Generating Traffic and Leads issues in online Marketing

Dr Mool Chand , Associate Professor, Department of Commerce,

Dronacharya Govt. College,Gurugram (Haryana)

Abstract

Every marketer faces different challenges like Generating Traffic and Leads, Providing the ROI of Your Marketing Activities, Identifying the Right Technologies for Your Needs, Targeting Content for an International Audience, Training Your Team. The speed of technology and adoption presents unique challenges for businesses in the online world. Although we typically share similar goals, some teams are stuck on hiring top talent, while others are having trouble finding the right technology for their needs. In this chapter, I am going to discuss the best marketers generate leads and traffic. These are the actual tactics that successful businesses across all industries are using to get more prospects on their website right now. This paper analyzes challenges of the Generating Traffic and Leads of online marketing

Key words: Online marketing, Getting Website Traffic and Leads, Inbound marketing, Outbound marketing

Introduction:

Online marketing, which is also called internet marketing, involves use of interactive, virtual spaces for the sake of promoting and selling goods and services. Online marketing is a set of powerful tools and methodologies used for promoting products and services through the internet. Online marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the internet.

Chaffey et al. (2000) simply define internet marketing as "the application of the internet and related digital technologies to achieve marketing objectives"

Objectives of the paper:

The study sets the following objectives:

1. To explain the concept and meaning of online marketing.

2. To study the Generating Traffic and Leads of online marketing

3. To analyses the issues of the Generating Traffic and Leads of online marketing

4. Finding and Suggestiogs

Research Methodology:

For the purpose of the present research paper is based on the secondary data which is collected from reference books, textbooks, journals, research papers , websites, various reports and newspaper articles published online etc.

Online Marketing

Online Marketing is also known as Internet Marketing, Web Marketing, Digital Marketing and Search Engine Marketing (SEM). Online Marketing is the exchanging values between the seller and buyer and it is done online.

Digital marketing, which is also called online or internet marketing, involves the use of interactive, virtual spaces for the sake of promoting and selling goods and services. This has replaced the traditional marketing in to modern marketing and simultaneously gave rise to E-commerce. E- Commerce is a system that allows online movements of buying, selling goods, services and information.

"Online marketing refers to a set of powerful tools and methodologies used for promoting products and services through the internet"

Generating Traffic and Leads

Traffic and leads are among the most basic of metrics; things we'd be embarrassed to admit we're not as good at as we'd like. So we tell ourselves more is better. It's a dangerous perspective because it can actually be effective. All things being equal, if we can double traffic and leads, we can double sales and revenue. Unfortunately, all things are not equal.

The competition for traffic has increased dramatically with the rise of internet marketing and it takes time to build a steady flow of website visitors. As an Inbound Marketing, or Lead Generation agency, this comes as no surprise to us. Most of our enquiries are from people who want more traffic or want more leads (or mostly both).

According to HubSpot's State of Inbound 2016 Report, 74 percent of marketers say they prioritize converting contacts / leads into customers while 65 percent of marketers say their primary challenge is generating website traffic and leads.

Lead generation often uses digital channels, and has been undergoing substantial changes in recent years from the rise of new online and social techniques. In particular, the abundance of information readily available online has led to the rise of the "self-directed buyer" and the emergence of new techniques to develop and qualify potential leads before passing them to sales.

Lead generation up into two main categories: inbound and outbound.

(1) Inbound and (2) Outbound

Outbound marketing is just another name for "traditional advertising methods", it is devised to contrast with the newer "**inbound marketing**". It includes television and radio advertising, print advertising, telemarketing, direct mail, and outdoor advertising.

Inbound marketing

Inbound marketing refers to marketing strategies that **focus on pulling audiences in** instead of going out to get prospects' attention. Inbound marketing pulls visitors in, increase brand exposure, and creates brand authority through the creation of valuable content.

This new marketing strategy is called inbound marketing. Inbound marketing is slightly more complicated and indirect compared to outbound marketing, but it's the more effective way of reaching your target audiences.

Below is an illustration of the process of an inbound marketing campaign:

Online marketing revolves around a set of key activities. Here are a few elements that you will need to master if you are going to promote your business with inbound marketing.

Inbound marketing uses strategic content to open the lines of communication with leads and nurture them through each stage of the sales funnel. Once a visitor has engaged with a website by downloading content, converting on an offer, or subscribing to a newsletter, that lead is entered into a workflow. This workflow will contain information relevant to their interest as well as their place in the funnel. A new lead will not receive an offer for free trial, instead they will receive information to educate them on the product.

Outbound Mrketing

Outbound marketing is just another name for *"traditional advertising methods"*, it is devised to contrast with the newer **"inbound marketing".** It includes television and radio advertising, p rint advertising, telemarketing, direct mail, and outdoor advertising.

