

Generate new leads via the website!

The website - the flagship of your own company. How it is designed and how high its "usability" is, often has an influence on the increase in the number of visitors and later also on the conversion of a visitor to an interested party and later on to a customer. But which ways and means can be used successfully to win new customers via the website?

In order to attract more prospective customers to the company website and turn them into customers, a whole package of measures is required that covers several points at once. The ultimate goal is to design the company's own web presence in such a way that the company's own website can be found, it addresses the target group in a concrete way and offers high-quality content at all times. Three main points play a role in winning leads, i.e. finding high-quality sales contacts:

- Finding new leads that come into question as customers
- The activation of potential purchasers to purchase
- The determination of the right contact persons in the respective company

The right methods of targeting customers coupled with a strategy of publishing high-quality content can be the solution here. Every time there is no need to do so, because the acquisition of new customers via one's own website is a longer process that has to be renewed and expanded again and again.

The declared goal is to increase the conversion rate via the website. By definition, the conversion rate is the ratio of visits to the site to the number of actions taken on the site. However, it is not explicitly a question of making a purchase, even the registration to download a newsletter, for example, is already referred to as conversion.

Prozess der Leadgenerierung

The Internet has radically changed buying patterns, and at the same time customers - whether business or private - have become more demanding. They expect companies to understand them at all times and turn the search for a new supplier or product into a buying experience. At the same time, they have also become more mature because they inform themselves in detail before they actually make the purchase. At the same time, companies are having to compete against ever-increasing competition, making it even more important to offer visitors to the website a lot.

One term that plays an important role in this context is so-called "inbound marketing", in which the customer finds the desired product himself on the Internet and this purchase is not brought about by advertising. This strategically designed process is designed to bring prospective customers to the company's website to get them to leave their data there - for example by providing additional, high-quality content. By leaving their data behind, prospective customers have also become customers. In the next step, these leads must now be divided into "valuable" or "unqualified" leads and at the end the leads must be completed. The next step is to keep these new customers enthusiastic about their own company and to reach them in such a way that they are recommended by word of mouth.

Those who want to be successful with "inbound marketing" must offer their visitors informative added value at all times. At the same time, it is important to understand how the buyer buys online these days. The classic marketing methods, which primarily focus on the distribution of advertising messages, no longer work. The availability of high-quality content in the form of blogs and guides directly on the website enables potential customers instead to read the necessary knowledge that they need later in order to be able to make an independent purchase decision. For companies, this type of marketing is also much cheaper than advertising.

Using the company website as a lead generator

Anyone who wants to generate new leads using their website must take various measures to optimize it for lead generation. Essentially, this is about methods to help attract new visitors to the site. High-quality content, especially well-researched web contributions, and other measures that help to stay close to the customer support that prospective customers become buyers.

In this list the most important factors are summarized to generate the website leads and to receive for it all data which are later necessary, in order to inquire the contact information. The following points should be considered in order to successfully use your website to generate leads:

OFFER HIGH QUALITY CONTENT

The content made available to potential buyers along the buying process to provide them with quality content should help customers make the right purchase decision. Especially chats, (technical) guides, whitepapers and blog articles, which are published on the website with important information and topics easily accessible, offer a high potential for lead generation. This content should inspire, enlighten and give the user a real "aha" experience.

As a basis a content strategy should be worked out, first of all the so-called "Buyer Persona" - it embodies the characteristics and interests of the target group - must be determined.

INTEGRATE MANY FORMS

Forms are the central element for generating new leads. If they do not exist, no contact data for interested parties can be collected - and therefore no leads. Companies must therefore offer forms everywhere where interested parties can enter their personal data.

MARKETING AUTOMATION SOFTWARE

The term "marketing automation" stands for the automation of marketing processes, which is primarily aimed at addressing selected customers in a targeted manner and with the right messages.

The implementation of the marketing process is completely software-controlled and consists of a database combined with digital controlling and regular communication. Customer management is then synchronized. Companies using such a software solution can better plan and implement marketing campaigns. The use of the software also has a great advantage later on, because the companies can use the values determined to find out how successful a marketing campaign was.

CALL-TO-ACTION BUTTONS ON EVERY PAGE

A conversion is triggered via so-called "Call-to-Action" buttons. Pictures and symbols draw attention, a click on the button leads to the landing page - a target page - where the data is entered. Forms or links can be used as response elements..

SEARCH ENGINE-OPTIMIZED CONTENT

All content created and published for the website should be search engine optimized. Especially for content that is based on the content strategy, long tail keywords should be used. This is the case when the purchase is about to take place.

SAY THANK YOU!

If a prospective customer has been on your website and decided to provide his data for example for the registration to the company newsletter or a certain blog post, thank you, because now you have one more lead.

CREATE SUITABLE LANDINGPAGES

Users who are directed to the landing page of an offer receive a lot of specific information there, which is specifically tailored to the offer. All disturbing elements, such as ornaments or navigation elements, are removed on a landing page in order not to distract from the offer.

ANALYSIS AND MEASURABILITY

The data from the registrations for the newsletter should then be evaluated. Analyses also help to find out where a prospective customer comes from, how he came to the website and what information he requested.

The website should also have been technically optimised. It has been an important trend for years that the use of mobile end devices is done from. Accordingly, it should be possible to call up websites from mobile devices without any problems or loss of function, and loading times also play a role in this context, as they should be as short as possible. It would also be important for the website to be easy to use.

Lead Nurturing to increase the conversion rate

Lead Nurturing - where "Nurturing" stands for "care" - aims to provide interested parties with the right information at the right time during the purchasing process. In this way, they receive the relevant information at every stage of the purchase decision, which they can simplify. Lead nurturing is usually carried out via direct marketing campaigns, during which the leads are provided with e-mail newsletters.

In online marketing, lead courting plays a central role that can be used both tactically and strategically. In the strategic area, it serves to increase the return on investment (RoI) and makes a significant contribution to improving the quality of leads and thus to increasing conversion rates. Used tactically, lead nurturing helps to act more effectively and is specifically geared to fulfilling special customer requirements.