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Psalm 107:1 Give thanks to the LORD for He is good: His love endures forever.



What is A Lead Generation Campaign?

Lead generation is the process of generating interest and demand in a company's brand, products, or services using inbound and outbound marketing strategies, such as online advertising and email marketing. Running a lead generation campaign is an essential process for business-to-business (B2B) and business-to-consumer (B2C) companies for many reasons.

When you run a lead generation campaign you are trying to convince your audience to give you their personal information (usually in the form of their email or phone number) in exchange for something from you in return- either valuable content, information, research, a free trial, a product, or something else they might want or need.

From there, you will have the ability to reach out to that person again and continue to nurture them in the hopes that they will one day become a customer.

When creating a lead generation campaign, you'll want a few things in place first, including a clear objective, a clearly defined audience, your content or offer, a budget, measurement, and a nurture plan.

Benefits of a Lead Generation Campaign

Lead Generation Supports Healthy Business Growth

Without obtaining qualified leads, your company will not be able to grow. While you may receive referrals, those often are not sustainable enough to grow your business the way you want. To be successful, you will want to attract and convert prospects and you will receive that with a lead generation marketing campaign.

Lead Generation Attracts Qualified Leads

Next, lead generation will offer you a solution to finding qualified leads, versus any other lead. You do have other strategies to help with leads like cold-calling potential leads, this type of strategy rarely results in a lead- only unhappy people with a bad image of your brand.

Lead Generation Offers a Natural Transition from Consumer to Customer

With a lead generation campaign, your business can provide a seamless journey for your customers. People can move at their own pace from consumer to customer, for instance by first downloading an online guide or completing a contact form.

10-Step Plan for a Successful Campaign

1. **Establish a Clear Objective-** How many leads are you looking for? What is your cost per lead goal? In what timeframe do you need to be successful?
2. **Research Your Audience-** Who is the best customer for your business? Are you testing and researching to try and expand this pool?
3. **Plan Your Content-** What type of content does your customer like? Free trial? A discount or offer of some type?
4. **Create an Offer-** Get creative with your content.
5. **Promote Your Content-** Be strategic with chosen avenues you promote on. Where are you utilizing your budget? And where does your campaign perform best?
6. **Optimize Your Lead Capture-** It's crucial that you measure performance as you go.
7. **Test-** If something isn't working, adapt and try something new
8. **Lead Score-** Not all leads are created equal. Develop a strategy to understand the quality of leads and who is worth nurturing and following up with.
9. **Nurture-** Keep the relationship warm with the leads you know are quality to your business.

10. Close Deals

There is no need to be intimidated by a lead generation campaign. They aren't as complicated to implement or to understand as you think. It's all about defining your company effectively and your brand message, followed by creating intriguing content that showcases your knowledge and expertise in order to entice customers to provide their information.



If you are looking to spice up your current marketing strategy- reach out to Spectrum Net Designs. Our marketing team would love to learn more about your goals to see if there's room for us to add value to your strategy!

Chat With Our Digital
Marketing Experts

SCHEDULE A QUICK CALL

In Case You Missed It!

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Looking to Rebrand Your Business? Consider These!

Rebranding your business is necessary to keep your business afloat. It demonstrates that your business is current and capable of reinventing its image so you can continuously resonate with your audience. Brands can lose momentum over time, so it is important that you freshen up your brand and offer your audience a new experience. With that being said, rebranding your business is not a simple task. The challenge that lies within is being able to modernize your brand identity without straying away from your core principles and values. If not done correctly, you can potentially lose loyal customers and have a hard time generating new ones.

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How to Create a Landing Page for Your Business

A landing page is a frequently used marketing term for the first page a user lands on when they click on a link from an external source, such as an advertisement or SERP listing. They click the link, and it will take them to a specifically created page with the intent of getting them to take an action. The main objective for any business is to get their online users to then make a conversion, such as purchasing a product or filling out an enquiry form. A landing page should grab the users' attention and be easy to navigate. It needs to encourage and tell the visitor exactly what they should do next and allow the call-to-action to be very obvious.

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