Outbound marketing, also referred to as interruption marketing, involves getting your marketing message to the largest number of people possible through advertising, cold calling, direct mail and other aggressive techniques that interrupt people in their daily lives

Commercials interrupt television shows. Door to door salesman and cold calls interrupt what people are doing to present a sales pitch. This push advertising worked in the mass media age, but modern communications technology has allowed people to escape and avoid these annoying interruptions

Outbound marketing is a strategy in which a business advertises its products and services by presenting information to consumers even if they are not looking for those products or services. Because of this, outbound marketing has been commonly referred to as "interruptive marketing".

Another problem with outbound marketing is that many people who are not in your target audience are also exposed to your message, which makes the cost of advertising on these mediums less effective.

The Challenge of Getting Website Traffic and Leads

Every marketer faces different challenges like Generating Traffic and Leads, Providing the ROI of Your Marketing Activities, Identifying the Right Technologies for Your Needs, Targeting Content for an International Audience, Training Your Team

According to the HubSpot State of Inbound Report 2016, the top marketing challenge is generating traffic and leads, with 65% of companies putting this challenge well above other common issues like securing budget, managing websites and hiring talent.

According to the 2017 State of Inbound report, "Generating enough traffic and leads was the top marketing challenge.

.
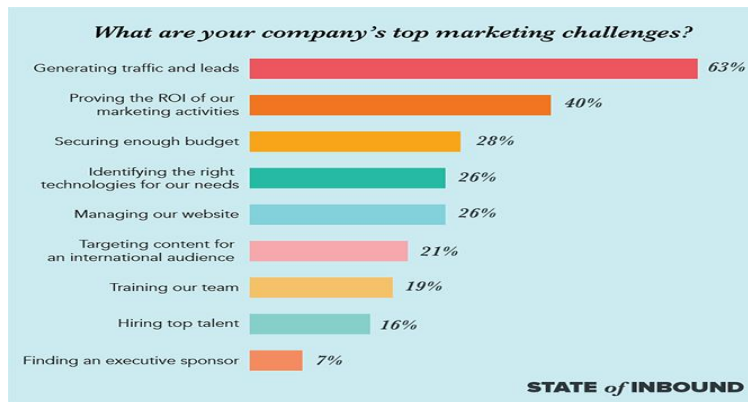
According to HubSpot's State of Inbound 2017, "marketers today find generating traffic and leads to be their biggest challenge". There is already a multitude of tactics to implement for B2B SaaS companies to generate quality traffic and leads on their site. As this list grows, and as strategies change it becomes increasingly difficult for marketers to excel across the board.

The confusion is this, Why are marketers prioritizing converting contacts into customers if they can't **generate traffic and leads f**rom their website? This is the common problem of a company creating a beautiful website and expecting it to do all the work. Many companies do not realize that a well-designed website is not enough – you need content and well thought out conversion opportunities in order to generate meaningful leads. Not following me? Here's a real-word example of how you need content to close a deal.

One of the biggest problems marketers face when they get started with Inbound Marketing is website traffic. Generating traffic and quality leads are high priorities for many companies. Unfortunately, generating traffic and leads are also a serious challenge for a majority of marketers.

The website generate traffic and leads facing the following problems

1. Trust   2. Traffic   3. Mechanics (Sale)

1. Trust: Marketers and agencies don't trust each other – CEOs don't trust marketers and customers don't trust advertisements. It's a self-perpetuating cycle that is hard to break. Marketing works best when the agency & client can trust each other, leading to results that will both impress the CEO and break down barriers of cynical consumers. If agencies and clients can't trust each other, though, the results are poor, no one is impressed and no barriers are broken down, leading to more distrust.

Trust issues while making the purchase- While ecommerce companies like flipkart and amazon are slowly changing the trend, the number is significantly huge when it comes to users purchasing online as they are only used to make a purchase from traditional stores.
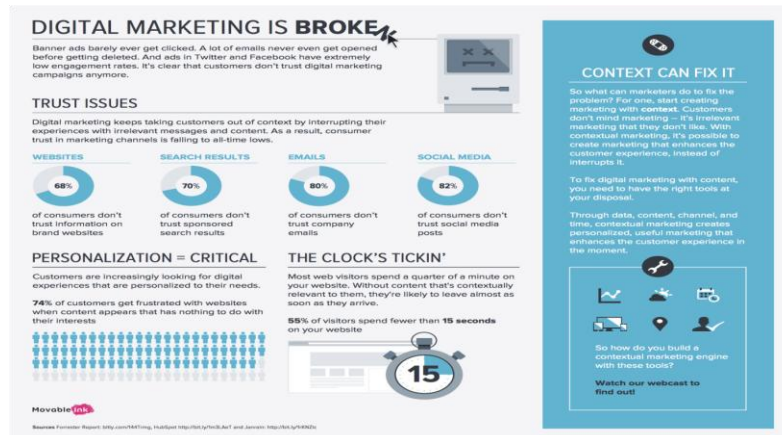
2. Traffic Jam

The best website in the world won't generate leads without traffic. Not only do you need a sufficient volume of traffic to your site, you need the right type of traffic.

