10 TIPS FOR SUCCESSFUL
ONLINE LEAD GENERATION STRATEGIES

With so many lead generation strategies to choose from, it can be a little overwhelming. But whichever strategies you choose to implement, it is important to do it right. Fine-tune your tactics for lead generation success.

1. GET PERSONAL

Lead generation strategies that involve reaching out to your audience should be centered around personalization. Mass marketing is out, so ensure your leads are being treated like individuals.

2. CHOOSE QUALITY OVER QUANTITY

Generating large numbers of leads is great! But if they do not convert or are simply not the right people, you could waste time, money and effort chasing cold leads.

3. IMPLEMENT A LEAD SCORING PROCESS

When it comes to nurturing leads, you want to prioritize the most valuable ones. Lead scoring sees teams assign points to their leads based on a number of factors to ensure they are being nurtured appropriately.

4. QUALIFY LEADS EARLY

Ask qualifying questions and undertake your own research to gain as much information as you can. Ensuring leads are serious early in the process means you lower the risk of facing problems further down the pipeline.

5. USE MORE THAN ONE CHANNEL

There are so many ways to generate leads. Select your channels carefully and remember that a combination of effective strategies works better than just one.
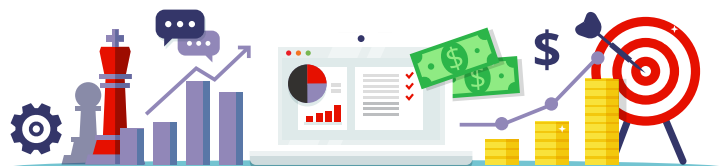
6. ADAPT YOUR COLD CALLING PROCESS

There is still a place for cold calling in your strategy. But, it may not be the go-to channel anymore. Ensure you support it with other effective strategies, like social selling and utilizing technology.

7. CONTENT IS KING

From downloadable infographics to educational videos, ensure that everything you create is valuable to your own audience and draws them back to your website to find out more.

8. ALIGN SALES AND MARKETING TEAMS

Your team should be a well-oiled machine, working towards common goals. Ensure marketers and salespeople have a clear understanding of how to work together most effectively.

9. TEST FOR SUCCESS

After implementing a lead generation strategy, it is important to monitor progress, measure successes and be willing to make changes to ensure you are doing what is right for your business.

10. EMBRACE TECHNOLOGY

Word-class software can take your lead generation process to the skies. Use it to streamline processes, save time, align teams and maximize on each of your lead generation strategies. Generate high-quality leads, access accurate data and stay ahead of your competitors.

LEAD FORENSICS CAN SKYROCKET YOUR LEAD GENERATION PROCESS

Our leading software provides you with the contact details of key decision makers from businesses visiting your website.

BOOK YOUR FREE DEMONSTRATION & NO OBLIGATION TRIAL TODAY

GET STARTED

Visitor list — **LEAD** FORENSICS

Business:	New Lead
Website:	www.newlead.com
Telephone:	212-344-8683
Address:	Organization St, New York, NY 10005, USA

Name	Job title	Email address
Robert Cross	Chief Executive Officer	rob@newlead.com
Michael Evans	Finance Manager	mike@newlead.com
Gabriel Miller	Sales Director	gab@newlead.com
Sophia Wood	Chief Product Officer	sophia@newlead.com

LeadBook