

4 Traps to Avoid With Lead Generation

Are you getting a bang for your buck? All you need to have is a plenty of leads. Here are 4 different ways to generate leads...

Ways to generate leads:

Email

Send niche emails to promote your products/services to customers based on their interests. With easy access through the Internet, emails can be delivered within no time and there is nothing that can stop people from checking their inbox.

Advertise

Place ads in notable place where the reader focuses on. Have a compelling headline and make them an offer that cannot refuse. Always ensure you ask readers to respond to your ads in order to increase engagement.

Networking

Attend networking functions of trade associations often. Note that people attending these shows might be your consumers of many products and services just like the other customers. Remember that you need to walk around and make conversations. You can add them to your database (of course with their permission) and can later follow up with them to build up a relationship.

Telemarketing

Direct mail, advertisements or emails may not catch the attention of buyers, however a phone call will get an immediate response. Be it an inbound call or an outbound, it is upto telecallers to take forward the situation and convert it into a deal.

“ Marketers who focus on the number of leads than the quality of lead tend to reduce the efficiency of the sales and increase the campaign costs along with increase in the fuel gap between sales and marketing. ”

Avoid Traps

Paddle your own canoe and avoid traps with lead generation. Here we spill the beans to identify traps and implement smart tactics for phenomenal lead generation campaigns. Without further ado, let's look into it...

What is it that matters? Quality or Quantity?

Quality leads are like fuel to your engine. Though the prime purpose of Lead Generation is to create the right quantity of leads that convert into sales, it's just not the quantity of leads but the quality of leads that matters. Lead quality is the core evaluation standard and has a great impact on the ROI for marketing and operational efficiency for sales. Investing more on less quality leads is spending large amounts on leads that have very little chance of converting into customers. The process of converting these leads into sales is a tiresome and tedious job which might not prove worthwhile.

What is Lead Scoring?

It is a practice of allocating a score to a prospect's activities. It is a systematic way to quantify and visualize a lead's current position in the sales cycle. With lead scoring, you can enhance the rapport between sales and marketing to work impeccably together through great marketing activities that drive force into qualifying leads for sales to follow-up.

Why you need Lead Scoring?

According to the RainToday.com analysis report, not more than 25% of leads are ready to buy immediately from you. So what are the odds that you know when is the right time to call them? How do you nurture and close the remaining 75% of the leads? Lead Scoring helps you drive returns in both aspects by streamlining lead flow and improving productivity and efficiency between marketing and sales.

For instant sales support

Phone: 800-662-2980

Email: support@infocheckpoint.com

No Balance between Sales and Marketing?

What is the job of a marketing person? Just to create leads and forward it to the sales team. If this is what you do at your place, you are missing out on a fine thread between the marketing and the sales team, with which you can complete the sales cycle. There is a direct correlation between the Lead Generation ROI and the rapport between the sales and the marketing teams.

What can the sales and marketing teams do together?

The teams should co-ordinate together during the entire process, from the first contact till the close of the deal. Check this list to make sure that the communication between the two teams is not discorded.

- Are the teams able to create a value proposition together?
- Are the teams conducting regular huddle sessions to solicit study?
- Are the teams able to act upon the feedback of the customers?
- Do the teams discuss what works and what doesn't?

Make sure that the teams learn not to point fingers but to join hands to create a successful and productive working relationship.

Knocking Up Leads?

Surprisingly, more than 80% of the leads generated are never followed or ignored. Remember not to let leads slip through the cracks. Many organizations lose business because of lack of follow up at the right time. Successful lead follow up begins with a great plan. To have maximum impact you need to have answers for 'who, when, where and how' for the sales follow-up in advance in order to start a follow-up.

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Speed matters

How much time are you taking to follow-up on a lead? According to a business review made by the Harvard, companies that get in touch within an hour of receiving queries are nearly 7 times likely to have eloquent conversations with the key decisions makers compared to those who try to contact an hour later.

Every minute you fiddle with the lead without following up, you give your competitor a chance to swoop in and grab the opportunity to talk to the lead before you do.

All you need to do is to follow up within an hours time and provide them answers quickly and you can consider yourself half way through the deal.

No Plan for your Lead Nurturing Program?

Lead nurturing program has to be done with great care. Ensure the prospect is not made to feel that they have been contacted only to promote a product. Plan a long-term nurturing program. Make it clear to the lead that you have added him/her to your database for your lead nurturing program. You can segment the leads based on their interests and behavior.

Make sure that your sales team doesn't contact the lead too often. The information you send your lead should interest them and should be relevant to their requirements. Ask the lead about how often you can contact him through your nurturing program. Get connected through Facebook, Twitter, LinkedIn, or through any channels where you can get in touch with the lead.

“ There you have it, the four big traps in lead generation. You are capable enough to avoid these traps, you’ll be able to successfully capture and convert warm leads to gain qualified sales in huge volumes in no time. ”

Do not restrict yourself in sending him/her just the product/service info; you can try sending information about seminars, conferences, etc. Always include your company website, logo, contact number, Email id and a link that would redirect a prospective lead to your website or anything that can help them to get in touch with you. Update the sales team about information you have been sending to the prospective lead. This will help them in handling the prospective lead better when they get in touch with the sales team.

Here is the Six Months Lead Generation Plan:

- Day 1: Call the lead to say “It is great to get in touch with you” or send an introductory email
- Day 30: Send an e-newsletter and/or call them to announce something about your product/service
- Day 45: Send success stories of customers related to the company
- Day 60: Ask the sales person to call personally and invite them for seminars/conferences, etc.
- Day 75: Send an email with case study or a personalized letter
- Day 90: Send an email with a recent article (Include links)
- Day 120: Send an email with a “touching base” note
- Day 135: Send follow up email along with a free report
- Day 150: Probability for calls from the prospect

The process moves further to the telecaller now to take it to the next level.