



How to generate leads through Marketing?

In marketing, lead generation is the opening of consumer interest or the investigation of a company's products or services. Leads can be created for purposes such as listing, collecting e-newsletter lists or the sales manager.

Many successful small entrepreneurs are constantly looking for an extension of their clientele and the growth of their business. However, business growth can be a difficult and long-term process. One of the fundamental elements of the company's growth is access to a continuous flow of sales managers. A lead is a person or business if you have a business that sells to other companies (B2B) that has an interest in the products or services you sell.

The acquisition of interested parties is one of the main goals of [Marketing Company in Mumbai](#). Companies use large amounts of resources to produce prospective buyers. The truth is, if your prospects are not to buy what you sell, you will have trouble making sales.

The good tracks are interested in your product or service and are on the market to make a purchase. These high-quality prospects can help companies increase their turnover and return on investment. However, many companies still opt for quantity to go to quality when it comes to prospects.

The below mentioned ideas can be used by businesses of all sizes and most industries. The key is to test and modify to make them work for your customer base.

Optimize your web pages for conversions

All your online lead generation efforts must start with your website. It's no good generating traffic to your site – be it from Google, social media, or word-of-mouth – if those visitors then decide to leave without taking action.

Your website needs to be optimized to persuade individuals to do something – whatever that action may be. When it comes to lead generation, typically you are trying to capture a prospect's contact information, such as their name, email address, phone number, and other qualifying attributes that will aid your selling process.

How do you do this? Well, as easy as it is to set up a website in this day and age, that doesn't automatically guarantee that your website will be optimized to collect leads. There are certain best practices that all of the pages on your website should follow in order to maximize the number of leads you gain.

There are several tools available that make the creation of high-performing webpage's as easy as writing an email. Those tools enable you to quickly create and publish web pages based on a proven formula of success. Their extensive marketplace and library of page templates help even the biggest novice convert more leads.

Facebook Ads

Facebook ads are one of the best ways to drive leads. If you're willing to "pay to play," you have access to specific targeting options, including age, location, interests, and more.

To make your ads successful, and drive qualified leads, use best practices and follow your data. Here are a few tips to keep in mind as you create your first Facebook ad:

- The ad should be closely related to the content people are clicking through to. If there's any confusion, people are more likely to click away, assuming there was a mistake.
- Use eye-catching, bright colors, rather than blues or whites. The latter tends to blend in with Facebook's branding, suggests James Scherer of Wishpond.
- Run your first ad based on a "lookalike audience," which uses your list of imported customers to find similar Facebook users.
- Know the difference between CPM (cost per impressions) versus CPC (cost per clicks). Read through Facebook's guide on this before choosing one or the other.

"Pick a bone" to boost B2B lead generation

Did you know that even with the smallest of distinctions, people can't help but show loyalty to the groups they identify with?

[Customer Acquisition Agency in Mumbai](#) generates more sales with this technique by reinforcing an idea that pushes you away from the competition, and pulls you over to their side.

In their MAC vs. PC beef, for example, Apple squared up against Microsoft's PC to show that the MAC is for "hip" creative's. The PC, on the other hand, was presented as the prehistoric

device of choice for corporate cubicle dwellers.

Now, using this tactic to increase B2B leads doesn't mean you have to beef, or "throw shade" at competitors. Just highlight your competitive advantages to set your product apart.

If you have stronger customer support, more choice, better pricing, etc., use these features to your advantage.



Talk Directly to Potential Leads

With B2B marketing, it's never easy to connect directly to company owners or executives. You usually have to go through other channels (PAs, employees, and receptionists) before you can get to the boss. Try to get in touch with company owners directly through platforms such as LinkedIn.

LinkedIn is a business-centric platform, so if you do pitch something to an executive, it will be accepted. In some cases, other platforms such as Email, WhatsApp Web, or Facebook might work, but you run the risk of upsetting the person you contact. If you are going to use these platforms to communicate with potential leads, then its best you do your homework first by finding out more about the person you are contacting.

Once you have successfully reached out to an executive, you must ensure that you have a high-quality presentation, or sample ready.

Create and optimize your conversion funnel

Everyone's conversion funnel looks different. There's a reason for that. Imagine you want to buy a new pair of shoes. Maybe you're looking for running shoes to wear for marathon training.

You'll likely read a few articles about the best shoes for runners, conduct some comparison shopping, and buy the pair that seems like the best fit — pun intended. That might involve two or three touch points with the brand you choose.

Now, imagine that your home needs a new air conditioning system. Running shoes might cost \$100, but an HVAC system could set you back \$20,000. That's a huge difference. You'll conduct more research, investigate potential companies, read online reviews, and even contact the company in which you're interested. In other words: far more touch points.

[**B2B Sales Agency in Mumbai**](#) Make use of different tools combined with Google Analytics to better understand how customers touch base with your company before they finally click the "buy" button. Based on that knowledge, you can optimize each touch point for the buyer's particular position in the conversion funnel.

Personalized email marketing

Email marketing is a great way to drive leads, especially when your emails are personalized to the person receiving it.

A study by Experian found that personalized emails generated up to six times higher revenue than non-personalized emails and campaigns.

Use your email platform to personalize your email greeting to include the recipient's name. Group your contacts by name location, purchase history, or expressed interests.

This small touch can help you drive more leads while building brand loyalty with potential customers.

As you begin sending emails, it's important to track your success. This allows you to test, modify and evolve, driving more leads with each send. Compare your open and click rates to the average for your industry, as well, to determine if you're on par or behind.

Discounts and coupons

To drive leads with discounts and coupons, focus on “new customer coupons.” In a 2016 CouponBox survey, 75 percent of retailers polled said this was the best coupon/discount for increasing long-term revenue. Once you’ve created your deal or coupon, it’s time to distribute — you can’t expect customers to find these discounts and deals themselves.

If possible, create a banner ad or pop-up for your website as well, enticing potential customers to buy right then and there. If direct mailing is part of your marketing budget, use this as a way to distribute discounts and coupons as well.

Define the best types of lead magnets for your audience

A lead magnet does just what the name implies: It attracts leads to your business and convinces them to convert. In other words, they offer significant value for a small price.

The price isn’t monetary. You don’t want your prospects to buy your lead magnet. Instead, you want them to give up information about themselves, such as their email addresses. Any old lead magnet won’t work.

Try polling your audience. Give them the choice between four or five different free downloads. Go with the lead magnet that gets the most votes, and then compare it against second best.

Final Thoughts

Once you learn how to generate leads online, you have nowhere to go but up. It just takes some planning and analysis.

Lead generation refers to the process of attracting potential leads to your website and convincing them to convert on an offer. The more leads you have, the better your chances of making sales.

There are numerous ways to generate leads. Make sure to offer significant value, optimize every page of your site, and create unique content.

You also need to figure out the best lead magnet for your audience. Conduct A/B testing, investigate digital marketing automation, and communicate directly with your prospects through email marketing.