



# 8 Ways to generate leads through digital marketing.

You need to generate leads if you want to find sales. Here is a list of ideas to help you find those opportunities.

Lead generation is the process of identifying people who might be interested in your product so that you can focus your energy in making a sale. Leads can be found in various ways, such as through phone calls, advertisements, internet traffic and even good old-fashioned networking. Businesses can also use social media, personal referrals, telemarketing and trade shows to generate leads.

## **8 Ways to generate leads**

Generating leads is a crucial part of the sales process. Here are some ways marketers can collect leads, both online and off, in order to find more potential customers:

### **1. Social media**

Almost everybody in the 2020s makes use of at least one social networking site. These are the places where people go to connect and share news. You can use your profile on these sites to promote your products and services and build relationships with potential customers.



When someone 'friends' you or becomes a 'fan', everyone in their network will occasionally be shown content from your profile and in that way learn about your company.

The rules are simple: Facebook is informal and sociable; LinkedIn is business-like and aimed at professionals, and Twitter is brief and to the point. Tailor your messaging accordingly. Your posts need to be interesting and relevant, but don't push the company line too hard or you may push people away.

## **2. Networking and referrals**

Networking is as simple as contacting your friends, family, former co-workers and existing customers, and asking whether they know anyone who might be interested in what you have to offer.

Referral marketing is an effective technique for creating a steady stream of leads. However, not all referrals are good referrals. A bad customer experience can lead to negative referrals, so make sure that your service is exemplary to make sure that people only tell their friends and colleagues good things about you.

## **3. Trade shows**

You'll find great leads at trade shows, whether you are an exhibitor or just attending. At any industry-related trade show, you'll be surrounded by people who are interested in your business and what it has to offer. You can capture leads by asking people to fill in a form or asking them for their business card. Always follow up on trade show leads within the following week so that they remember who you are.



#### **4. Direct email**

The fastest way to build your business is to target existing and potential customers with emails. These emails can be special offers or announcements, or you can do a monthly newsletter that provides industry-related information.

Begin your direct email campaign with an introductory mailer explaining who you are and what your business does and invite people to share the information with friends and colleagues.

Be sure to send something out to your mailing list every month, even if it's only a letter or a flyer offering a free consultation or service. Be careful not to spam inboxes by mailing too often, and make sure that the information is useful and relevant.

Don't forget to include an unsubscribe link: beside it being a legal requirement it's also good manners. Refer to the information and links at the bottom of this page for legislation about direct mailers to be sure you stay compliant.

#### **5. Pay per click**

Google Ads is an advertising platform that lets you target your message, helping you to find people who are looking for the product or service you offer. Advertisers can market to customers through sponsored text listings, which are triggered by targeted keywords.

Whenever somebody within your listed demographic does a search for these specific keywords or phrases on Google, your business's ad will appear alongside their search results. You can even choose where on the page your ad will appear.

If the searcher clicks on your advert, it will result in a new visitor to your website, which your analytics tools will record as a new lead.



This is surprisingly affordable compared to more traditional forms of advertising as you only pay per click: no more paying for ads that don't engage your customers.

## **6. Your website**

A good company website is easy to navigate and provides visitors with useful information about your company and its products or services. Update your site regularly to ensure that the content remains relevant. SimplyBlu, Standard Bank's customisable e-commerce website — with point-of-sale features — simplifies this process.

A simple form on the 'Contact' page will help you record the details of interested visitors and capture new leads.

## **7. Advertising**

The internet is a great supplement to traditional advertising but does not replace it. You can place advertisements in newspapers and magazines and on radio, TV and outdoor billboards, depending on your budget.

Your adverts should include a call to action i.e. directing people to your website or inviting them to enter a competition. In addition to generating leads, traditional advertising is a great way to build brand recognition and marketplace credibility.

## **8. Telemarketing**

Telemarketing is a lead generation method that should be familiar to us all. It is an old method but can still be a very effective way to find prospective new customers.



Calls are made by a team of phone operators who call people listed on a database of potential clients, reading from a prepared script to try to sell your product or service.

Telemarketing is also called 'cold-calling' and has unfortunately earned a negative reputation with the public, especially since some operators use illegally obtained databases, call at inconvenient hours or try to use hard-sales tactics. However, if your telemarketers operate professionally, courteously and in line with the legal requirements referred to at the bottom of this page, it can have positive results.

If you don't have the resources to do telemarketing in house, there are specialist companies that maintain their own call centres who can do it for you.

## Note

The [Consumer Protection Act 68 of 2008](#) and the [Protection of Personal Information Act 3 of 2013](#) (POPI) dictate whom you may market to and how you may do so. We advise familiarising yourself with these two pieces of legislation before embarking on any lead generation strategy and consulting your legal counsel if you have any doubts.

## Resources

- Roos, D. 2007. 'How Sales Leads Work'. [Online] *HowStuffWorks*. Available at: <https://money.howstuffworks.com/business-communications/how-sales-leads-work.htm> [Accessed 11 May 2018]
- wikiHow. (n.d.). 'How to Generate Leads'. [Online] Available at: <https://www.wikihow.com/Generate-Leads> [Accessed 11 May 2018]

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