

Online Lead Generation Web Enabled?



Leads2trade Director Andy Royle explains why his organisation's online lead generation and appointment booking services boost business for its members.

With the internet set to continue to play a leading role in the success of businesses in 2010 and with more consumers searching for suppliers online, leads2trade has invested heavily in its online presence to generate more leads for suppliers up and down the country.

We are driving a higher volume and better quality of traffic to more than 800 of our consumer facing Trusted Local Suppliers sites. With the additional generation of URLs relevant to each trade in each region, for example www.windows-ipswich.co.uk, our local suppliers are enjoying having a greater presence on the internet than their competitors through being accessible to the consumer from a variety of different online arenas.

Smaller firms can take advantage of online lead generation and appointment booking services and open up new opportunities they thought they'd never have access to thanks to web lead generation. As online purchasing continues to soar, the days of 12 week order books on referrals are long gone and it's time for tradesmen to embrace new customer interfaces with excitement about the business they will bring.

On the back of four years' successful trading and becoming

contact with leads2trade the consumer knows the name of the companies that will be telephoning them to make an appointment and is also expecting the calls within the next 48 hours.

From all the enquiries that come into our call centre only four out of ten make it to the supplier. Six out of every ten do not meet the strict leads2trade criteria and never become a sales lead.

one of the UK's largest lead generators within the window and conservatory marketplaces, we have provided in excess of 500 companies in these industries with over 150,000 qualified sales leads. The service has proved to be very effective and the numbers of suppliers coming on board has increased year on year, with last year resulting in a record number of new companies joining the Trusted Local Supplier brand.

So how does online lead generation work?

The leads2trade in-house call centre contacts all consumers who have requested quotes through one of the Trusted Local Suppliers websites to qualify all enquiries to meet the following criteria:

1. They are the owners of the property
2. All the contact details are correct
3. The nature of the enquiry
4. They are looking to purchase windows, doors or conservatory within the next 3 months
5. The preferred contact number and time are established
6. They want a no obligation site survey/quotation

Only after this process is completed, is the lead considered qualified and released to the supplier as a sales lead. As part of the

channels providing consistent large numbers of leads to our clients and the quality of our leads complemented by our new appointment booking service which means companies only pay for leads that result in meetings.

What our customers say

John Barnett of Advanced Glazing Systems says: "Since joining leads2trade over three years ago we have experienced a substantial increase in sales." In conclusion, companies need to embrace the opportunities that the online arena will bring to them this year, in order to not only survive but prosper. We would love to be able to help tradesmen across the country grow their businesses in 2010.

We offer our network of suppliers trade discounts on products as well as access to marketing services for their own business, with everything from mail shots to websites on offer. **[i]**

The appointment booking service

Standing proud with the largest network of suppliers in the UK, providing leads across 220 locations nationwide, our success is based on our appointment booking services, which are not necessarily offered by other lead generators in the industry. Specialising in double qualified sales leads, all our leads are generated via the web, then qualified by telesales and culminate in an appointment being booked over the phone. This rids up to 60% of enquiries that our members would end up paying for from other lead generation suppliers.

Paying for what you get

The reason we're growing so fast is a combination of two things: Our increasing access to consumers via multiple

The screenshot shows the leads2trade website interface. At the top, it says "Be a part of the UK's number one lead generation network and start receiving the Best Quality Sales Leads today!". Below this is a navigation bar with links for Home, About us, Lead Generation, Trade Offers, Contact us, and Register your site. The main content area includes a "Welcome!" message from Trusted Local Suppliers, a "Platinum service" section explaining why to buy sales leads, a "Lead Criteria" section listing six points, a "Testimonials" section with a quote from Mark Price of Peter Beer Windows Bristol, and an "Appointment Bookings" section. There are also sections for "Trade Offers" and "certass" membership.