

The Definitive Guide to Lead
Marketing

Learn to capture more and better leads with Lead Marketing



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1. The Definitive Guide to Lead Marketing

If you are here, reading this guide, it is certain that you are interested in some topic related to Lead generation through online lead marketing strategies, right? Now, what is not clear to me is at what exact point you are, since each person and each project is unique, but I will try to respond to all needs.

Do you need to know what a lead is from “once upon a time”? Or do you already have experience and what you are looking for is more... How to optimize your Lead capture strategy? Or do you want to go a step further and find out the tricks to attract more qualified Leads? Or even... How to convert Leads into customers?

Whatever phase you are in, I promise that I will try to help you. I have written this endless mega-guide on lead generation, trying to think about meeting your expectations, whatever they may be. And to make it easier for you, I let you choose one of these three options.

1. I'm new and I want to learn everything about Lead Capture, from zero.
2. I've been researching about Leads for a while, and I need expand my knowledge even more
3. I think I know enough about the subject and I'm just looking for information to attract more and better Leads (more qualified)
4. I already have enough leads. What I need is to turn them into customers!

2. What is a Lead? And the Lead Marketing?

Let's start with the basics, and for this we must fully understand what a Lead is. I am not going to offer you the boring and institutional definition that is found in the typical blog articles that only pretend to capture traffic, and that are not involved in the fact that readers really learn.

2.1. Definition of "Lead"

Let it be clear to you: a Lead is not a potential customer; it is something long before that phase. It is a seed that must be planted, watered, fertilized, and cared for, to transform it into a beautiful plant, which makes its photosynthesis in a timely manner, and which ends up decorating your house in a while.

A lead is a first contact; someone who may hopefully end up being a client, in the medium or long term. But that will not happen immediately, since before we will have to do "many things".

That Lead has chosen, voluntarily, to give me his data so that I can contact him. It can be just an e-mail address, or it can be more personal information (name, telephone, interests, likes, etc.) And, in addition, you have checked the box that you want me to send you commercial information, newsletters, and other paraphernalia. Important.

2.2. Definition of "Lead Marketing"

Lead marketing is water, sun, fertilizer, and singing to the plant so that it grows.

Well, that. Lead Marketing does not try to attract Leads, it does not sow anything. Lead marketing is, and always has been, a set of online marketing techniques that tries to turn those seeds into plants (customers).

Therefore, through various techniques, lead marketing will help me to:

- Segment Leads
- Get interaction with my Leads
- Get more information from Leads
- Make Leads interested in my products or services.
- Receive comments and feedback in general from my Leads.
- And finally, convert them into customers. Or discard them (whichever happens first).

Lead Marketing is a specific online marketing technique, whose goal is to convert Leads into customers.

To do this, it will try to segment the Leads and achieve interaction with them through a multitude of channels: Mail marketing, Surveys, Lead magnets, WhatsApp, SMS...

Ok, you already know what a Lead is and what Lead marketing is, right? We move on to the next point, and we are complicating it little by little. I recommend you prepare a good cup of coffee (or a beer, you choose), which always helps, before continuing.

2.3. Lead Marketing Objective

What is a “lead generation” or lead generation marketing strategy for?

Obviously, a Lead generation strategy, whatever you call it, and give it whatever fancy name (in English, of course) you want, is nothing more than a way to attract Leads to your domains. And understand by "domains", your website, newsletter, social networks, or wherever you are centralizing your online marketing actions.

Any channel is fine.

A Lead generation strategy always has the objective of reaching a critical mass of Leads, which we will later begin to deal with through Lead Marketing techniques. We will know that we have reached that critical mass when we start receiving feedback and interactions from our Leads on a regular basis. That is, when silence is no longer the standard response to all our online marketing actions.

The key to everything is precisely that: the critical mass. If I want to start treating my Leads through, for example, mail marketing techniques, I will not be able to get notable results until I have a few thousand Leads in my database. Segment how much I segment, and still spinning as fine as possible, if I only have a handful of Leads, the investment and effort necessary to create mail marketing campaigns will not obtain an adequate ROI (Return on Investment), in any case.

The clearest example is a professional Instagram profile, for example. No matter how hard I work on my wall, or post super interesting content, with 100 followers I will not get any interaction or return. Maybe when I reach 1,000 followers, if they are of quality, I'll start to receive positive reactions, who knows. But it is certain that when I have 50,000 quality followers on that page, I will be generating business.

