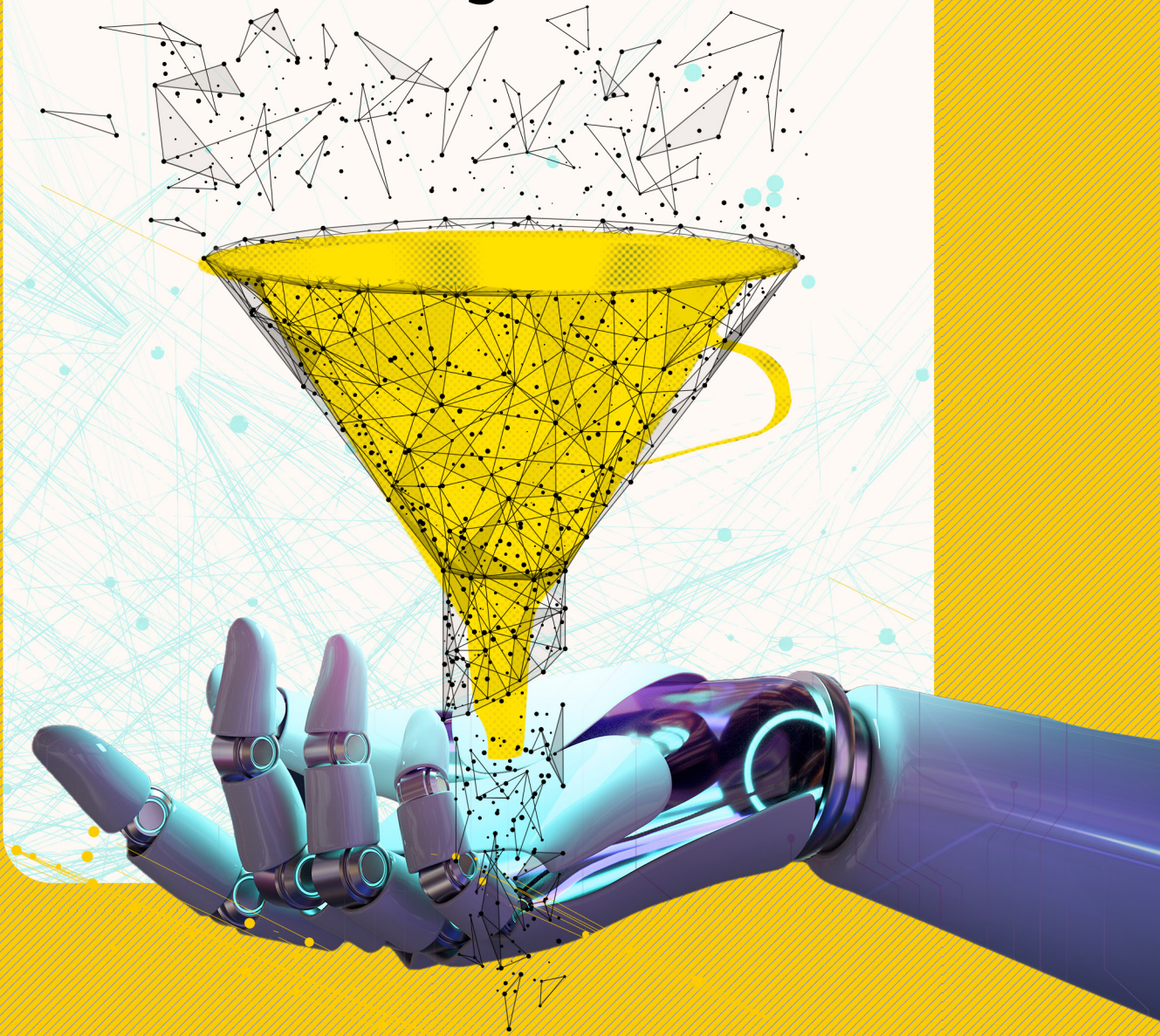


# The Ultimate Guide to **Lead Generation** Using **AI**





# Table of Contents /

/ Introduction	01
/ What is lead generation?	01
/ Methods of qualifying leads	01
/ The process of generating leads	01
/ How to generate leads	01
/ Lead Generation's Mechanisms	01
/ Lead the way with AI bees	01



Are you having trouble making sales?

