How to effectively combine online and offline lead generation



We have two primary forms of leads: online and offline. This article talks about how to combine online and offline marketing for more efficient lead generation.

In today's world we are mostly narrowing in to online leads, thanks to the Internet essentially opening up the entire world for us to peruse. But offline leads should still be a factor we consider moving forward.

Looking at the two it is easy to see that online leads are going to be the more important source of generation. It produces the most, after all.

That isn't an excuse to ignore the harder work involved in offline lead curating, as that will ramp up your marketing benefits by leaps and bounds. Especially in terms of B2B interaction – something that we should all be trying our best to take advantage of.

Bringing offline and online lead generation together

Finding ways to combine offline and online leads isn't nearly as difficult as it sounds. Actually, the two really help the other to succeed.

Here are some ways you can start making each work for the other, making your marketing strategy more effective than ever before.

Online lead generation helps more informed offline marketing decisions

Cold calling has got too old. Online marketing has turned the things around: These days you can make sure your lead is ready (and even waiting) for your sales call. Here are a few examples of how your online lead generation efforts can lead to more “offline” deals.

Leadfeeder lets you identify companies behind your website logs and provides you with detailed contact information for you to build that connection further. Normally, a combination of online and offline relationship building works best. For example, you can engage with the lead on social media and then bring that connection offline by giving them a call.



Offering free downloads or a free product prior to getting in touch could be even more powerful. For example, at Internet Marketing Ninjas, we give away free case studies and whitepapers and have a nice private dashboard where we can see what exactly was downloaded by a particular lead. This helps our sales team to put together a more targeted proposal before giving this lead a call.

Giving away freebies (free services or products) is another effective option here, and it can be less work than you may think. As an example, SE Ranking allows marketing companies to install a lead generation widget for visitors to request a free report. The free report will be generated, white-labeled and sent to the prospect automatically by SE Ranking and as a result you have a qualified lead with no work done (apart from attracting that visitor with your content).

From here on out, you can get in touch with the customer by phone and hopefully get a deal:



Salesforce provides more ways to qualify your leads automatically before you reach out to them offline. Once leads begin to respond to nurturing efforts and their scores increase, you can automatically assign them to sales for follow up.



Use social media listening to better under understand your customers

Social media provides a lot of opportunities for businesses to understand their customers better and thus build their offline lead generation strategy accordingly. What questions do your customers ask on social media? What do they think about you or your competitors? How can you design their offline experience to serve them better?

Brand24 is one of the most powerful social media listening platform allowing you to find online leads, identify where to promote your products and find customers before they find you. It provides one of the most powerful sentiment analyses on the market – and lets you snatch leads from your competitors by being the first to engage with their unhappy customers.

It also integrates nicely with Slack allowing your whole team to better engage with social media leads more efficiently (and learn more about your customers too!).



Make your offline marketing materials link to your online assets

Let’s say you create a stack of physical brochures that you are giving out at a trade show. You don’t want to make people

work to find you online… make it easy for them! Or maybe you have business cards to give out. Your website should be right there, easy to see, the URL clear.

Businesses have been utilizing this marketing tactic for ages now. Yet, many of them still need a reminder. Here's an old Mashable post encouraging businesses to design social-media-friendly business cards, for example.

Canva is an easy way to design online marketing materials which you can also re-use offline:



Social media pages are also a great inclusion, as it ties in all your sources of leads nicely. If you give out other promotional items, such as pens, magnets, keychains, etc., make sure they also reflect your online presence.

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Start looking for community outreach opportunities

Recently there was a local art fair put on downtown in my city. The booths were mostly local companies and artists, but among them were some huge names in the telecom, financial and medical business. They were giving away free items, holding contests and answering questions from people visiting their booths.

I have seen these same brands at other community events such as library gatherings, unveilings, and charity auctions. All of them promoted those appearances heavily online ahead of

time and used the chance at being face to face to take photos and run social media contests. It is great PR.

To get you inspired, here's a neat example of an "offline" event utilizing Twitter marketing: in 2015 Pubcon organized "Pregame Twitter Tailgate Party" contests, giving away prizes for the best tweets promoting the conference.

Online tools provide a great way to organize and funnel those leads before you reach out to invite them to become part of your competitor. I use Salesmate to organize leads that integrate well with my favorite online apps:



Get to those conventions on social live feeds

This is my favorite tip on this list. Social media sites like Youtube, Twitter and Facebook allow you to livestream. So the next time you are at a big convention or floor show, make sure you are showing your followers.

Hype up a hashtag to follow for a couple of weeks in advance, take questions or run interviews and show your followers what is going on. It is a great way to catch some attention where otherwise you might have been ignored. Plus it shows people at the convention who you are, as well.

There's a great guide over at Convince and Convert on how brands are using streaming video for conference marketing. As an example, Nissan streamed the launch of its 2016 Maxima at the New York auto show and Dunkin Donuts summer music effort across seven platforms, including Periscope and Spotify.

Beautiful together

Online and offline lead generation are not at odds. They are a chance to combine your efforts for greater value! Start including both in your marketing campaigns and you will be amazed at how much more productive those efforts will be.

Have a tip for combining online and offline leads? Let us know in the comments!

Ann Smarty is Brand and Community manager at InternetMarketingNinjas.com and a contributor to Search Engine Watch.

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