Obviously not? Friends, critical mass is everything. And for that I can only recommend two basic tools:

To attract more Leads in your online marketing campaigns, you only need two tools: Pick and shovel. And to dig. That is to say. A lot, a lot of work. And if you accompany it with creativity, success is assured.

Creativity when thinking about new ways to attract Leads is also key. I have seen brutal campaigns generating thousands of Leads, for very little money, simply for having come up with a good, creative, and innovative idea. ¡Spin the coconut!

3. How many leads does it generate (on average) a website?

Well look, this is good. The typical question that I get everywhere. What is the appropriate number of Leads that my website should be generating? The answer is easy, very easy: It depends.

3.1. General considerations

Obviously, if you have been reading me for a while, you will know that I am going to get more wet than that, and that I am going to answer the question adequately. But I want to make it clear that there is no "magic number" of Leads. And here is the lapidary phrase of the day:

The maximum number of Leads that you will get in your marketing campaigns will depend on whether you offer a product (ecommerce) or a service (Lead Generation), the sector you are targeting, and the type of client you have (B2B, B2C...). In addition, generally and unfortunately, the greater the investment in advertising, the greater the number of Leads.

And since I know that you are still hungry for information and want me to go into more detail, I am going to give you some general numbers below.

When we talk about how many Leads can be generated on average on the websites, we always measure it with another fundamental indicator, which is the conversion rate.

3.2. The percentage of conversion

Damn, but what is that conversion rate?

We are going to study the conversion rate in, for example, an online marketing campaign that tries to generate traffic to a landing page.

To do this, we will need to know how many people fill out the contact form, out of every 100 web visitors. If I receive 1 contact form (1 Lead) for every 100 visitors, then my web conversion rate is 1%. If there are 10 forms → 10%.

In other words, the conversion rate gives me objective data about how well or how badly I am doing things. If the conversion rate is low, it could be due to multiple factors: My website loads slowly and people get bored, my web design is not very intuitive, my product is not interesting, my web form is too long. etc.

3.3. Average Web Conversion Rate

According to an important study carried out by the Spain company **Flat101** After studying thousands of Spain websites, they have come to the conclusion that the percentage of web conversion for websites that capture Leads is around 2% on average. But beware, the mean is a bit misleading, because the median is 1%.

Already You know, Yeah I payment \$2,000 to the month Y your \$100, the half of salary Come in your YI is \$1050. Far from reality, right? That is why the median is more reliable, where we discard the most extreme values on both sides, and we are left with a more “real” mean.

That is, the normal thing is that your website has a conversion rate of less than 1%, and that once you have optimized everything, you get that long-awaited 1% or even exceed it a bit. 2% is an ambitious goal, be careful.

But, as I told you at the beginning of this section, it all depends. And in this case, it depends on the sector. Look at this graph taken from the same study of Flat101, to watch the **important differences of percentage conversion between different sectors**:

CONVERSION POR SECTOR

Promedio de %
Conversion

Feed	
Car	5.08%
Banking & Insurance	0.92%
Education	0.85%
Fashion	0.43%
Other	2.69%
Service Provider	2.89%
Health & Beauty	1.58%
Travel	2.79%

Automobiles and service providers are the sectors that have the highest conversion to leads. The least the fashion, education and bank sector that do not reach 1% conversion

Average conversion of leads on websites, by sector, according to the Flat 101 study

4. Lead types

Once we are clear about what a Lead is, we must also know how to classify it. And it is that this can be the key to everything: My secret is to associate the theoretical states of the Leads, to states of mind:

- The Indifferent Lead
- The Receptive Lead
- The Excited Lead
- The Lead in Love.

And for the record that this bullshitIt is homegrown, do not go around telling it, because the "foodies" of online marketing will not even know what you are talking about. You have been warned.

4.1. The receptive lead or “dry” lead.

For me, a Lead who has just left me their data is a person who shows some interest in my brand, my products, or my services. Therefore, I will have done something right. It is a primitive state, which will have to be worked on a lot. For this reason, when a Lead lands in my domains, it is basically a Receptive Lead: he is willing to listen to me, receive my news, and then it will be seen.

This, the "gurus" of marketing, simply call it "Lead". In case you get to Google it, I mean.