Not sure why your marketing is failing.

Why aren't your marketing campaigns converting?

Chances are, you are doing it wrong.

Delivered

## Here's the thing:

**Lead generation is one of the most toughest tasks businesses face.**

In fact, 61% of marketers claimed that **generating traffic and leads** is their most challenging task.

However, there is some good news. You'll succeed if you get lead generation correctly.

You'll have a consistent flow of leads and, eventually, customers.

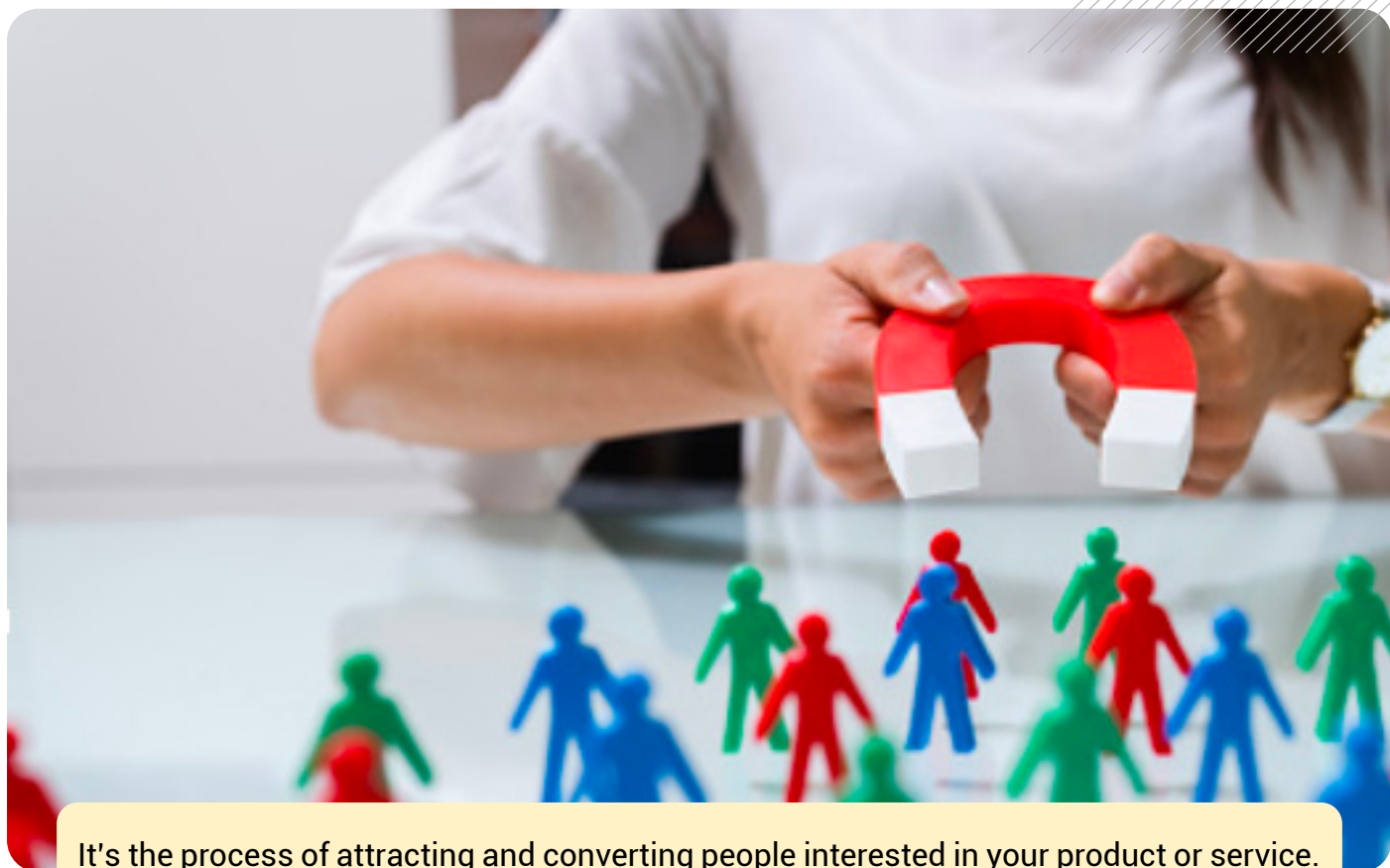
### **#winning**

Don't waste your marketing cash, time, and effort trying to convert the wrong individuals.

In this guide, we'll go over the top tactics marketers should use to boost leads and income.

So, what makes a top-of-the-line lead generation engine?

First, let's define the term **lead generation**.



It's the process of attracting and converting people interested in your product or service. The first step in lead generation is determining what qualifies to be a lead for your company.

## What exactly is a lead?

A lead is a potential client. As we've discussed, whoever you call a lead depends on your sector, company, and ideal customer.

A lead is someone who:

- **Subscribes to your email newsletter**
- **Visits your websites**
- **Downloads a white paper or case study**
- **Requests a demo of your tool**
- **Contacts an SDR**
- **Views your price page on your website**

There are several types of leads as well. A **highly qualified lead**, for example, is someone who has demonstrated a strong desire to buy, such as someone who signs up for a demo.

**Less-qualified leads** are people that download a buyer's guide early in the buying process. They're still looking into it.



A lead is a prospective customer who you must qualify before he becomes a prospect.

A prospect is a member of your target audience who is close to converting.

This distinction is vital because leads and prospects are treated differently; a lead may want more information to grasp the significance of what you have to give, but a prospect must comprehend why your solution is perfect for them.



**It's critical for your business to define leads**

**Source**

Because not all firms provide the same type of product or service, target the same customer, or have the same sales process, not all companies define leads the same way.

