

# STEP UP SERIES

Strategies, Tactics, Evaluations,  
Principles to Upskill & Progress

Weekly Business  
Newsletter

By Shanker Viswanath

## 5 Strategies to Generate Leads for your Business

Lead Generation is one of the most important elements for growing your business.

If your lead generation pipeline is full, then you can even refuse business confidently.

Organic (i.e. unpaid marketing) requires a concerted effort to generate leads though.

Identify target markets and buyer personas:

It is important to understand the specific needs and preferences of the markets and customers that your manufacturing company is targeting.

This will help you tailor your lead generation efforts to the right audience.

Always think about the problems your target customers face and see what solutions you offer that will help them in solving those problems



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Needless to say, be consistent in whatever you do. When you offer value to your prospects on a consistent basis, they start engaging with you by moving from the Knowing You to the Liking You and then Trusting You Zones.

Use content marketing to showcase your products and expertise:

Creating valuable content, such as blog posts, ebooks, and infographics, can help educate your potential customers about your products and **demonstrate your expertise** in your industry.

Whatever you do, **provide massive value to your prospects and customers** and you will see that it will pay you back eventually.

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Know where your target audience is, i.e. LinkedIn, or Facebook, or Instagram etc. and be consistent in posting in those platforms so that your target audience gets to see your expertise and can connect with you.

## Utilize Social Media to connect with Potential Customers:

Social media platforms can be a great way to connect with potential customers and showcase your products and services.

**Consider using** social media to share **updates, case studies,** and other relevant content.

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Industry events and trade shows, exhibitions offer a great chance for you to showcase your products and services.

They give you an excellent opportunity for making effective demos of your products.

## Attend industry events and trade shows:

Participating in industry events and trade shows can be a great way to connect with potential customers and generate leads.

Consider exhibiting at these events and using them as an opportunity to showcase your products and services.

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One of the ways to divert traffic to your website and generate leads is to have powerful lead magnets on your landing page.

The lead magnets offer your prospects very useful information about how your prospects problems can be solved without being salesy.

## Offer free resources and tools:

Providing free resources and tools, such as **white papers, calculators, or demos**, can help attract potential customers to your website and generate leads.

Make sure to include calls to action that encourage visitors to provide their contact information in exchange for these resources.

**Remember - People don't buy your products or services. They buy the transformation they see in themselves as a result of the solutions you provide.**