4.2. The indifferent lead

I get this status out of my sleeve, and there is (at least as far as I know) no technical term to define this type of Leads. And I don't understand why, since my experience tells me that when I have tried to phase a Lead repeatedly, and I have only received silence as a response, this Lead becomes what I call an indifferent Lead. Something like... "I expected something else from you."

It may be that the person expected another type of content, products, discounts or promotions from me. It may even be that he subscribed by mistake, without giving much thought to what he was getting into. It may simply be that I have swarmed them with emails, and they have gotten bored, or that my campaigns are so poorly segmented that I always offer them the opposite of what they need.

Be that as it may, this Lead is about to leave my radius of action forever. Danger! You have to know how to identify it in time, and redirect the situation. Let us be friends again.

Try to monitor the responses and feedback from your Leads, to detect discontent before it is too late. It can mean the difference between a sale, or a person disappointed with your brand.

Working with indifferent Leads periodically has a multitude of benefits, but I am going to mention one in which perhaps you had not fallen for: Normally, to carry out mail marketing or SMS marketing campaigns, you pay by number of subscribers or shipments. If I have 10% of "Indifferent Leads" within those campaigns, I will be paying an additional cost, just for not having detected them. Many times, it is better to filter this type of Leads well, try to recover them at all costs, and if not, discard them permanently. Even if it hurts.

4.3. The excited lead, or marketing qualified lead (MQL)

I like to think of what the experts call “MQL” as a Lead who is excited about me or my brand: After becoming a Lead, he has reacted positively to some campaigns, he has given me some feedback, and it seems that he is beginning to trust In Myself. It is the ideal time to give them more information, give them the opportunity to start a "more serious conversation", carry out general pedagogical tasks... whatever you can think of.

This is the critical moment, if we manage to get this Lead through the phase, the next one will be easier. From my experience, most Leads are lost here, since we are not capable of identifying the specific needs of each "Illusioned Lead" and we shoot everything that moves with a broad brush.

Segment, segment, and segment again. Offer personalized content. Unique. Create engagement, go in the first person. Do not put out the flame of your Excited Lead under any circumstances.

4.4. The lead in love or qualified lead for the sale (SQL)

We come to the good. If your Lead has advanced all the screens to get here, it is like the "final monster" of video games. The great test, the leap of faith. You have it to egg.

A Lead in love, (if we get technical, a "qualified for sale" lead), is a person who has already decided to buy, and who is yet to decide whether to buy from you or not. Here you must reward the impulse try not to cool the situation, and that the Lead does not go back in mood under any circumstances.

It is time to offer your Lead a Demo, face-to-face meeting or video call, product test, or personalized advice. Something that makes you feel special, that distinguishes you from the rest of the Leads. Here commercial skill comes in above all things and online marketing, although still relevant, loses strength compared to traditional marketing and personal relationships.

5. How to capture leads?

This, friends, may be the million-dollar question. And although I already told you in advance that there is no magic answer, I am going to give you a series of crucial clues that you will need to learn how to obtain Leads through your online marketing campaigns.

Let's say that, reducing to the most basic, there would be two ways to capture Leads: On your website, or outside of it. This means that even in the event that you do not have a website, you could start a Lead capture strategy, without problems. Of course, I always recommend trying to centralize your efforts on your own website, with its landing pages, forms, call-to-action buttons, web copy, etc. strategically designed. It will always be much easier and more successful this way.

So, knowing this, if I go down the interesting path of centralizing efforts on my website, once it is optimized and not before, I will have to generate qualified web traffic to it. In the next chapter, I will tell you about the most common traffic sources to generate valuable web traffic.

Therefore, and to highlight, focus efforts on converting more instead of capturing more traffic. It is the most profitable strategy, when it comes to increasing the number of leads captured. It is a mistake that we usually find ourselves in, believing that the more traffic you generate, the greater the volume of leads.

I have even seen, on certain occasions, the lead conversion rate drops drastically when generating more traffic to the web, or when trying to impact a significantly greater number of people with an online marketing campaign.

6. Examples of lead sources

6.1. Google Ads & Google Shopping

Obviously, one of the main sources of capturing Leads will inevitably be “San Google”. Both in organic mode and in advertising campaigns. It is precisely this second medium, Google ads (O Google Ads), the main channel for attracting qualified Leads that exists in the world of online marketing.