The amount of noise inline is increasing and the competition is fierce compared to 10 years ago. Today it is estimated that there are over 1 billion websites and counting. That's a lot of noise and clutter to cut through. Research is also showing that another 3 billion people will join the Internet in the next 5 years. And you thought it was hard today!

To get more traffic to your site, there are only 3 strategies needed

(i) **Blogging**= the problem is that website, blogging, content, emails, search, social, paid and other tactics are not where the secret to lead generation resides. Everyone knows the tactics. What's preventing you from generating enough visitors and leads is the strategy behind the tactical execution, the orchestration of those tactics and the optimization of those tactics once they're launched.

(ii) **Direct mail**= direct mail is the contrarian approach in the digital age, but it can still work well. Some might argue that it works better than digital advertising because your postal mailbox is less crowded than your email inbox, not to mention it's harder to delete a postcard or envelope. The key point is that the direct mail piece is designed to get their attention and drive them over to your website.

(iii) **Paid advertising**= Face book and Google are where the action is at and they can supply you with all the traffic you'll ever need. But be careful because you can run up a huge tab in a hurry if you don't know what you're doing.

The Challenge of Getting Website Traffic and Leads

3. Mechanics (Sale)

This is the very last step in the sales process, and is so because it's such a challenge for small businesses online. Online business - actual business where sales are made - requires a great deal of credibility, trust and respect. In order to close the deal in the online marketplace, most small businesses have to overcome the challenge of getting their leads to look up to them as authorities in their niche. Businesses who are able to pull this off do so through an array of inbound marketing and **educating**.

They're not looking to be sold to and they're not looking for products or services - they're looking to learn. Pew Research Center found that "86% of consumers stated that using a search engine allowed them to learn something new or important that helped him/her increase his/her knowledge."

Findings and Suggestions:

Generating traffic and quality leads are high priorities for many companies. Unfortunately, generating traffic and leads are also a serious challenge for a majority of marketers. According to Hubspot's State of Inbound 2017 report, 63% of those surveyed reported this as their biggest marketing challenge this year.

Every marketer faces different challenges like Generating Traffic and Leads, Providing the ROI of Your Marketing Activities, Identifying the Right Technologies for Your Needs, Targeting Content for an International Audience, Training Your Team

According to HubSpot's State of Inbound 2016 Report, 74 percent of marketers say they prioritize converting contacts / leads into customers while 65 percent of marketers say their primary challenge is generating website traffic and leads.

Suggestions:

1. Instead of solving for how to generate more traffic and more leads, solve for how to generate better traffic and better leads. By the time you get to the bottom of a traditional sales funnel, only 1% end up buying. So the question stands: Do you want more of the 99% that will never buy—or more of the 1% that does?

2. A better lead makes a bigger purchase and the best leads are so perfectly matched to your offering, not only do they tick all the boxes. They remain loyal customers year after year—and become consistent brand advocates.

3. Use your analytics to figure out how visitors are using your site, where the heaviest traffic is, which pages do and don't work. And remember to pay attention to those buyer personas we mentioned earlier. Then start making changes to capture the attention of your visitors, based on the type of information they need.

4. Try an inbound marketing approach - offering something relevant and valuable in exchange for their contact details - and experiment as much as possible to find what is going to be most effective.

4. Most marketers have one goal in common: increasing the amount of traffic to their website. There are various tactics for accomplishing this goal including search engine optimization (SEO), pay per click advertising (PPC), blogging, social media marketing, etc.

5. The problem is that SEO takes times, PPC is expensive, Google is becoming oversaturated with blog content, and social media has always had a problem proving ROI.

6. A conversion path is a process by which an unknown visitor becomes a lead by navigating their way through your website. They use elements like blogs, calls-to-action, landing pages, premium offers, and thank you pages.

7. There are many ways to generate more traffic and leads, but one of the most overlooked tools is Face book's Audience Insights tool.

8. Video, professional graphics and info graphics are keys to enhancing customer experience and engagement which will, in turn, lead to better and more qualified leads

References:

1. Two of the best books I've ever read that give practical, actionable tips to improve your writing are On Writing Well by William Zinsser and On Writing: A Memoir of the Craft by Stephen King.

2. Wen, J., Tarn, M (2001), "The impact of the next generation Internet protocol on e-commerce security",. Information Strategy.

3. Sussan, A.P., Kassira, R.D (2003), "Globalization and the role of E-commerce", Business Research Yearbook, International Academic of Business Discipline.

4. Bhasker Bharat (2003), " electronic Commerce" Tata McGraw Hill India.

5. Srivastva Deepak (2003), "New Opportunities Through Internet Marketing, Today's Manager, SIM Singapore.

6. http://www.mbaskool.com/business-articles/marketing/3749-challenges-of-digital-marketing.html

7. . http://www.happymarketer.com/the-top-5-challenges-of-digital-marketers-in-india

8. http://www.businessdictionary.com/definition/digital-marketing.html