



PAR Marketing Services

3 Ways to Increase Qualified Leads

Are there ever enough leads coming into your company? The answer is no, because companies have an insatiable appetite for revenue growth. Yet the most important aspect of lead generation is not the quantity of leads coming in, it's the quality of those leads.

If its quality leads you're looking for—and it should be—here are three ways to increase the number of qualified leads you generate for your sales team.

1. Produce (or reuse) relevant content

Just as your sales team is hungry for good leads, your potential customers are hungry for relevant information that will help them do their jobs more effectively. Your job then is to produce and reuse content that engages your target audience in channels such as online marketing campaigns, timely white papers, technical articles, blog posts, e-newsletters and online events.

The reason you need this type of content is that prospects are much more willing to exchange their contact information if they believe they are getting something valuable in return. If what you are offering looks useful to them, they'll be more willing to "pay" for it by answering a few questions on a registration form, helping to increase the number of qualified leads.

2. Support campaigns with targeted landing pages

Instead of driving Web traffic to your homepage, send them to a specific landing page related to each campaign offer. You have a greater chance of capturing a qualified lead if you create a landing page around the value of the offer and focused on converting the prospect, whether your offer is a white paper, Webinar, ROI calculator, or other content of value. A landing page centered around your offer will prevent prospects from getting distracted by other information or clicking away to other pages or other Web sites.

Ensure that the registration form is easy for prospects to fill out. Require only the minimum amount of information that will allow you to get back in touch with the prospect with a relevant follow-up response. Name, company, e-mail address, and area of interest may be all you need to capture at this point. You can fill in additional information as you engage with the prospect.

3. Try a new marketing tactic

It might be time to retire some of your traditional media marketing channels such as print ads and direct mail and start reaching out more to your prospects where they are today—online. If you're trying to connect with hard-to-reach prospects in an industry sector that may not know about your company or products, try adding an e-event to your marketing portfolio this year.

E-newsletters and webinars, offer excellent opportunities to reach a specific target audience and allow you to track visitors and to know exactly what your prospects are interested in. The industrial audience is increasing their reading of e-newsletters. According to Global Spec's 2010 Economic Outlook Survey, 55% of engineers read e-newsletters daily or several times a week, an increase of 9% over 2009.

On-line seminars provide you the opportunity to present technical information in a concise format to an interested audience with little or no expense. And providing recorded versions of each session to those customers that registered allows you to capture more leads from interested prospects whose schedule didn't allow them to attend the live event.