

Keeping Lead Building Efforts Strong



Having an effective marketing strategy and advertisement plans is of no use if an organization does not know its target audience. It is also equally useless if your business does not have a **Canada company list** with all required contacts to market your products and services to.

Such a list is created through the production of a **company contacts database** or leads. The organization often asks its targeted customers to add their email addresses or contact numbers after attending a seminar, a conference, or a workshop. They then produce a database using these leads, but you need to be more efficient and sophisticated in the lead production game. Following are some effective ways of turning contacts into leads.

How to Turn Contacts into Leads

Contacts can become potential leads if you strategically target them, marketing only that which they desire to know about. You can only do so if you actively engage with your Canada company list and understand their interests and requirements. Do this by:

- **Setting Up an Automated Form**

You should use your marketing automation platform to create simple web-based forms regularly. The development strategy of such forms varies depending on the software you use and the vendors you consult. Nonetheless, do not create long survey forms with so many questions that it tires your leads. You will find it best to have one or two questions only. Remember to add questions that ask your potential leads about their contact details and desired service.

- **Placing the Form on Your Webpage**

After creating a web-based form, you need to embed it on your webpage so that the traffic that comes to the site sees and fills it. It should be placed at a visible spot. We suggest placing it on:

- The right panel
- Footer
- Modal

As these three locations are visible to any and every traffic that comes on the site, you can easily create a **corporate contacts database** by placing the form at any of these three locations.

- **Securing the Form**

Web-based forms are easily accessible to all. This means anyone coming to your site can fill up the form and inject your automated database with viruses or useless information. To prevent this from happening, you should protect your form with a CAPTCHA. CAPTCHAs prevent automated attacks from filling out the forms and entering your database. Other than this, you can also use a dual confirmation system to prevent automated requests from signing into the form. A dual confirmation system requires the person who wants to sign in to the form to confirm their legitimacy through email. This helps you prevent bots and SQL injection attacks from entering your system.

- **Making Sure the Traffic on the Webpage Sees the Form**

A form in itself is useless if it is not filled by potential leads that consequently create a Canada company list. For this, you should use a content marketing strategy that compels people to visit your webpage. You can also use social media pages to lure people to the website. Also, it is wise to have the form placed in more than one location on the webpage. Especially if a particular page on your site has more traffic, embed the form there in an effortless manner. Other than that, Scott's Directories can also help you by providing data that enables you to build leads through web forms.

- **Having a Good First Impression**

Excessive cold emailing does not turn contacts into leads. You should be mindful of your email marketing strategy. According to an analysis, if a client gets a good first impression of an organization, they are significantly more likely to become potential leads. Hence, offer valuable information about your products and services from the get-go. Only then will you be able to create a **Canada company list** of strong leads.

Often people make the mistake of sending a general email to all of their contacts because it is easy and fast. This usually results in their contacts unsubscribing to the email as they are overburdened by constant emails and unnecessary information. Instead, you should study your leads before emailing them, understand their likes and dislikes by their activity on your



site and then email them accordingly. In this, Scott's Directories can help you by providing relevant data and data analysis techniques.

- **Profiling the Potential Leads Effectively**

Another way to build up your leads is to customize your message to them. For example, sending them birthday deals during their birth month or celebrating with them through emails. This requires you to know their personal information, including their job, location, education, and demographic data.

The bad news is that people do not share such personal information easily. The good news is that you can slowly build up their data through progressive profiling. Progressive profiling refers to the creation of a database over some time. It requires you to ask your potential leads a piece of their personal information whenever they visit your site. Then add all the pieces together and customize your message to them.

Conclusion

Creating leads can be time-consuming, but the automation techniques available nowadays make the task simple and efficient. You can create a whole **list of Canadian companies** just by inculcating a few simple strategies here and there.

Contact [Scott's Directories](#), who can also help you do so by providing you with relevant research and data to build leads. Then, your take will become even easier!

Original Source: <https://www.bladnews.com/keeping-lead-building-efforts-strong/>