

Does Your Online Lead Generation System Make Enough Waves?

Does it deliver qualified leads, consistent communications and real time reporting for both Sales and Marketing?

Nurturing, Harvesting, Prospecting, Qualification, Distribution, Ranking...

You may have heard these terms and wonder how they relate to your lead generation system. Think of the lead generation process like waves for surfers – some are primitive (small waves) and some are sophisticated (big waves). If you were wondering how your system stacks up, the chart provides

a description of lead generation systems that ranges from basic email to lead ranking. If you want to make more waves while doing less work, you need to consider how you want to increase the sophistication and power of your lead generation system.

Bigger the Wave = More Powerful Capabilities



1. Provides only outbound email blast capability; sometimes response tracking provided
2. Provides only single-session feedback for email response and webpage visit
3. Tracks website activity and content downloads by prospect
 - > Determine prospect interest levels and how content downloads are driving website visits
4. Sales people now receive website visit and download information about a lead automatically, in real-time
 - > Lead distribution system must be easy to modify to keep up with sales team changes
5. Sales people receive historic-to-current info about an prospect's history of activities
 - > Sales people can quickly see if a prospect's activity demonstrates interest or not
6. Sales can easily "push" qualified prospect info into their CRM system (like SFDC)
 - > Thousands of non-qualified contacts are kept separate from your CRM database (customers/qualified prospects only)
7. Sales people receive automatic email alerts about prospects interested in the company/product/solution
 - > Point/behavioral definitions used to automatically find and "harvest" prospects who will likely be receptive to a sales call

Have You Maximised Your Lead Generation Potential Yet?

If you are wondering how you can improve your lead generation system, talk to your current supplier. There are many different lead generation "systems" which range from stand-alone software packages (where you run everything and maintain yourself) to software packages and service contracts (where an agency can help with ongoing planning, execution and troubleshooting).

Lead generation software is available in different forms – such as an ASP (Application Service Provider) or SaaS (Software as a Service) which will affect your overhead support costs after the actual implementation. Be sure compare the additional money and time needed to run, modify and maintain the different software systems.