



# GENERATE LEADS FASTER

**USEFUL TIPS AND STRATEGIES FOR  
GENERATING LEADS WITH SPEED & EFFICIENCY**

## INNOVATIVE LEAD GATHERING

Attracting leads is crucial to business success today. Less certain is how you go about building a pipeline of motivated new prospects. Cold-calls, newspaper ads, and bulk mail used to be common strategies. Today's business professionals are using innovative, economical new approaches to attract tech-savvy consumers. Want to join them?

**Here are five strategies they're using to corral new customers.**



### 1 Create a lead-capture website

Nine out of 10 consumers start their search online, so having a polished website that generates and captures leads is a must.

Your website should target your specific market with a "feed" to help consumers view products and services that you're selling. To secure new leads, you'll want a registration form that yields information you can act upon. You'll get that if your site asks viewers to register themselves to receive more information about products and services they see on your site. To keep them engaged and coming back, include up-to-date company information relevant to what you're selling and the solutions you provide.

Good contact management tools connected to your lead-capture site will help you track visitor activity, identify the most motivated leads, and stay in touch with prospects. These tools help you maximize your lead-to-close rate. They'll also help you increase profits.





### INNOVATIVE LEAD GATHERING (continued)



#### 2 Launch an organic search engine website

It doesn't matter how good your website looks if no one can find it. That's why organic search engine-capable websites are important – they utilize the tools from Google and common content management systems that will improve your organic search engine results, driving more traffic to your website.

#### 3 Succeed using social media



##### Facebook

Important social media sites like **Facebook** can be powerful sources of new business for you - and an easy way for consumers to share your products and services information with their friends. Facebook is especially easy to use.

Once you start a Facebook page, keep it fresh by posting news updates a few times a day, along with links to your website. Don't just sell all the time - make it a fun site to visit by including questions, photos, and relevant content from your favorite sites. The trick is to get people to engage and post comments. Be sure to keep conversations going by commenting on what your audience is saying.



##### LinkedIn

**LinkedIn** is another powerful social networking site that allows you to easily market to all of your contacts. You can share updates or simply include a line in your profile describing your business and the communities you serve, along with a link to your website to attract more potential leads.



##### Twitter

**Twitter** is a very popular and powerful news social networking site allowing you to post, in real time, the latest information and news about your company's products and/or services. As your followers learn the latest about your business, they'll also be learning more about how you can help them solve their problems.



##### YouTube

**YouTube**, the world's largest video-sharing community, is an under-utilized means to generate leads and promote your business. With so few businesses using it, YouTube is an excellent platform to get the word out about your company with very little competition. Setting up your YouTube channel and completing your profile takes just a few minutes. Personalize your channel with video you already have – products/services tours, even your own "video resume" - and you can be one of very few companies tapping this viral resource.



### INNOVATIVE LEAD GATHERING (continued)

#### 4 Purchase pay-per-click ads

Pay-per-click advertising is another effective way to target your niche audience and bring traffic directly to your site through Google, Bing, and other search engines. Your pay-per-click ad will appear next to results that someone using a search engine has asked for. Your ad will likely include a headline, a link to your site, and a brief, compelling description of the benefit viewers get when they click the ad. You'll pay only if someone clicks your ad and visits your website. Often it is more cost-effective to buy pay-per-click advertising from an established vendor that guarantees a specific number of leads.



### GROW YOUR BUSINESS WITH DATABERRY WEB MARKETING

#### DATABERRY KEEPS YOU WITHIN REACH OF YOUR CLIENTS WITH CONTACT MANAGEMENT TOOLS

While Internet lead-generation strategies are crucial to building your business, it's also important to have the right contact management tools connected to your lead-capture site. These tools enable you to track visitor activity, identify your most motivated leads, and stay in touch with prospects.

By following up promptly and regularly engaging with your contact base, you'll maximize your conversion rate and increase profits. Databerry, Inc. provides businesses with powerful lead-generation and lead-management solutions designed to help them gain the competitive edge they need to succeed in today's tech-savvy world.



### CALL US TODAY TO GET STARTED!