

Lead Generation

ADVANCED GUIDE



Lead Stages

The process of triggering interest in your product or service in order to drive individual leads to buy is called lead generation. Apart from the basic techniques to generate leads, there are some advanced techniques that will help you generate quality leads for your business.

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Lead

A lead is a potential buyer with interest in your product.

Every product or service has a journey to follow before it reaches a customer.

Before going through the lead journey, let's look at how a product evolves.

A product's journey starts when a person begins to brainstorm. Once they have a good idea for a product, the next step is to form a team and build the product. This stage takes a lot of time to get through. Once the team is done with development, marketing begins. At the end of all this, the product reaches the buyer.

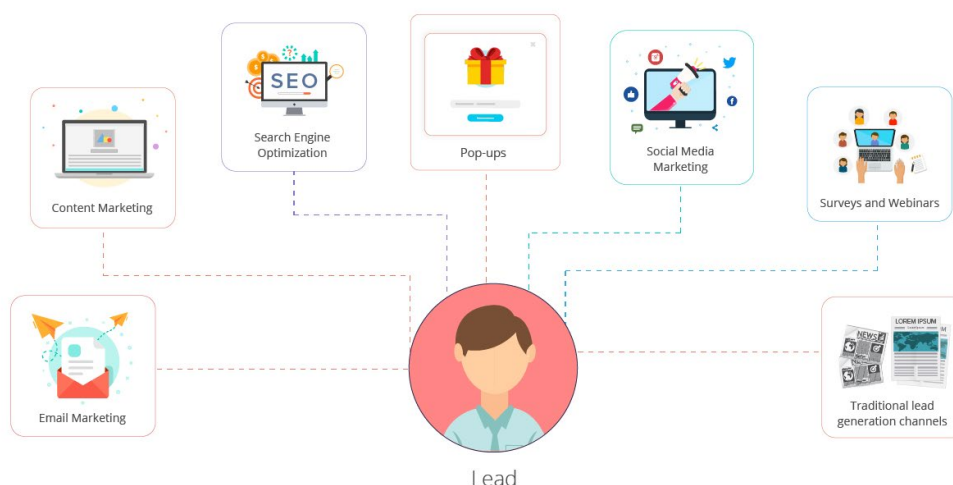
Let's go through the product journey in parts.

Ideation - Development - Sales & Marketing - Support

solutions for their needs, and find many products offering similar solutions. This is when leads decide on a purchase.

Let's go through the lead journey in parts.

Needs - Research - Solution - List of products offering similar solution - Decision-making



New Buying Pattern

The process of buying has changed over time. Some of the prominent changes includes the role swap between buyers and sellers. Earlier it's the seller who finds their buyers, but now it is the buyers who find the sellers . In the old times, information was limited and it was easier for the buyers to make a choice. The present day has changed a lot with the advent of technology. The important hurdle in the present day buying pattern is Information Overload and Attention Scarcity.

Information Overload: Data has become omnipresent in the present day. Things you do on a daily basis end up being data in some form or the other. Likewise, the world of marketing thrives on data and information. This trend has caused information overload and has become a hurdle in many forms.

Attention Scarcity-Information overload eventually leads to Attention Scarcity. Attention Scarcity is the situation where the buyers are unable to give any one product enough attention, and find it difficult to make a choice. This makes it especially difficult for a seller to get customers' attention for long enough to make a sale.

