



## BASICS OF LEAD GENERATION USE YOUR EXISTING RESOURCES

Many companies are reluctant to take the step of setting up a lead management system for themselves. The fear is that it is associated with major technical, budgetary and content-related hurdles. However, setting up an effective lead management system is less complicated and faster than expected. Lead management is something for doers: Start, monitor and expand as needed. In this white paper, we explain how to set up effective lead generation quickly and easily and what it takes to do so.

Reading time: 5-10 minutes

### Definition: What are leads?

Before we introduce you to measures with which you can generate leads with simple "on-board means", we will briefly explain what we mean by lead generation. Because it is generally assumed that lead generation should only be used to generate "new" contacts. However, effective lead generation looks at leads in a broader sense and tries to generate digital contacts comprehensively.

#### Potential buyers

The most valuable lead is a potential customer you do not yet know. This contact is very valuable for sales.

#### Customers

It is worth taking existing customers into account in lead management in order to be able to take them into account for digital marketing activities in compliance with the DSGVO.

#### Competition

Recording competitors helps you to learn more about your strengths and the weaknesses of your competitors.

#### Futures

Pupils, trainees and students are your buyers (or employees) of tomorrow.

## Basic Setup

### Use existing resources.

To build a functioning lead generation, link your website to Leadz Core and select suitable content for which you require authentication. That's all it takes for a successful start.



#### Step 1: Connecting the website and Leadz

First, a Leadz Core script is integrated into your website. By integrating the script, the connection between your website and Leadz Core is established.



#### Step 2: Content selection

In the second step, you select which information you want to offer as content requiring registration on your website. Many contents are already available to you and do not have to be produced first. This is usually:

**Downloads:** Marketing, Sales, Technical Documents...

**Videos:** Tutorial videos, guides, interviews, Online presentations

**Picture series:** Extended product photos, detail photos

**Presentation:** Any kind of presentation

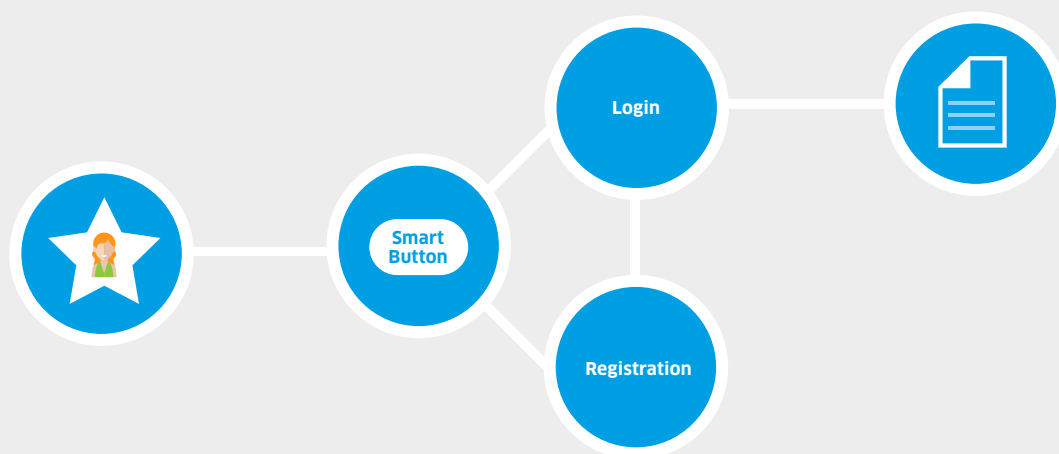
**Contact details:** Extended contact person contact data of your employees, e.g. sales, technology or even management.



Downloads are among the most successful lead conversion content. A single download is already enough to reliably generate leads. Generally speaking, however: the more downloads you offer, the higher the lead generation rate. With videos and image series/photos, make sure that the information represents added value for the customer. Example: Photos of technical product details of a machine allow the viewer to get a better picture of the machine.

## Basic Setup

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#### Step 3: Linking with Smart Buttons

You then create Smart Buttons for your selected content in Leadz Core. The smart buttons are functional buttons that control in the background whether a user may access a content.

The system automatically activates an authentication workflow when a user clicks on a smart button. Authentication takes place via a login, which makes the system particularly DSGVO-compliant.

#### Step 4: The registration

When registering, it makes sense to think about what data you would like to receive from your users. For you, it is of course good if you receive as much data as possible from your users, in addition to the standard data (name, e-mail, etc...), for example, also geo-data, data on fields of activity and interests. For the user, on the other hand, it is better if the barrier is as small as possible, i.e. little data is requested.

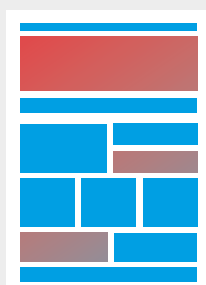
For your own decision, the following basic rules help: The more valuable information I offer, the more data I can request.

With Leadz Core, however, you have a general advantage over many other systems: thanks to the login-controlled access to information, the user only has to register once, regardless of which end device he or she uses to access the website. This enhances the user experience, as the user does not have to fill out a form for every download they want.

## CalltoActions

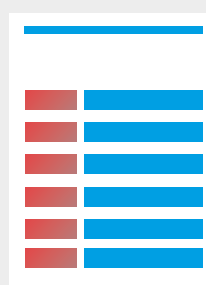
### Confront your visitors with content that requires registration

As soon as the basic setup has been carried out, it is important to draw users' attention to content that requires registration and to direct them there. We show you which options can be implemented quickly and with your own on-board resources.



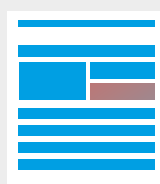
#### Homepage

The homepage is usually the most visited page on a company website. Use this to your advantage. Place content linked with smart buttons on the start page or set teasers that lead to just such content. For example, it always makes sense to place a clearly visible teaser for your download area on the homepage.



#### Download area / Media library

Your download area is one of your biggest assets for generating leads. Link all downloads with smart buttons and increase the chance of turning your visitors into digital contacts. The placement of additional media turns your download area into a media library and also increases the lead conversion rate.



#### Teaser & CalltoActions

Every single page of your website can help you to further increase your lead generation. To do this, use teasers consistently and across the board that lead to content or contact points that require registration. Or place downloads and media related to the page topics and link them with smart buttons.



#### Deepen?

Are you interested in lead generation, have questions or need help getting started? We are ready for you.