A Complete Guide to Lead Management

(with strategies and examples)

leadsbridge

an activeprospect business

Agenda

Introduction

Leads are the lifelines of businesses both online and offline. That is why 53% of marketers spend at least half of their budget on lead generation. However, 79% of marketing leads never convert into sales. This is where lead management comes in. With lead management, you can nurture leads that did not convert to the point where they can trust your business enough to buy from you.

In this guide, you will learn all about lead management, its processes, software, and strategies – all with examples.

What is a lead magnet?

BigCommerce defines Lead Management as the process of acquiring and managing leads (potential customers) until the point where they make a purchase.

At some point, the lead volume will grow to a point where it becomes difficult to manage. This could lead to lead leakage, lack of follow-ups, and poor lead engagement. With solid lead management processes in place, you can capture, nurture, qualify and distribute the leads to respective departments where they can be converted to sales.

But is lead management actually necessary? Read on to find out.

Why are lead magnets important?

Generating leads can be a difficult and expensive process. Therefore, managing them effectively is important. There are five keys to managing your leads.

1. **Lead management helps to get the right leads in your CRM**

   One process of lead management is called lead qualification. This process helps you identify qualified and unqualified leads. With this process, you can concentrate on high-value leads and maximize sales opportunities instead of wasting efforts on non-qualified leads.

2. **Lead management helps you maximize your advertising spend and marketing strategies**

   Lead management makes it easy to identify the best platforms providing the best leads for your business. This will help you focus on the platforms, thereby maximizing your advertising spend and marketing strategies.

3. **Lead management enhances the buying experience**

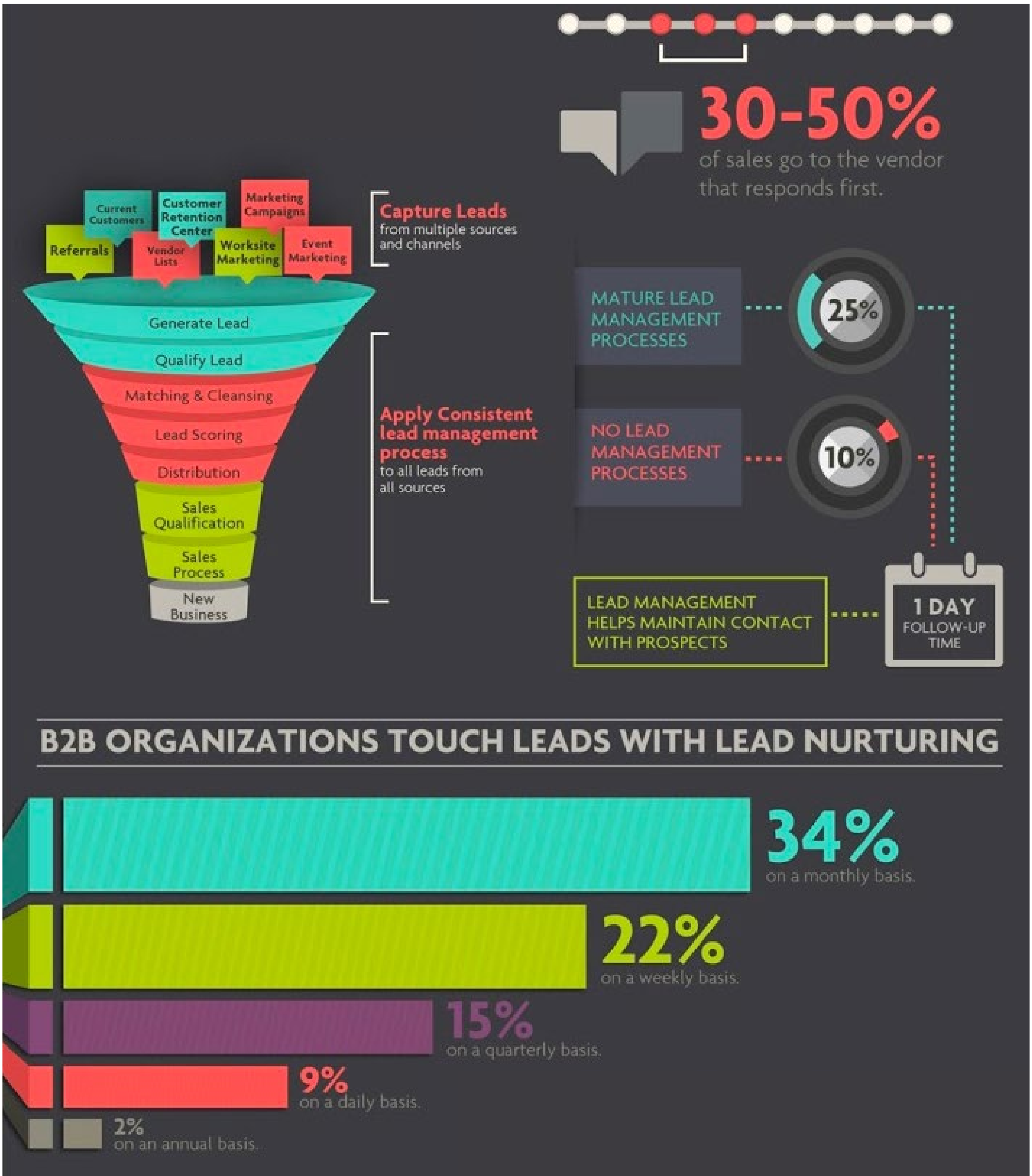
   The data generated from lead management is helpful in sending educational materials that can help leads to make informed buying decisions.

4. **Lead management increases marketing and sales productivity**

   When you know the quality of your leads, you can prioritize them and pass the leads most likely to convert to the sales team. This helps to increase the marketing and sales team efficiency.

How does Lead Management help businesses?

When a business is serious about customer relationship management, commonly known as CRM, having the proper lead management program to help develop a business size strategy, is critical to its success.



Source: [MarketingOptimizer]

Now, it is time to look at the lead management process.

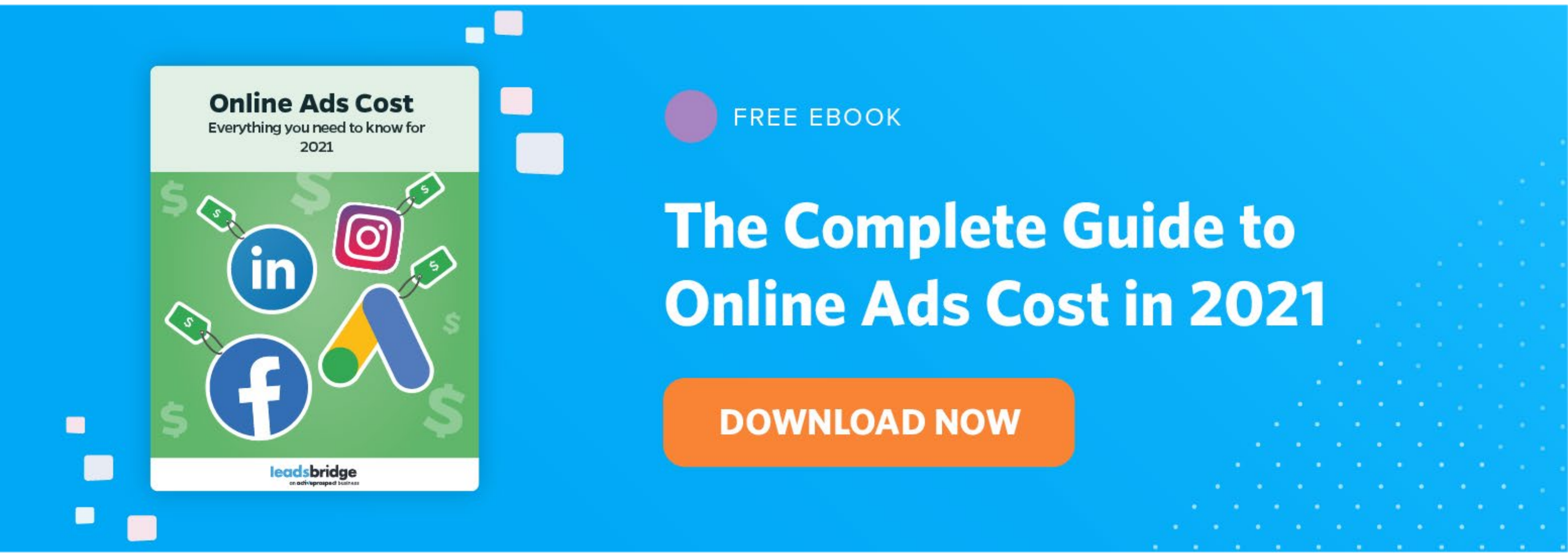
Lead Management process

There are five (5) lead management processes as shown below.

1. Lead Capturing

Lead capturing is the process of collecting the contact information of prospects in order to generate leads. You start by placing a call-to-action (CTA) button on an image or text on your website, blog, or social media channels. Once a user clicks on the CTA, they are taken to a page where they can enter their personal details, such as their email address and name.

For example, the purple "Download Now" button shown in the image below is a CTA that encourages you to fill in your details to get the free "The Complete Guide to ads cost in 2021" ebook.



Below are the steps you need to take to create a robust lead capture system for your business.

Steps to create a lead capture system that works.

1. Know the purpose of the lead capture

The first step in creating a lead capture system that works for your business is to understand how lead capture fits into your sales funnel. Using the sales funnel, there are three stages – the awareness, consideration, and conversion stages.

The purpose of your lead capture can be to generate sales by taking your website users from the awareness stage to the conversion stage.

Once you are clear about the purpose, the next step is to determine the lead generation offer.

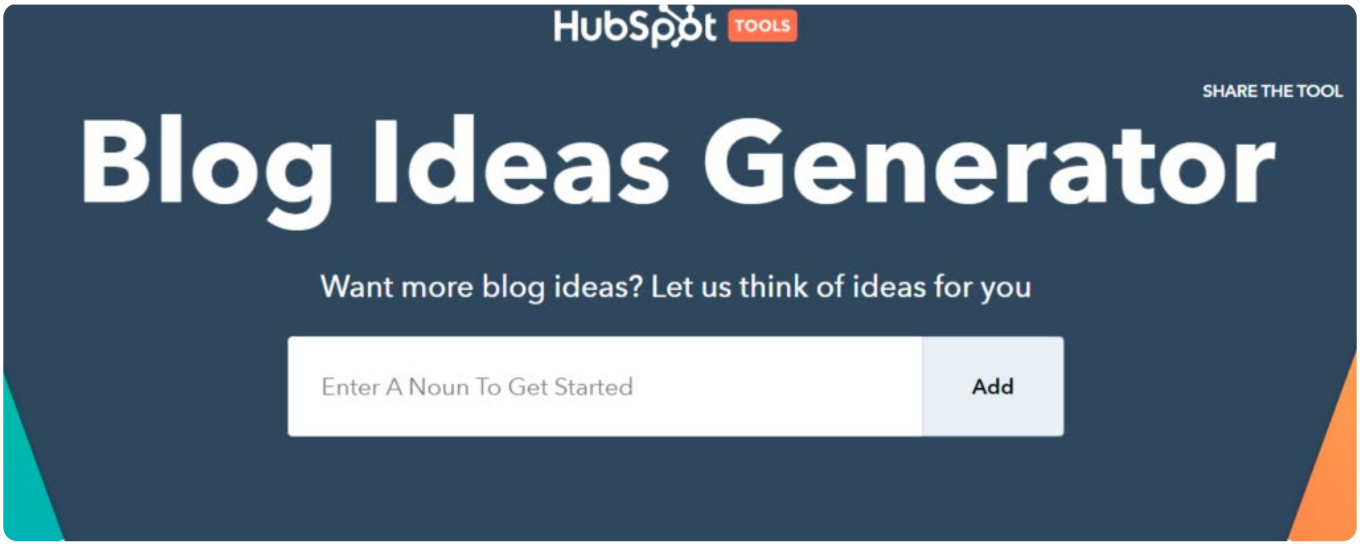
2. Determine the lead generation offer (lead magnet)

We recommended using lead magnets to help entice your leads to subscribe or sign up for your offer, whether on your website or on social media channels. The offers you can use include ebooks, content upgrades, checklists, cheat sheets, swipe files, script, tool kits, resource lists, calendars, free tools, calculators, etc. Give them the offer in exchange for their contact information.

Checklist: Below is an example of a checklist used as a lead magnet on OptinMonster.

Source: [OptinMonster]

Below is another example of a generator created by HubSpot called a blog topic generator. All you need to do is type an idea and watch the tool generate loads of blog topics for you. See it below.



Source: [HubSpot]

The lead magnet you offer should correlate to the user's level in the sales cycle. Below is a chart showing different lead magnets for different stages of the sales funnel.

Source: Singlegrain

3. Create a stunning lead capture page

When you are done with creating your lead magnet, the next step is to design a lead capture page. This is where visitors will land after clicking on your lead magnet CTA. This is the page where you will have to convince them to download your lead generation offer. Below is an example of a lead capture page from Leadsbridge's Marketing Director's Guide to Automation ebook.

Looking at the image above, you can see it has a captivating title, a clear description of what the user will get after dow nloading the ebook, and a clear instruction on how to get it – **“Fill the fields below to get access“**. It also has a clear image of the book you will receive. The CTA button is sharp and clear with the word **“Download for free”** to entice readers to click and download.

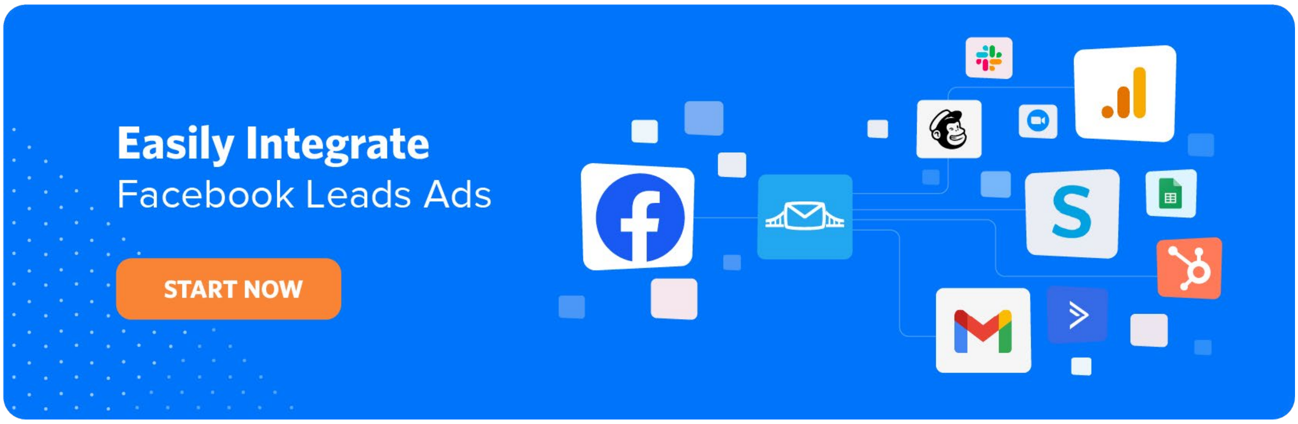
Once you are done, it is time to automate the lead capturing process.

