Then and Now: the Best of Marketing Lead Generation Efforts by Sara O'Shanassy

Article published on February 18th 2012 | Business

It has been said time and again that change is the only constant. This is generally a good thing, as people always strive to make their lives better and easier through technological innovations. However, this also creates a struggle between old and new practices. As with many other things, this struggle is also present in the field of marketing, particularly that of lead generation.

Traditional

Based on a private research companyâ€™s survey in 2010, 50% of quality lead generation programs are still traditional. According to the survey, the following are the top three traditional lead generation efforts:

Events and Trade Shows

Events and trade shows yield the most number of high-quality leads. They are two of the most expensive traditional marketing techniques. Despite this, though, they are also considered some of the most successful in terms of product recall and awareness.

Telemarketing

Telemarketing has proven itself effective in lead generation because of its highly personal approach. Client representatives call consumers and discuss their product or service over the phone. The representatives make the most out of their time to convince consumers that they need the product or service.

Direct Mail

Like, telemarketing, direct mail efforts also have a personal approach since these involve corresponding with people directly. The only difference between the two is that direct mail talks to consumers via written communication, images, and persuasive promotional endeavors.

New Media

Innovative lead generation techniques are on the rise because of the popularity of new media. A great number of people are online at any given time. In terms of potential markets, the Internet is said to be a gold mine. Companies like GMB Direct use modern lead generation techniques to harness this potential and convert it into actual transactions. According to the same survey, the following are the top two digital marketing lead generation efforts:

E-Mail Marketing

E-mail marketing is said to be the top lead generation program over the Internet. Approximately 62% of respondents affirmed that this strategy is the most effective way of generating leads. According to lead generation and marketing firm GMB Direct, the current numbers show the growing strength of email marketing, as it reflects a 3% growth from the previous year.

Search Engine Optimization (SEO)

SEO is favored by various businesses, as it taps the two billion unique internet users worldwide,

which results in massive website hits for a product or service that is successfully launched online. In SEO, more hits mean a higher possibility of landing in the first page of search engine results. According to companies like GMB Direct, these hits can translate into sales, but only if the website offers quality content about the product.

Article Source:
http://www.articleside.com/business-articles/then-and-now-the-best-of-marketing-lead-generation-efforts.htm - Article Side

Sara O'Shanassy - About Author:
For more details, search a GMB Direct,a GMB Direct and a GMB Direct in Google for related information.

Article Keywords:
GMB Direct

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