

# The Future of Lead Generation is Here

Enterprises that embrace the  
latest trends will reap the rewards



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Virtually every digital marketer is tasked with one goal above all others – generating leads. With the digital landscape constantly changing, consistently generating high-quality leads can seem like an overwhelming task. These digital marketers can easily find success, however, by keeping abreast of the latest trends in marketing technology.

Two of the most prominent trends in digital marketing technology today are big data and mobile. Big data presents marketers with the challenge of sifting through vast amounts of data to find actionable intelligence that can be used to optimize digital marketing efforts. Mobile presents marketers with the challenge of adapting their existing marketing efforts to accommodate the growth of the use of mobile devices by consumers in searching for and purchasing goods and services.

## Using big data to drive leads

Clearly one of the most frightening and misunderstood (and possibly overused!) terms in digital marketing today is “big data.” But, there are a number of worthwhile ways that enterprises can leverage big data to boost lead generation efforts. As long as the prospect of having to work with larger data sets and pull together the right mix of analytics tools doesn’t intimidate marketers, big data can be a great asset in generating more and better leads.

In today’s dynamic, digital world, performance marketers should be using a mix of marketing technology to get in front of customers. When implemented properly, technology like email marketing platforms, digital ad tracking tools, social media aggregators, website traffic analytics and other digital solutions will stream mounds of data back to the marketer, providing an actionable record of each interaction with the customer.

Marketers should have the tools they need to easily and effectively sift through all of that data to see exactly which of their marketing efforts are performing best so that their digital marketing spend can be optimized.

For example, in the personal investment space, digital marketers are looking for ways to gather better information on prospective clients. As can be expected, financial institutions are turning to big data and analytics to show them the way to lead generation success. These companies are using predictive modeling, lead scoring and attribution modeling to understand their customer’s digital journey from first inquiry to purchase. With the right tracking technology, personal investment lead generators can see which sites are providing them with the best prospective clients and which are doing so for the best price per lead so they can adjust their marketing spend to drive

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leads through those sources.

## **Adapting to mobile traffic**

Another highly challenging area for digital marketers is the growth of the use of mobile devices. As more and more consumers are using mobile devices to search for goods and services, digital marketers have to adjust their focus.

In real estate, for example, digital marketers are being forced to adapt to the growing use of mobile devices in the home-buying experience. Zillow recently reported that mobile usage on their site is up 57% year-over-year for 2014. Where real estate agents used to be the first call, they are now coming last in the home-buying process, as buyers are more frequently finding a home on a mobile device and a lender online before actually calling an agent.

This flip in the home-buying process has made the use of technology in lead generation critical for realtors. In the past, real estate agents would rely on one or two trusted lead sources, but now, the most successful agents are using upwards of ten. The continual process of analyzing leads from all those sources can be a daunting task. This is the reality of today's lead generation process - a process that is seeing more and more leads come from mobile devices.

## **Staying ahead through technology**

With trends like big data and mobile driving lead generation, digital marketers need to ensure they understand how these trends affect their marketing efforts. With a constantly evolving landscape, marketers will find success if they stay on top of the latest trends steering the future of lead generation.