

What are your leads?

In order to survive and thrive in today's climate, businesses need a steady stream of new customers, and having a comprehensive lead generation strategy is a sure fire-way to do this writes Purplex CEO Andrew Scott

Whether you're launching a brand-new company or want to refresh your existing approach, lead generation is fundamental and should be part of every business' growth strategy.

Today, lead gen is much more than picking up the phone and cold calling potential customers. In fact, as digital marketing continues to evolve, the way that companies generate high-quality business leads has also developed and now uses a range of key marketing insights and techniques.

The lead generation process

In simple terms, lead generation is about converting businesses that have an existing interest in your brand and service offering, into leads that can be converted by your sales team.

The secret to success with business lead generation is understanding these key things:

Define your purpose

Identify your audience

Plan how to target them

Execute your strategy

When developing a lead generation strategy, it is best to start by understanding what you want to achieve. For instance, are you promoting a special offer to drive engagement? Or perhaps trying to convert a customer currently buying from a competitor?

Depending on who you are looking to target, you will need to tailor your message and content. Are you a fabricator selling to PVC installers in the South East? Perhaps you are a glass company looking to target architects or a home improvement business looking to reach consumers in, say, Manchester?

Once you know your purpose and who you are targeting, you will have a better understanding of how to reach them and which marketing channels to use.

For instance, for those looking to target a slightly older audience, magazines, TV and radio would be the most suitable marketing methods. But for younger audiences, social media and digital marketing techniques are best.

With a robust plan in place, you will be able to successfully reach the right people, at the right time, through the right marketing channels.

Although you can generate leads through any marketing source, some channels are much more suited to lead generation than others. For instance, pay-per-click is an incredible tactic that puts your brand directly in front of your audience by placing your company at the top of search engines, generating immediate results for your company.

Social media is another effective tactic which encourages people to take action. While regular posts will be seen by all of your followers, paid-for or boosted social media posts serve adverts to a specific target audience and are a great investment for many companies.



Andrew Scott

Other tried and tested marketing tactics which work well in lead generation strategies are those that directly reach the audience.

Whether you create a well-designed e-shot that gets sent straight to the prospect's inbox or design a bespoke flyer that's posted through their letterbox, both methods are incredibly powerful.

Success with these direct marketing techniques not only comes from creating engaging content but also relies heavily on the contact list used, and to get the best results it must be reliable and up-to-date. I know this all too well from my time running Insight Data, which provides prospect data to the glazing and construction industry. Insight provides in-depth information on companies, products, financials and people, and it is highly accurate and detailed data that will make your campaign powerful.

At Purplex we have worked with hundreds of clients to develop robust marketing plans that will generate a stream of leads. By working with the team of specialist marketers, companies can successfully target potential customers and convert them into quality leads. □

Andrew Scott is one of the industry's leading business and marketing experts and for more than 30 years he has worked with and advised hundreds of companies in the building products and home improvement sectors
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