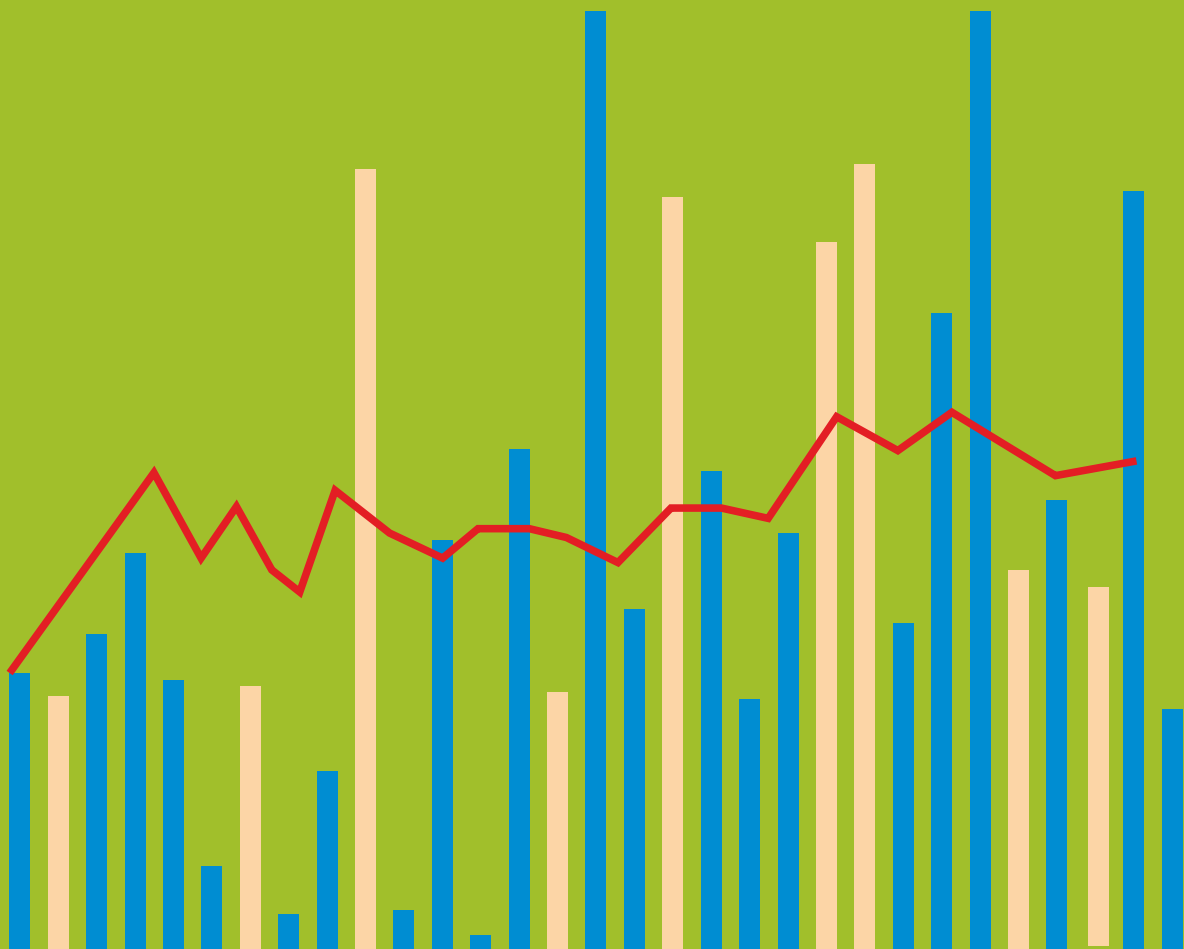


A Potential Lead = Potency of Converting to Customers


Customers


Business


Conversion



CONSULTING | MARKETING | OUTSOURCING

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Lead Generation

Who is a lead ?

By definition, a lead is a person who has expressed interest in your business, services or products. Leads online typically indicate their interest by filling in a form on a landing page. They provide their business and contact information in exchange for complimentary information such as demos, webinars, eBooks, exclusive white papers and case studies.

When a prospect submits information on a webpage, it is only the beginning. There are two ways in which the role of marketers compliment sales teams and drive a collaborative revenue-generating initiative.

