



# Lead Generation For Dummies

*Dayna Rothman*

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**Lead Generation For Dummies** Dayna Rothman

## **Learn how to get your message heard above the online noise**

The buying process is greatly changed. With the Internet, the buyer is in charge. If your product is going to compete, you need to master 21st century lead generation, and this book shows you how. It's packed with effective strategies for inbound and outbound marketing tactics that will generate leads in today's market. You'll learn the basics of lead generation, inbound and outbound marketing, lead nurturing, ways to track ROI, and how to score leads to know when one is "hot". Follow the steps to create your own personalized lead generation plan and learn how to sidestep common pitfalls.

- Lead generation involves a strategy for generating consumer interest and inquiry into your product as well as a process for nurturing those leads until each is ready to buy
- Techniques include content marketing through websites, blogs, social media, and SEO as well as outbound marketing strategies such as e-mail, PPC ads, content syndication, direct mail, and events
- This book explores the basics of lead generation, inbound and outbound marketing, lead nurturing, tracking ROI on campaigns, lead scoring techniques, and ways to avoid many common pitfalls
- Provides steps you can follow to create your own personalized lead generation plan

*Lead Generation For Dummies* is the extra edge you need to compete in today's technologically enhanced marketplace.

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