Lead Generation E-Guide

What is Lead Generation?

According to the American Marketing Association lead generation is, "The process of collecting contact information and extracting potential sales leads." This definition may sound simple, but it requires a constant focus on customer acquisition *and* customer retention in order to achieve your sales objectives.

For your business to thrive, it requires a reliable stream of qualified prospects that can become new customers and you need to retain existing customers that are a good match for your organization. It's a two-front battle that you need to keep fighting.

Achieve your sales objectives with effective lead generation

How do you achieve lead generation success?

A successful plan of action includes:

- Email Marketing: target key prospects and customers with emails that are personalized, interactive, and include a call to action. Use effective subject lines to drive higher open rates.
- Content Marketing: educate instead of selling, create content for your target audience, publish frequently & consistently, be strategic in sharing content, and measure results.
- Search Marketing: best practices include keyword research & analysis, search engine optimization (SEO), and considering PPC (Pay Per Click) for advertising.
- Social Media Marketing: determine the social media platforms your target customers use, build relationships, create posts that resonate with your audience, and always review your strategy.

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What is the best way to manage lead generation?

By utilizing a dedicated marketing platform, you can effectively manage your lead program and maximize the amount of potential revenue. It's all about building relationships that are ready to buy.

The key is using Marketing Automation software. This application makes it easy to manage your funnel of customers and prospects.

Marketing automation creates a digital infrastructure that allows marketing and sales to learn about, understand, and interact with buyers throughout the entire lifecycle – from attraction to conversion to retention – in a well-timed, personalized way.

It's important to build a solid foundation for your lead generation program when using your marketing automation platform with your CRM system. You can then address both customer acquisition and customer retention. The result will be more engaged prospects, higher conversion rates and better results across the board.

How can Marketing Automation help lead generation?

The rise of digital marketing has created a new mindset in terms of what organizations need to do for a successful execution of their marketing strategies. With a targeted approach, you can generate more leads, increase the sales pipeline and better understand the impact of your marketing campaigns.   By delivering the right message, to the right customers, at the right time, you will achieve higher success rates from all your lead generation efforts.

Marketing Automation manages your lead generation program for more sales

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Why Marketing Automation works.

1. Lead Generation and Management - inbound and outbound efforts can be managed from a single platform through all phases of the sales cycle to deliver well timed and impactful messages

2. Campaign and Conversion Optimization - personalized communications, A/B testing and measurement, automated/repeatable programs

3. Sales Enablement - in depth insight to support smarter calls, integrated with CRM with real-time alerts, shorter sales cycles and more qualified leads

4. Resource Optimization - easy to use content creation tools that integrate with current tools and materials, no IT support required

Let us help you get started on the road to success today!

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