

## TOP TIPS

HOW TO CHOOSE THE RIGHT  
LEAD GENERATION SERVICE

A common tactic for many marketers, is to employ a lead generation service, but with so many softwares on offer, how can you be sure to choose the right one?

## 1 IDENTIFY YOUR CHALLENGES

First figure out the pain points you need a software to resolve, to point you in the right direction. There's little point in choosing a solution to fix a channel that isn't broken. If your email marketing campaigns consistently deliver desired results, but your website struggles to convert business visitors, it's clear which channel could benefit from a lead generation service.

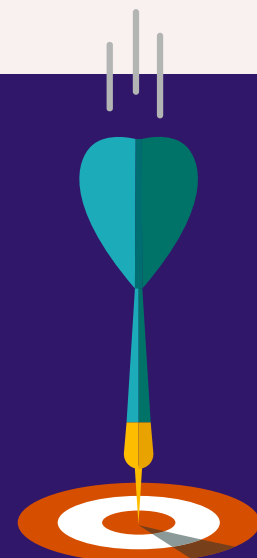


## 2 KNOW YOUR TECHNICAL CAPABILITIES

Before starting to research the various software services on offer, understand your IT capabilities for installation and updates. Look also to any integrations you need to ensure data processing remains efficient and compliant.

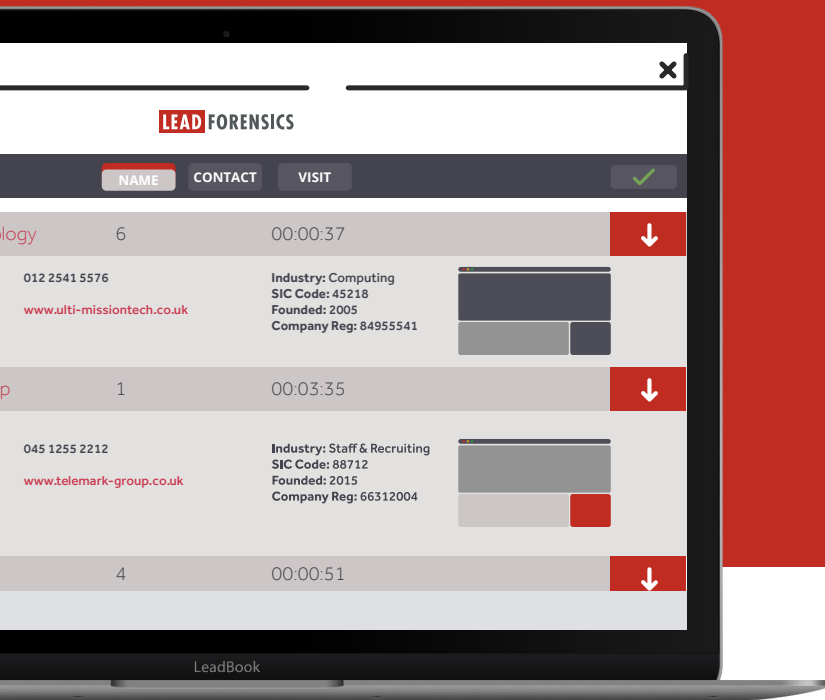
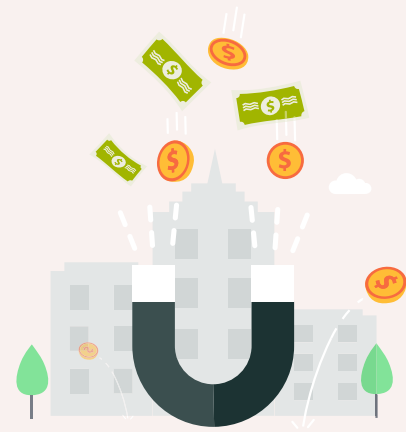
## 3 UNDERSTAND LEAD CRITERIA

50% of leads generated won't fit your criteria. Outline vital lead exactly who your target audience are and ensure the service you choose can help your team generate leads sure to survive your qualification process. Some software services offer easy lead prioritization or ideal client categorization, providing maximum lead quality.



## 4 PLAN ROI ATTRIBUTION

Attributing revenue in B2B marketing can be a challenge, even when using a software. Look to how you will report the success of your new investment, what data you'll need to fully ascertain an ROI, and how long you're willing to work with the software before seeing a return.



## 5 DISCOVER LEAD FORENSICS

For the ultimate lead generation success, get the best software service available. Lead Forensics identifies the businesses visiting your website, providing contact details for key decision makers, fuelling your team with a bounty of fresh, high-quality leads.

**WITH FULL PIPELINE MANAGEMENT AND EASY LEAD PRIORITIZATION, LEAD FORENSICS OFFERS AN ELITE LEAD GENERATION SERVICE.**

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