

Lead Generation

Without effective lead generation you cannot generate the sales. If you are not targeting the right people with the right message, chances are you are missing sales opportunities and wasting money. In this section we look at just two elements of lead generation activity – Messaging and Monitoring:

- If you're using the wrong message on the wrong people
- Marketing budget is wasted and ROI reduced
- Close rates are reduced
- Sales become frustrated & targets are missed
- Fulfilment / delivery forecasting becomes less reliable
- Fulfilment may end up with excess capacity
- If you're not monitoring effectively
- Marketing activity continues in ignorance of failings
- Forecasting suffers across marketing, sales, fulfilment & customer services
- You don't know what works & what doesn't, so planning for future activity is done blind
- You don't know what happens to the leads - are sales using or losing them. Is the customer experience productive or letting the company down.
- You don't know how profitable the work is that comes out of the lead generation activity, so how can you calculate true ROI

Rowan helps clients develop targeting & data strategy, implement effective lead generation activities, and make sure the process works with the rest of the business and is accountable.