

# Lead Generation

Sudipti Dhawan

+91 9999722117 | [sudiptidhawan@gmail.com](mailto:sudiptidhawan@gmail.com) | [dynamisers.com](http://dynamisers.com)

**Web Development, App Development, Social Media, Digital  
Marketing, Video Development, Workshops**

Lead generation is the process of initiation of customer interest and inquiry

# How do we generate leads?



Communication

Groups

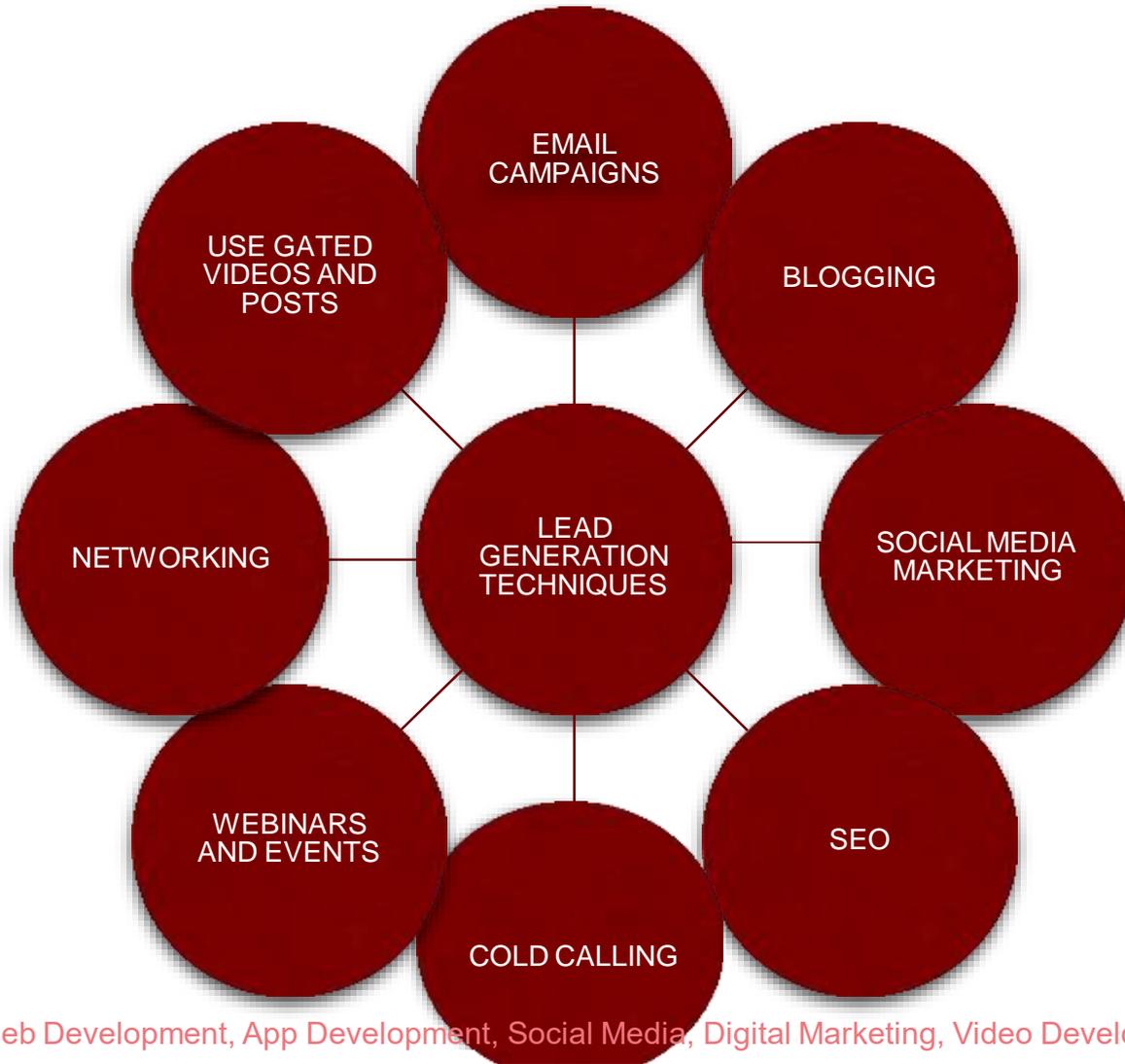
Events

Network Circle

Social Media

Friends

# Inside Sales-Lead Generation Techniques



# Cold Calling vs. Email

## COLD CALLING

Art of approaching someone without appointment for a business proposition



Cold Calls should not look like selling or pitching about the product rather it should be more of connecting with customer



Though Cold calling is traditional way but very important technique for lead generation.

