

# 5 STEPS TO SUCCESSFUL LEAD GENERATION

1

## UNDERSTAND YOUR TARGET AUDIENCE



Create a profile of your perfect lead and build your campaign around targeting them.

## ALIGN YOUR CONTENT WITH A POWERFUL BRAND

2



Publish your content via a leading industry publication to gain reach and establish trust.

3

## PROMOTE AND DISTRIBUTE



Distribute your content across a network of relevant websites and resource libraries. Promote via email, display, newsletters, social and search.

## REAL-TIME LEAD DELIVERY

4



According to Salesforce, leads responded to within 10 minutes can improve contact rates by 900%\*. Investing in real-time lead delivery technology can be vital to the success of your campaign.

\*Source: <http://btgmarketingsolutions.incisivemedia.com/9-rules-for-effective-sales-follow-up/>

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## ANALYSE YOUR RESULTS



Use a cloud based real-time dashboard to analyse performance of your content and effectively measure ROI.

## ABOUT INCISIVE MEDIA

Today, Incisive Media runs hundreds of simultaneous content & lead generation campaigns, ranging from 100 to 5,000 leads, delivering response in real time direct into customer CRM and marketing automation platforms.