Top 7 Ways of Lead Generation through Digital Marketing
What is Lead Generation?

It refers to generation of prospective consumer interest or inquiry into a business' products or services through the Internet.
Why it Lead Generation Important?

- Prominence of Internet
- Variety of Online Resources like search engines, social media, and other online channels.
- Eliminates interaction with sales people
7 Lead Generation Techniques

1. Link exchange

You can get related traffic and instant page rank by exchanging links with other websites or entrepreneurs that share the same target market as you. This way you give them a chance to have a look at your website and eventually generate more sales.
2. Mailing List

A mailing list box on your website will help you ensnare more audience as you feed their inboxes with updates of blog posts or newsletters.
3. Online Press Release

Press releasing about your business or announcing a newly launched product will drive more traffic to your website.
4. Webinars or Online Events

An online seminar, presentation, audio broadcasting or web conference can save a fortune on organizing events. These internet streaming facilities will get your message to your target audience effectively.
5. PPC Campaigns

It is one of the most successful tools to help your products or services catch the eyes of people. PPC adds the overall effectiveness of your promotional strategy by developing adverts and keywords that are specifically tailored to your target audience.
Example of PPC Ad

Both blocks show SEM (PPC) ads on Google
6. Email Campaigns

Mails sent to a potential or current customer that comprises of ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness.
Examples of Email Campaigns

Our Sweetest Deals
just for our friends and family

Take advantage of this exclusive savings event
Thursday February 9th through Sunday February 12th

- $17.99 Oil Change
- 25% off Auto Service
- 15% off Select Tires

Click here for coupons

Forward this email to your Friends & Family for them to save too

Find a store in your area
Call: 1-800- New Tire (in PA & NJ call 1-888-Tires NTB)

Online: Visit our store locator

Ruby Tuesday

25% OFF YOUR ENTIRE FOOD PURCHASE

PLEASE PRESENT COUPON AT TIME OF ORDER

Receive 25% off your entire food purchase. Please present coupon at time of order. Not valid with limited time offers, daily specials, other coupon or holiday offers, gift card purchases, for alcoholic beverages, or in conjunction with our GiveBack Program. Limit one coupon per check. Duplicates or altered coupons will not be accepted. Tax and gratuity excluded. Valid for dine-in only. Coupons cannot be used multiple times, copied or traded and have no cash value. Coupon is only valid to SoConnected members and will not be valid if downloaded by a third party website. Excludes Hawaii, Manhattan, and airport locations.

VALID THROUGH: APRIL 28, 2013

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7. Social Media

Social networking websites have proved to be an important sales channel, and engaging with your target audience on social networking platforms
Why EduPristine?

EduPristine stands proud for being one of the most promising and advanced digital marketing hands-on training to provide marketing certification.
Our Unique Program Highlights

- Hands on practice through live website
- Marketing budget allocation, for creating live ad campaigns
- Job-Oriented Course Material
- 3 Month training conducted by Industry experts
Come start your digital marketing career with us!!