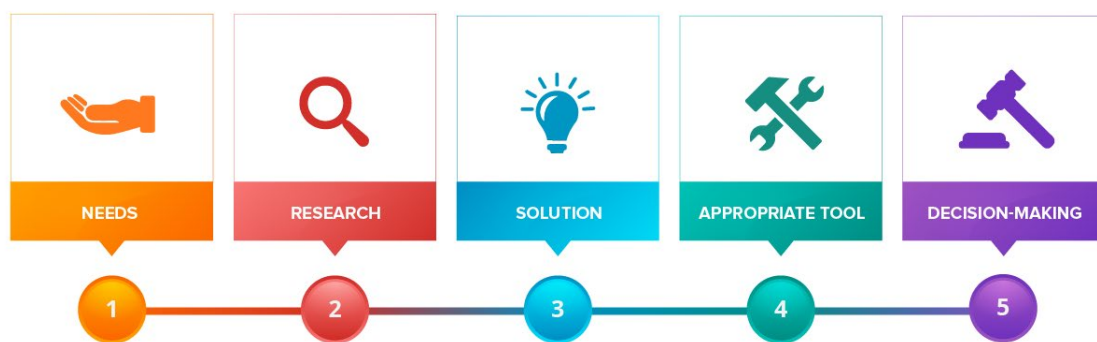
The traditional lead generation process was all about procuring data about prospects and trying to get them to engage with the product or service. The modern lead generation is far too big to be condensed in a line. The Lead Generation has become an important stage in the sales funnel.

This is how a sales funnel looks like

With all being said, the lead generation process has changed over time. There are new age methods to generate leads for the business.

Every stage in the lead life cycle requires a distinct way of communicating. By paying attention to where your leads are in their life cycle and approaching them accordingly, you can prevent them from falling through the cracks.

Lead Generation Channels



Here are some of the contemporary lead generation channels that a digital marketer could use:

Email Marketing: Email marketing is one of the most efficient methods of generating leads. According to a report from [Ascend2](#), email marketing still tops the list of the most effective methods of lead generation. Email marketing has transformed over the years and so have the applications used to send mass emails.

With [Zoho MarketingHub](#), you can create journeys and send personalized, highly-targeted, contextual emails to your leads, and use marketing automation to increase conversions. You can integrate your email marketing software with your Customer Relationship Management (CRM) tool and get a lot done.

Content Marketing: Content is much more important than we will ever know. Content marketing is the process of creating quality content that connects with the user. Research and create content that's got the potential to reach your audience organically. You can create different types of content like ebooks, white papers, blogs, and videos to reach your audience. Create quality content to generate leads.

Search Engine Optimization: Leads find your websites or content when it's on the top of the search results. For this to happen, your websites should have a good rank in Search Engine Ranking Pages (SERP). This is based on how SEO-friendly your website is. Usage of appropriate keywords in the website and content may take your website to the top. Also, make sure to have a mobile-friendly website as it is taken into account. Generate quality leads by staying SEO ready.

Social Media Marketing: There aren't any set rules to generate leads via social media effectively. You can formulate your own strategy to create a strong social presence and generate leads out of it. Some of the basics to formulate a social media marketing strategy are defining your audience, creating relevant content, scheduling posts at appropriate intervals, measuring results, and experimenting with your strategy. You can generate leads in the process of decoding the ideal social media marketing strategy.

Website usability: The website is the face of your product or service. Nowadays, it's easy to build a good-looking website. Go the extra mile to make it user-friendly too. Focus on the following questions:

- 1) Is my website good-looking?
- 2) Is the content good enough?
- 3) Is it easy to navigate?
- 4) Do users get lost frequently?

5) Is the User Experience (UX) rich enough?

Once answered, you have a tailor-made website that's ready to generate leads for you. Optimize your website to know more about the design and usability enhancement.

Pop-ups: Pop-ups are well-known and famous. They appear when you scroll through a blog or website. While some of the internet users consider it to be an interruption, some consider it as a source of getting informed about an offering they might like. Pop-ups are to be used in a pleasing way, so that the lead generation happens through pop-ups.

With Zoho MarketingHub, you can create and customize smart pop-ups for your website or blog. Timing is crucial in the display of a pop-up, so you can choose when, where, and how to show the pop-ups to the leads that land on your page. To learn more on how to use smart pop-ups in Zoho MarketingHub, [click here](#).

Events: Before the Internet, leads were gathered at events, trade shows, and one-on-one meet ups. These events are still important to the lead generation process. Trust, goodwill, and reliable, worthy leads are what you get out of events. With Zoho MarketingHub's OnSpot forms, It's easy to create a dedicated form for your events to capture lead information at events. Onspot forms can be customized and accessed across different devices like mobile and tablet.

