

Web Leads From salesSMART

When people visit your website, it would be great if they all simply contacted you with their enquiry and you immediately started an ongoing engagement leading to a sale. Unfortunately that's not how it usually works.

In most instances they visit a few pages and then move on, without calling, emailing or using your contact form.

What can be done to try and capture at least an email address before they go? Well the answer is Web Leads. You will have come across many larger organisations whose website offers visitors useful and interesting downloadable content, like white papers or articles. This content can be downloaded at a click in exchange for just an email address.

Web Leads from salesSMART allows you to add this functionality to your own website by simply adding a small clip of HTML to your site. You can do it yourself, or ask your web designer to do it for you, it's a 2 minute job.

Once added you will have an embedded form that allows a user to enter their email to get access to your content. As soon as they submit their email, a download link become enabled, allowing them to click and download.

Their information is then captured in salesSMART for you, allowing you to follow up their interest further and develop them as a prospect or customer.

Here's an example from our own website, and the Web Leads report showing visitor info;

Click the link at the top of the page to try it for FREE:

Free Guide: The Simplified Guide to Email Strategy

Enter Your Email Address & Download Our Free Guide to Email Marketing Tips

Your Email

Name (optional)

[Submit Then Download Here](#)

Web Lead Report

Use this report to review your web leads

From Date					To Date				
Mon	Tue	Wed	Thu	Fri	Mon	Tue	Wed	Thu	Fri
1	2	3	4	5	1	2	3	4	5
6	7	8	9	10	6	7	8	9	10
11	12	13	14	15	11	12	13	14	15
16	17	18	19	20	16	17	18	19	20
21	22	23	24	25	21	22	23	24	25
26	27	28	29	30	26	27	28	29	30
31					31				

Category	Email	UserNote	DateAdded
16	VOIP mike@some.com	Can I use Click to Call on your CRM	03/09/2015 14:09:24
17	EM/MTG jenna.m@kallcom.co.uk	I'm interested in b2b email marketing	03/09/2015 14:57:16
18	EM/MTG len.w@csab.com	Can you provide high deliverability	03/09/2015 15:08:04

Knowing where to begin with your email strategy can be daunting. There are lots of features and strategy options available, but if you t email strategy foundation, you are likely to send out emails that are littered with mistakes doing more harm than good.

Sometimes it's good to make things simple.

By following The Simplified Guide to Email Strategy you can build a solid foundation, redefine your email campaigns and ensure that y a successful send

B2B DATA
BUSINESS DATA
MARKETING DATABASE

B2B Data
Business Contact Details
Telemarketing Data
Telemarketing Data

To get started, contact us with your requirement now