ptn ⦂ events

Your Guide to Lead Generation with PTN Events

Lead generation is a central focus for any organization that's interested in driving consistent and reliable revenue. Companies use a variety of sales and marketing tactics to generate leads (as we'll cover shortly), but one way or the other, it is essential to have well defined processes in place.

If you're wondering about the best ways to do so with PTN Events, you've come to the right place.

What is lead generation?

Lead generation is the process of attracting prospects to your business and increasing their interest through nurturing, all with the end goal of converting them into a customer.

What is lead nurturing?

Lead nurturing is the process of developing and reinforcing relationships with buyers/customers at every stage of the sales funnel. A successful lead nurturing program focuses marketing and communication efforts on listening to the needs of customers and known contacts and then providing the information and answers needed to build trust, increase brand awareness, and maintain a connection until they're ready to make a purchase. Because most newly generated leads don't immediately result in a purchase, it's crucial to nurture relationships through a strategic lead scoring system. The stronger the lead scoring system, the more likely you are to identify the leads that are actively looking to make a purchase.

Types of Lead Generation: Outbound lead generation vs. inbound lead generation

The big difference between outbound and inbound lead generation is that with outbound, the marketer initiates the first interaction by sending a message to prospects. With inbound lead generation, you encourage prospects to come to you. Your marketing team works to make it as easy as possible for them to find your company based on search and relevant content, so they can decide when and how they will reach out to you.

Why is lead generation important?

Without the ability to generate leads, a business would struggle to grow sales and expand. Many companies today focus on increasing website traffic so they can convert visitors into leads into customers.

Lead generation objectives include:

- Increase in traffic
- Brand awareness and competitive positioning
- Conversion of prospects into customers
- Attract a quality audience
- Boost sales
- Build customer loyalty

- Attract influencers and bloggers
- Increase customer/potential customers engagement

What is the first step?

Maybe you've wondered, "how do I generate leads?" and don't know where to begin. When it comes to generating leads, it's important to align your sales and marketing teams to define your target customer or audience. With a fully defined target audience, it's easier to develop the specific marketing strategies and content that will resonate with those specific targeted segments.

How to benefit from lead generation

Your company can benefit from different lead generation strategies and programs in several ways:

- Increase brand awareness
- Reduce the cost per lead, gaining higher profit margins
- Target the customers and prospects most interested in your brand
- Create personalized customer experiences (CX)
- Reduce the costs that go hand in hand with increased campaign effectiveness

How does lead generation work in B2B marketing?

Lead generation in B2B marketing involves the process of collecting a potential customer's information to personalize communications and convert prospects to customers.

B2B leads are generated in a variety of ways, including:

- Direct mail
- In-person and virtual events
- Email marketing
- Telemarketing
- Blogs
- Social media
- Search engine optimization (SEO)

Once a lead is generated, it will be nurtured across the buyer's journey with the ultimate goal of turning a lead into a customer.

Channels to use for lead generation in B2B marketing

- Conferences/trade shows
- Content marketing
- Direct mail
- Email marketing
- Cold calling
- Paid search
- SEO
- Social media
- Webinars/webcasts

How third-party lead generation agencies can provide several benefits to businesses selling services and products in the global market?

1. **Expertise**: Lead generation agencies have expertise in finding and nurturing leads. They have the experience and skills to identify potential customers and convert them into qualified leads.

2. **Time and Cost-Effective**: Generating leads in-house can be time-consuming and expensive. By outsourcing lead generation to a third-party agency, businesses can focus on their core operations while the agency works on finding leads. Additionally, outsourcing can be more cost-effective than building an in-house team.

3. **Access to a larger network**: A third-party lead generation agency can provide businesses with access to a larger network of potential customers. This is particularly beneficial for businesses looking to expand into new markets.

4. **Better lead quality**: Lead generation agencies have tools and processes in place to ensure that the leads they generate are high-quality and likely to convert into sales. This can save businesses time and money in the long run by reducing the number of low-quality leads they need to sift through.

Overall, third-party lead generation agencies can help businesses selling services and products in the global market to save time and money while accessing a larger network of potential customers and generating high-quality leads.

Why Lead Gen with PTN Events?

The best lead generation services systematically track and nurture long-term leads. Through a mixture of lead tracking, lead nurturing, tele-sales and pipeline management, The PTN Events can help you increase the percentage of leads from sales lead generation that turn into viable opportunities and real sales.

We believe that building a strong initial sales pipeline is important, but real success come from nurturing and closing a larger pipeline over time. We help many of the leading technology marketers worldwide to achieve this through our comprehensive, proven sales and marketing solutions driving systematic lead generation.

Our lead generation strategies can help you:

- Increase Revenue

- Build a Steady Pipeline

- Improve Marketing and Sales Performance

Our dedicated lead generation team consists of IT graduates who do extensive research for getting leads that turn into qualified leads and future customer etc.

ptn :: events