



Article published on July 16th 2012 | [Advertising](#)

With so many sales lead generation strategies to choose from, entrepreneurs and business owners are prone to spending much more than is ideal for their business. These company owners may be those who choose to believe in their business marketing plan no matter what, even if the sales flow of their business already paints a grim picture of where their company is headed. Or they can also be the adventurous owners who are willing to try new things as they come thinking that the biggest new thing on the market is the best solution for their problem, regardless of the cost. All these entrepreneurs often end up in the same situation: broke.

How can you avoid being one of these business owners and still be able to experiment on which lead generation strategy is best for your business? Here are 4 easy steps that you can follow for cheap yet effective lead generation:

1. State a budget.

Without a doubt, a clear budget will act as the meter on which you will gauge the expenses that you should be willing to spend for your marketing campaigns. As sales lead generation plays a big part in the operations of any business venture, you will undoubtedly allocate a significant portion of your capital for lead generation strategies. A marketing budget will let you decide if you will buy pay-per-click advertising for your website, or simply hire a telemarketing company to do a myriad of marketing tasks for you. Having a budget may even convince you to try out new marketing strategies you are not familiar with simply because they are of lesser cost. Once you've specified the budget for your marketing campaigns, you will do well to...

2. Stick to it.

A lot of entrepreneurs starting out in Singapore, at the beginning of their newest ventures, also have a budget. However, once the operations of their business have begun rolling, they easily blow off this budget allocation, arguing that if it's for the benefit of the company, then it is worth the expense. But think about it: All marketing strategies are for the benefit of the company. Hiring a marketing coach for yourself can be for the benefit of the company. Splurging on paid advertising can be for the benefit of the company. The real argument here is whether your company can afford such expenses and whether it can sustain such extravagant lead generation marketing strategies until they produce the desired results. Oftentimes, you need not spend so much on costly marketing strategies if only you...

3. Learn to embrace technology.

Social media marketing. Email marketing. Creating content. Use the internet. All of these are effective sales lead generation strategies that often cost next to nothing. The internet is a treasure trove of contact information for business to business leads, and the social media sites are saturated with sales leads just waiting for the right content to ignite their interests. There are plenty of cheaper options available to fulfill your lead generation needs, but you will never see the benefits they can offer you unless you...

4. Accept changes.

Yes. As an entrepreneur, changes are often hard to implement. Especially if you've been in business for quite some time. For example, while letting go of your in-house marketing team and

outsourcing to a lead generation firm seems like a ghastly concept to you, a lot of small, medium, and large-sized companies have already reaped the benefits of this type of outsourcing. They have not only maintained their budget, but also the time they needed to concentrate on developing their business in Singapore.

These are just basic tips, and you may expand on it to help you be a more cost-effective business owner or manager.

Article Source:

<http://www.articleside.com/advertising-articles/sales-lead-generation-without-the-expense.htm> - [Article Side](#)

[Jayden Chu](#) - About Author:

Jayden Chu helps companies in Singapore and in other Asia Pacific countries increase their business revenue through lead generation and appointment setting services. He is a professional consultant for a [telemarketing](#) services. To find out how you can increase your business revenue, go to a <http://www.callbox.com.sg/>

Article Keywords:

sales lead generation strategies, lead generation, sales lead generation, lead generation marketing, business to business leads, lead generation firm

You can find more [free articles](#) on [Article Side](#). Sign up today and share your knowledge to the community! It is completely FREE!