Within Google Ads, we find a multitude of types of campaigns that we can do, each with its own particularities:

- **Google Shopping:** Exclusive for online stores. The ads will show price, photo, and more features of the product, and are displayed at the top of the screen. A lot of competition in general, but good ROI if the strategy is correct.
- **display campaigns:** For this type of visual campaigns, various graphic creatives are designed, both in image and video. These campaigns obtain a greater volume of visits to the web at a much lower price, and help to create brand memory.
- **text ads:** These campaigns get hotter leads, but at a higher price. Multiple campaigns are often created. Promotion of brand, products, services and specific areas, and generation of web traffic.
- **Auto Form Ads:** New functionality in Google Ads that gets leads at a low cost, of high quality, although somewhat less than text ads (from my experience). They are created through the extensions and the leads are received through an excel downloadable from the ads application. However, it can be automated, and they reach a database through, for example, Zapier.
- **local ads:** To obtain direct visits to the office/premises. It is very difficult to measure the conversions they obtain, but they are useful to obtain more physical clients in case they are of interest to the project.

- **discovery campaigns:** Generally those that obtain a lower cost lead, although they do not obtain a large volume of leads. They are used for remarketing. It is about those ads that appear when we open the Google application on the mobile, and suggest content related to our tastes.

6.2. facebook ads

Like Google, Facebook has its own types of campaigns, similar to Google's. Advertising on this social network is, in any case, more intrusive than on the aforementioned search engine. It does not respond to a direct search need, and the leads will always be less hot. On the contrary, the price usually drops to less than half, so it is suitable to obtain an interesting volume and use these leads later, for example, for mail marketing.

The most interesting types of Facebook Ads campaigns are the following:

- **automatic forms:** Without a doubt, these types of ads get the lowest possible cost per lead, although they do get lower quality leads. Valid for volume strategies, like automatic Google forms. Although to be fair, it must be said that this time it was Google who copied the idea from Facebook.
- **Image Ads, carousels and videos:** Carousels work very well, because the Facebook algorithm (the famous "Edgerank") rewards them. They are also more noticeable to users.
- **catalog ads** connected with the online store for Instagram Shopping. A bit complex to conduct, you will certainly need a developer to connect your online store with your Facebook Business Manager. But they have a lot of visibility, and they work quite well

6.3. Social Networks: Organic Mode On

Not everything was going to be putting money on the table, was it? There are still real possibilities of being able to obtain qualified traffic that ends up becoming Leads, through organic publications on social networks.

For some time, this has been complicated in the most popular networks, such as Facebook and Instagram. That is, if your intention is to open a Facebook page and generate business with organic content, you have it more than complicated. The same happens with Instagram, to a lesser extent, but little by little it is becoming a reality.

Luckily we still have some social networks such as LinkedIn, Twitter, Tik Tok, Pinterest and many others, which can be of use to us depending on our sector. Look for your target audience in them, and be very constant in the publications. Plan, schedule your content in advance and interact!

6.4. Email & SMS Marketing

Mail marketing is becoming one of my favorite weapons to be able to retain customers and create "express" campaigns. It is not a means of capturing leads as such, but something that we use afterwards, to try to rank up a client/led and turn them into a fan or "lead in love".

However, due to its low necessary cost and its high return, it is an online marketing tool to always keep in mind. You can use any platform at your fingertips, but some of the best known are Mailchimp or Active campaign. Both have their pros and cons, and you can even automate shipments to save on management hours and gain even more loyalty.

In the end, mail marketing is also a good generator of web traffic, since if you segment your campaigns well and place links to different landing pages on your website, you can obtain very interesting open and click rates. The problem is the same as always: you will need to reach a critical mass of leads in your database in order to run truly productive campaigns.

6.5. Mobile APPS

Who said apps were dead? Every day, there are more brands that add to their online marketing strategy, creating native apps for both iOS and Android. The advantages of these formats are multiple, but I will give you some information:

- **You can send notifications push** to people who download your app. This is essential to boost specific campaigns.
- The conversion of visitors who enter through an iOS device skyrockets, compared to those who enter from Android.
- In your app you can establish direct communication channels with your users.
- In addition, the apps promote brand memory and loyalty in an exceptional way.
- The cost of making a not excessively complex app is not high. in no case.

6.6. call centers

One of the oldest tools in marketing, are the massive calls made from "Call centers". In some countries it is not allowed to buy databases to use later in databases, and even if it were, the quality of the leads from those databases is derisory.