4. Automate your lead capture system

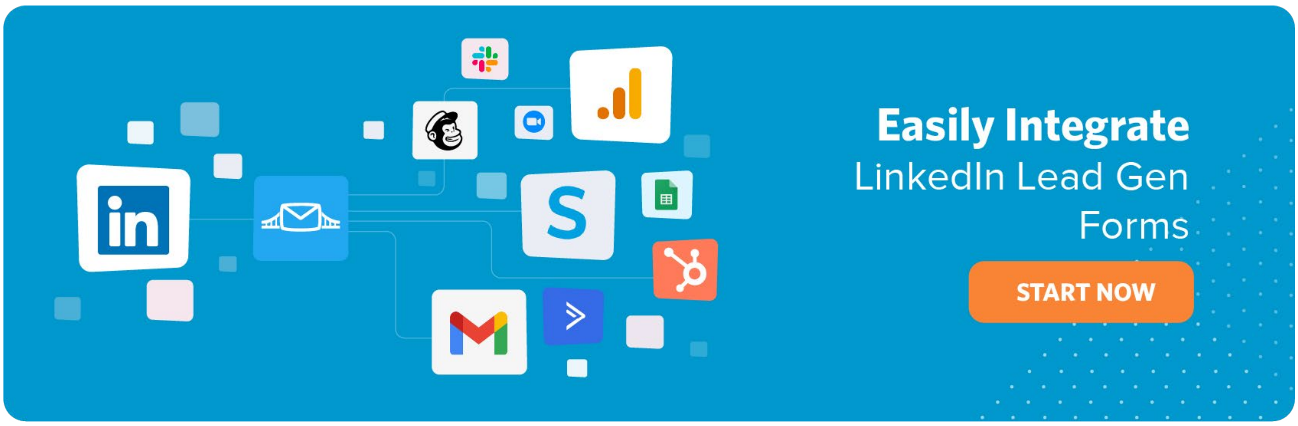
As your business grows, your lead volume will increase, which means you'll need to automate your lead capture system to make it easy for you. This is especially true if you use Facebook, LinkedIn Lead Gen Forms, or Google Ads to generate leads for your business. Without automation, you will have to collect it manually from the platform and then copy it into your CRM. The good news is that you don't have to do that.

Leadsbridge provides integrations for:

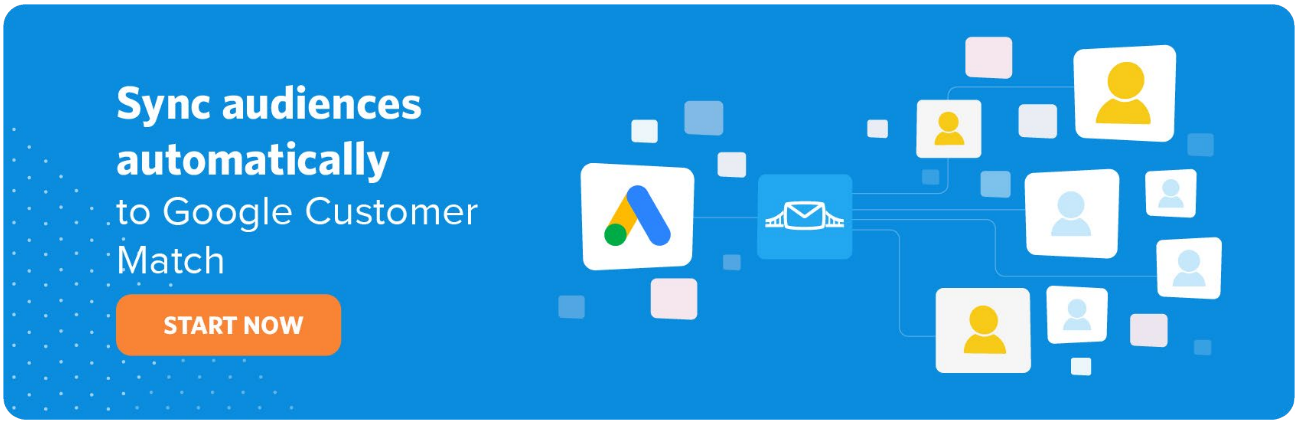
1. [Facebook Lead Ads]



2. [LinkedIn Lead Gen Forms]



3. [Google Ads Lead Form Extensions]



With these integrations, you can connect your platform of choice to your favorite CRM. As leads come in, it automatically funnels them to your CRM where you can quickly contact them before they get cold.

Here are detailed posts that will teach you more about lead generation strategies you can use for your business:

a. The Ultimate guide to online lead generation strategies;

b. Lead Generation for Digital Marketing Agencies: 6 Tactics you need to use;

c. How to collect high-quality student leads with lead generation ads.

If you use Facebook Leads Ads, Google Ads Lead Form Extensions, and LinkedIn Lead Gen forms to generate leads, these posts will be of help to you.

a. Facebook lead generation: Do Facebook lead ads really work;

b. Everything you need to know about LinkedIn Lead Gen Forms;

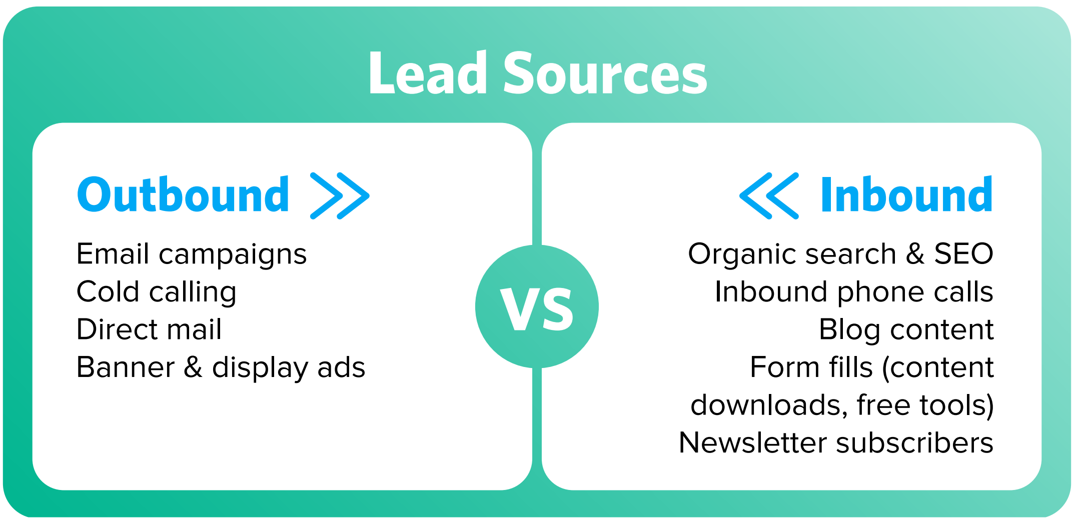
c. Google Ads Lead Form Extensions – The Complete, Always-Updated Guide to Google Lead Generation.

The second process of the lead management system is lead tracking.

2. Lead Tracking

Lead tracking is the process of monitoring lead activities from the initial touch to sale. With it, you can manage and track all your marketing channels, such as the blog and the social media campaigns.

Lead tracking tells you where leads are coming from so you can appropriate your budget to the best channels. Leads can be inbound or outbound. Inbound leads come from organic searches such as Google search, phone calls, blog content form fills, etc. Outbound leads come from your email campaigns, cold calling, direct mail, and display ads as shown below.



Lead tracking helps to:

1. Gauge how close a lead is to buying. This helps you to create processes that will quickly turn the lead into a customer;

2. Avoid losing leads along the sales funnel;

3. Make pipeline projections with the data collected from lead tracking;

4. Fine-tune your marketing campaigns in order to focus on more strategies that are working.

Below are ways to organize your lead tracking process.

Three Ways to Organize Your Lead Tracking Process

1. Organize leads according to their source

Leads can come from different places, such as social media campaigns, blog content, banner ads, etc. The source of the leads reveals some good information about them. For instance, if a lead came from reading one of your blog posts, you understand the type of content they enjoy reading.

Organizing your lead tracking according to the source helps you to understand the platform that is working for your business and also to know the marketing campaign that is performing better than others.

2. Organize leads according to their levels in the sales cycle

Leads are in different stages of the buying process. Some are at the awareness stage, searching for information about the product. Others are at the consideration stage, looking for different options to solve their problems. Others are at the decision stage, looking to make buying decisions. All these leads will need different nurturing depending on the lead source and the lead magnet you use as discussed under the lead magnet.

For instance, you know that a lead in the consideration stage will need guides, webcasts, and videos to help them make an informed buying decision. So, as they come in, you quickly nurture them with those content types before they get cold. Let's use an example from our website in LeadsBridge.

