

Lead generation Assignment

Module no 3, 4, 5

1. Hr lead ky sath bat krny ka tarika different kyun hota?

ANS : hr lead ky sath bat krny ka tarika iss liye different hota hai because hr lead ka mindset ak jaisa nhi hota.. For example Warm leads ka behaviour humarye sath different hoga because wo hume janty hain or unka pehly bhi hum sy interaction hua hota hai or ak trust build hua hota so hume un pr zaida mehnat nhi krni prti unky mindset ko lykr on the other hand cold leads ka behaviour humarye sath different hota hai because hume unky sath trust bnana prta hai unky interests ko dhundna prta hai then usky accordingly bat krni hoti hai or agr hume kisi lead ko call pr handle krna hai tu first of all hum lead sy uski problem ka pochye gy after discusing problem hum unko kuch solutions provide kry gy then hum dekhien gy client satisfied hai bhi ya nhi yeh dekhny ky bad hum usye satisfy krny ky liye offer provide krien gy or iss trah client ka trust build hojaye ga then wo deal krny mai interest ly ga..

2. Organic and paid lead generation ka difference?

ANS: organic lead generation aisi type of lead generation hai jis mai hum apna content post krty hain or iss process ky though humary pas warm leads ati hain

PROs

Warm leads ati hain

Koi cost nhi lgti

Cons

Time taking process hai , lead slow ati hain

Paid lead generation aisi type of lead generation hai jis mai hum paisy lga kr facebook ads google ads wagara run krty hain ya aj kl postly log influencers sy apny business ki promotion krwaty hai because public ka trust bna hota hai influencers pr for example irfan Junejo etc etc

PROS

Warms lead tu nhi hoti pr interested zaroor hoti hain
At a time thousands of leads humarye pas aajati hain

Cons

Ak time ky bad ads bn hojati hai free traffic wala koi seen nhi hai
Influencers bht zaida cost maagty hain!

3. Mai agr local business own krty hun tu usko kaise chalu gi through old and new methods of lead generation?

Ans : mai first of all old method like referrals ky start kru gi or mai jis bandy ko bhi janti hun usko apni business ky barye mai batu gi or try karu gi ky unko apna product sell kru because unky sath pehly hi mera trust bulid ho chuka hai sath hi sath new method content creation ko use krky apny business ky barye mai post lgau gi taaky referrals ka followup bhi hota rhy or content creation sy warm leads bhi generate hoti rhye or zaida positive clients sy deal krny ka moqa milye because in leads pr time kaam lgta hai or business zaida hota hai

So here i will use B2B strategy = SLOW BUT HIGH VALUE

4. Agr kisi business ky limited budget or limited time hai tu unko old lead generation choose krna chahiye or new lead generation ?

ANS: According to me they should use both because agr new lead generation ki traf dekha jaye tu organic lead generation ki strategy warm leads to deti hai pr time zaida lgta hai isi trah paid lead generation pr time kam lgta hai pr budget bhi hona chahiye so both method are indirectly proportional to each other so in my opinion go for Referrals unko product ka batao then

uski marketing kro iss process mai budget ki zaroorat bhi nhi hai or yeh log hum pr trust krty hain
tu time taking bhi nhi hota.. Thats it