Touchpoints: In the world of digital marketing, touchpoints are channels or sources where a lead learns about your business and lands on your product or brand's website. The channel could be an Instagram post or an email newsletter. It is important to analyze your touchpoints. Attribution reports help you fix those touchpoints that aren't generating many leads and spend more on those touchpoints that are performing well.

Lead generation through touchpoints works great and is important for your business to flourish. Through Zoho MarketingHub, you can generate leads through touchpoints and analyze their performance with attribution reports.

Surveys and Webinars

Surveys: We come across surveys whenever a product or service is on the look out to get honest feedback and work in a better way. Taking a survey provides a user the opportunity to discuss their experience. Surveys can help you learn what your audience is thinking and generate leads. Most of the surveys come into the picture after sales or service is complete. However, you can engage the intended audience with interesting surveys and help them give like your brand or service.

Webinars: Webinars are highly informative and useful. A random person would like to know about what you do if presented in an appealing way. Webinars help the audience with vital information and eventually results in lead generation.

With Zoho MarketingHub, you can promote your webinars and surveys and let more of your audience know about your brand.

Traditional lead generation channels: Every bit of your online campaign is under your control. You can measure the performance of your various online campaigns and optimize them based on the results. However, things take a different turn when you run a campaign through traditional marketing channels.

If you have campaigned through flyers or newspapers, you know how hard it can be to track results from those campaigns on your own. Still, finding those numbers is essential. Knowing the metrics helps you alter your marketing spend and campaign in a much more efficient way.

With Marketing planner, you can track your offline campaigns and go on to campaign better. Let's learn how to track the performance of different offline/traditional marketing channels.

| Email Campaigns in lead generation

All said, email marketing is the most effective method to generate leads. The problem here is not with the method of generating leads, but with the way it's employed to do so. Creating an email campaign and making it work are a challenge.

Build your list organically: It's really important that you send out email campaigns only to those who have subscribed to it. Sending emails to people other than leads will affect your email deliverability rate. Grow your list in an organic way. It's a slow and steady process, but a rewarding one.

Segment your recipients: The most important path to succeed in email marketing is segmentation. Segment your recipients based on their persona.

For , imagine you own an e-commerce organization and intend to send out email campaigns to leads or people who seem interested in what you do. You can divide your audience based on attributes such as areas of interest, demography, or buying pattern. You can use these traits to build targeted campaigns that your audience will be more likely to connect with.

Craft your email subject lines: People get a lot of marketing emails. The subject line is your opportunity to stand out. It's what entices most of the recipients to either open the email or not. Craft subject lines that state the benefit upfront and create a sense of urgency.

Try minimalist design: Create email campaigns that are simple and easy to comprehend. Use engaging visuals that help get your point across, and keep the text light. Keep your branding consistent with what the reader can find on your website and social media.

Set an identifiable sender name: Emails with an individual's sender name is better than the one's with an organization's name. Individual sender name amplifies the recipients' believability and increases the odds of open rate and conversion.

Be Mobile-friendly: The world's become mobile and smart phones are equally used for work like desktop computers. Create and send out mobile responsive emails not to miss out on your leads. Smart phones are never to be overlooked in the world of marketing. A lot of conversion is garnered from the mobile world.

Include a great Call-To-Action (CTA): The CTA is where the whole process unfolds for the recipients and as well for the marketers. What's the use of crafting a great email without a clickable CTA? Set a compelling CTA that offers value to the reader.

Why you need marketing automation

Once you generate leads for your business, it is up to you to take them forward and convert them. It's difficult to do it all by yourself. With the help of automation, you could

- 1) Better understand your audience with Web Assistant
- 2) Engage better with your audience
- 3) Make better marketing decisions by measuring your ROI with Marketing Planner
- 4) Run multichannel marketing on email, social media, or SMS
- 5) Keep all of it in your control with detailed reports

Lead generation is the initial step in growing your business. However, you need a smarter marketing automation for accelerated business growth. [Zoho MarketingHub](#) is the one-stop marketing automation software to get the most out of your marketing.

For more information on how to generate leads using email marketing visit, www.zoho.com/marketinghub

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