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Lead Generation has become the talk of the town, especially with the business to business (B2B) firms.Companies are giving it their all to generate as many leads as they could. Right it is too. It is these leads which help a company continuously have a flow of revenue. Not only are these companies doing it all by themselves, they are even hiring the services of sales leads generation providers. By the virtue of these efforts, there is an extensive amount of research that is happening to find out those new ways which could be trodden upon to generate great and large number of business leads. Here are some of the most recently utilized and much celebrated avenues for generating B2B sales leads.

VIDEOS: Who would have thought that a video can also be a tool of B2B lead generation? The thing that you have to remember is that this video is not your advertisement, at least not directly so. You are required to make a video on a case study or the new techniques which are being utilized in your industry which is making the life of the people simpler. It is like writing a blog on an interesting topic. The only difference, though, is that people tend to always prefer watching a video over reading. Email this video to your list, put it on YouTube and even upload it on your site. This, if executed well, can be a master stroke for generating sales leads in bulk.

E â€“ BOOK: Worried already? A lot of people tend to believe that writing a book is a difficult job. It truly is. However, there are many people in the industry today who are ready to conduct extensive research, speak with you and finally write a book which relates to your industry. Have tips on things or ideas or anything else in there. A book is always considered to be a great credibility builder and it will only hold you in good stead while you are planning to generate your business leads.

RESEARCH: If there something which has been troubling your audience. Do you think you can solve it while staying within the confines of your offerings? Then do it. Conduct a research on how that problem could be solved and get it published in mass media. That would not only enter your name in the conscience of the audience but it will also establish you as an opinion leader. This will again boost your B2B sales leads programme.

WEBINAR: Many professionals now conduct webinars where they offer sessions on topics they have an expertise in. Therefore, an advertising agency might get together audience and speak on various topics like content writing for advertisements, producing ads and others.

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SSM has been in business for more than two decades now and has been generating a b2b sales leads which are enriching for the clientâ€™s business and revenue stream. It is also into the offering of sophisticated B2B marketing services, over and above its a b2b lead generation services.

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