Replay

WEBINAR

Understand the Impact of a Cookie-less Advertising World

REGISTER HERE

Replay

WEBINAR

Boost Inbound Marketing with Facebook Advertising

REGISTER HERE

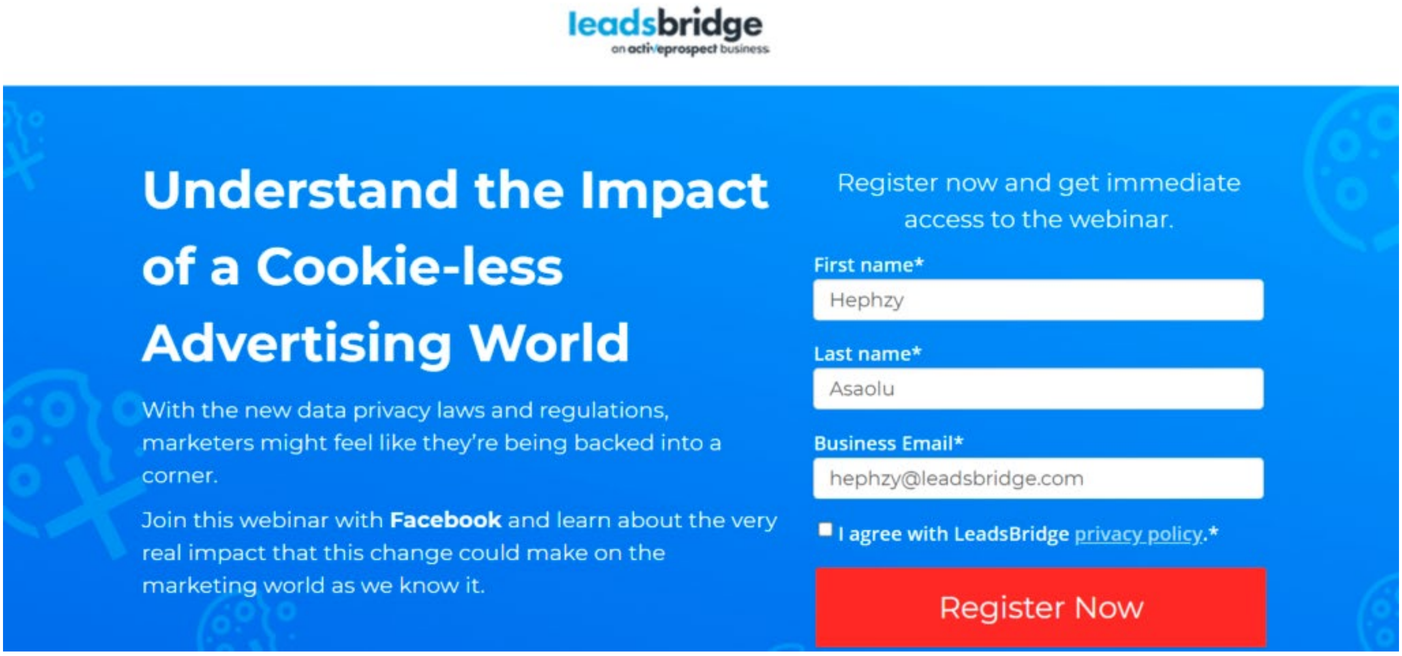
Replay

WEBINAR

Unleash the Power of new Facebook Conversions API

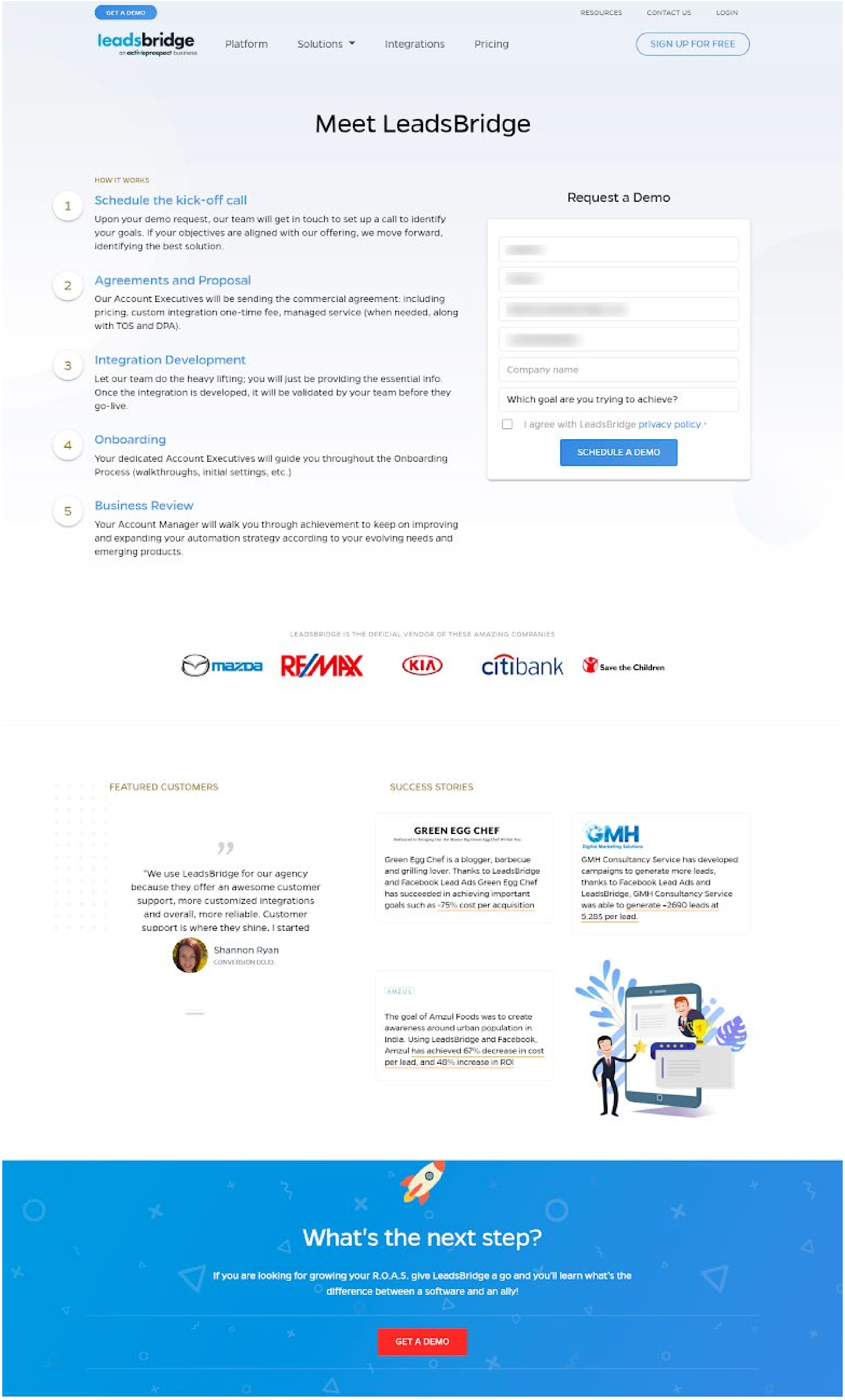
REGISTER HERE

The webinars belong to the consideration stage of the sales funnel. So, when a prospect clicks on one of the webinars— for example, on the "**Understand the impact of a Cookie-less Advertising World**". It takes them to a landing page where they can fill in their contact information, i.e. the first and last name, and the business email.



When the prospect registers, they are immediately taken to a webinar replay page where they can watch the webinar. On the same page is a teaser to encourage the lead to request a demo with the experts before deciding to buy.

Now, when the prospect clicks on the demo request, they are directed to another landing page where they can fill in their personal details and schedule a demo. On the same page are testimonials from customers who have used or are using the product to encourage the lead to make a purchase. The testimonials belong to the conversion stage in the sales funnel. Each of these pages encourages the user to make a buying decision.


GET A DEMO
RESOURCES
CONTACT US
LOGIN
leadsbridge
Platform
Solutions
Integrations
Pricing
SIGN UP FOR FREE
Meet LeadsBridge
HOW IT WORKS
1
Schedule the kick-off call
Upon your demo request, our team will get in touch to set up a call to identify your goals. If your objectives are aligned with our offering, we move forward, identifying the best solution.
2
Agreements and Proposal
Our Account Executives will be sending the commercial agreement: including pricing, custom integration one-time fee, managed service (when needed, along with TOS and DPA).
3
Integration Development
Let our team do the heavy lifting; you will just be providing the essential info. Once the integration is developed, it will be validated by your team before they go-live.
4
Onboarding
Your dedicated Account Executives will guide you throughout the Onboarding Process (walkthroughs, initial settings, etc.)
5
Business Review
Your Account Manager will walk you through achievement to keep on improving and expanding your automation strategy according to your evolving needs and emerging products.
Request a Demo
Company name
Which goal are you trying to achieve?
I agree with LeadsBridge privacy policy.*
SCHEDULE A DEMO
LEADSBRIDGE IS THE OFFICIAL VENDOR OF THESE AMAZING COMPANIES
FEATURED CUSTOMERS
"We use LeadsBridge for our agency because they offer an awesome customer support, more customized integrations and overall, more reliable. Customer support is where they shine. I started
Shannon Ryan
CONVERSION DOJO
SUCCESS STORIES
GREEN EGG CHEF
Green Egg Chef is a blogger, barbecue and grilling lover. Thanks to LeadsBridge and Facebook Lead Ads Green Egg Chef has succeeded in achieving important goals such as -75% cost per acquisition
GMH
GMH Consultancy Service has developed campaigns to generate more leads, thanks to Facebook Lead Ads and LeadsBridge, GMH Consultancy Service was able to generate +2690 leads at 5,28$ per lead.
The goal of Amzul Foods was to create awareness around urban population in India. Using LeadsBridge and Facebook, Amzul has achieved 67% decrease in cost per lead, and 48% increase in ROI
What's the next step?
If you are looking for growing your R.O.A.S. give LeadsBridge a go and you'll learn what's the difference between a software and an ally!
GET A DEMO

3. Organize leads according to the number of interactions

Organize your leads according to the number of interactions they have with your business. A visitor may come once, others may come again and again to view different content on the website. This means visitors will be tracked differently based on the number of touches they have on the website. For instance, assuming two visitors come to your website and download a free ebook. The first lead did not return immediately but the second lead returned to view more content. These two leads, although they came at the same time, should be tracked differently because of the number of touches they have on the website.

3. Lead Qualification

The truth is, not everyone that shows interest in your product, or service will buy immediately. In fact, a study revealed that only 5-10% of qualified leads successfully convert for marketers. This is why you need to qualify your leads appropriately. Unfortunately, few businesses engage in lead qualification. A study revealed that nearly two-thirds of companies in the business-to-business market fail to consider lead qualification when deciding where to target their sales effort, even though roughly one-quarter of sales leads are qualified. But having a proper lead qualification system will help to prevent this pitfall.

But wait "what is lead qualification?"

Lead qualification is the process of evaluating a prospect to know if they are able and ready to buy your products and services. The lead qualification process starts when your lead inputs their information into your lead capture system. Then the marketing team checks whether the lead fits the persona of your target audience. If there is a fit, the lead is termed a prospect. Then the sales team takes over by scheduling a call where they discuss the prospect's needs and readiness to make a purchase. The outcome of this call determines if the prospect is a good fit and needs further pursuing or not.

The importance of lead qualification

Lead qualification is important because:

a. It helps to improve sales efficiency;

b. It saves time, energy, and money in pursuing wrong leads;

c. It helps to create a more personalized promotion for prospects who are ready to purchase;

d. It improves revenue.

Now that you know lead qualification is important in lead management, it is time to learn how to qualify your leads.

How to qualify leads

Leads differ from one another. Some may be easy to qualify, while others may be hard due to insufficient information to evaluate them. This is why you need a system in place to help qualify your leads. Below are four frameworks you can use to qualify leads.

1. BANT

BANT is an acronym for Budget, Authority, Needs, and Timeline. It takes into cognizance the budget of the prospect, the authority of the prospect to make a buying decision, the prospect's needs for the product, and whether the prospect is ready to make a purchase. The BANT system of lead qualification is especially useful if you sell expensive products or services. This means not all prospects can afford the product.

B BUDGET	A AUTHORITY	N NEED	T TIMING
Do they have the ability to spend?	Do we know who the decision maker is?	Does the prospect have an urgent business problem and pain to address?	Do we know a timeframe in which they will need a solution?

2. CHAMP

CHAMP is an acronym for Challenges, Authority, Money, and Prioritization. It looks at the challenges of the prospect and whether the product or service will solve them. This works in situations where leads do not understand the product you are selling. Here, knowing the challenges of the prospect is important to understand if your product is a good fit. This will help the sales team to quickly filter out leads that don’t need your product.

CH	A	M	P
CHALLENGES	AUTHORITY	MONEY	PRIORITIZATION
What goals are you looking to achieve by solving this pain?	How are purchasing decisions made in your organization?	How much are you willing to invest in this solution?	When where you planning on starting using the solution?

3. MEDDIC

MEDDIC is an acronym for Metrics, Economic Buyer, Decision criteria, Decision process, Pain point identification, and Champion. Gathering this information from leads is a lot of work. Therefore, this system is suitable for businesses that sell high-priced products such as software enterprises. The teams can devote a considerable amount of time to collect the information in order to qualify the leads. It may not be suitable for b2c businesses such as online retailers that have low-priced products and a high volume of leads.

M	E	D	D	I	C
METRICS	ECONOMIC BUYER	DECISION CRITERIA	DECISION PROCESS	IDENTIFY PAIN	CHAMPION
What are your quantifiable goals?	Who stands to gain most when a goal is achieved?	What criteria will the solution be judged on?	What will be the criteria to evaluate the solution?	What specific outcomes are you looking for?	Who is the right person wihin your organization to advocate for this solution?

4. ANUM

ANUM means Authority, Need, Urgency, and Money. It is similar to the BANT but arranged in a distinct order. The ANUM system of lead qualification focuses more on the decision-making authority of the buyer, while the buyer takes the back seat.

A AUTHORITY	N NEED	U URGENCY	M MONEY
Are you talking to the decision maker?	What are their specific needs?	How urgent is the need?	Do they have the ability to spend?

ANUM is good for a business that sells to other businesses that don't have a clearly defined process of making a purchase. Such businesses need to determine who and who handles the final decision to make a purchase.

5. FAINT

FAINT means Funds, Authority, Interest, Need, and Timing. While also similar to the BANT system, this method focuses on the budget and the authority of the lead to make a buying decision. It also adds the interest and need of the leads. This helps the sales team to determine whether or not the prospect is interested in the offer.

F	A	I	N	T
FUNDS	AUTHORITY	INTEREST	NEED	TIMING
Do they have the ability to spend?	Are you talking to the decision maker?	Get interest by educating them.	Do they have an urgent problem?	When will they need your solution?

You can choose any of the systems above to appropriately qualify your leads and make a decision on whether it is right to move the prospect down the sales funnel or not. Generally, qualified leads will show the following attributes:

a. Answer your questions about their needs correctly;
b. Express interest and a need for your product or service;
c. Know what your product or service can do for them;
d. Know whether or not they can afford your product;
e. Show the potential to make a buying decision in the nearest future;
f. Have a semblance with your past customers.

These two posts – Marketing qualified leads and Sales qualified leads will help you learn more.

4. Lead Nurturing

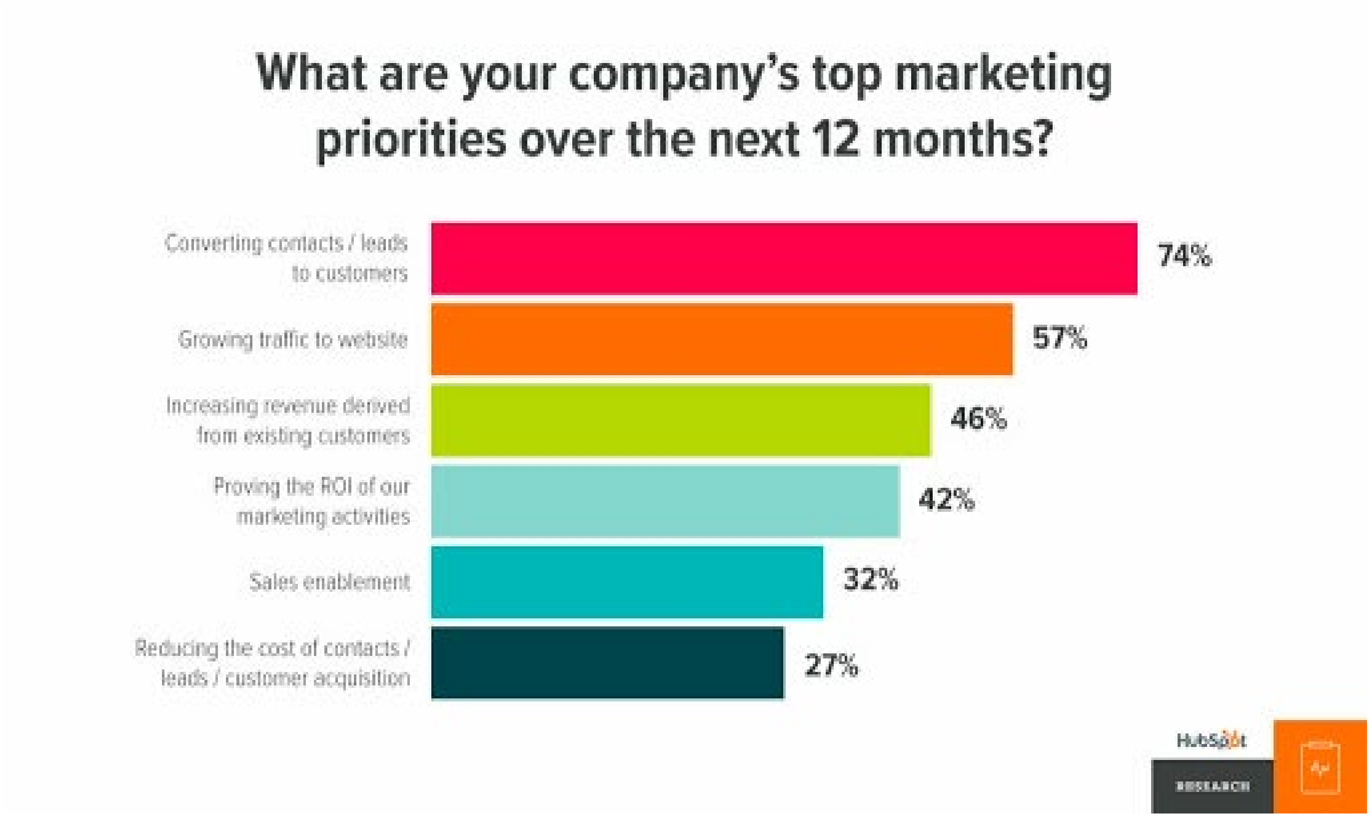
A study by Marketo revealed that 96% of visitors who come to a website aren't ready to buy yet. That is true, but there is something you can do to encourage them to buy your product or service: lead nurturing.

Lead nurturing is the process of sending relevant content to leads and customers at the different levels of the sales funnel.

