



About Us

We recommend and provide the right digital, data and design solutions that help your business grow

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Lead Generation

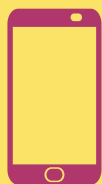
Simply put, lead generation is the systematic process of acquiring new business interest.

That being said, it's important to clarify that lead generation is different from sales or business acquisition as it is not explicitly tied to the procurement of new business. As a matter of fact, lead generation has become an inherently B2B term, corresponding to the acquisition of interest at any point along the buyer's journey.

Modern Customer Journey



Awareness



Findability



Reputation



Conversion

Contributes to
next persons
decision



Advocacy

Interest and Awareness

- .Social
- .Search
- .Email
- .SMS
- .CTV/TV
- .Youtube
- .Video Ads
- ..Loyalty Programmes

Search

- .PPC
- .Organic Search
- .Maps
- .Directories .Apps

Research

- .Blogs
- .Articles
- .Reviews
- .Social Media
- .Word of mouth

Purchase

- .Website Online booking
- .Purchase via App
- .In Store Purchase

Experience

- .Post Purchase
- .Social Post
- .Write Reviews
- .NPS
- .Customer Sat
- .Word of mouth

55 % of B2B marketers spend <50% of their marketing budget on lead generation activities

Lead Definition

Lead: A lead is a viable customer/client for your business or offering. This viability can be determined based on any number of demographic or firmographic factors and must be assessed on a case to case basis.



Marketing qualified lead (MQL): An MQL is generally a prospect that has been deemed “tall enough to ride the ride,” meaning that they’ve exhibited interest in your offering and meet the initial customer requirements.



Sales qualified lead (SQL): An SQL is any lead that has been successfully vetted by both the sales and marketing teams and deemed to be ready for the next stage of the sales process. SQLs occur in organizations that have complex offerings and tiered sales processes



Product qualified lead (PQL): This is a newer school of thought that aligns with the notion of product-led growth. A PQL is defined as any prospect that has experienced true value through a free trial or free version of your product offering. Under this model, less selling is required as the prospects have experienced value before they are sold on an upgrade.



Leads can be generated at any of these levels, or can graduate to these levels through the proper nurturing tactics. But before we get into those tactics, let’s briefly explore the history of lead generation

Lead generation is not new even though the terminology may be. However people and businesses alike have been leveraging lead generation tactics since the market days of the middle ages.

For B2B businesses in 2020, to simply “do marketing” is not enough. Running a Facebook ads campaign and writing blogs without any rhyme or reason is not enough. If you want to succeed in the modern era, your business must methodically set objectives and execute marketing programs with surgical precision.

The Fundamental Guide to Lead Generation .There are three primary reasons why lead generation is absolutely essential to your business:

1. Lead generation tactics force you to clarify your target audience and your unique selling proposition(s).
2. Taking a lead generation approach to marketing ensures that analytics and objectives are at the heart of your effort.
3. Lead generation directly impacts sales and business outcomes

Data needs to govern the scope of your efforts and inform your decisions. In fact, a study of 1,070 companies by LeadCrunch found that only 4 percent of them used a data-driven approach to generating leads, but that this same 4 percent outperformed their competition by greater than 500 percent in terms of sales productivity and efficiency. That is the lead generation way, and that is why it's SO essential to your business success.

The Future of Lead Generation

It's difficult to say for sure, but my intuition says Allison Alexander: personalisation advisor and founder of Branue sees the duality of data and machine learning AI which is propelling brands' capabilities to deliver highly targeted interactions at scale that cut through the attention economy and capture brand salience.

We have seen such rapid growth in technology that along with the manifestation of artificial intelligence and marketing technology, we can now customise the prospect experience and at scale