

Companies fail to exploit online lead generation

Marketers are failing to get the most out of online lead generation, a report has claimed.

Research by E-consultancy and Clash-Media has revealed that less than half of companies effectively use online lead generation to grow their business, with 47 per cent admitting that they do not use the area as a way of increasing revenue.

Based on a survey of over 400 marketers, the findings also revealed that newspapers and magazines are the most commonly used method of offline lead generation, with 61 per cent of respondents using the press to generate consumer leads.

Clash-Media chief executive officer Simon Wajcenberg commented: “The advantage of online lead generation is that it is a way of obtaining measurable and cost-effective results, ensuring that businesses have access to consumers with an interest in their product or service.”

Mr Wajcenberg added that lead generation should be an “integral part of any marketer or sales director’s budget”.

According to Matt Wise, writing in Performance Insider, online lead generation was the fastest growing category of online ad spending in 2006.



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