Lead nurturing is important because:

1. Companies that excel at lead nurturing generate 50% more sales leads at 33% lower cost per lead;
2. Targeting users with content relevant to their position along the buying process yield 72% high conversion rates;
3. Companies that maintain consistent communication with prospects help buyers to make an informed buying decision;
4. Nurtured leads have a 23% shorter sales cycle.

Lead nurturing is one of the best ways to convert your lead into customers. This is the reason [74% of companies say converting leads into customers] is their top priority.



Source: HubSpot

Now, if you want to convert your leads into customers, you need lead nurturing strategies. Find some of them below.

Four Top Lead Nurturing Strategies

1. Segment your email list

One common mistake marketers make is lumping leads into a basket and sending the same content to them. General emails are of no use to subscribers. For instance, imagine sending the same email you sent to a new subscriber to a customer. It makes no sense. Instead of that, send targeted emails that your subscribers want according to their level in the sales cycle. This is known as email segmentation.

Email segmentation can improve your open rates, click-through rates, and conversions. According to MailChimp, segmented email campaigns earn 100.95% higher click-through rates compared to non-segmented email campaigns, and segmented email marketing campaigns can lead to revenue increases of as much as 760%.

There are many ways to segment your email list such as:

a. The subscriber’s position in the sales funnel;

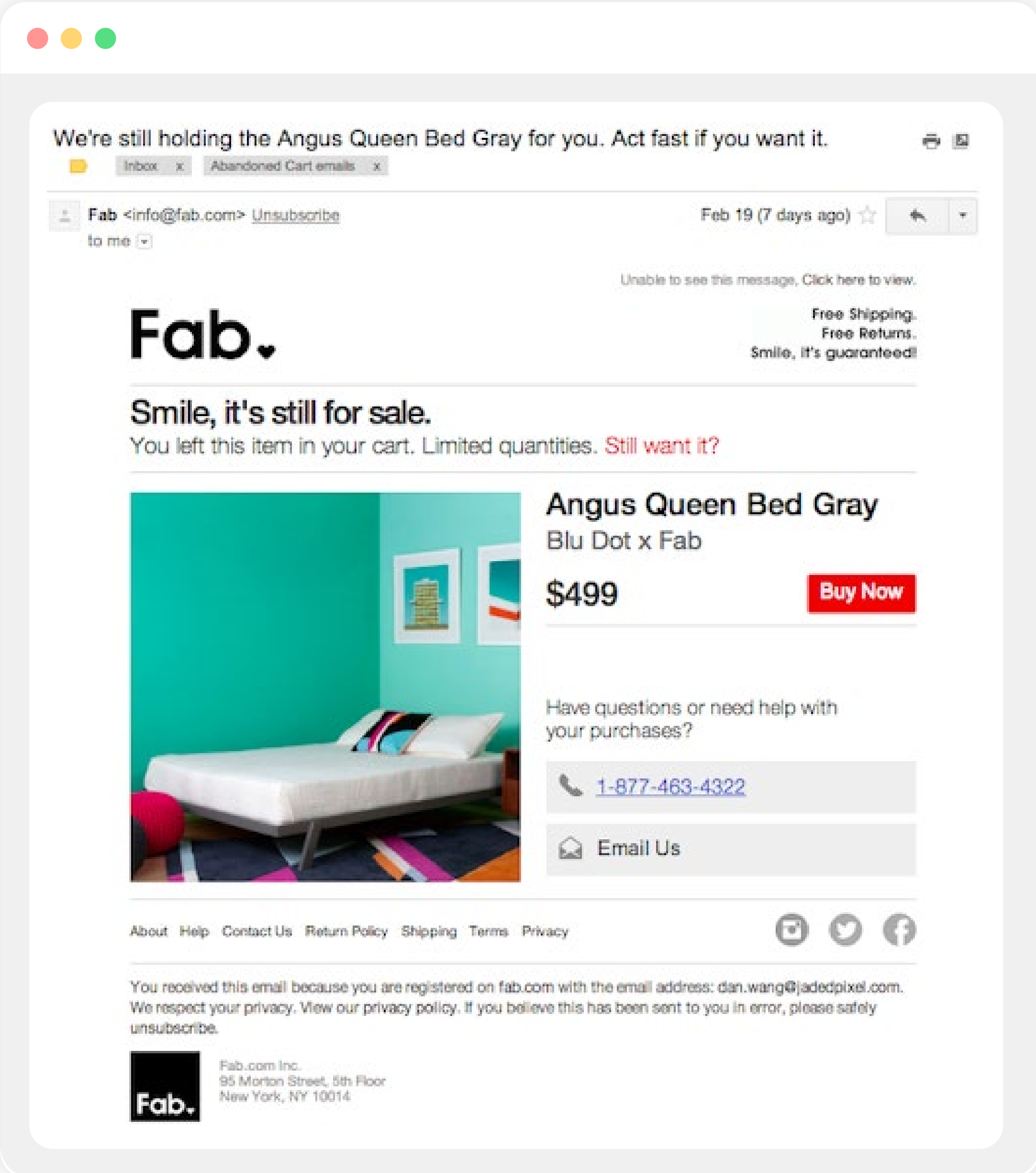
b. The content subscribers download from your website;

c. The page subscribers visit on your website;

d. The subscribers that did not open your emails;

e. The subscribers that reply to your emails.

Below is an example of segmentation based on the pages subscribers visited. A customer viewed a product on Fab, got to the payment page, and left. Fab sent a follow-up email to remind the visitor of the purchase process they did not complete.



Source: fab.com

The email is personalized for the visitor alone.

2. Use email marketing automation

Email marketing automation is the process of sending emails to leads and customers based on triggers. A study revealed that automated messages generate 70.5% higher open rates and a 152% higher click than standard marketing. It is a great way to engage with your leads automatically and move them down the sales funnel.

Triggers you can set for your automated emails include form filling, call-to-action clicks, page views, etc. Once the user takes the required action, it automatically adds them to the automation workflow and they receive emails based on their behavior on the website.

For effectiveness, tie the automated emails to your conversion paths such as the social media ads (Facebook Lead Ads, LinkedIn Lead Gen Form Ads, and Google Ads Lead Form Extensions). The good news is, at Leadsbridge, we offer integrations for Facebook Leads ads, LinkedIn Lead Gen Forms ads, and Google Ads Lead Forms extensions. With this service, you can integrate your favorite CRM such as HubSpot, ActiveCampaign, and your autoresponders such as GetResponse with your social media ads platforms. With this, you quickly funnel your leads to your CRM or autoresponder and starts nurturing them before they get cold.

3. Use multi-channel lead nurturing

The most popular method of lead nurturing is email marketing. However, the use of spam filters on emails and expired email lists is reducing the efficiency of email marketing. To walk around this, you need a multi-channel nurturing system. This will enable you to reach and nurture your audience on different channels. These channels include:

a. Dynamic website content: This means creating personalized content for each of your users. For instance, if they browse a page on your website, use retargeting ads on social media to bring them back;

b. Mobile marketing automation: According to Statista, mobile accounts for approximately half of the web traffic worldwide. This is the reason you need to add mobile devices to your lead nurturing campaign. Use the mobile device to send text messages and to call your leads;

c. Social media: Get across to your leads by posting relevant content on your social media channels and engage with prospects through liking and commenting on their posts. You can also send relevant messages through Facebook messenger as the need arises.

4. Use lead scoring strategies

Lead scoring is the process of ranking leads based on a scale that represents their value to your business. Effective lead scoring can increase your revenue. Most marketing automation platforms allow you to score your leads by assigning numbers to conversion events, social media interactions, or website browsing behaviors. The score will show you which leads you need to follow up directly by your sales team, the leads that need more nurturing, and those you can discard.

5. Lead Distribution

Lead distribution is the process of assigning leads to different sales teams. This will enable you to match leads with the right sales team that has the abilities and experiences to handle them. Lead distribution can be automatic or manual. But it involves gathering leads from different lead generation sources such as the website, social media, events, emails, etc, and distributing them to the sales team with relevant experience.

Leads distribution helps to:

a. Reduce the time it takes for the sales team to make the first call. This is very important because leads who are contacted within 5 minutes are 9 times more likely to convert;

Source: Insidesales

b. Produce high-quality leads because only qualified leads are distributed to the sales teams;

c. Creates room for accurate targeting as the sales team handling the leads has better experiences;

d. Makes it easy to attribute revenue to the leads generating the most revenue;

e. It reduces the response time.

Below is the step-by-step process to distribute leads.

How to carry out Lead distribution strategies

1. Generate leads and deliver them automatically

Here, you will need an automation system to capture the leads as they sign up for your email list. In most cases, you can connect your marketing automation tools to your CRM automatically. At LeadsBridge, we have a tool that can do just that for you. It is known as an email notification tool. You can integrate it with your favorite CRM or autoresponder so that you get alerts in your inbox as soon as leads come in through different sources such as landing pages.

2. Qualify your leads

Since you have qualified your leads before they get to distribution, it is time to filter out leads that do not align with your goals and leave the leads that are ready to convert. This ensures that quality leads are distributed to the sales team.

3. Determine where to distribute the leads

Now that you have high-quality leads at hand, it is time to distribute them to the right sales reps. In order to do this, you need to consider the experience, expertise, and availability of the sales rep to handle the lead.

4. Use different lead distribution methods to see what works for you

There are different lead distribution methods, including:

a. Round Robbin method that automatically sends new leads to all sales team members at once;

b. Cherry Pick method that allows sales reps to pick the leads they are comfortable with pursuing;

c. Shark Tank method that notifies all the sales team members when there is a new lead and the first person to respond acquires the lead.

Lead Management Software

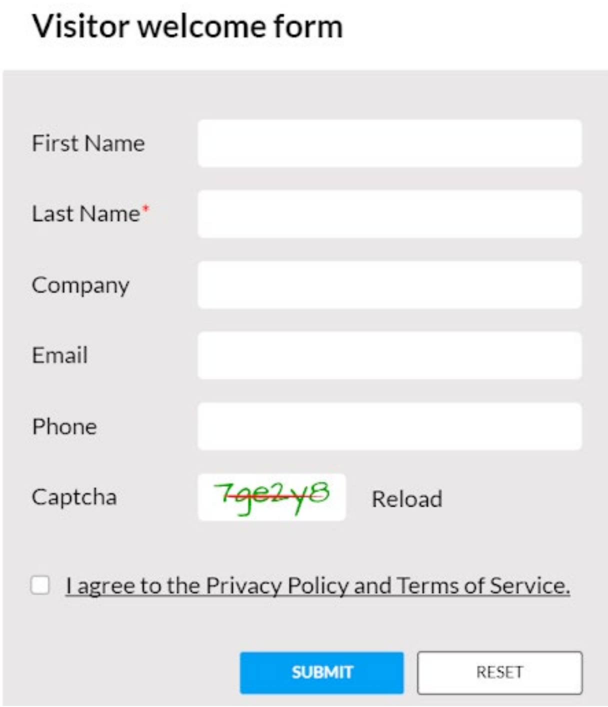
Lead management software helps businesses capture, route, nurture, and convert leads to customers. Lead management tools use interactive forms and post-click landing pages to help capture leads. Once the leads are captured, the lead tracking software tracks them down the sales funnel using phone calls, emails, meetings, and chats.

With the aid of an in-built lead scoring tool, high-value leads are determined. Then the software sends the leads to the right sales team based on their skill and experience. Analytics and reporting tools in the lead management software provide metrics such as conversion and acquisition rates to help you monitor the leads and prevent leaks along the sales funnel.

