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