This has a solution thanks to marketing conducted through call centers. They are the ones who have the databases, and they don't sell them to you, but they use them to directly call potential customers according to your target audience segmentation. Ideal especially for specific campaigns in which it is necessary to make a lot, but a lot of noise.

My advice is that you trust only true professionals in this branch of marketing, and that you demand graphs and daily metrics of everything that happens: calls made, successful calls, reasons for unsuccessful calls, information obtained, leads obtained, etc.

6.7. WhatsApp & Telegram

One of the latest to join online marketing and that I have not tried properly yet, is marketing through WhatsApp Business and Telegram. In theory it is an exceptionally good channel of direct communication with your leads, but intrusive, so we will have to be cautious and always set a good strategy.

Perhaps more suitable for customer service, trust building and after-sales service, although... You never know where the line is!

6.8. chatbots

The natural evolution of "online chats" embedded in corporate or direct sales websites was to automate responses to the most frequently asked questions by users. In this way, you can have a robot answering questions 24 hours a day for you, even when you are not working.

Effectively use, chatbots help customers when choosing a product or service, guide them and enhance the generation of trust. This will have a direct impact on an increase in the conversion rate, without the need to increase web traffic.

The only care you have to take is not to unnecessarily frustrate your web visitors. That is to say:

- **Do not simulate a chat with a real person**, if it is not. Make it clear that it is an automatic system.
- If you are not going to provide real value to your users, it is better not to use a chatbot. That is, it has to be truly useful.
- **Always check the comments** and the conversations of your chatbot, because you will learn a lot about your target audience, and you will also be able to gradually improve the responses.

- **Always ask for contact information** in conversations and automates the saving of that information in a database that can be worked on later. If not, you will not generate leads. Evident.
- Make sure that the chat is perfectly integrated into your web design, with special attention to the mobile version.

6.9. vertical portals

Depending on the sector you work in, it is possible that there are vertical portals specialized in it. For example, in the automotive sector there are countless of them (coches.net, coches.com, autocasión...), in the real estate sector as well (idealista, micasa.com...) and so on with countless examples.

Many of them will require paid subscriptions, but in the end they usually pay off if your strategy is well defined. In certain sectors they are, in fact, indispensable. Of course, do not base your entire strategy on them, since we lose a large part of control when it comes to being able to do online marketing in a comprehensive way. Vertical portals should be just one more channel within the lead capture strategy for a brand.

6.10. other sources of leads

Did they seem few to you, or what? Well, the list is endless. Only your imagination is the limit: Advertising and playlists on Spotify, QR codes, programmatic ad buying, ads on native platforms, branded content, guest blogging, ... In short, I don't want to bore you that the article is already long enough.

investigate! Every day a new online marketing channel comes onto the market. In fact, this article that you are reading will certainly not be worth a paperweight in 10 years. This changes fast.

7. How to convert leads into customers?

Here is the tricky part. Suppose that we already have the lead capture system sufficiently organized, and that we have new leads continuously entering our system. How to convert them to customers? Well, here the key is specialization, knowing how to identify the status and needs of each individual lead, and offering a product or service according to this information.

For me, the most important thing is the correct distribution of the leads to the commercials, or to the people in charge of dealing with those leads. A good CRM or ERP always helps to organize the distribution of leads, keep a record of contacts made, and always keep the information of those leads up to date. There are solutions on the market that range from free applications to ERPS such as SAP, which are much more complete and whose investment when implementing it in a company requires more resources. Always size according to your needs. You could even opt for solutions in the cloud, very versatile and cheaper. You choose.

Finally, if the volume of leads generated is very high, you should think about implementing the figure of the "lead assign" in your company, that is, someone who is in charge of assigning each lead to each salesperson, depending on the product or service to sell.

Once the distribution and follow-up of the leads is ensured, it is time to focus on training the sales representatives. It is essential that they know the product or service they have to offer inside out, and if you have multiple options, it is best to specialize each salesperson in one or two of them. In this way you make sure that each contact will have an incredibly careful and specialized attention.

In addition to knowing the product well, the salesperson must know the peculiarities of each type of lead: A lead from a Facebook ad is not treated the same as one from Google. The first will be a very likely cold lead, perhaps less informed, and the second much hotter about to make a purchase decision. This is fixed with experience and, again, training.

