



# Blog

28



f Share

T Tweet

in Share

Search

# Grow Your Business with Lead Generation Marketing

4/2/2020

0 Comments



Are you still doing telemarketing, calling people on the phone in search of somebody who might be interested in your products and/or services? Then you're still stuck in the old ways. Adapt new ways of grow your business through lead generation marketing.



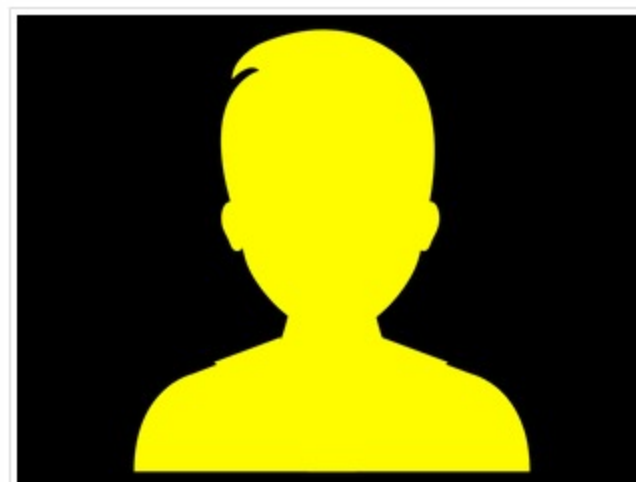
Telemarketing made a bad name for companies. It's intrusive, disruptive, and annoying to consumers. Fortunately today, there's a better way to market products and/or services. Implementing digital marketing strategies for lead generation is the way to go.

The process of lead generation marketing uses digital channels such as website, social media, and email. These channels are tightly integrated into other strategies such as surveys, customer feedback, and customer relations management to capture a qualified lead.

## What is a Lead?

A lead is someone who expressed interest in your company products or services. A captured lead means no cold calling happened, which means they have no dislike towards the company.

There are different kind of leads depending on how they were captured. These contacts may have been generated from the efforts of your sales, marketing, or customer service team. In this case, converting them into paying customers may require different approaches.



## The Lead Generation Process



- The first step is discovery. A target audience discovers your business through your online marketing channels such as your website, blog, or social media.
- The visitor sees your call-to-action (CTA) with an offer that they find hard to resist not to click.
- Upon clicking on the CTA, your visitor is either redirected to another webpage or a form in your website that prompts them to fill out customer information, particularly the name and email address.
- Your audience provides the needed information on your site. Congratulations! You now have a lead.

## Lead Generation Marketing

Now that you have a basic understanding of leads and the lead generation process, you need to decide who to do lead generation marketing. There are various channels to promote your irresistible offer so you can capture your leads.



- Blog – the content you write on your blog is a good way to generate leads for you. After all, you already captured their attention. If they found your blog useful, it would be easy to convince them to get your offer in return to giving their contact information.
- Social Media – once you've established trust with your social media following, it would be easy to bring them to your offer.
- Email – if you already built an email list, one of the sequence you can do is to promote your offer to your list.
- In-Person Meetings – if part of your marketing efforts is doing demos or attending conferences, it's likely that you have a captured audience that you can direct to your lead generation campaign.
- Referrals – having your existing customer refer leads to you is highly effective because the audience you're targeting is already made aware of your brand and may have heard positive things from the referrer.
- Ads – you can place an ad that targets the interests of individuals closer to your offer. This should be carefully implemented because it requires you to allot advertising budget.

## You Got Leads, Now What?

With the information you were able to capture, you can nurture these leads in various ways. You create campaigns that target the leads you are able to gather. You can also send them emails to update them of your products and/or services and related offers.

Like 0

T Tweet

0 Comments

# Leave a Reply.

Name (required)

Email (not published)

Website

Comments (required)

 Notify me of new comments to this post by email

SUBMIT

Let's get social!



### Categories

All

SEO

Website

Development

Latest Updates  
Delivered to Your  
Email

Subscribe

### ZEIN LEADS - Blog

[What is a Buyer Persona and Why it's Important?](#)

Buyer Persona, Customer Avatar, Customer Profile – you may have encountered these terms. They all refer to...

[Grow Your Business with Lead Generation Marketing](#)

Are you still doing telemarketing, calling people on the phone in search of somebody who might be interested...

[5 Effective Ways to Optimize Your Website](#)

Optimize your website to tap into its full potential for your business. It's an online asset that can be a...

[Understanding the Website Development Process](#)

Whether working on your website with your staff, an agency, or a freelancer, there are processes involved to...

[How to Rank in Google Local Pack](#)

You want to rank in Google Local Pack. If you have a business located in a specific area. Whether you have a cake s...

### Archives

[March 2020](#)

[February 2020](#)

[January 2020](#)

## ZEIN LEADS

Generate Leads for Your Business. Get Started Now.

CONTACT US

