

# How to Turn Visibility Efforts into New Business: From Content to Clients

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Investing in visibility activities like conferences, thought leadership articles, blogs, public relations, podcasts and social media is a critical part of building your brand. But what happens after that? How do you turn the buzz into actual business? It's a question that many professionals face: translating visibility into business development and ensuring those efforts lead to new clients, revenue and growth.

## Understanding the Visibility to Business Pipeline

Before exploring strategies to turn visibility into clients, it's important to understand the journey from visibility to business. Visibility activities create awareness, build trust and establish credibility—but they need to be integrated into a broader business development process to drive results. This journey looks something like this:

1. **Awareness:** Initial visibility through events, articles and social media posts.
2. **Engagement:** People start to interact—likes, comments, shares or stopping by your booth at a conference.
3. **Nurturing:** Follow-up emails, personalized content and staying in touch keep you top of mind.
4. **Conversion:** Business conversations begin, leading to proposals, pitches or deals.

To move from one stage to the next, you need clear strategies and tactics, and a plan to engage and convert.

## Turning Conferences and Events Into Business Opportunities

Attending conferences and industry events is a great way to establish your presence and make initial connections with potential clients. But the real value comes from what you do next. To transform these interactions into business opportunities:

### 1. Set Clear Goals Before the Event

- Know who you want to meet and what you want to achieve. Are you looking to connect with new clients, catch up with existing ones or position yourself as an industry expert or a

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combination of all or some of these?

- Make a list of target attendees and reach out ahead of time to set up meetings.

## **2. Be Proactive During the Event**

- It's not enough to just attend—make your presence known. Volunteer to speak on panels, host small group discussions or even host a casual gathering.
- Be approachable, ask questions and gather business cards, but avoid the hard sell.

## **3. Follow Up Afterwards**

- Send personalized follow-ups within 24 hours, referencing specific points from your conversation.
- Offer something of value, like a relevant article, insights or an invitation to a follow-up discussion.
- Connect with them on LinkedIn to build the relationship.

## **Measuring Event ROI**

- Track the number of meaningful connections made.
- Measure post-event engagement—did they accept your LinkedIn request, respond to your email or set up a follow-up call?
- Ultimately, track how many new meetings or business conversations stemmed directly from the event.

## **Leveraging Thought Leadership for Business Development**

Creating articles, whitepapers and industry insights is a great way to demonstrate your expertise, but to turn them into real business drivers, they need to go beyond just sharing information.

### **1. Target the Right Audience**

- Write with a specific client type or industry in mind. Generic content won't resonate. Think about the problems your target audience is facing and how your insights can help solve them.
- Publish in places your audience is already looking – submit to industry publications in addition to posting on your website or LinkedIn.

### **2. Include a Call to Action (CTA)**

- Every piece of content should lead to a next step. It could be "Download our full report for more insights," "Schedule a consultation" or "Sign up for our newsletter."
- CTAs create a natural bridge between reading your content and starting a conversation.

### **3. Use Content to Drive Conversations**

- After publishing, share the article with current and prospective clients. "I thought you might find this helpful" goes a long way.
- Use content as an excuse to reach out—send it to past clients, share it in LinkedIn messages or bring it up in meetings as a way to introduce your expertise.

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## Measuring ROI for Thought Leadership

- Track engagement metrics (likes, comments, shares) and website traffic from your content.
- Measure how many content readers convert to leads—did anyone reach out directly because of what you wrote?
- Track how often content leads to a business conversation or meeting.

## Using Podcasts and Webinars to Generate Leads

Podcasts and webinars are ideal for diving deeper into niche topics and engaging with your audience in a more personal way. To use these platforms for business development:

### 1. Choose Topics That Resonate with Potential Clients

- Identify pain points and areas of interest for your target audience. What are they struggling with? What solutions are they seeking?

### 2. Feature Guest Speakers Strategically

- Consider inviting potential clients, partners or industry influencers as guest speakers. Not only does this build relationships, but it also gives you a chance to connect with their network.

### 3. Create Follow-Up Opportunities

- Send a follow-up email to all attendees with a thank you note and additional resources. This could be a summary of the session, links to related articles or an offer to discuss the topic in more detail.
- Encourage attendees to sign up for your newsletter or download a related eBook to keep the conversation going.

## Measuring ROI for Podcasts and Webinars

- Track attendance rates and follow-up engagement.
- Measure how many attendees reached out for more information or accepted follow-up meetings.
- Monitor long-term engagement—do attendees subscribe to your podcast or attend multiple webinars?

## Maximizing Social Media for Business Growth

Social media is a powerful tool for increasing your visibility and building your brand. But how do you ensure that your efforts translate into real business growth? It's not just about being present—it's about having a strategy that aligns with your goals and speaks to your audience.

### 1. Engage, Don't Just Post

- Posting is just one part of the puzzle. Make an effort to engage with your network—comment on posts, ask questions and share relevant articles.
- The more you engage, the more visible you become in others' feeds, increasing your chances of being top-of-mind when they need your services.

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## 2. Share Valuable Content Regularly

- Don't just talk about yourself or your business. Share insights, trends and industry news that are relevant to your audience. The goal is to establish yourself as a trusted source of information.
- Use a mix of content—short posts, articles, infographics and videos—to appeal to different audience preferences.

## 3. Turn Engagement into Conversations

- If someone consistently likes or comments on your posts, reach out directly. A simple message like, “I noticed you’ve been engaging with my content—would love to connect further,” can be the start of a new business relationship.

## Measuring Social Media ROI

- Track engagement metrics—likes, comments, shares and direct messages.
- Measure how many new connections or leads result from your activity.
- Track the pipeline impact—how many new contacts or opportunities originated from social media interactions?

## Measuring ROI and Managing the Pipeline

To accurately measure the ROI of your visibility activities, it's essential to look beyond basic metrics. Track every stage—from initial engagement and interactions to how they convert into actual business opportunities and results. This full view helps pinpoint what's driving value and highlights areas where adjustments can make the biggest impact.

### 1. Set Up a Tracking System

- Use CRM software to categorize leads by their origin—conference, article, social media or podcast.
- Assign a value to each stage of the pipeline to see which visibility activities are generating the most return.

### 2. Create Clear Benchmarks

- Set goals for each visibility activity, such as the number of new connections made, meetings scheduled or business conversations initiated.

### 3. Regularly Analyze and Adjust

- Not all visibility efforts will show immediate results, but regular analysis can reveal which activities are driving the most pipeline growth.
- Adjust your strategy based on what's working—double down on successful channels and tweak underperforming ones.

## Bringing It All Together

Turning visibility into business requires a strategic approach and consistent follow-through. By

connecting your efforts—whether at events, through content or on social media—to real business conversations, you can make sure that every article, post and conference pays off in meaningful ways. Keep the focus on building relationships, nurturing leads and tracking results, and you'll see your visibility efforts translate into real business growth.

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