

LEAD MANAGEMENT FLOWCHART



PART-1

LEAD GENERATION

CONSUMER CONGREGATION PLATFORMS



LEAD ACQUISITION METHODS

ONLINE

OFFLINE

METHOD - 1

- LANDING PAGE 1
- LANDING PAGE 2
- CONTACT FORM
- CLICK TO CHAT

METHOD - 2

- CONTACT DOWNLOAD FORM
- WEBSITE REGISTRATION FORM
- NEWSLETTER FORM
- SUBSCRIPTION FORM

METHOD - 3

- FEEDBACK FORM
- SUBSCRIPTION FORM

LEADS ACQUIRED



PART-2

LEAD NURTURING



AUTOMATION PLATFORM



CRM SOFTWARE

- PROSPECT & LEAD SOURCE TRACKING
- ANONYMOUS + PROSPECT + LEAD BEHAVIOURAL ANALYTICS
- NEWSLETTER FORM
- GMAIL / SUBSCRIPTION FORM
- PROSPECT / LEAD ACQUISITION
- PROSPECT / LEAD SCORING
- PROSPECT / LEAD NURTURING
- PROSPECT / LEAD SEGMENTATION
- LEAD PRIORITISATION
- LEAD INSIGHTS
- LEAD ESCALATION & ALERTS

- LEAD DISTRIBUTION & ROUTING
- LEAD RECYCLING
- SALE FORECASTING
- SALE PIPELINE PERFORMANCE



LEAD SCORING



LEAD NURTURING CAMPAIGN



PROSPECT SCORE



CRM APPLICATION



LEAD ENGAGEMENT

IMPLICIT (BEHAVIOURAL)

EXPLICIT (WHAT CUSTOMER TELLS US)

STAY IN TOUCH (DRIP)

ACCELERATION

CROSS SELLING

RETENTION

WELCOME ON-BOARDING

QUALIFIED LEADS

LEAD DISTRIBUTION

ROUTING

LEAD PRIORITISATION

WORK ACTIVITIES

LEAD INSIGHTS

TASKS