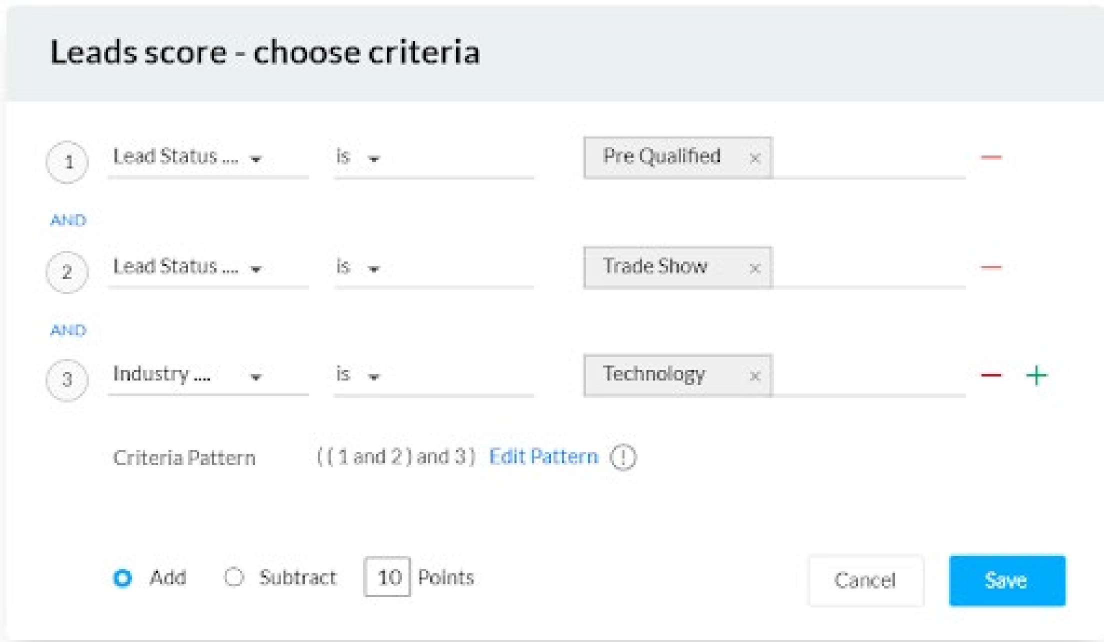
5 Best Lead Management Software

1. Zoho CRM Lead Management System

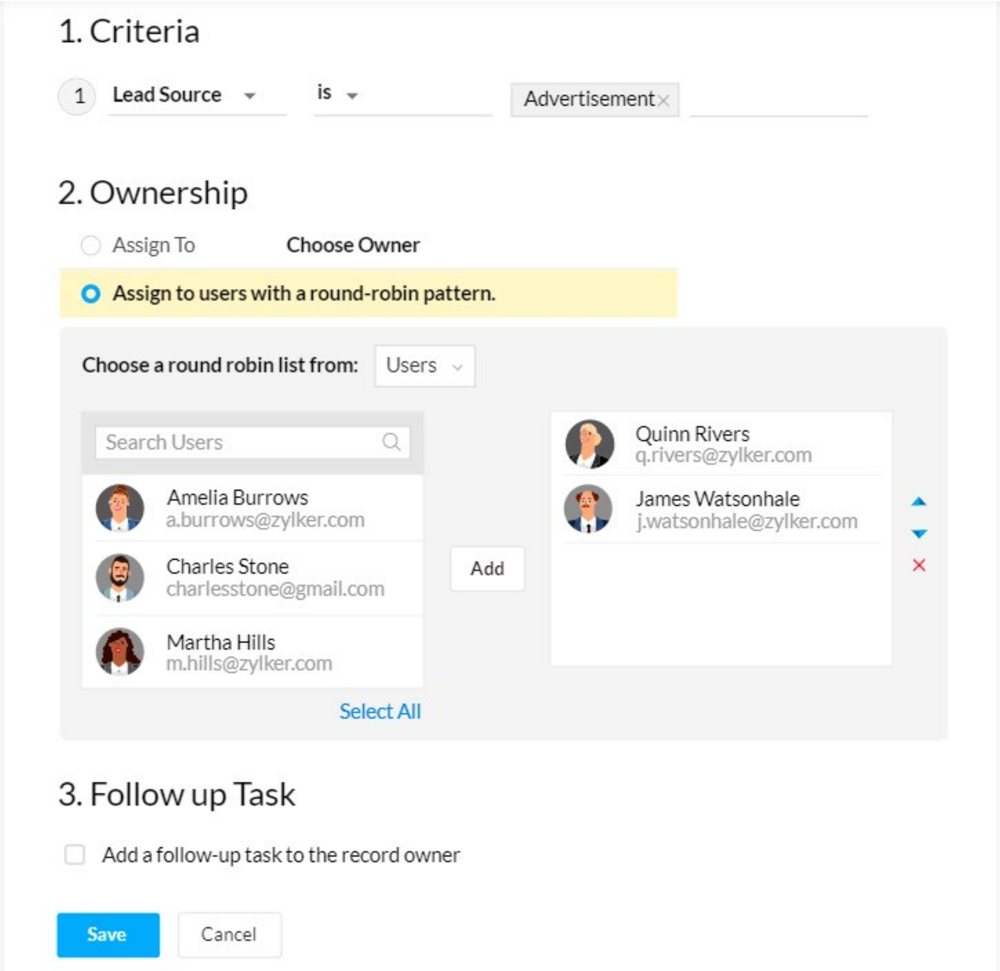
Zoho CRM is a robust lead management system that helps businesses to generate, score, and convert leads. It ensures leads are properly followed up and moved from one sales funnel level to another. It provides businesses with smart web forms to help in capturing leads from landing pages and other lead sources.



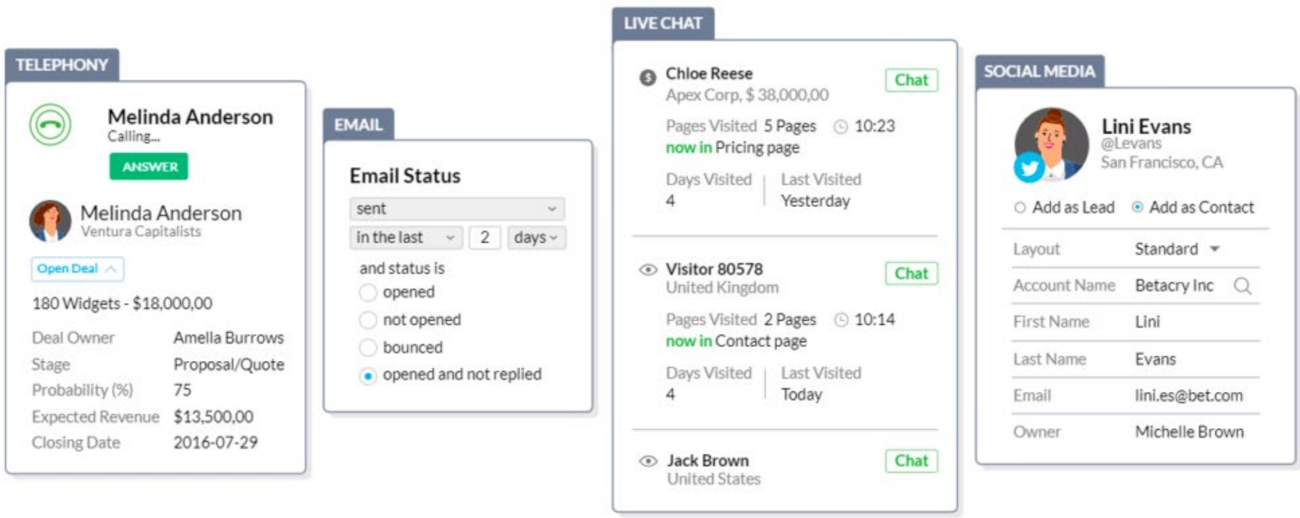
It provides lead scoring rules to help sort and filter leads so you can prioritize sales leads for faster conversions. With this, you can assign higher scores to lead sources delivering high-value leads.



The predefined workflow rules help you to distribute leads to sales reps according to the geography, product, or department.

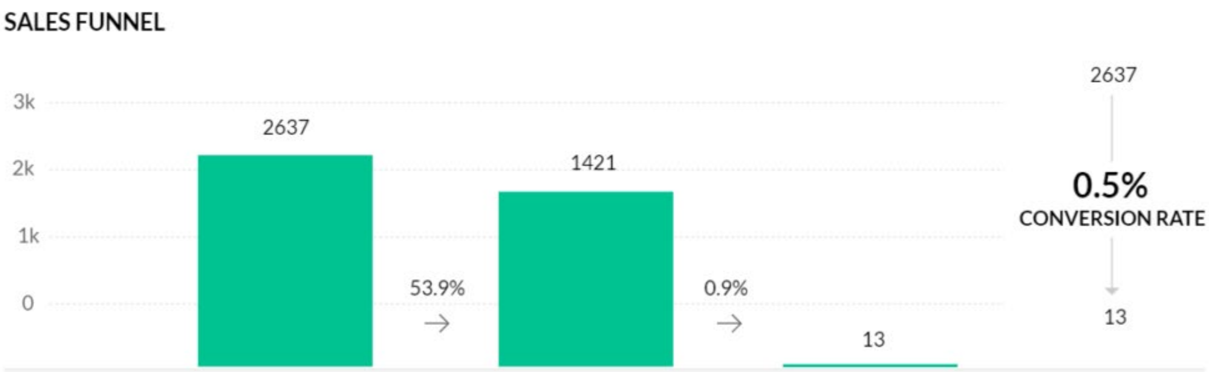


Using Zoho CRM, you can nurture your leads through omnichannel communication. This involves nurturing leads through Telephone, email, live chat, social media, and in person.



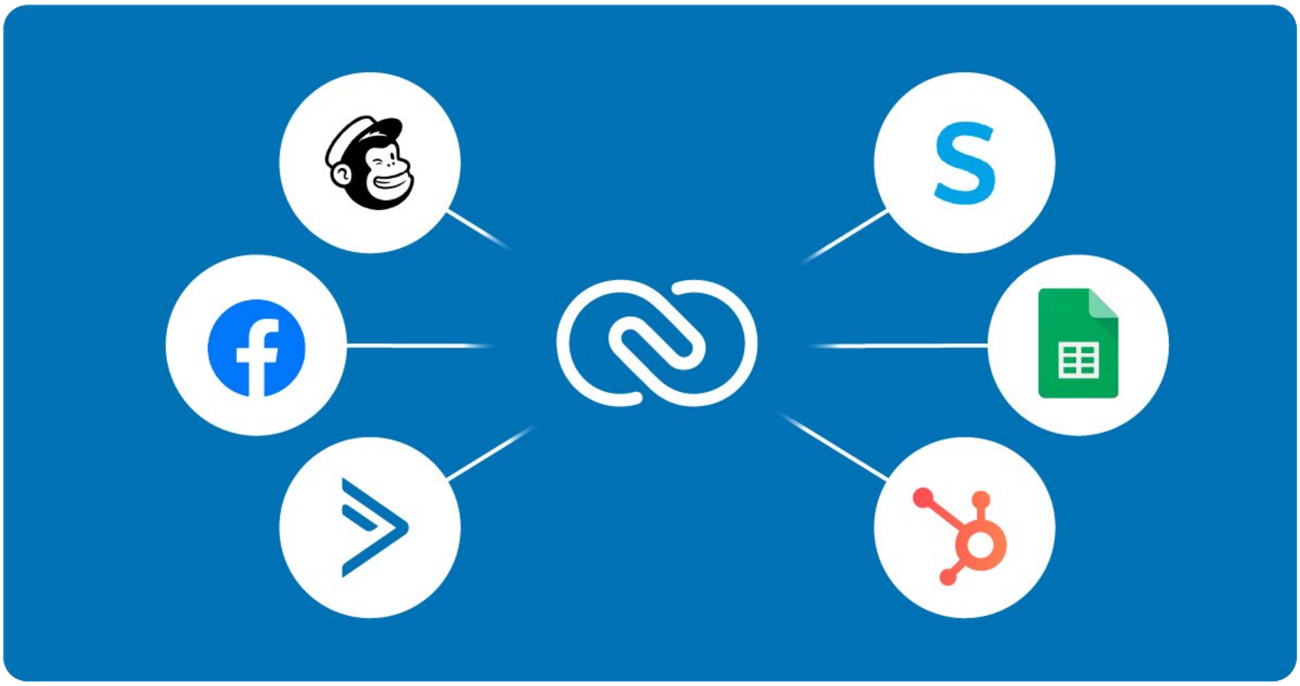
Creating and sending targeted email campaigns to leads in Zoho CRM helps you to engage with your prospects at every stage of the sales funnel. With this, you can nurture them appropriately with relevant content that can help convert them to customers.

Zoho CRM provides information on which of your ad campaigns is bringing you quality leads. Also, with Zoho's in-built analytics tool, you can measure the number of leads you captured, conversion rates of lead sources, sales reps that convert leads to customers the most, and much more.



Lead Source	Leads Created		Converted to Contacts		Customers	Conversion Rate
None	504	22.6%	114	2.6%	3	0.6%
Employee Referral	2	100%	2	100%	2	100.0%
Trade Show	100	5%	5	40.0%	2	2.0%
Partner	1	0%	0	0%	0	0%
External Referral	5	60%	3	0%	0	0%
Advertisement	1001	49.5%	495	0%	0	0%

Zoho CRM integrations with other tools

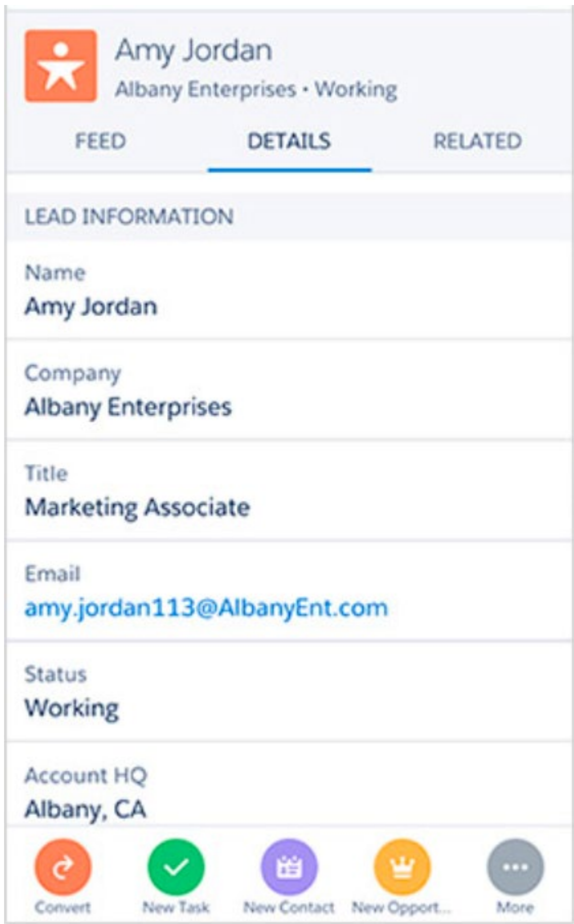


At LeadsBridge, we provide different integrations for Zoho CRM. This includes integrating Zoho CRM with Facebook Lead Ads, Facebook Custom Audiences, ActiveCampaign, HubSpot, MailChimp etc. The integrations enable you to automatically funnel your leads directly to the Zoho CRM so that you can quickly score, distribute and nurture them.

In addition, LeadsBridge also provides integration for Zoho Campaigns and Zoho Forms.

2. Salesforce Lead Management System

Salesforce lead management system provides robust features that can help you to easily track your marketing ROI, build relationships with leads, automate the sales process, and much more. This creates a fuller pipeline of qualified leads and higher conversion rates for your business.

