

A Guide To Boosting ROI Through Lead Generation Automation



What Is Lead Generation Automation?

The term is generally used to denote software platforms used for lead generation activities by organizations. The automation platforms are designed to simplify repetitive campaigning tasks. Marketing companies and consultants across the globe benefit from such platforms as huge data can be stored, executed and interpreted several times faster than when done manually.



How It Came Into Being?

As technology progressed, companies increasingly felt the need to develop a software program to ease the process of lead generation. What was initially a manual process or at best involved Outlook Express, gave way to high-tech software and other custom processes.



Then came CRM, which transformed the marketing outflow for many companies. They provided superior additional applications like sales productivity tools, maintaining purchase records, sales management solutions and more. However, as companies grow bigger and defy all geographic boundaries, CRM systems are not proving to be enough to maintain and upgrade the entire organization's sales and marketing. An automated lead generation system is instrumental in maintaining and upgrading the CRM system as a whole.



Such automated platforms are CRM systems that can manage all of your lead generation needs with the aid of latest software



How Lead Generation Platforms Work?

Companies use automation platforms as a prospect and lead management tool. Lead management was an issue with most companies until recently. Saving the leads in the CRM system was the only option and it was increasingly becoming difficult to manage them. There was no solid prospect or lead nurturing process in place which resulted in untimely loss of prospects and thereby customers.

Marketing Automation platforms for lead generation were developed by software experts to primarily manage and nurture prospects in a single, unique platform.

Lead generation process starts by capturing prospects from customer forms or data imports. The process then starts an automatic conversation with the lead to impart useful information about the product.

Alongside, every lead's online activity (pertaining to business) is captured by the system. This may include details like when the leads open emails, what links they click on, if they download whitepaper, if they are completely inactive etc. Based on the above observations and the prospect's preferences, the system optimizes email campaigns for the prospects. The system also decides at what stage of buying the lead are. Once the campaigns are on, the software captures its progress throughout and assigns definite score to each prospect or lead.

Key Features of Lead Generation Platforms

- Email Campaigns The platforms design and carry out comprehensive lead generation campaigns
- Lead Nurturing Gathers details on leads, prospects and nurtures them into a customer
- Lead Scoring Assigns definite scores to the leads to help ascertain at what stage of buying they fall into
- Campaign Tracking Tracks leads closely to find how they are performing
- Integration with CRM Works closely with CRM database to rule out any loopholes in the campaign database
- Reporting and Analytics Generates real-time analytics that can interpreted, and modified accordingly

The Final Question: How It Helps You Increase ROI?

Going beyond traditional lead generation processes will integrate sales and marketing process into one. Besides, it will also help build a comprehensive marketing platform capable of generating more sales-ready leads. Let's see what factors make a difference to the ROI quotient:

Conversion:

The automated process identifies which leads are the most active and nurture them accordingly. Thus they help distribute the attention more towards the ready prospects and less on the dormant ones.

This leads to better conversion which when interpreted in business terms implies a greater ROI.



Complete Automation:

As explained earlier the system is fully automated thus requiring less time and money on following up campaigns and designing them. The considerable saving on time and money translates to a higher ROI.

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Effective Nurturing:

It eases the process for salespeople by intensely following up with each and every prospect and their buying stage. The salespersons step in only when the lead is ready to be talked to. It thus saves on expensive resources which imply a higher ROI eventually.

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Prioritizing Leads:

The automatic workflow does not deal every prospect with equal importance. It gives more stress on those which are close to the buying stage and concentrate more on them.

The sales resources know in-depth about the prospects when they strike a conversation with them.

This certainly reduces the sales time and thus boosts the ROI.

Consolidation of Data:

Automated lead generating platforms consolidates data and increases its quality manifold. It identifies duplicate email ids and cleanses them from the existing records.

It can also hold data from multiple systems and act as one principal data holder. It reduces the time for database maintenance and helps save you dollars.

Nothing, but a higher ROI it is.



An automated lead and demand generation process is absolutely indispensable for businesses to effectively manage and integrate sales and marketing efforts. An automated lead management system will help them identify the loopholes of the campaigns, analyze personas of their prospects and allow quick tweaks in the campaigns. Eventually, the graph will rise upwards for better conversion and sales.

About Leadsberry:

Leadsberry offers high-quality lead management solutions customized for large and small businesses. Leadsberry's world-class lead management tool has helped businesses generate sky-high ROI by completely automating their lead nurturing process. Their marketing automation tool is one-of-a-kind wherein clients are able to generate, follow-up, score, nurture, analyze and convert leads into deals. Since inception Leadsberry's innovative lead nurturing tool has helped its clients automate their lead generation and follow-up completely and bolster their sales double.

