

Creating leads after starting a company and launching a website involves a mix of **outbound** and **inbound** strategies. Here's a clear, practical roadmap tailored for B2B services like consulting, tech, or training (e.g., Durga Analytics, Gramin HealthGrid, or Yukti):

✓ 1. Make Your Website a Lead Magnet

Ensure these are in place:

- **Clear CTA:** "Book a Demo", "Free Consultation", "Get Proposal", "Download Brochure"
 - **Lead Forms:** Use Typeform, HubSpot, or Zoho to collect names/emails
 - **Live Chat:** Add Intercom, Tawk.to, or Drift for immediate engagement
 - **Free Lead Magnets:** Whitepapers, eBooks, free audits/checklists
 - e.g., "Data Readiness Checklist for Banks"
 - **SEO-Optimized Pages:** Rank for keywords like "AI consulting for BFSI India"
-

✓ 2. Use LinkedIn to Prospect and Build Authority

Daily Routine:

- Post thought-leadership content: use carousels, polls, insights
 - Connect with target profiles: data heads, CTOs, founders, etc.
 - Send personalized DMs:
 - Example:
"Hi [Name], I loved your post on [Topic]. I run a firm helping BFSI firms with [Outcome]. Happy to share a few ideas if you're open."
 - Join niche groups and engage
-

✓ 3. Outbound Email + Cold Calling

- Build a targeted list (via Apollo, Lusha, LinkedIn Sales Navigator)
- Send cold emails (use Mailshake, Instantly.ai, or SmartReach)
- Follow-up 3–5 times with value (e.g., free audit, case study)
- Example Cold Email:

Subject: Modernizing Your Data Stack

Hi [First Name],

We help financial institutions like [X] reduce data latency and improve reporting accuracy with modern platforms like Snowflake & Databricks.

Would it make sense to share a 15-minute roadmap?

✓ 4. Content Marketing + SEO

- Publish weekly blog posts:
 - "5 Mistakes Banks Make with Data Governance"
 - "Intro to Serverless Data Architecture: Snowflake vs Databricks"
 - Use keyword tools like Ubersuggest, Ahrefs
 - Embed lead capture forms in blogs
 - Repurpose content into:
 - LinkedIn posts
 - YouTube Shorts
 - Infographics
-

✓ 5. Run Targeted Ads (if budget allows)

- Google Search Ads: Keywords like "data analytics consulting Bangalore"
 - LinkedIn Sponsored Posts: Target job titles in BFSI, Retail, etc.
 - Meta Retargeting Ads: Bring back website visitors
-

✓ 6. Leverage Referrals and Your Network

- Announce your launch to your network with a personal message
 - Ask early clients, friends, ex-colleagues:
 - "Do you know someone in banking/retail who'd benefit from [Service]?"
 - Create a referral incentive: e.g., ₹5,000 Amazon voucher for successful intros
-

✓ 7. Partnerships and Ecosystem Plays

- Partner with:
 - System Integrators (TCS, Infosys)
 - EdTechs (for training)
 - Local IT companies (for reselling or white-labelling)
 - List on platforms:
 - Clutch, G2, JustDial, Sulekha (India), TechJockey
-

✓ 8. Run Webinars & Workshops

- Host monthly free sessions:
 - “Modern Data Stack for Indian Banks – 2025 Readiness”
 - Promote via LinkedIn, WhatsApp groups, Telegram, and email
 - Collect leads via registration forms
-

✓ 9. Use CRM to Track & Nurture

- Use HubSpot, Zoho, or Pipedrive
 - Tag leads as Cold, Warm, Hot
 - Nurture with:
 - Monthly newsletters
 - Product updates
 - Success stories
-

✓ 10. Showcase Proof & Social Validation

- Add a **Portfolio or Case Studies** section on your site
- Include:
 - Client name (if allowed)
 - Problem – Solution – Outcome (e.g., “90% performance gain”)
- Display testimonials and reviews