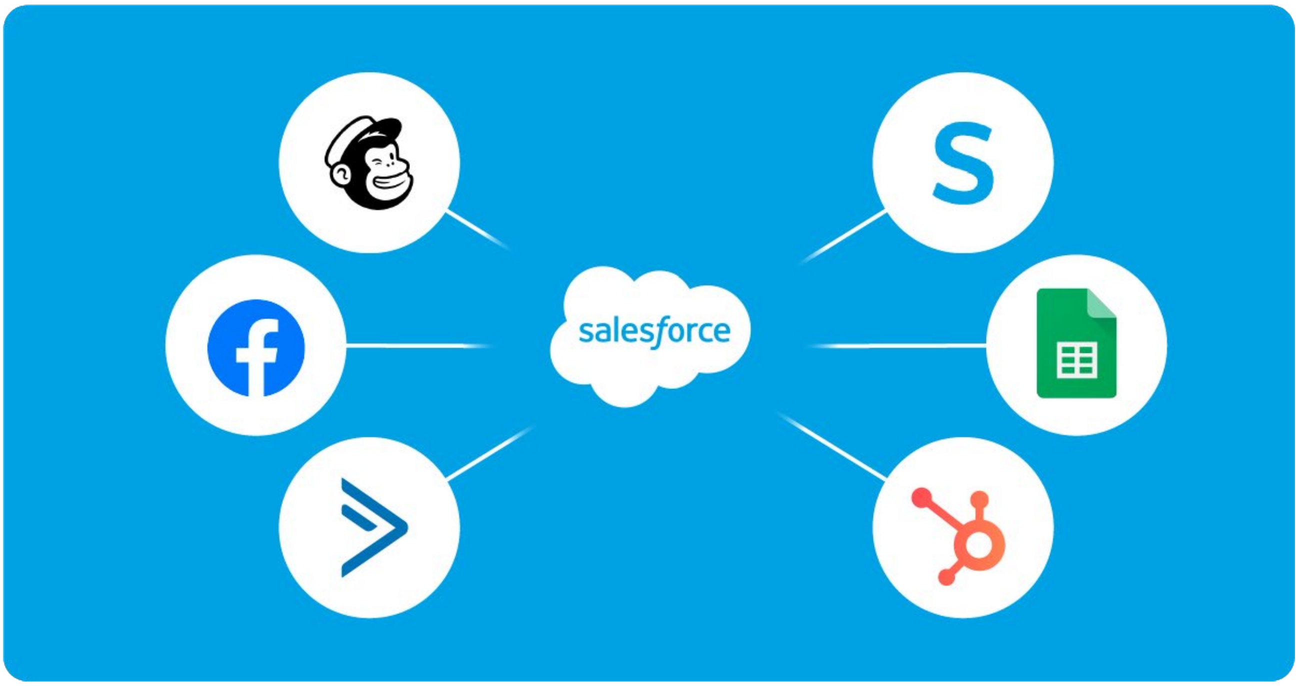


Salesforce lead management software enables you to track leads' information. With this, you can see where a lead came from and nurture them through emails.

The automatic lead scoring and routing tool help you to assign numbers to leads according to their relevancy. Then, you can route them to the right sales reps with the right skill and experience to follow up on the leads.

With Salesforce lead tracking software, you can track your marketing campaigns across different channels such as social media, mobile, website, etc. This will show you the impact of your marketing activities on sales. Based on this, you can make an informed decision on where to invest more to get high-quality leads that can convert to customers.

Salesforce integrations with other tools

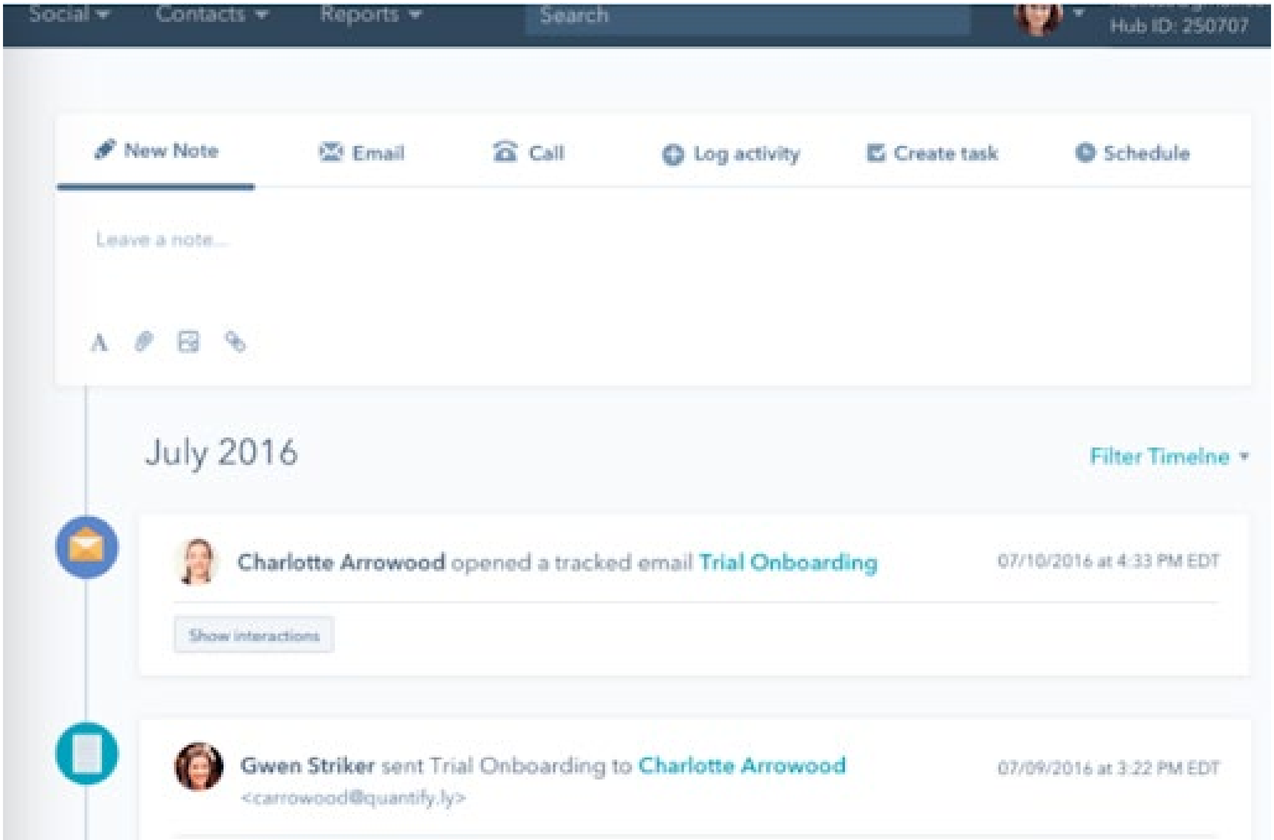


There are integrations for Salesforce available at LeadsBridge. You can integrate Salesforce with Facebook Lead Ads, MailChimp, ActiveCampaign, Facebook Custom Audiences, HubSpot, and more. These integrations help you to automatically connect Salesforce with your preferred CRM or Autoresponder, so you can quickly nurture leads before they get cold.

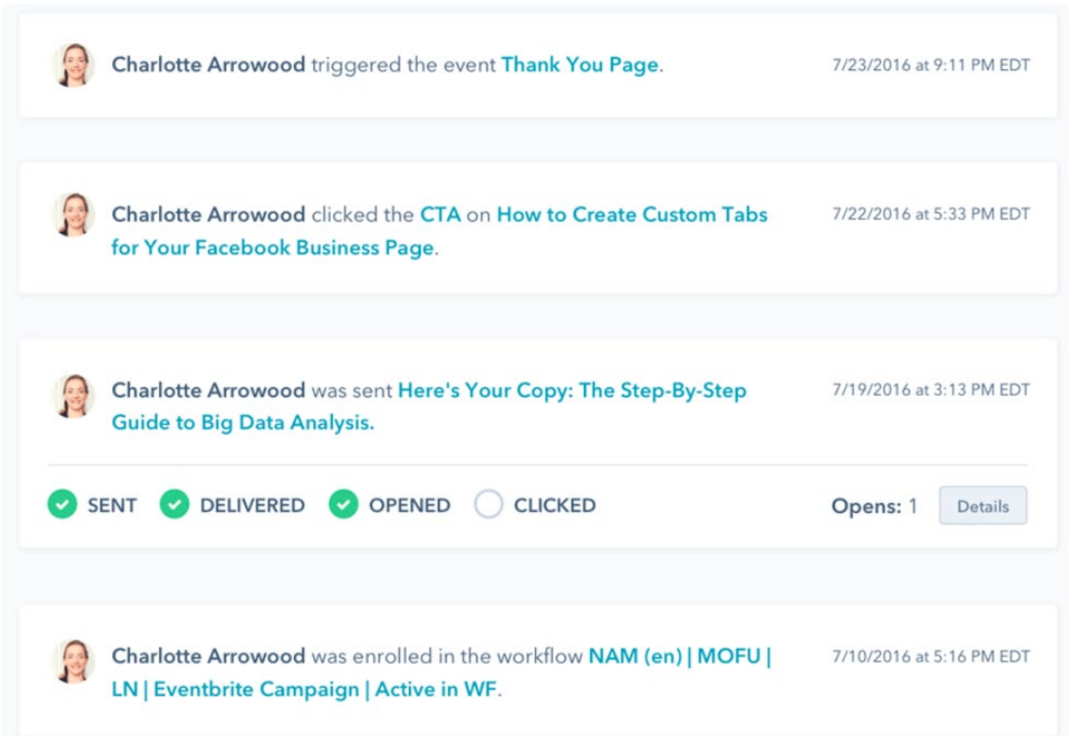
3. Hubspot CRM Lead Management & Tracking Software

HubSpot lead management software helps you to manage leads in one place (i.e. on the dashboard). There, you can see sales activities, company and contact records, and communication history.

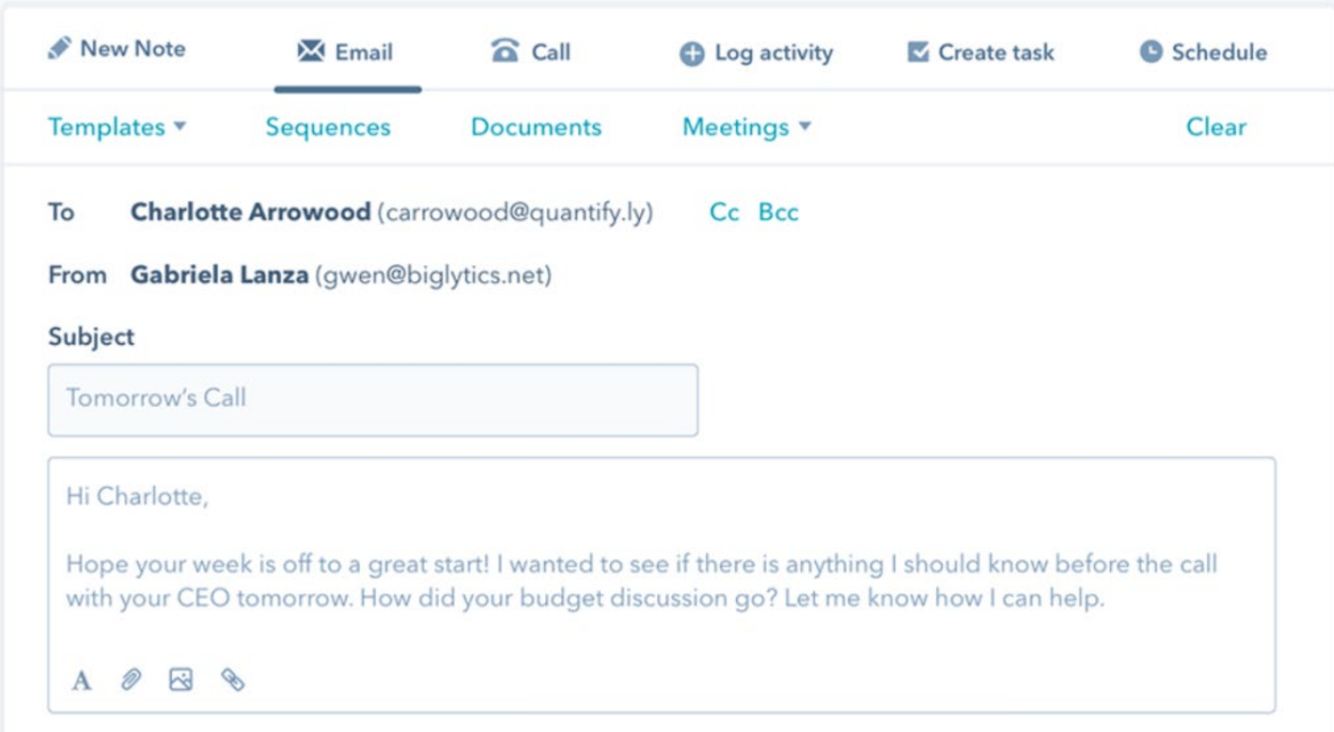
With HubSpot lead management system, you can manage and follow up with leads in one dashboard as shown below.



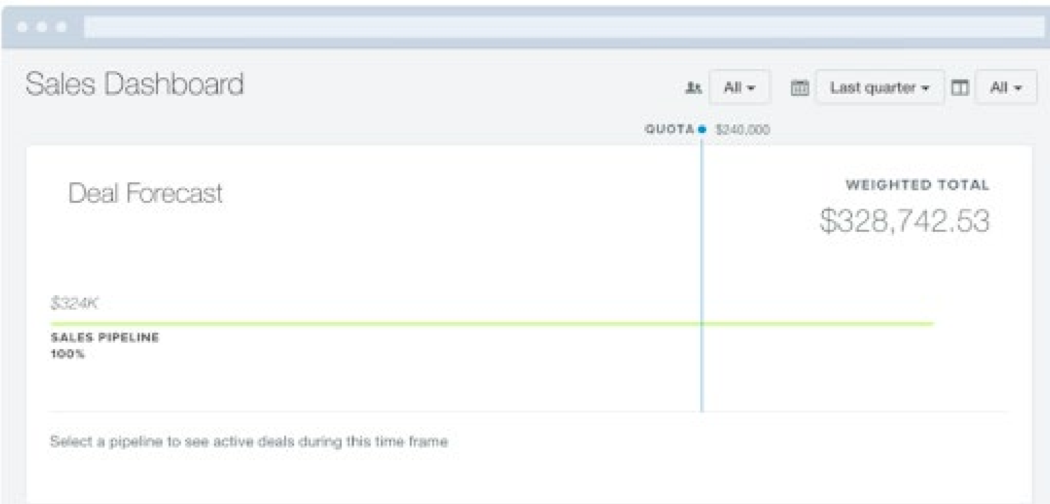
Looking for how to personalize your follow-up messages with leads? HubSpot provides prospects' details such as emails, recorded calls, and sales notes on the prospect's timeline. This gives you the information you need to create a personalized follow-up.



In HubSpot CRM lead management tool, you can follow up with leads, make sales calls, send emails, assign tasks, etc. When you use HubSpot marketing, you can distribute leads to the right sales reps, and create follow-up tasks.



