

# Lead Generation Beyond Awareness



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# What is lead generation?

Advertising and promotion are only the first steps in moving potential customers to a sale. The tactics that provide a salesperson with relevant information that they can act upon are, generally speaking, called “lead generation”.

This white paper will give you some useful hints and tips about online lead generation.

It will cover issues including:

- what is a lead?
- what is online lead generation and where does it fit in the customers buying cycle?
- how do you go about creating leads

**WHAT IS A “LEAD”**

**...And What Is Involved In Generating One?**

## Which of these is a “Lead”?

- A. A click on a search text ad
- B. A click on an advertisement
- C. A request for a white paper
- D. An entry into a sweepstake for an i-Pod
- E. An enrolment in a webcast
- F. A name on a list purchased from a direct marketer
- G. An online request for quote

The right answers are C, E and G. A lead is an actionable enquiry from a potential, qualified customer.

# Online Lead Generation Has Many Facets...

They are:

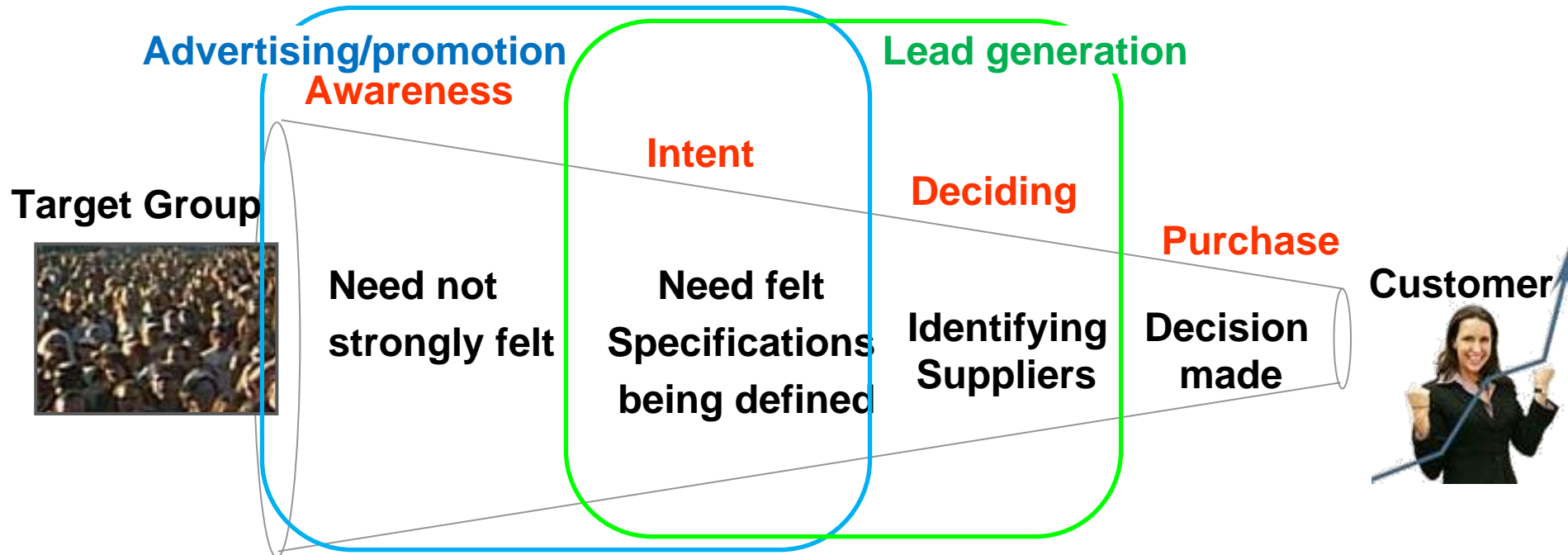
- **Understanding the potential buyer's** needs, business cycles, purchase & decision-making processes
- **Finding** potential buyers and **matching** their needs with your products
- Facilitating the **purchase process**
- **Creating and managing a lead generation process** appropriate for you, your products, and your potential customer

Key issue in the process = Tracking & Monitoring

**WHAT IS “ONLINE LEAD GENERATION”**

**...And Where Does It Fit In The Customer's  
Buying Cycle?**

# Where Does Lead Generation Fit In The Customer's Buying Cycle?



The customer buying cycle include four stages:

