

Engaging your business leads: **dos and don'ts**



After working hard to generate new business leads, you want to ensure they convert successfully into clients. Your approach to business lead engagement has a **massive impact on your conversion success**, so try these dos and don'ts to ensure your leads are powerfully and actively engaged.

Do	Don't
----	-------

ACT FAST

A quick response time of **less than 5 mins makes you 4000% more likely to qualify a lead**. The sooner you make first contact, the more engaged your lead will be, as your brand and product are still front of mind.

TELL LIES

Don't bend the truth about product details or skimp on vital information in an attempt to not be "boring". This will only backfire later down the pipeline; be honest and upfront from the start.

HAVE FUN WITH CONTENT

Your content assets offer a creative way to engage business leads via different mediums like video, podcast or infographic. **Work your product benefits** into inventive content for improved engagement.

BAD-MOUTH COMPETITORS

There's never a good time to talk badly of your competitors, and when engaging a new lead, this is a definite no-go. **Always be positive**, no matter what you're asked.

BE MEMORABLE

Lead engagement should have a lasting effect, staying with your leads right through to conversion. Whatever you do, **be memorable and don't blend into the background**.

FOCUS ON YOURSELF

To properly **engage a lead you need to tailor communications** to their business interest, goals and needs. Focusing only on your product features and company just won't cut it.

Whether you choose to engage business leads via email, message or a call these pointers have got you covered, ensuring you're well prepared to boost business lead engagement and maximize their product interest.



Discover how Lead Forensics can revolutionize your business lead generation with website visitor identification.

Get started – book your free demo & no obligation trial today!

BOOK YOUR TRIAL

All vectors made by Iconicbestiary from freepik.com