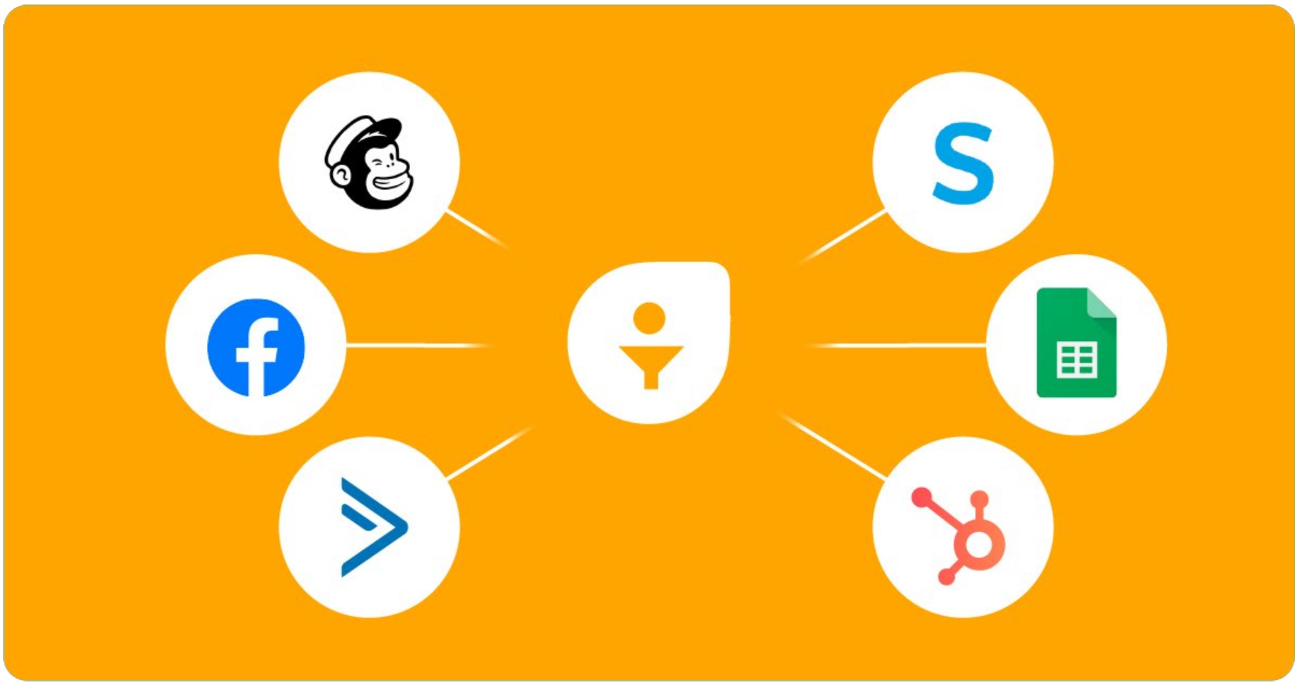
HubSpot CRM's dashboard shows the number of calls made, emails sent, meetings held and other tasks completed by the sales reps. From here, you can determine the productivity of the sales team and ensure that they follow up appropriately and on time.



HubSpot CRM integrations with other tools

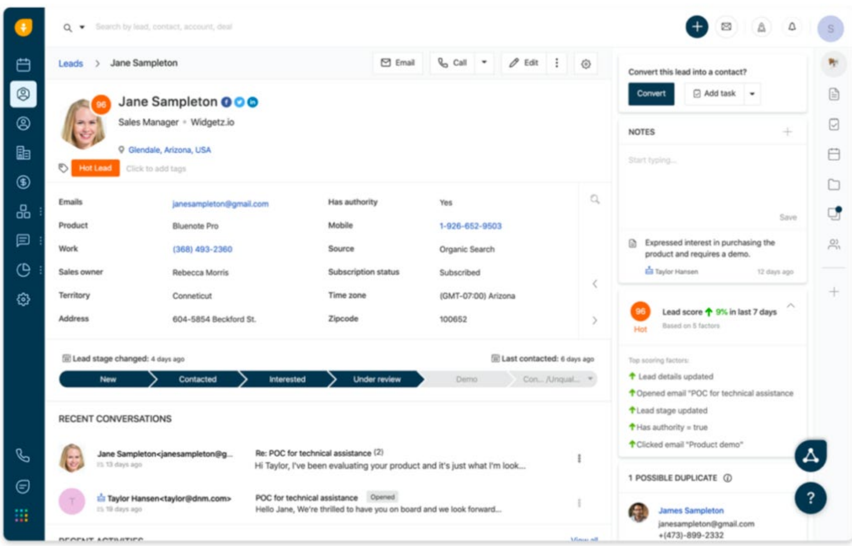
At LeadsBridge we offer different integrations for HubSpot CRM to help you connect it to your favorite tools such as Facebook Lead Ads, Facebook Custom Audiences, MailChimp, ActiveCampaign, etc.

4. Freshsales Lead Management Software

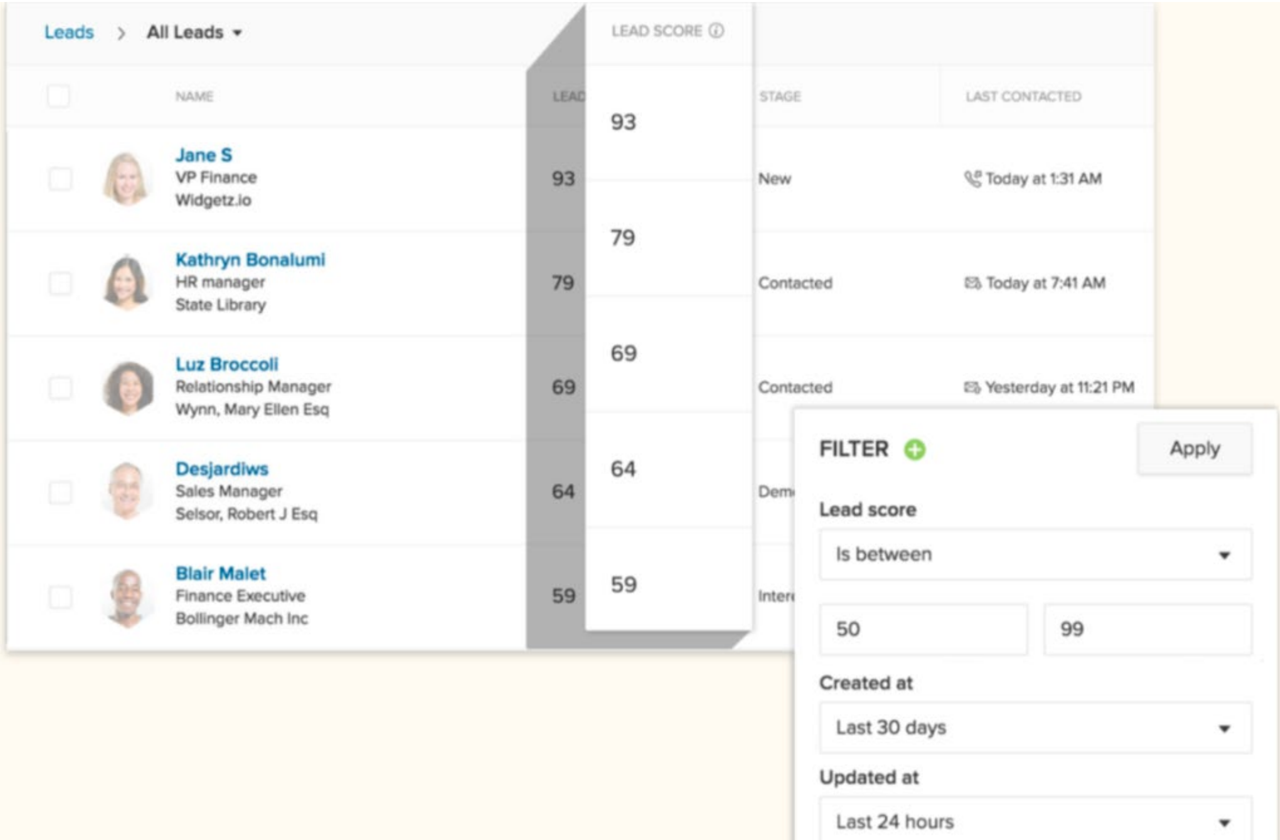


The [Freshsales leads management software](#) helps businesses to identify and track high-value leads till they convert.

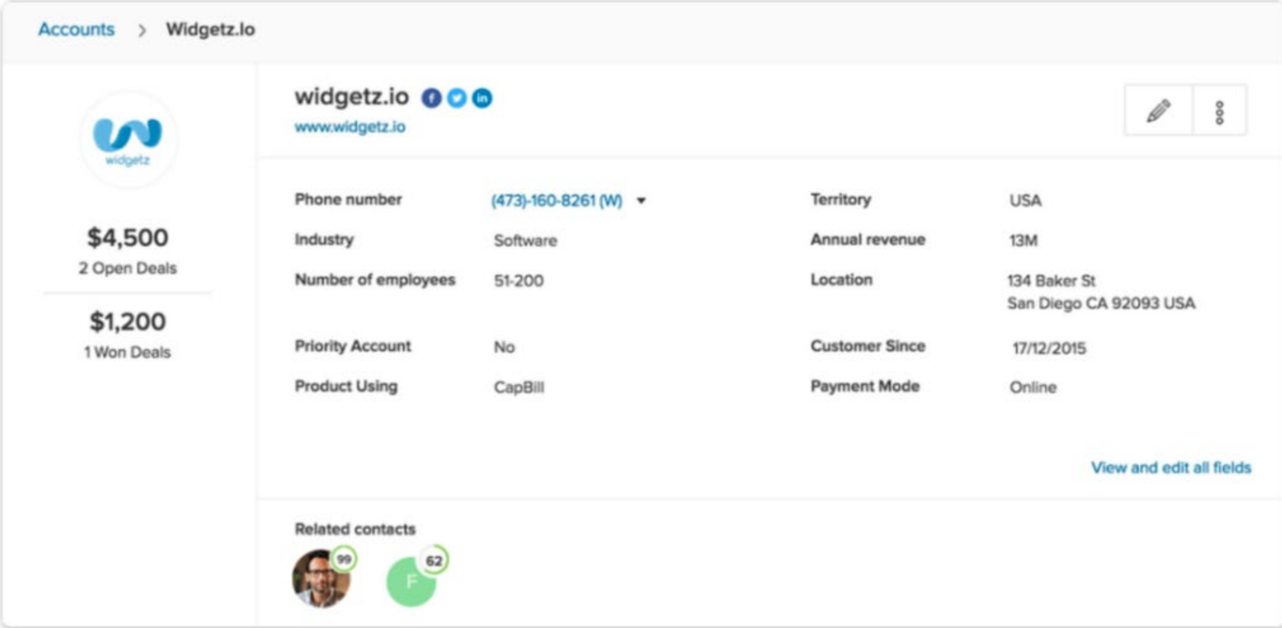
Freshsales's 360-degrees customer view provides robust information about a lead. This includes the conversions, touchpoints with your business, tasks and appointment schedules, phone calls, etc.



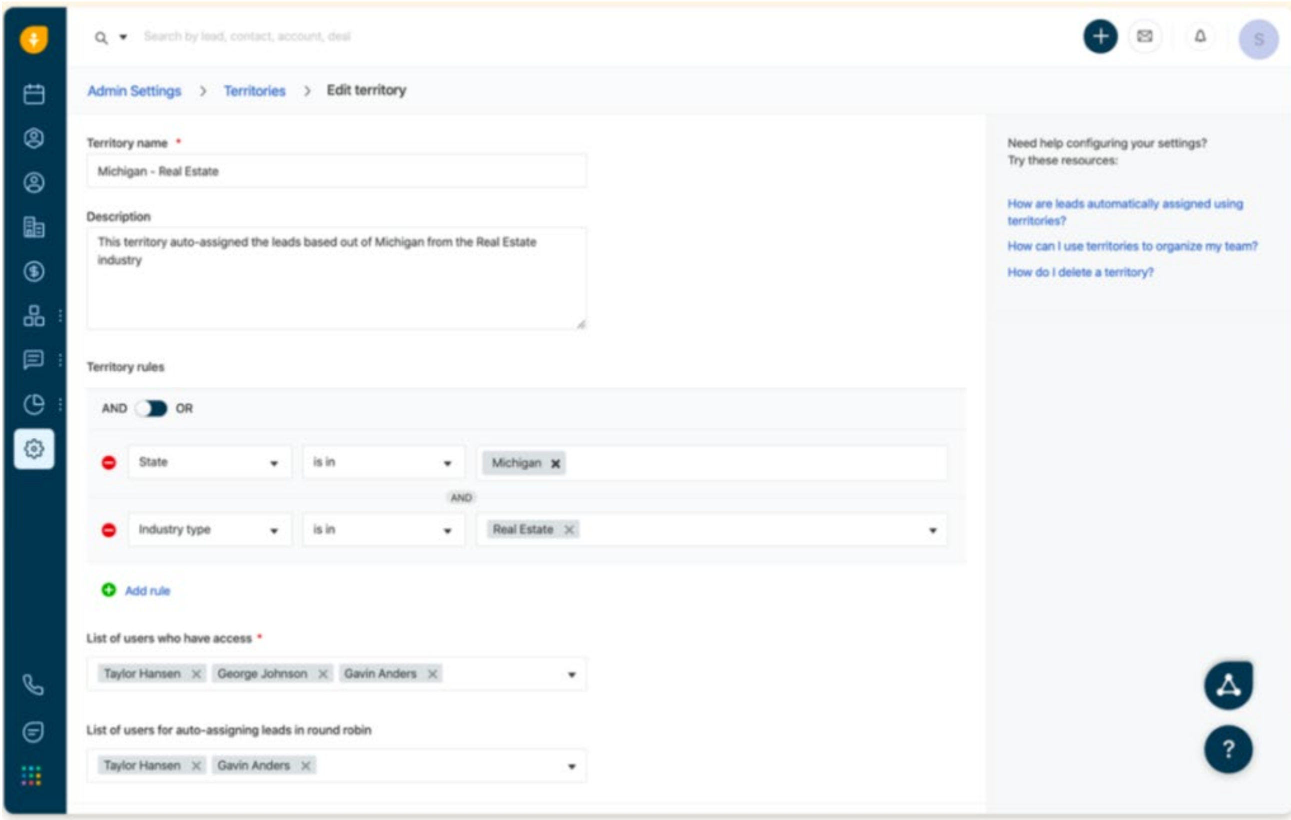
The lead scoring feature of the lead management system helps you to rank your leads based on their engagement with your business. With this, you will know the leads that are sales-ready and thus, increase the opportunity to make a sale.



Freshsales auto-profile enhances leads, contacts, and account information of leads to save you the time you would have spent to find them. This includes social media profiles, company details, and photos.

