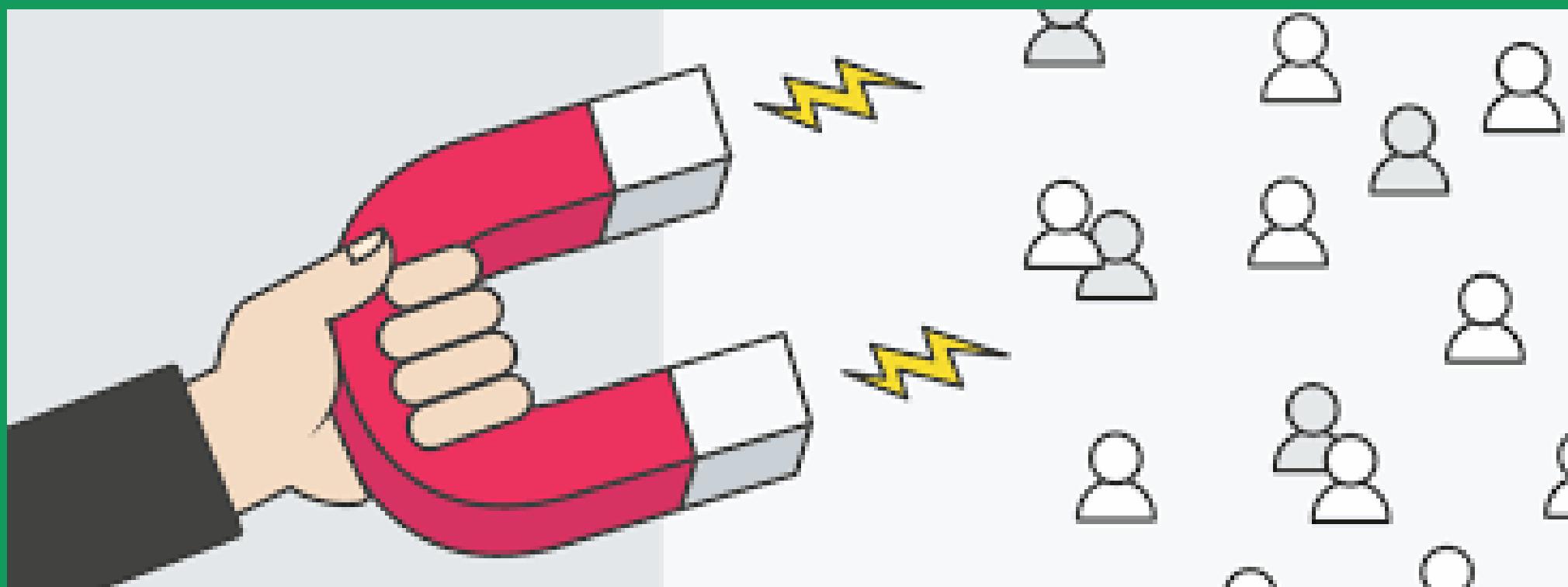




# FIVE BEST LEAD GENERATION TRENDS IN 2021





# LEAD GENERATION IN A NUTSHELL

Any person or corporation that is interested in a product or service and has the potential to become a customer is referred to as a lead. The lead-generating channels used also make a significant effect and can be divided into two categories Outbound and Inbound marketing.





# Outbound Marketing

This is also known as Interrupt Marketing, and it is interrupting someone's normal routine in order to gain maximum attention. This form of lead generation channel includes video ads, pop-ups, and paid app reviews, to name a few.

# Inbound Marketing

This entails organically learning client attention without interrupting anyone's routine and is responsible for 90% of website hits. Inbound marketing for lead generation includes blogging, SEO and PPC, and influencer outreach, to name a few examples.



# TRENDS CHANGING THE FUTURE OF LEAD GENERATION IN 2021

## 1. AUTOMATION IS PARAMOUNT

Artificial Intelligence and Machine Learning are revolutionizing automated lead generation. Chatbots powered by AI, retargeting, and tool integrations that help drive leads into your Customer Relationship Management systems are ready to take lead generation to the next level.



## 2. VIDEO MARKETING IS SLAYING THE RECORD FOR GOOD

According to recent trends, video marketing is the most common source of traffic and may significantly increase consumer engagement and lead creation.





## 3.BUYER INTENT DATA IS KEY

Buyer intent data can be obtained using tools that allow you to design a highly personalised marketing strategy. It invigorates the sales process and provides you with a bird's eye perspective of your most promising lead generation prospects.





## 4. CUSTOMER-CENTRIC MARKETING WILL TAKE YOUR BUSINESS TO NEW HEIGHTS

With the competition becoming more fierce by the day, the most important approach in digital lead generation is to focus on consumer needs in order to generate the best leads! The more you think like a customer, the better your Digital Marketing results will be.





## 5. GETTING YOUR SALES AND DIGITAL MARKETING IN SYNC

In 2021, the success of your digital marketing activities will be determined by a seamless relationship between your lead generating process and sales.





# CONNECT WITH US SOCIALLY

**PHONE NUMBER**

9769285224

**EMAIL ADDRESS**

collabs@theimpulsedigital.com

**WEBSITE**

<https://www.theimpulsedigital.com/>

