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For direct marketers, it is really essential to continuously generate quality sales leads for the business. Here are some of the best strategies on efficient lead generation in UK.

1. Email newsletters. Setting up email newsletters could both be used as a lead generation and marketing strategy. The benefits of these email newsletters are that they're easier in sending them out, provides a way for the leads and consumers to click on your sales page or site if they crave for more details. And not to mention that it's less costly to produce. In starting your email newsletter campaign, you need to come up with a name, look for persons to subscribe, then make sure to provide useful, interesting and relevant content.

If you're giving high quality and useful content, usually, your subscribers would remain loyal with your brand for a long time.

2. Giveaways and Contests. This could be a an effective and exciting means in terms of generating interest for your business. You know why this works? Well, aside from the fact that it's really fun, people naturally like to win (who doesn't?). Might as well create a nice product as giveaways and begin to offer contests as a fun way to enhance your customer and client base.

For lead generation purposes, give some items as freebies if your prospects take specific action such as signing up for the newsletter, visiting your site, etc.

3. Free workshops. In connection with giving away freebies, you can provide a free sampling of your expertise as a way of being generous to your potential customers of what you've got. This will also aid in generating interest for your business. Free tele-workshops or tele-classes will also allow you to rub elbows with just as several interested leads and future customers at that time, plus, it helps you save the effort and time when it comes to organising one-on-one meetings. Not only do you get to demonstrate your know-how and experience, but this also improves your authority and enhance your visibility in your target audience.

4. Direct mail. This pertains to any business-related or marketing items you'd eventually mail to your business sales leads and prospects. It can be in the form of advertisements, brochures, business cards, etc. Directly mail your prospects and likely customers then have them visit your site, give them some freebies or have them sign-up for your contest. You need them to take action in such a way that would bring them to your organisation whether as a business partner or as a client. That's why, at least you have to attract their interest (such as to make them proceed to a different page of your site and keying in a special promo code so that you will know that they are from your own direct mail), and any way of future follow ups.

5. Updating your website. Your website must inform the leads and prospects and an effective platform in keeping present prospects and customers. Update regularly your blog posts, articles products, relevant links---anything to serve your leads and clients.

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