build it
marketing
driving share and market growth

9-30-15

Lead Generation: Hammer at air, or get the right tools for your target.

Hammering at air
Wondering where your lead-gen efforts are going, and whether they are worth your time and budget dollars? You might need to reset your GPS, start over from scratch, and use a more scientific approach: consider where your target audience is, and make sure you get the right tools for your targets.

Where are your customers?
Put yourself in your customers' shoes. What are they looking for online, what search phrases are they using to find someone like you. What content might they respond to, with a click-thru to your site? What offer might influence whether they give you their own info on a webform?

Inbound Marketing:
Great inbound marketing involves using the right lead generation tools. These are the ones that get you in front of prospects, online—in real time—driving traffic to your website, and gathering actionable prospect data.

Do you have the right tool set for on-boarding leads?
Get the basic online marketing toolbox. Your best inbound marketing tools:
- SEO
- Online ads
- Webforms
- Relevant webpages
- User-centric content
- User-guiding web navigation

Got click-thrus?
Use this actionable data to monitor your programs, and to stay in touch with customers in a relevant way. Keep an eye on what your prospects are responding to with a click, their points of entry to your site, what pages they visit, and what pages they exit on. Your goal is to get them to take an action on your site like navigating around and filling out forms, and exiting on a point of purchase page, such as store locations, for a brick and mortar business, or the check out page of a commerce site.

Rinse. Repeat.
Don't let cobwebs grow in your toolbox. You should be regularly looking at these three basics:
- Where are my customers?
- Are my lead-gen tools working for me?
- Is my content relevant and compelling, and are ad viewers/site visitors responding positively to my messaging— are they taking the desired action?

If it's broke, fix it! (With great tools that really do work.)