Digital Marketing

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Digital Marketing: How to Generate Sales Leads

Define lead generation goals and create customer personas Build a working sales funnel and score sales leads Write unique value propositions, website content, email content and landing page content Use Calls to Action to generate leads through a website, landing page or email campaign Perform keyword research and understand the major themes of search engine optimisation Spot and correct major issues with on-page search engine optimisation Create content that generates leads Reduce the number of hours spent on creating content Create landing pages that are campaign specific Analyse and optimise landing pages for improved conversions Generate leads through 7 major social networks Understand email marketing and use an email marketing software provider to send targeted email campaigns Analyse and optimise the performance of email marketing campaigns