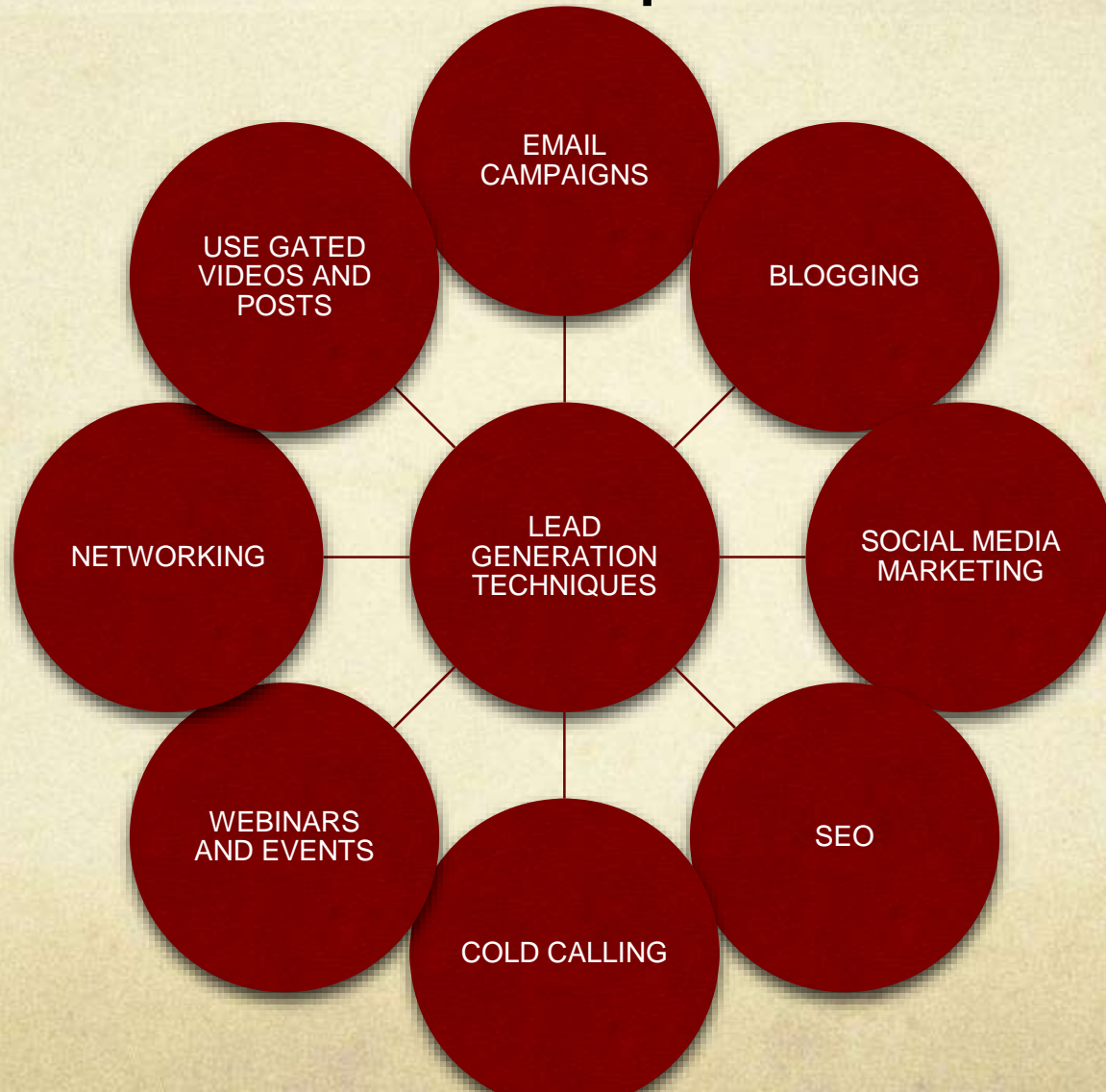LEAD GENERATION IS THE PROCESS OF INITIATION OF CUSTOMER INTEREST AND INQUIRY

How do we generate leads?
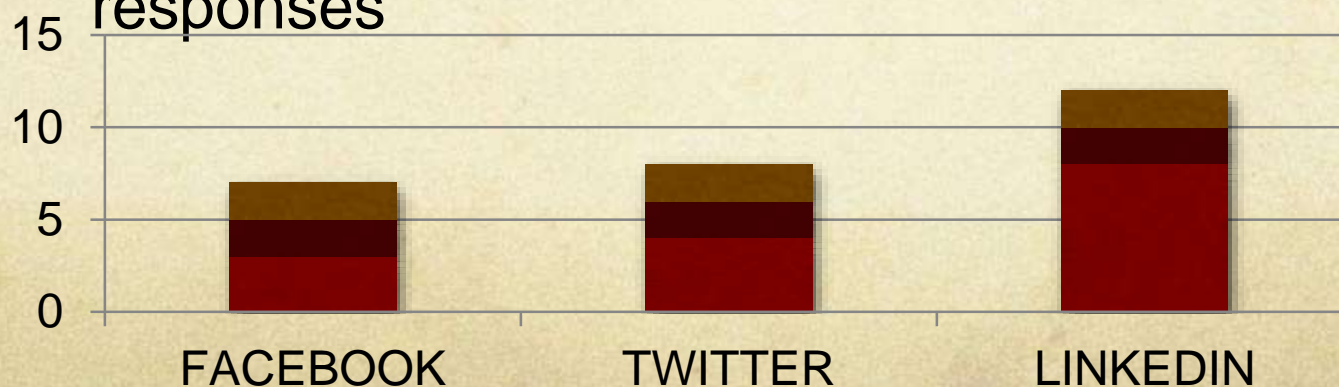
Inside Sales-Lead Generation Techniques

LinkedIn seems to be the Best medium for Lead Generation from the below Stats

○ Writing on linked In

○ Networking on Linked In

○ Direct Cold Calls from Linked In contacts

○ Posting related articles on specific groups like for accounting product putting a blog or content and posting it on relevant groups to receive responses

Cold Calling vs. Email

COLD CALLING

Art of approaching someone without appointment for a business proposition

Though Cold calling is traditional way but very important technique for lead generation.

Cold Calls should not look like selling or pitching about the product rather it should be more of connecting with customer

EMAIL CAMPAIGN

Email Marketing is again a very important part of sales

Process of marketing any product or service directly through emails

Email marketing includes content marketing, newsletter, mass mailing

As Cold calling is an important stage of Sales, You should follow the following steps before making the call:

- **Préparation**
- **Introduction**
- **Questioning**
- **Object of the call**
- **Listen and interpret- Don't sell**
- **Inform and educate- Don't sell**
- **Involve and coordinate- Don't sell**
- **Keep in Touch**

Effective Email Campaign for High Open Rate

- **Small subject line**