**Stage 1:** Customer has not identified a need for a product or service your company offers (Awareness)

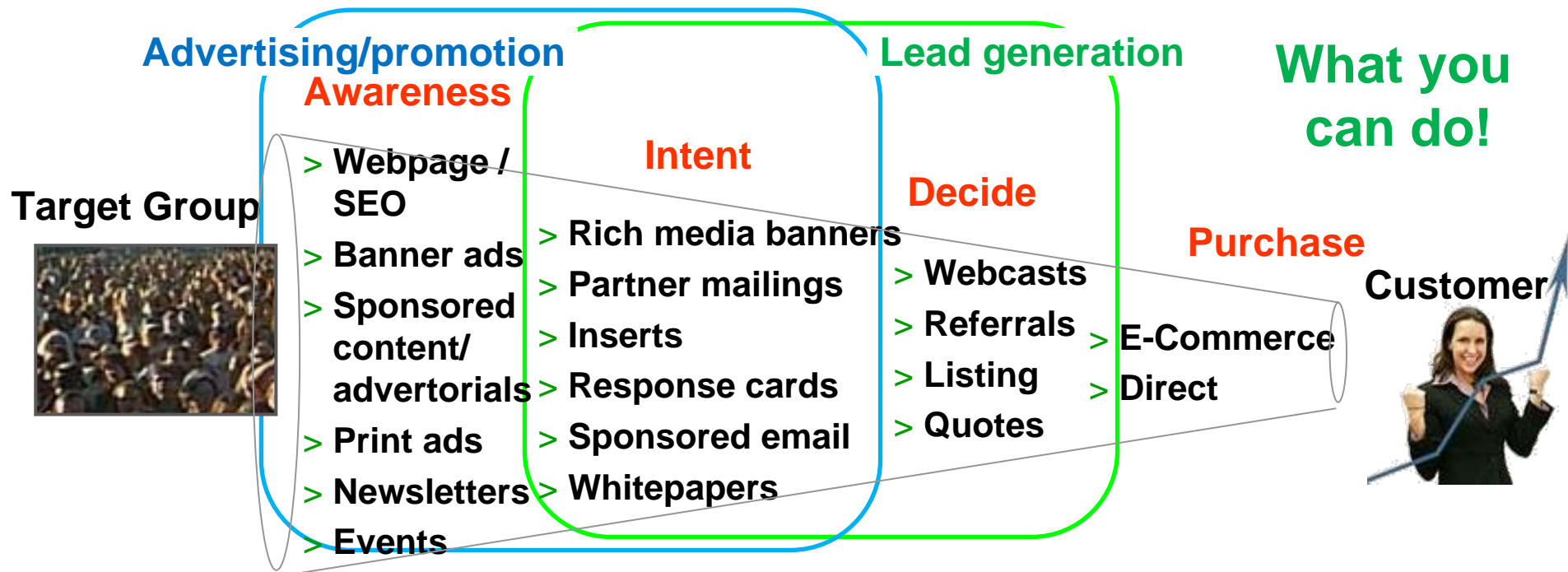
**Stage 2:** Customer has identified a problem and is defining what it is (Intent)

**Stage 3:** Customer has specified the problem and is looking for a solution and solution provider to solve the problem (Deciding)

**Stage 4:** Customer has analysed the solutions on offer and decides to purchase

Advertising, promotions and lead generation work at different stages in the buying cycle.

# Conducting a Continuous Conversation With Your Customers is Critical!



## Your focus

Your focus changes according to your customers' stage in a buying cycle

**What?** ➤ Brand awareness ➤ Product awareness ➤ Product quality ➤ Price / quality

**Who?** ➤ Target group ➤ Target situation ➤ Decision makers ➤ Target moment

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## HOW TO FIND A LEAD

# Some Lead Generation Strategies and How They Work

# Where Do Leads Come From?

- **Indirect:** Request for Information: (RFI)
  - customers reveal their need “indirectly”
  - Typically, a lead is incentivised by an offer of quality, free information in exchange for lead information
  - Self-prequalified
  - Medium volume, medium quality
  - Pay-per-lead conversion (e.g., number of leads completing request for information)
- **Direct:** Request for Quote (RFQ)
  - Customers reveal their need “directly” by asking for a quote
  - is incentivised by offer content
  - Low volume, high quality
  - Pay-per-qualified lead requesting quote

# How Are Leads Generated?

Some effective ways to generate leads are through:

- Contests / Sweepstakes / Competitions
- Behaviour (click tracking)
- Directories / White papers
- Product tests
- On-demand Webcasts
- Requests for contact
- Requests for quotes

## Conclusion: What you can do next...

- Understand the buying cycle of your customers
- Communicate with them at all stages of the decision making funnel:
  - Awareness: problem not identified
  - Intention: identifying what the problem is
  - Deciding: researching solution to the problem
  - Purchasing: completing the buying process

# How can ICIS help you?

ICIS has a number of online solutions that can help you generate leads for your sales team.

If you'd like more information about ICIS lead generation solutions or other ways that we can help you reach your audience you can always contact us or visit our media centre.

**Find your sales contact at:**

<http://www.icis.com/advertise-contacts>

**Visit our media centre at:**

<http://www.icis.com/mediacentre/welcome/lead-generation/>