Our leads at AI bees, for example, are marketers, sales executives, C-Suite executives from SMBs and B2B companies eager to convert website traffic into leads.

A company selling workout pants may describe a lead as someone who likes their Facebook post and falls inside their target demographic.

On the other hand, one Facebook like will not be an ideal lead if you sell enterprise software. Someone on your email list who interacts with your LinkedIn posts and has looked at your pricing page would be ideal.

As a result, defining leads is critical to a successful lead-generating process. It's time to qualify your leads after determining what a lead is for your business.



## Here are some strategies for qualifying leads.



### Offer Downloadable Resources

**Downloadable assets** like a white paper or checklist are great for collecting leads, but you may also use them to qualify prospects.

Ask what company they work for, their position, and their organization's size instead of asking for an email address. This allows you to determine whether they are appropriate for your target demographic, are in the correct area, and so on.

Request the following information from leads: name, email, firm name, country, annual revenue, job title, and phone number. All of this data will help you separate qualified leads from tire kickers.

Wait, wasn't it supposed to be preferable to keep forms short?

If you're collecting leads, keep forms short to avoid being overwhelmed. However, these resources, such as white papers, aren't just to collect as many leads as possible; it's to focus on the **most qualified leads**. The additional form options will help you **filter leads** and discourage those who aren't in your target demographic.

## Ask questions during the demo or sales process



Before speaking with leads one-on-one, you should have qualifying information on hand. However, you may need to talk with leads directly to ensure that they match your needs.

Employ a **demo process** as part of the lead qualifying process. Your salesperson can ask questions as they walk a lead through your product or solution to see whether they meet your **ideal client profile** and are ready to buy soon.





---

# The process of generating leads

This is one of the most critical processes in the sales process since you need to find people interested in your offer before you can close deals. What does it mean, and how do you go about doing it?