- **Prime time to send emails is 8 PM- mid night**
- **Give something for free or for trial**
- **Send emails on weekends**
- **Re-engage inactive group of subscribers**

Email Campaign Pros and Cons

- Go Solo
- Go around the clock
- Go Ahead- 60 minutes
- Go Free before paid tools like linkedin, hootsuit, TimeTrade StoryQuest etc.
- Go Direct , Go Viral

- Go Slow
- Go Back to School
- Go Back to Work
- Go Home

Cold Calling Pros and Cons

pros

- Go Solo, write your own script
- Go Around the clock
- Go Ahead
- Go Fast

Cons

- Go Away, Avoid calling after 3 calls and 3 emails
- Go All in- Diversify your approach
- Go Home- Write blogs or run a webinar to get more responses

Lead Generation Strategy- Software Companies vs. Retail Product Companies

- **Cold Calling**

- **Email Marketing**

- **Channel Partners Meets**

- **Webinars**

- **Conferences, Events**

- **Content Writing and publishing**

- **Blogging**

- **SEO**

- **Digital Marketing**

- **Promotional events**

- **Direct Marketing**

- **Face to Face Interaction with customers**

- **Advertisement (Offline and online)**

- **Leads from distributors and dealers**

- **Leads from customer surveys**

- **Advertisement from Media**

- **Development of loyalty programs for customers**

Selling IT Products and Retail Products

Software is intangible
So Sales Cycle is long

Retail Products are tangible
So Sales Cycle is not so long

SOCIAL MEDIA IS A CONVERSATION & INFORMATION EXCHANGE USING….....