Firstly, once a lead arrives in the database, marketers should ensure that they reach the sales team in time. This could be done effectively by syncing your leads database with your customer relationship management (CRM) software through automation or manually.

Secondly, you should assist the sales team in converting leads into customers through lead nurturing. You could utilize marketing automation systems to send customized email messages to keep the prospect engaged through relevant communication based on their 'digital body language' and business interest. This helps in supporting the sales process and reducing the sales cycle.

Lead Generation Process

Consider this scenario, a person visits your homepage and clicks on a call-to-action. This leads them to the landing page which describes your offer and provides an option for them to fill in a form. Once they complete and submit the form on the landing page, they receive the offer and the sales team obtains a new lead to contact.

- **Call-To-Action (CTA)** – A call to action translates to a word, phrase, image or button that urges the visitor to know more. It leads visitors to landing pages and offers and therefore needs to be 'bold and brave' to capture attention.
- **Landing Pages** – are created with the sole purpose of lead generation. They contain a description of the offer and a form that needs to be submitted in exchange for that offer.
- **Offer** – In lead generation, offers generally provide content or products that have substantial value in exchange for contact data. A compelling offer will automatically lead visitors to provide information.

Top 10 Lead Generation Best Practices

You may have created a call-to-action, landing page and offer, now what about traffic? How do you generate traffic of prospects?

One way is by adding a relevant CTA in every webpage of your website. Offers and call-to-actions need to be developed based on whether it will be placed on the homepage, product or blog in order to increase visitor-to-lead conversion rate.

- **Strategically Position CTAs** – If a person needs to search for a call to action, their interest may fade away. Based on the ‘heat map analysis’, CTAs ‘below the fold’ (where people have to scroll down to find it) is generally viewed by only 50% of the visitors, as compared to CTAs placed ‘above the fold’.
- **Link CTAs to Landing Pages** – Invariably a call-to-action is found without a link. This serves no purpose as the very idea of capturing attention is to direct visitors to a particular landing page and offer. Without linking the CTA, the landing page and offer would be of no use.
- **Create Information Scent** – Continue the conversation. Making the headline of your landing page similar to that of your CTA provides the necessary connection to the visitor.
- **Maintain Focus** – On a landing page the visitor should be only few clicks away from providing you with required information. Don’t distract and deviate them with links. You can always add links for further navigation and engagement in the thank you page.
- **Keep It Concise** – The description of your offer on the landing page should provide as much information, however it should be scan-able. Too much content can distract the reader from the main benefits offered.
- **Stand Out** – Use contrasting colors different from your site scheme and images alongside text to make your offer ‘pop’. While a bold statement may get eyeballs, images tend to have a greater impact.
- **Make Offers Simple and Clear** – Nothing is more repulsive than an offer that is complicated and unclear. The benefit of what visitors gain must be evident, such as ‘Download This Free Whitepaper’ or ‘Register for this Exclusive Webinar’.
- **Link Offers to the Website** – When a person reads a good whitepaper or accesses a helpful webinar, remind them where they got it from. Include links back to your website to pursue interest generated through your offer. Let interested leads find you again!

- **Rightly Position the Form** – The whole effort of creating CTAs, landing pages and offers is to obtain information through a form. Therefore, placement is important. Placing the form 'above the fold' is recommended as it clearly states that the reader needs to fill in the form to gain the offer.
- **Say Thank You** – Creating a thank you page shows that you appreciate information provided by the visitor. At the same time it is a great way to keep the lead engaged on your site. You can provide links to engage the visitor further by linking it to your blog, encouraging them to join you in the social-sphere or subscribe to a newsletter.

Conclusion

It is really important to determine your objective before rolling out an email campaign. Your goal could be to turn prospects into customers, to strengthen relationship with your existing customers or to implement better and cost-effective marketing. Whatever the aim, what really matters is, that it should sync with your organizational goal and business policies.

In a nutshell, businesses that do not study the performance of their email campaigns have a higher probability of lower ROI on marketing investment. Marketers need to evolve with changes in email marketing. Content relevancy, mobile optimization and personalization should be the primary aspects to consider, making campaigns successful and ensuring that emails are click worthy.

**"Lead generation isn't the end goal.
Generating revenue is the end goal."**

Maximize revenues generated from your marketing initiatives

Work closely with sales teams and prospects.

Customer Acquisition. Customer Retention. Customer Loyalty

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