

The Valpo lead generation process

The Valpo lead generation process commenced with a thorough review of the target industry study and all related documentation provided by Valpo to gain an understanding of their project objectives, target sectors, and faculty expertise. Three broad industry sectors were identified:

- Bioscience
- Energy
- Bioremediation & Land Restoration
- Ag Tech

Geographic zones within Northwest Indiana and greater metro areas throughout Indiana and Southwest Michigan were identified for their proximity to Valparaiso University and likelihood to use Valpo's faculty expertise.

Further, to maintain providing desirable and feasible leads, the geographic scope was expanded to include Illinois while the industry scope by expanded to include a wider variety of Bioscience subsectors fitting within Valpo's faculty expertise.

Leads were generated using the aforementioned parameters within D&B Hoovers, Crunchbase, LinkedIn, Google News, association websites and directories, and job search forums to find target companies that could benefit from Valpo's staff expertise and ongoing workforce development efforts. Special focus was made to identify, through LinkedIn and company websites, any individuals within these businesses that are alumni of Valparaiso University.

To date, sixty leads have been delivered to Valpo for follow up in a lead tracking system.

For more information: <http://whittakerassociates.com>