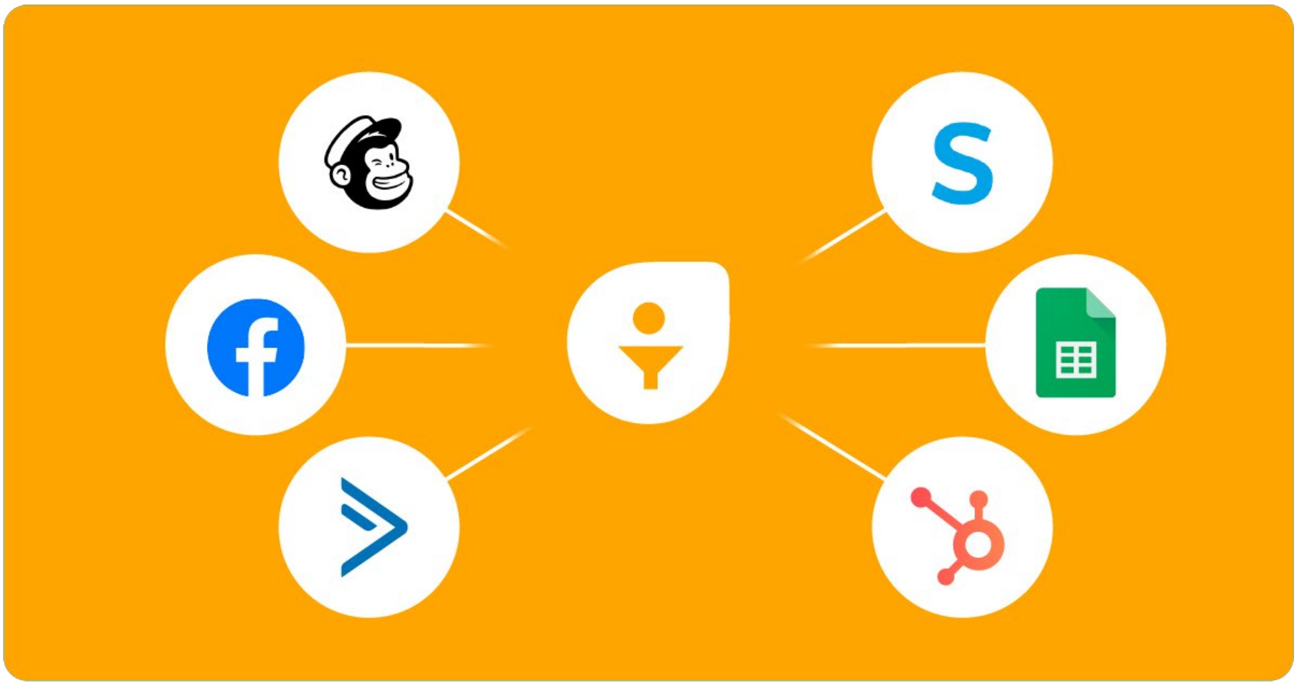


With Freshsales lead management tracking, you can organize your sales team by geography, deal size, product divisions, skills, and experience. You can also automatically assign leads to the right sales rep.



Freshsales also enables you to collaborate with the team on different tasks, notes, and files. You can schedule meetings, demos with leads and customers.

Freshsales integrations with other tools



Freshsales easily integrates with your favorite CRM, tools, and autoresponders such as Facebook Lead Ads, Facebook Custom Audience, MailChimp, ActiveCampaign, and HubSpot.

5. Agile CRM

The Agile CRM lead management system helps businesses capture leads, channel them through the sales funnel, and close more deals within a short period.

With Agile CRM, you can generate more leads, score them in the various stages of their sales funnel based on their behavior and demography. The lead management tracking software helps you to track the leads down the sales funnel to prevent bottlenecks that get leads stuck in the funnel.

Agile CRM has a lead qualification tool to help your sales team focus on the best leads that will convert and filter out leads that are not ready.

The deal management features help you manage deals in the sales funnel. This includes deal tracking, deal filters, and deal metrics. This shows where the lead is and the action that should be taken to move the lead through the sales funnel.

Agile CRM offers robust sales pipeline reporting software that includes sales forecasting, growth reporting, and predictive analytics. It is also possible for you to monitor sales reps' performance.

Agile CRM integrations with other tools

At LeadsBridge, we offer integrations for Agile CRM such as the Agile CRM integrations, with Facebook Lead Ads, MailChimp, ActiveCampaign, and HubSpot.

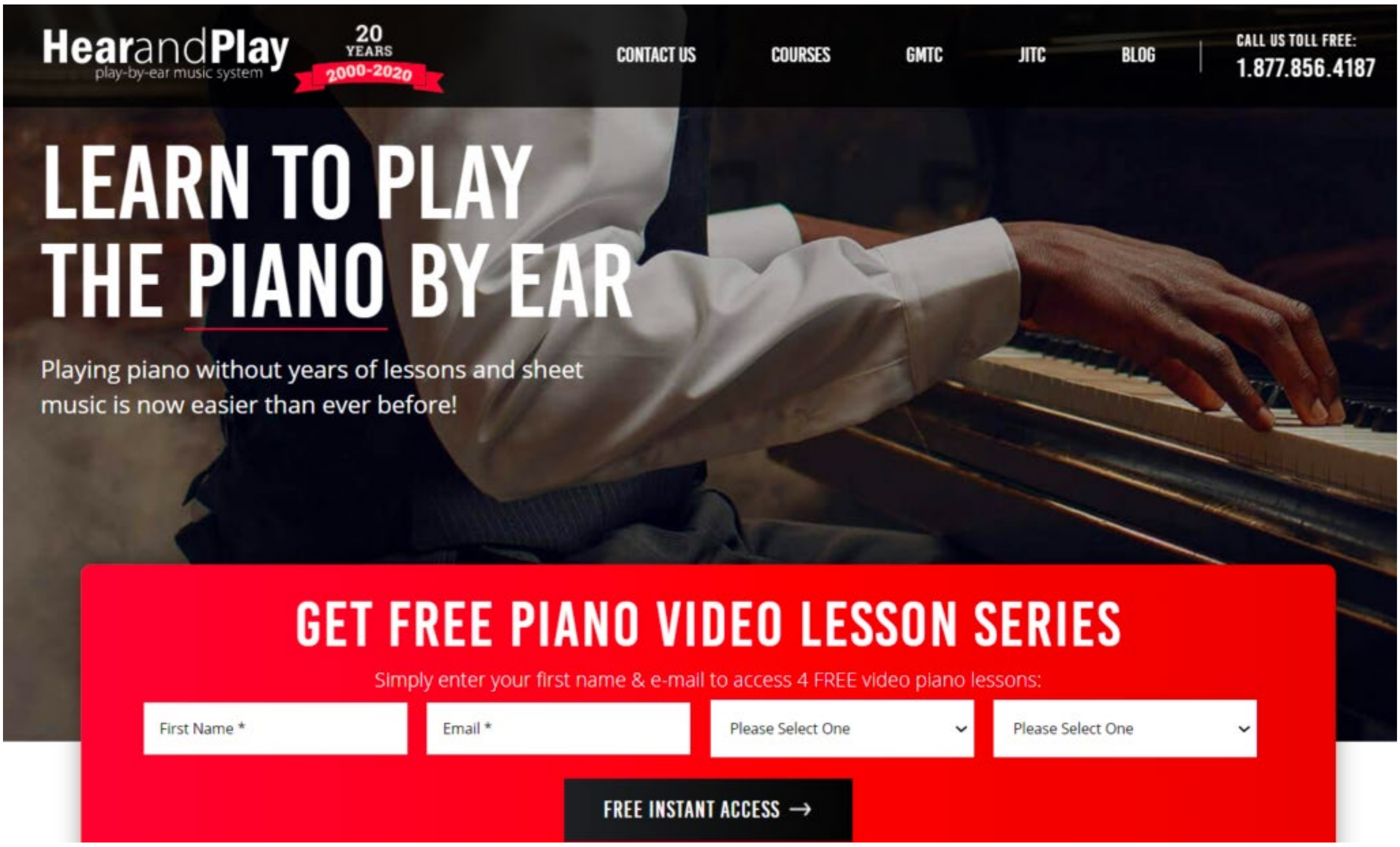
Lead Management Strategies

It is imperative for businesses to have lead management strategies in place. This will help you know how your leads come in, how to organize them through scoring, nurture, and convert them to paying customers. Below are some lead management strategies you can use for your business.

1. Use different lead generation content

The first lead management process is lead generation. Most online businesses use one form of lead generation content, which is majorly e-books or whitepapers. You hardly see videos or other forms of interactive content. To be on top of the competition and to stand out, you need to add to the mix of your lead generation content. Add videos to the mix to enhance the reader's experience. Also, diversify the content on your website by using interactive content that will engage your website users.

A good example of this is from the Hear and Play music school. They created video lessons and use them as a lead magnet on their home page. Check it out below.



2. Integrate your lead management platform with a third-party app like LeadsBridge

Leads are more likely to convert when you contact them within minutes and not hours or days. Contacting prospects immediately after they opt-in will help you to sustain their interests in your products or services, and it will be easier to nurture and convert them to customers. One way you can do this is by using integration. At Leadsbridge, we have several integrations for lead generation platforms like Facebook Leads Ads, Google Lead Form Ads, and LinkedIn Lead Gen Forms.

Through LeadsBridge, you can integrate these platforms with your favorite CRM, so that as soon as leads come in, they are funneled automatically to your CRM. It is very easy and hassle-free.

This way, you can quickly contact your leads before they lose interest in your offerings.

Below is a case study of a company that used LeadsBridge to integrate with Facebook Leads Ads.

Kayak Pools Midwest based in Indianapolis, created Facebook Lead Ads campaigns and integrated them with their CRM through LeadsBridge in order to generate leads.

The campaign generated +36% ROAS, 7,820 new leads, and a $3.1m revenue increase.

The Result

+36%	7,820	+$3.1 M
ROAS	New Leads	Revenue Increase

3. Clean up your company's contact database

Do you know that 30% of the data in your CRM goes bad each year? This can happen because of many reasons, such as your contacts changing their emails, getting new telephone numbers, job changes, and many more. This is the reason you need to clean up your contact database. Outdated contact information in your database can lead to failure in your marketing activities.

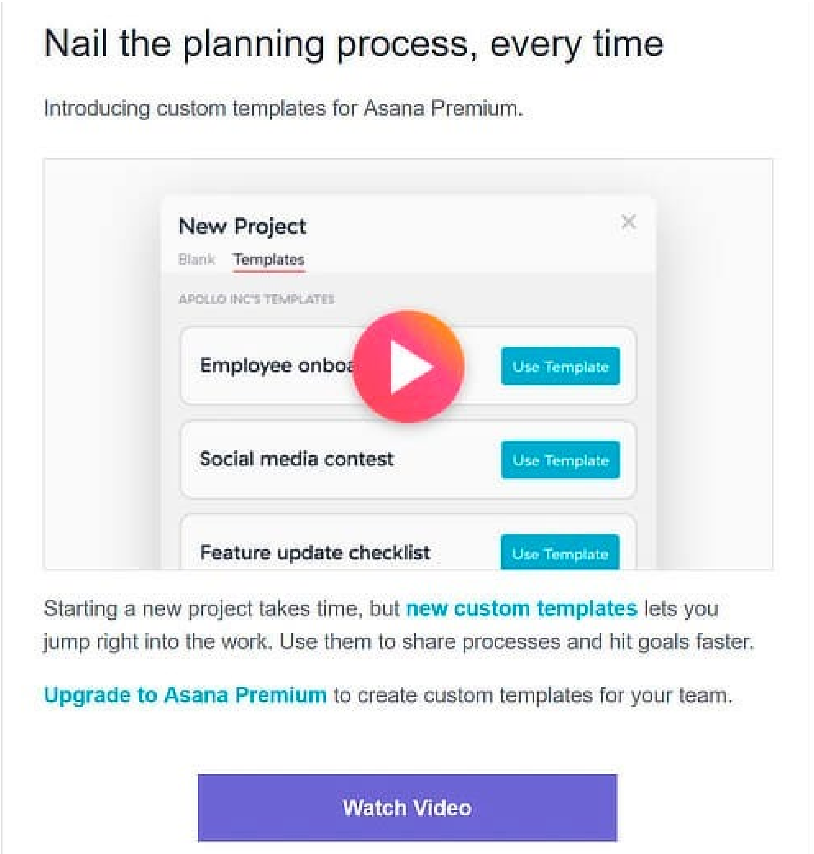
Customers' data are assets for your business and you need to keep it active and alive. To clean your database, ensure you remove all duplicates, and bounced or opted-out emails, and verify new data.

4. Up-sell and cross-sell by sending emails through automation workflows

Up-selling is the process of convincing a customer to buy more expensive items from you. Cross-selling is increasing the value of sales by presenting different products to a customer. A study revealed that product recommendations can drive an increase of between 10 – 30% in revenue. Using upsell and cross-sell will help you grow your revenue tremendously.

Use automation workflows to upsell and cross-sell your present customers by offering them offers similar to the ones they purchased. Also, tag your contacts based on the product they have bought from you and use automation to recommend other products that are complements to the product they bought.

A good example of a company that does this well is Asana. When a user has carried out several tasks in the automation workflow, an email is automatically sent to them showing how to handle tasks in a better way with their premium product.



Conclusion

Lead management is important if you want to grow your leads, nurture and convert them to customers. There are five different processes involved in lead management – lead capture, lead tracking, lead qualification, lead nurturing, and lead distribution. You need to follow these processes to create a robust lead management system that will benefit your business. However, you don't need to do it manually, thanks to lead management software such as Salesforce, Zoho CRM, Freshsales, HubSpot CRM, and AgileCRM, which you can use to manage your leads effectively.

Besides that, lead management strategies such as cleaning your database from time to time, upselling and cross-selling customers, and integration with a third-party app such as LeadsBridge will help to generate better results. Discover our solution for lead generation here.

Appendix

- [LeadsBridge Custom Audiences sync]
- [Getting started with Custom Audiences]
- Security matters https://leadsbridge.com/security/

LeadsBridge is how Facebook, Google, and LinkedIn communicate with your CRM

There are over 380 integrations ready to be connected at the click on a button. LeadsBridge also offers custom tailor-made solutions, depending on your needs. We have a team of experts ready to make it happen

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