



Lead Generation 101: **Introduction**

1 (866) 372-9431
www.clickpointsoftware.com



How can my business generate more leads?

At ClickPoint Software, we get this question every day. Of course we do; leads are our business. ClickPoint Software designed the most effective, efficient and robust software for capturing and distributing leads. However, the answer to how can my business generate more leads can be complicated. There is no one-size-fits all. With the speed of technology development today, new methods of generating leads are created all the time.

Understanding Lead Generation

Lead Generation can be effectively managed on both a large and small scale using a vast array of different elements. The team at ClickPoint Software has developed this guide to help you understand the major facts of lead generation so you can choose the avenues that best fit your strategy, target audience, product or service and goals.

Perhaps your company and brand would be best served by generating leads through social media sites, such as Pinterest rather than via Cost-per-Click (CPC). Or maybe you're

uncertain how affiliate ad networks operate. In this series, Generate More Lead, you'll find the information you need to get leads flowing into your pipeline in no time.

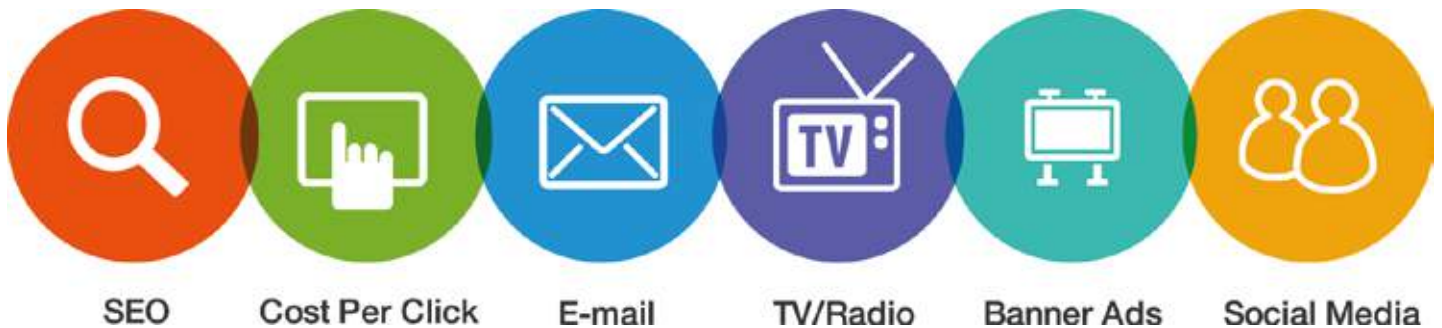
What is a Lead?

In a broad sense, a "lead" is anyone searching for a product or service. A lead can be actively searching through online channels, or a lead can be someone that is motivated to respond to an Email campaign, radio, TV, print or billboard. Whether a person responds to any promotional device or actively pursues a product or service out of need, they become a lead for any company offering that product or service.

Leads are valuable commodities and rightfully treated as such. No matter how these leads are captured – online, on the phone, in person – they can, and are, sold to companies that can provide the specific product or service that is being sought.

Lead Generation Methods

Over the last 15 years, lead generation has changed dramatically. Not only the modes for generating leads have changed, but thanks to the Internet and advanced software, the processes for capturing and distributing leads have changed as well. Currently, there are six primary channels to generate leads.



SEO: Search Engine Optimization

This is the process of improving the visibility of a website or webpage in search engines through un-paid or organic methods such as optimizing website content. SEO also considers how search engines work and are being used, what terms people are using to search, what people are searching for and which search engines are preferred.

CPC: Cost Per Click

CPC defines how much revenue a publisher receives each time a user clicks an ad link on his website.

E-Mail

This is one of the most pervasive tools used in Direct Marketing (Direct Marketing is a channel-agnostic form of advertising that allows you to communicate directly to the target audience with a time dated offer.) However, email marketing is one of the riskiest due to legal requirements and quantity of leads obtained.

TV/Radio

This traditional form of broadcast advertising allows companies to reach large, yet targeted audience.

Banner Ads

This pervasive form of Internet advertising is a long, rectangular image that can be placed almost anywhere on a web page. These may contain text, images, or animations. When a user clicks the ad, they are redirected to the advertiser's website.

Social Media

Social Media Marketing is the use of the various applications, tools and technologies used for online social interaction to promote a product or service – such as Facebook, Twitter, Pinterest and Orkut.

Can't I just buy my leads?

Creating your own leads vs. arbitrage (purchasing a lead) is an important topic to cover before we move on. If your end goal is to sell your company or create value you need to be able to generate your own leads. Arbitrage means that you are buying leads from another source. You are completely dependent on third-parties to get you the information to create sales, and that is never a good idea for a company looking for long term sustainability. Arbitrage can be a good quick fix, but it should only account for a small percentage of the leads you bring in and create daily. You should not bring in more than 30% of your entire lead volume from outside sources. With arbitrage your company will be forced to monitor the quality of third parties much closer than if you created the leads yourself, costing you more money in the long run. It may take more work creating leads yourself, but you will have satisfied customers without having to worry about policing lead sources.

About ClickPoint Software

ClickPoint Software is a lead distribution and lead management company dedicated to decreasing costs and increasing ROI for our customers. Our easy-to-use, easy-to-implement software gives sales and marketing teams the tools they need to distribute, track and manage leads in real-time, helping to increase conversion rates. Unlike other lead management software, ClickPoint offers a complete solution that can stand alone or integrate with existing systems.

ClickPoint Software products help our clients – from the Fortune 500 to small and mid-size businesses – increase efficiency and decrease cost so they can improve ROI in as little as 90 days, so they can focus on profits, not process.

Want to learn more?

The Team at ClickPoint Software has created this series, Lead Generation 101, to provide marketing and sales professionals more detailed information on the best practices for generating more leads. Download the entire series at www.clickpointsoftware.com

Schedule a LIVE Demo of our software solutions and receive a Lead Generation ROI Report at no cost.

