



Lead Generation in Multi-Channel Sales environments

If you are or have been working in Multi-Channel sales environments, you recognize the challenge of managing leads generated either through your own sales teams (SQL) efforts or by marketing campaign and demand generation programs (MQL).

Working with a mix of supplying through Partner Channel and dealing directly with end users such as Government, Military, None-profit organizations (B2B mixed with B2C) and alike, can be extremely challenging, especially when it comes to tracking status of the leads that goes to your Partners. Very few small to medium sized companies have the luxury of an automated Partner portal where tracking is simple. These companies need to find other ways to ensuring follow up of the leads they spend a lot of sales effort and marketing money generating. Handing leads to distributors can seem like throwing them into a big black hole never to be seen again which has a negative influence on the organisations reputation in the channel and it is downright demoralising for the teams working hard at generating the leads in the first place.

One of the worst things that can happen to any sales organization is the reputation of “no follow through”. If a lead is qualified and sends all the right buying signals with requests such as “information please” or “contact me please”, and never hear anything from the company or its partners, any immediate and future potential business from that lead has been lost for sure, and what is even worse is that it creates a terrible reputation which spreads like rings on the water.

One of the most important steps is to differentiate between B2B leads and B2C leads and to create two different work flow processes for the different lead types. Consider where the majority of your business originates from; B2B or B2C and build the more sophisticated process and reporting structure for the majority of your ROI and a more summarized process and reporting structure for the minor contributing lead type. Of course, your business can have a 50-50 split and you need to put equal emphasis on both channels, the important part is that you create different structures between lead types (channels) so you get better intelligence when tracking performance. This will put you in a much better position to invest in the right parts of your business in the future.

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A solid lead generation and lead distribution/follow up strategy is extremely important, and remember to involve all the involved parties before putting anything in writing. Work closely with your partners so they understand what you are trying to achieve and work even closer with your sales teams (internal as well as external) to make the process work for them in their daily routine. Creating a strategy and a process for the sake of the business is fine, but it will never perform efficiently if you forget the teams who needs to make the process work on a daily basis.

I have put together a number of different lead generation strategies as well as working with very professional Apex developers who has created automation in Salesforce.com CRM system that can help you with this particular challenge and I'll be happy to work with you finding the exact solution for your needs.

ADR Marketing Consultancy works with top developers and administrators to ensure seamless Salesforce.com customization. For Digital Marketing and Lead Generation strategies that works for your business and with your business needs, contact me for a talk.

Annie Rosenstand

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