Ensure your business leads are top quality

A good business lead should become a client. Whilst aiming to increase your volume of leads, your focus must also remain on quality, to ensure overall growth for your organization. Here are some top tips to help you ensure the leads you generate have an honest chance of becoming a sale.

1 Establish your definition of "high quality"

To know which leads are top quality, you need to **team up marketing and sales** to establish essential lead criteria. Understanding what qualifies a lead for your product ensures marketing teams target the right audiences, generating the best leads possible for their sales team.

2 Re-evaluate your keywords

If you're generating leads via SEO that just aren't selling, it might be time to reconsider your keywords and their alignment to your product. **Ensure your keywords best describe your product** in search terms.

3 Target prospects based on data

You can't control who fills in a public contact form, but you can control who you message on LinkedIn, or share an email with thanks to data. Driving campaigns based on data allows you to **engage audiences befitting your criteria** for more focused lead generation and higher business lead quality.

4 Introduce lead scoring

Lead scoring allows you to understand how engaged a lead is with your brand and product. Usually scores are **based on prospect behaviour** for example, let's say a website visit is 10 points and an email open is 5 points. Once the lead reaches a chosen amount, they're ready to be contact by sales!

5 Properly nurture your leads

Without appropriate lead nurture, leads will be misinformed about your product making them less likely to buy. Make sure **every campaign contains valuable product information outlining key benefits**; you'll avoid generating leads just asking questions and start generating leads ready to purchase.

Maximize your lead quality with Lead Forensics. Identify the businesses visiting your website, gain contact details for key decision makers and advanced website analytics to better understand your lead quality and take control of your conversion

Find out more – book your free demo today!

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