ONLINE TOOLS

Like These…..

Social Media Sales- Pros and Cons

Pros

- It is usually free and always of Low cost. Reduced marketing costs increased sales
- Increased traffic to your website improved ranking on search engines greater customer engagement
- Greater access to international markets
- Research about your customers
- Improved networking opportunities with customers and other businesses
- Social Media is one of the most Influencer platform in consumer buying and purchase decisions

Cons

- Get Professional advice before using it as it is not your personal page
- Be Authentic, Be Yourself, Don't try to copy someone else's game plan
- Not having a clear marketing or social media strategy may result in reduced benefits for your business
- Social media is immediate and needs daily monitoring
- Risk of unwanted or inappropriate behavior on your site, including bullying and harassment
- Greater exposure online has the potential to attract risks. Risks can include negative feedback

Lead Generation Ideas for Cloud Based Products or SaaS Products

- E- Books

- Free Trial

- Request a Quote or More Info

- Content Marketing

- Link Building, SEO, Ad words

- Unselfish Contents

SaaS

According to Gartner-

The market for SaaS (Software as a Service) applications will grow from $20 billion in 2013 to $33 billion in 2016, with a compound annual growth rate of 19.5%. A Compass study shows that SaaS is growing nearly 3X as fast as software as a whole, and that 72% of all SaaS startups are at least partially funded.

Good news for SaaS startups and growing SaaS ventures alike, but the space is getting crowded and competition is fierce. What could be done for great marketing for SaaS companies?

Digital Marketing Case Study of a SaaS company

- It is a cloud computing company best known for its on-demand CRM solutions and its prime focus is on Cloud computing

- The company was founded in the year 1999 as a company specializing in software as a service(SaaS)

- In June 2004, the company went public on the New York Stock Exchange under the stock symbol CRM, raising US$110 million

- As of 2015, it is one of the most highly valued American cloud computing companies with a market capitalization of $50 billion

Business Objectives of the company

The core objective of this company was to:

○ Increase traffic and get more leads in the UK.

○ It saw a high potential and huge business opportunity in the United Kingdom market segment.

○ They aspired to tap this market and extend their services.

○ They wanted to create more awareness about their services and increase their sales

○ They wanted to increase their revenue in the United Kingdom region and they had an objective of growing / **increasing traffic and getting more leads** in this market

Digital Marketing Strategy adopted by the company

They wanted to leverage more expertise in the content and hit the sweet spot in the B2B purchase journey

They did a market research & found the following facts

- About 78% of Internet users conduct product research online
- 4% of adults have posted comments or reviews online about the

They developed a microsite full of rich & relevant content. It was targeted to people who were identified from the market based on the research. It was focused towards topics like – Sales, customer service, collaboration and

They used collaboration tool Chatter to collaborate a team consisting of 56 members in the team
Role of this 56 members team was to generate the required content to achieve the desired objective

Launch & Promoting the microsite

- They launched the microsite in 12 weeks with 32 pieces of contents in the microsite covered

- They promoted the microsite via various channels like Facebook, Twitter, Guest Blogger, emails, PR

- They also adopted outbound marketing strategy via Sponsored tweets, Linkedin banner adds / Google display network

- Overall they covered 32 different topics for their microsit

And DO YOU KNOW THE RESULT?

They achieved incredible results and achieved their desired objective with higher success ratio

- They achieved 80% more traffic on their website

- Their social referral traffic was increased by 2500% and this was an outstanding result

- They had got 6500 new signups with the help of their micros

- They had received an amazing 10000 new leads

LEARNINGS

- With the help of Digital marketing an enterprise could achieve their objective of increasing their sales to a great extent

- How social media can play a vital role in the growth of an enterprise

- Business revenue can be increased with adopting the right kind of digital marketing strategy

- Digital marketing helps to create awareness in the market

- With the help of Digital marketing any particular identified segment can be taped for business opportunities

- Digital marketing implementation is the key to success for an business enterprise

- Digital marketing has a wide reach and can be utilized for the benefit of business enterprise to achieve the desired