

“7 Ways to Generate Quality Leads... More Effectively”

As a Marcom manager you're under the gun to generate leads – quality leads. You need to improve your lead generation constantly. To remain competitive, your message must break through the noise and separate yourself from pack. When you do that your lead generation will improve.

So how do you do that? Below are seven ways you can start today in generating quality leads more effectively.

#1) Know Your Customer – In today's information overload environment, you must tailor your message to your customer. To do that, you need to know as much as you can about his or her needs, wants, and desires. You need an intimate – up close and personal – view of your prospect. Then tailor your message showing your prospect precisely how your products and services meet their specific needs.

#2) Listen to Your Customers – To get to know our customers and prospects better, listen to what they're saying. That's right, they're telling you everyday what they need ... want ... and desire. On your blog, in response to newsletter articles, on your website. Do this methodically and you'll unearth a goldmine of useful information. You'll know exactly how to shape your message.

#3) Highlight Your Unique Selling Proposition (USP) – Not only must you know your customer intimately, you must also distinguish your company from your competitors. What makes you different? What makes your product or service the “preferred” solution? Identify that in your lead generation and you'll improve your lead generation.

#4) Build Your Brand – Sounds easy enough, but many Marcom managers leave many opportunities here to their competitors. Your marketing – online and off – should always include branding. Leverage your USP and hammer home what you do and how you do it – constantly and consistently. Branding implies quality, and customers flock to quality product and services.

#5) Align Your Marketing Content with Your Goals – After targeting your market, you want to focus on reach, acquisition, conversion, retention, and loyalty. Publishing content for content's sake is a non-starter. A better, more effective strategy is to align your content marketing with the five goals listed above. Your content will be more relevant, timely, compelling, and comprehensive.

#6) Establish Industry Leadership – Besides highlighting your USP and branding, you should strive to become the “Go-to” provider in your industry. You can do that by publishing authoritative documents, such as white papers and special reports on the state of your industry. Do this periodically and prospects will see you as an expert source. Customers constantly seek useful and timely information. You'll improve the number and quality of your leads as you position your company as an industry thought leader.

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#7) Optimize and Unify Your Marketing Strategies – If you’re still not getting the results you need, then check to see if you’ve unified and optimized your marketing. When was the last time you optimized your website for search? Are your social media efforts (blogging, LinkedIn, etc.) also optimized? Next, look at optimizing press releases, case studies, and newsletters. Then you tie it together. Unify your messages – online and off – to ensure consistent and complementary messaging.

Now you know seven ways to improve the effectiveness of your marketing. Whether you employ these one-at-a-time or simultaneously, depends on your project. If you follow these strategies, you’ll see improved results in your lead generation program.

If you’re not getting the quality leads you need, then call Alex today at (256) 289-3212 to find out how you can generate quality leads more effectively.

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