## EMAIL CAMPAIGN

Email Marketing is again a very important part of sales



Email marketing includes content marketing, newsletter, mass mailing



Process of marketing any product or service directly through emails

**As Cold calling is an important stage of Sales, You should follow the following steps before making the call:**

# Cold Calling Procedure



# Effective Email Campaign for High Open Rate

**Small subject line**

**Prime time to send emails is 8 PM- mid night**

**Give something for free or for trial**

**Send emails on**

**weekends**

**Re-engage inactive group of subscribers**

# Email Campaign Pros and Cons

## Pros

Go Solo

Go around the clock

Go Ahead- 60 minutes

Go Free before paid tools like linkedin, hootsuit, TimeTrade StoryQuest etc.

Go Direct , Go Viral

## Cons

Go Slow

Go Back to School

Go Back to Work

Go Home

# Cold Calling Pros and Cons

## Pro

Go Solo, write your own script

Go Around the clock

Go Ahead

Go Fast

## Con

Go Away, Avoid calling after 3 calls and 3 emails

Go All in- Diversify your approach

Go Home- Write blogs or run a webinar to get more responses

# Lead Generation Strategy- Software Companies vs. Retail Product Companies

Cold Calling	Email Marketing	Channel Partners Meets	Promotional events	Direct Marketing	Face to Face Interaction with customers
Webinars	Conferences, Events	Content Writing and publishing	Advertisement (Offline and online)	Leads from distributors and dealers	Leads from customer surveys
Blogging	SEO	Digital Marketing	Advertisement from	Media	Development of loyalty programs for customers

# Selling IT Products and Retail Products

Software is intangible So  
Sales Cycle is long



Retail Products are tangible So  
Sales Cycle is not so long



# SOCIAL MEDIA IS A CONVERSATION & INFORMATION EXCHANGE USING.....

# Social Media Sales- Pros & Cons

Greater access to international markets

Research about your customers

Improved networking opportunities with customers and other businesses

Social Media is one of the most Influencer platform in consumer buying and purchase decisions

increased sales

Increased traffic to your website improved ranking on search engines

greater customer engagement

It is usually free and always of Low • cost. Reduced marketing costs

Get Professional advice before using it as it is not your personal page

Be Authentic, Be Yourself, Don't try to copy someone else's game plan

Not having a clear marketing or social media strategy may result in reduced benefits for your business

Social media is immediate and needs daily monitoring

Risk of unwanted or inappropriate behavior on your site, including bullying and harassment

Greater exposure online has the potential to attract risks. Risks can include negative feedback

# Lead Generation Ideas for Products

E- Books

Free Trial

Request a  
Quote or More  
Info Content  
Marketing

Link Building,  
SEO, Ad words

Unselfish  
Contents

# LEARNINGS

With the help of Digital marketing an enterprise could achieve their objective of increasing their sales to a great extent

Business revenue can be increased with adopting the right kind of digital marketing strategy

With the help of Digital marketing any particular identified segment can be tapped for business opportunities

Digital marketing has a wide reach and can be utilized for the benefit of business enterprise to achieve the desired

How social media can play a vital role in the growth of an enterprise

Digital marketing helps to create awareness in the market

Digital marketing implementation is the key to success for an business enterprise

# Review and Follow Us

HOW'RE WE DOING?

LEAVE US A  
**Google**

★★★★★ **REVIEW!**

HOW'RE WE DOING?

LEAVE US A  
**facebook**

★★★★★ **REVIEW!**

