

MASTERING YOUR LEAD GENERATION STRATEGIES

There are a number of things to consider before you can develop the ultimate lead generation strategy.

1. START WITH YOUR WIDER MARKETING STRATEGY

Firstly, ensure you have a strong marketing strategy in place, with clear objectives outlined.

2. ASSESS YOUR RESOURCES

Highlight any issues you are likely to face before implementing any tactics — assess resources, budget and time constraints.

3. DESIGN A LEAD GENERATION STRATEGY FOR SUCCESS

Research what will work best for your business and decide on a combination of strategies for lead gen success.

4. INCLUDE TECH FROM THE OUTSET

Software can skyrocket your processes. Be sure to consider it in your initial plans for maximum effect.

5. ALIGN YOUR SALES AND MARKETING TEAMS

Ensure salespeople and marketers are on the same page — outline goals, create buyer personas and develop a qualification process so no effort is wasted.

Discover anonymous website traffic, gain contact details for key business decision makers and reach out to leads when they are most engaged.

TURBOCHARGE YOUR LEAD GENERATION PROCESS AND BOOK YOUR FREE DEMONSTRATION TODAY.

GET STARTED

6. NURTURE LEADS EFFECTIVELY

Manage and nurture leads at different stages of your pipeline — send informative content and build relationships to help move them through the pipeline.

7. MASTER THE ART OF COLD-CALLING

Take your cold call approach up a notch by utilizing technology, only contacting warm leads by phone, and supporting efforts with a content marketing and social selling strategy.

8. UPSELL AND CROSS-SELL TO EXISTING CLIENTS

Your existing customers are your greatest asset. Nurture the relationship to create loyal customers that trust your judgement and are happy to purchase from you again.

9. MONITOR, MEASURE AND ADAPT YOUR PROCESSES

Like all things in marketing, lead generation involves a level of experimentation. If something is not working, do not be afraid to make changes.

10. DISCOVER LEAD FORENSICS

Lead Forensics is a lead generation software that maximizes your website to help you generate high-quality, engaged leads that are already visiting your website.

