**Lead Management**

**Lead Management Solutions For Industry Leaders**

Leads are very important for the success of any business. Leads come from various sources such as personal referrals or through calls. Once a Lead is reviewed and identified as to possess the potential for business, he becomes a business opportunity. Lead management is very important to move your leads through the purchase funnel. This calls for a solution where you can store all the information about Leads and use it to further the sales purpose. mConnect offers exactly what you have in your mind. Our ground-breaking Lead management solution enhances lead nurturing.

## User-friendly mConnect Lead Management Solutions

When you buy mConnect Lead Management Solutions, you need not bother about complex codes. Our lead management solution provides you simple codes where you have to fill in only the essential information such as lead token, name, email, phone, city, country and message. Only these details and your messages will be automatically uploaded through the API that we provide exclusively for you. You can store as many as Leads as you wish.

## Significance of Lead Nurturing:

Lead nurturing is a continuous process where you have to continuously contact your potential buyer to update the information and to improve the knowledge about your products. During this multi-stage process the leads may tend to change or become obsolete. So, to continuously stick to your needs, you need to constantly update the lead's information. You can also send periodical emails to keep in touch.

**For Help:**

Go to **Settings** menu and click on **App Settings** sub-menu. Scroll down to **Help  Manual**.