

LEAD FORENSICS

Your route to Marketing and Sales Excellence in 2018

Based upon the results of the 2018 Lead Forensics Benchmark Report, we have assembled some top tips for marketing success in 2018!

Competition is rife – ensure you understand your competitive edge, get your USP(s) sorted.

Don't allow opportunities to go dead! – Leaving leads to go cold is the biggest barrier to success.

Understand your ideal customer and plot your lead generation strategy around that.

46%

of businesses say they struggle to convert opportunities to sale.

50%

of businesses cited that generating quality leads is one of their biggest challenges.

47% of companies quoted that growing into new territories is a big opportunity for 2018.

Plan your territory growth in a structured fashion and remember that no two markets are the same!

40%

of businesses quoted retention as a major factor in their success in 2018.

RETENTION! It is significantly more cost effective to retain existing customers via a comprehensive retention strategy.

ABM – account based marketing is high on the agenda. There are some great ABM software tools available on the market now – taking the hassle out of ABM.

68%

of businesses looking to develop long term relationships with prospects and clients.

Consider an **omni-channel marketing approach** – content marketing, experiential marketing, email marketing and digital marketing.

One Team – working collaboratively as one marketing and sales team.

38%

improvement in sales according to our respondents

60%

of respondents cited looking at omni-channel in 2018.

Automation and AI are top of the agenda for many businesses, as we quest to yield an improved result with less budget.

Grow your business opportunities with Lead Forensics – the market leading lead generation software that identifies your website traffic, supplying you with highly valuable insights as well as the contact information of key decision makers from organisations who have pro-actively visited your website and looked at your products and services. **Take advantage of a demonstration and revolutionise your lead generation for 2018** – we're so confident you'll love it, we'll even give you a free trial.

Why wait?
Take the free demo and trial today...

Experience turbo-charged lead generation with a free demo and trial today:

GET STARTED