And finally, once you have all of the above well assembled, you will have to analyze data. Compare statistics, collect as many graphs as possible, make a scorecard or use the measurement tool you prefer, but you need to calculate the ROI (Return on Investment), the cost per lead, the cost per sale, the margins, the percentage of conversion for each channel, and the rate of abandonment of leads in each phase. Among other things.

With all this information, you will improve processes and obtain better conversion rates. I repeat it one more time: do not be obsessed with generating more traffic or more leads, but rather with improving the success rate. It is cheaper and more effective.

8. Lead capture companies

In case you didn't know, there are lead capture agencies that you can hire to perform this service for you. In case you do not know or do not have the human / technological resources to be able to carry it out yourself, you can assess the option of outsourcing this service.

In this case, following the trend of the article, I will give you some tips for choosing a good lead capture company:

- If the company has experience in your sector, or even better if it is specialized in it, even better. So part of the work is already done: They already know the target audience and the competition, what works and what doesn't. Always taking care that they do not work for your most direct competition, of course.
- Make sure they comply with data protection legislation, to save you scares.
- Ask them for success stories or examples of similar work they have done.
- If possible, start with a trial without permanence commitment to see how good the service is.
- **team up** with your lead generation company. They must be a part of your business. If the relationship is not close, the results will be worse.
- And last but not least, it requires good periodic reports where they provide all possible data on the quality of the leads obtained and their volume. Cross data with your sales and obtain margin and cost metrics per lead to see if it pays off.

9. Frequently Asked Questions about Leads (FAQ)

9.1 ¿Can I buy leads?

Power surely you can. But you should not. First, obviously, for legal issues. And second, because it's likely to be a disastrous investment: No one likes receiving intrusive advertising from a company they haven't subscribed to. You will generate negative reactions, your brand reputation will fall and you can even get blacklisted by Google. Eye.

9.2 Is a lead always valuable, even if they have not bought?

Always. A lead is a treasure. Save it and care for it as such. Even if you do not have an immediate purchase intention, you can always redirect the situation through a good online marketing strategy. Pick and shovel.

9.3 Is my sector / company / business valid for the strategy of capturing leads?

Yes. Point. All sectors, companies and businesses can do lead marketing.

9.4. Is a recruitment strategy expensive? of leads? How much does it cost?

Magic Answer: It depends. Companies with enough muscle invest heavily in this type of online marketing, while smaller companies tend to start with small actions and add investment as they see results. Whatever your case, try it and tell me. I read you in comments.

9.5. How to start capturing leads?

From the beginning: Define your target audience for each product / service that you are going to offer. Research the competition, and how your products are looking for that target audience. I recommend you start by optimizing your website or do it if you don't have one, and while you work on SEO, start investing in more than one payment channel: Networks, Google Ads, Shopping... whatever. Soon you will see what works and what doesn't, and based on that you will make decisions. As I always say: make mistakes quickly and above all, cheap.

9.6. Can I capture leads by myself without the help of a specialized company?

Of course. Here you only need three things: Knowledge, desire, and perseverance. Obviously, not going hand in hand with a company specialized in online marketing will make your results take longer to arrive. But if you are constant, you study and you are up to date with the news of online marketing, and you give it a couple of noses, you will achieve it.

10. Tips to capture more qualified leads.

Pay attention to this last twist in the script: Would it surprise you to know that you, an anonymous friend, are a Lead for me? I hope that at this point in the reading, your answer is a resounding “no”. This article is seen the “duster” from afar. It is clearly a very powerful tool for capturing Leads. If you are not clear why, keep reading these last lines. They are the grand finale, the climax! Fiance

It turns out that in this little time that you have been kind enough to share with me, I have managed to find out some things about you. And those things are valuable business information for me, which help me get more qualified Leads. I'm sorry to break "the fourth wall", but I don't think I can be more explicit or give a better example on how to obtain qualified Leads: Right now, I have assigned you an internal grade, based on your behavior:

Surely you have downloaded this guide through my website. If so, I have already captured information about you: from which source you entered, how long it took until you downloaded the guide, what pages you saw, where you clicked... and much more. Therefore, when thousands of people download this guide, I am receiving useful business information. I automatically know if this guide has generated interest, what types of questions are most frequently asked, and will apply it to my future marketing campaigns accordingly.

And this, friend, is a technique that I have invented myself, to do what the experts call "Lead Scoring". Or give a value to each Lead to know which one is more qualified to “attack” it first.

With this we come to the end. I thank you for your time and I sincerely hope I have helped you.

All the best.