



Crack the Greatest Marketing Challenge Lead Generation



Executive Summary

With the growing trends in marketing it is important that marketers bring out new and sophisticated methods to survive in this highly competitive market. Lead generation is one such marketing process that is highly stimulating and influential in capturing the attention of customers. The attention span of customers today is pretty short-timed because of the staggering amount of products and services that are flooded in the market. Hence, a right strategy at the right time is a priority to gain attention and convert leads to sales and eventually income.

Introduction

Today's consumers are spoilt for choice because the market is flooded with businesses that provide a variety of products and services that competition has become very intense in the market. The ultimate objective of any business remains to retain the already existing clients and keeping them satisfied enough for them to be constantly coming back for more. This is only possible when you have an established clientele. Therefore, the greatest challenge of any business is lead generation and converting it into satisfied clients.

What is lead Generation

A lead is a prospective sales contact be it an individual or business that expresses an interest in your product, whereas Lead Generation is the process of converting these prospective sales contacts into clients of the company by building consumer's interest in the product and services of the business.

Sources of Lead Generation

A lead generation in today's highly technical world has various sources. The four major techniques used to generate leads are:



Online



Offline



Paid



Organic

Lead generation Strategy

Lead generation is a crucial step for any business to be a success. It may not be as complicated as Rocket Science, but the conversion definitely comes much closer. Lead Generation can be transformed to conversion only with a clear strategy good enough to convince prospective clients the value of our products and services in comparison to the competition. Your Lead Generation Strategy should definitely include these 4 valuable steps to make it a sure shot success.



Lead Target

Marketers should come up with innovative ideas to grab the attention of a prospective client. Although, the mode used to reach a client are usually the same, the small difference that makes you noticeable is what that matters. Usually Email Marketing is the most common way to contact a client initially, but to grab attention so as to make the customer read your email definitely calls for ingenious means. Your initial form of communication should be effective enough to make the customer curious as to what exactly you may have to offer.

Some of the effective methods to grab attention include

- Your communication should be detailed and precise
- Introduce offers that are irresistible and attractive
- Make your content strong and impressive
- Be subtle while collecting the contact information
- Build a good enough rapport and follow-up on a regular basis

Tools used to grab attention are

- SEM (Paid Advertising and SEO)
- Affiliate and social media marketing



Lead Attraction

Your initial communication has a lifespan only long enough to make a customer go through what you have to offer. But you need a clear cut plan to make them come back and take an interest. To retain the initial interest and to eventually opt to buy your products and services you need to make sure that the reasons you highlight are precise and to the point. Attractive incentives and irresistible offer along with a strong product line never fails to make the deal.

You can always sweeten the pot with some amazing ideas like

- Make a video tutorial about how amazing your product is and highlight your uniqueness
- Offer free downloads or software trials that can give them a hands on experience
- Offer attractive discounts and free shipping
- Interact and engage your customers with surveys or feedbacks

Tools that can help you tempt and attract are

- Email Marketing, and
- Affiliate Marketing



Ideal Landing Page

A landing page is the window to your business. The success of your business hugely depends on your landing page and the impression it makes on your client. Thus, it is highly vital to create a landing page that not only educates but also attracts. Your landing page should be engaging and interactive. Above all it should be highly user-friendly. In short, it should be good enough to convert leads to sales.

An ideal landing page should have:

- An incredible headline good enough to keep customers want to read more
- Visuals and pictures that are attractive and makes it easier to understand
- A content that is crisp and to the point
- Testimonials that do most of the talking about trustworthiness
- Benefits and value proposition of your product or service

Tools to make a killer Landing page include:

- Web Optimization
- Social Media Marketing

Lead Scoring

The icon consists of three stylized human figures in blue, arranged in a vertical line with a bracket-like shape to their left.

The final step in the lead generation process is scoring. Scoring uses marketing automation tools and benchmarking to measure the amount of response gathered in the previous three steps of lead generation. It helps the marketer to measure the level of response and engagement of the entire process of inbound marketing. It gives you an idea about the interaction and engagement level and the level of interest the prospective customer has shown towards your product or service.

A lead scoring system should be reliable and should:

- Follow a particular scoring method
- Optimize the process
- Scan across different scenarios to identify the level of interest

Tools used for scoring the lead generation process is

- Act-on

Conclusion

The Market is changing and so are the consumers. Outdated and old marketing methods like, mass advertising are ineffective and do not give the required outcome. This calls for action and focus. Lead generation is one such scenario where marketers can target and attract the customers of their choice and bring about conversions with the right strategy in place.

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