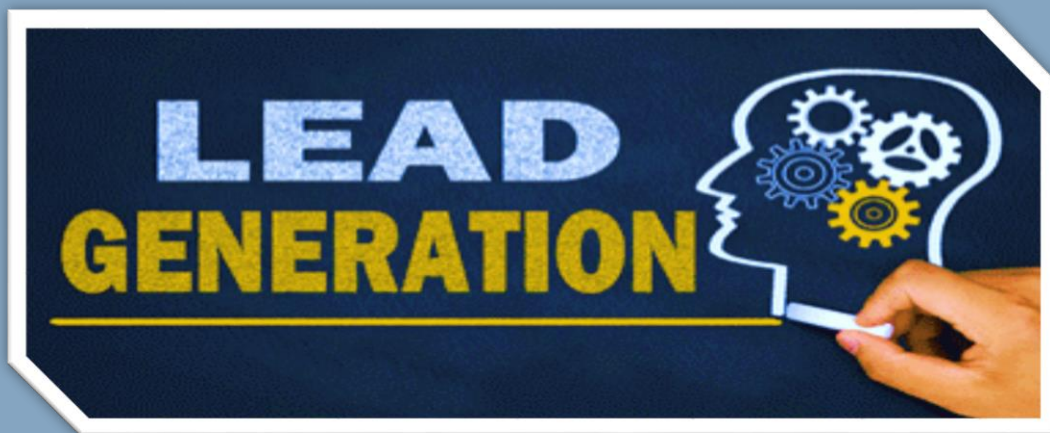


Easy Ways To Generate Leads With Social Media Platforms



Today almost 65% of Internet Users are on various social media platforms. They use it on a regular basis providing an extensive quantity of data to the platforms. Such data is important for social media leads generation. Businesses or Marketers use it to target their audience directly.



Before we move forward, we have to know what Leads are. Leads are simply the potential customers who have shown some interest in the product or company and have provided the contact information that we can use to follow up with more information.

Then why it is important to think about social media lead generation from various social media platforms? Making use of social media is the best way for businesses or marketers to implement lead generation methods.

Social Media have the ability to focus on highly qualified leads through advanced targeting. That's why almost 75% of businesses or marketers use various social media platforms for getting leads generation.



Facts of Social Media Lead Generation:-

Here are a few facts about social media marketing that everyone should know to make positive result-oriented social media strategies for business.

- Social media marketing reduces 55% of cost of the businesses or marketers
- Businesses grow by 30% by using social media platforms
- Nearly 75% of businesses use social media for lead generation

Best Social Media Lead Generation Tips:-

Now we have to know what the best strategies are & which social media platform is the best for social media lead generation process.

✓ Share Link on the Content

Visitors or Customers want valuable content. If we provide valuable information about the products & services then we can get a chance to reach maximum audiences. Sharing informative content to social media is the best way to get social media leads.



✓ Run Contest on Social Media



This is another way to promote products & services on various social media platforms. Benefits of running contests are: get leads that advantages the business and participants can share content with maximum people.

✓ Social Media Advertising

Facebook, LinkedIn, Instagram, Twitter, Pinterest, etc. social media platforms now offer Lead Generation Ads option which allows marketers or businesses to collect direct leads with targeted marketing.



✓ Live Videos and Webinars

This is other strategies to get leads from social media platforms with the help of using live videos & webinars. Most of the businesses conduct webinars on a particular topic with the registration option which helps in generating leads. Also, businesses do Live Videos at the time of announcement of their products & services.

✓ Click through to a Landing Page

Using a landing page is a good idea if we don't have good content available to share on social media platforms. A landing page is formed to turns leads into customers.

Best Social Media Platforms for Lead Generation are as follows:-

- Facebook
- Twitter
- LinkedIn
- Instagram



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