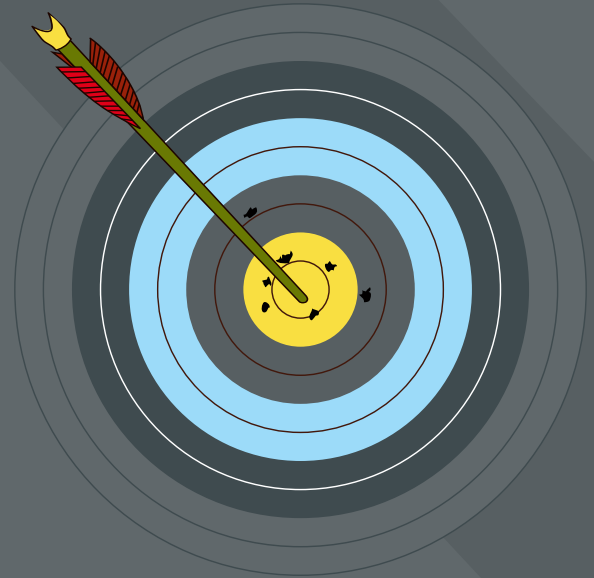




Email Data Group  
Go Green with Online Marketing

# Top 4 Ways to Fail at Effective Lead Generation





## Top 4 Ways to Fail At Effective Lead Generation

Why do you think top marketing companies in the world are good at what they do? Do you believe it is luck and a bunch of guys hunched in front of their computers spending countless hours working on projects? Is it because they have endless amounts of cash to throw into the market that you will take notice of their service and brand? The answer is a resounding no. It is the power of processes, processes for everything, from creation of the service/product, to the after sales service and everything in between.

### 1

#### **Starting a Marketing Campaign without a Clear Objective:**

This can be disastrous on various levels. To give you a clearer picture, a campaign should have a motive, an aim or a desired result, without which you are not able to track results, and you will not have a parameter against which it is measured up and tells you if the campaign is a success or not.

A good chef knows how many guests he is cooking for, if not, he will come up short or will have too much made. The same applies to a campaign. Result oriented campaigns are far superior and way more successful than one which does not know what it has to do.



## 2 No Response Management System:

It is surprising to think that a marketer would not have a response capture and management system ready while setting up a marketing campaign. Do they feel that they will not get any responses at all? That is the lowest of negative thinking. Even if the campaign is not of great standards, be fully aware that response will come in.

Get a response system set up, be it a welcome mail, thank you mail or a 'we will get back to you' mail. The next step is actually getting back to them and the best way to do it is to pick them out, understand the situation and respond appropriately. Do not send out automated responses after the first mail. That will be the end of the lead as you know it.

## 3 An Offer No One Wants:

Now this is a tricky one. You may believe that your offer is the best of the best, and your lead will devour it in a voracious frenzy. But when your results are in, it's a lukewarm response or fewer than that. What went wrong? Your offer needs to be compelling, hard selling, in your face and exciting.

The best way is to test the offer. Create a test campaign, roll it out, and see the responses. A/B testing is the industry standard while testing various factors of a campaign. This way you can choose between two offers and use that for the main campaign. Some experienced marketers use word of mouth. They ask colleagues, friends, even strangers and see their reaction. Trust us when we say that this really works, but deal with it smartly, it can back fire.



## 4

### Nurturing Program Nonexistent or Not Effective:

Marketing campaigns require a very strong and effective nurturing process backing it up. If there is no nurturing program in place, all the effort, time and money invested in a marketing campaign will be totally pointless. Marketing campaigns are designed to elicit responses. When these responses come in, your lead capture and nurturing program should kick in. qualify every lead, give it a score, nurture it through various means and take it through a sales cycle.

Every lead should be put through a sales funnel. Nurture it according to where they are in this funnel and the chances of a conversion are very strong. One simple reason is that if a lead gets a nurturing mail when he wants pricing information, the chances of a conversion come down. It is all about capitalizing on opportunities.

Lead generation is serious business. A complete process is a must for a successful lead generation campaign. Getting them all together may be a tough job but once it is in place, sit back and watch it do the work.

