

Vantage Marketing using Social Responses

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Abstract—The primary purpose of this web application is to identify the possibilities that the implementation of lead generation strategies can provide to modern enterprises. Lead generation strategy describes the marketing process for involvement of a business's clientele and capturing of their interest in a product or service that is aimed at developing sales plans and, consequently, soliciting new clients. Lead generation is becoming an increasingly popular demand-generating strategy, which, through its multichannel dissemination of the generated messages — gives it a much greater reach. Lead generation helps businesses increase their brand recognition, forge connections and draw in more prospective customers to fill their sales pipeline. Prior to making a sales call, lead generation comprises locating potential clients and assessing their chances of purchasing. In essence, it is encouraging potential customers to raise their hands. Lead generation is the single most important objective of any business marketing department. The list also includes additional goals, including brand development, brand stewardship, public relations, and corporate communications.

Index Terms— Lead generation, brand marketing, marketing-sales interface, e-mail marketing, social media marketing, offline sales conversion and direct marketing.

I. INTRODUCTION

Many enterprises are incapable of accurately identifying the problems that have a significant impact on the adopted strategy of the organization. A possible cost of implementing the wrong solution to a given problem may be the company's loss of market opportunity and wasted resources. The business environment has remained uncertain for a number of years now.

However, all turbulence, including the economic crisis, also has its upsides. Somebody benefits from them; somebody wins! Regardless of how extensive the area of interest is, a part of the business is growing and increasing its market share.

People working in the internet sales and marketing industry, probably hear the phrase "lead generation" very often. But do they truly understand what lead generation implies, even if they have already engaged in it? Leads are people who have identified themselves as candidates who can potentially be turned into sales. Depending on where they are in the buying cycle, leads may have the following nature: "thinking about buying" or "shopping around" or "considering alternatives" or "ready to buy". However, what they mean is that each of them indicates the degree of interest in a given product or service and is identified as a tangible option satisfying specific client needs.

Lead generation can offer several advantages for businesses. Firstly, it can increase business reputation by

creating awareness for a product or service within a target market. Secondly, it can boost sales revenue by turning leads into customers by targeting specific consumers who are relevant to the business [2]. It can help shorten the sales cycle by providing valuable information and offers to prospects. It can also improve organizational efficiency by streamlining the marketing and sales processes. It can save money by using digital marketing methods that are more affordable than traditional ones. Lastly, it can enhance sales development by providing feedback and insights on customer needs and preferences.

The goals or objectives of a business can vary depending on the nature of the business, but some common objectives include scaling up the business, overcoming inconvenience of users, giving customers the information they need to continue through the funnel, and managing the ordered structure of business inquiries, frequently referred to as leads.

Scaling up a business is a common objective for businesses that are looking to grow and expand their operations. This can involve increasing sales, expanding into new markets, or developing new products or services.

Overcoming inconvenience of users is another important objective for businesses. This can involve improving customer service, streamlining processes, or making it easier for customers to find what they are looking for.

Giving customers the information they need to continue through the funnel is also an important objective for businesses. This can involve providing clear and concise product descriptions, offering helpful customer reviews, or providing detailed information about shipping and returns.

Finally, managing the ordered structure of business inquiries, frequently referred to as leads, is an important objective for businesses that rely on sales leads to generate revenue. This can involve tracking leads through various stages of the sales process, prioritizing leads based on their likelihood to convert, and ensuring that leads are followed up on in a timely manner.

II. BACKGROUND

Lead generation can be defined as the process of magnetizing prospects and converting them into consumers of your product or accommodations. Companies may use various strategies to achieve lead generation aspects and converting them into consumers of your product or accommodations. Companies may use various strategies to achieve lead generation. Any activity that stimulates interest in a product or service and attracts potential customers for the purpose of filling the sales pipeline can be termed as lead generation. If one were to define lead generation in simpler terms, one would say it is the process of identifying potential customers for their business or service and guiding them to the sales pipeline. The goal of lead generation is to pre-qualify interested buyers and filling sales pipeline to help close deals more quickly.

It can be divided into two main categories:

A. Inbound Marketing

Inbound marketing is where the focus of the company is to attract customers and increase awareness of the company's domain. This is usually done before the customer actually needs the product or service. Examples of **inbound marketing** include:

1) *Content marketing or blogging:*

It's where the audience is made aware of the products or services of the company. This can also be useful as it helps build brand authority and educates customers about your company by displaying prior customer success.

2) *Search Engine Optimization:*

This complements the point noted before. Search Engine Optimization, or SEO for short, is the process of designing a company's web presence according to a certain set of principles. This is done to improve the positioning of their websites in organic search results on search engine searches. Higher positioning is synonymous with higher brand visibility.

B. Outbound Marketing

Outbound marketing is where the focus of the company is on aggressively reaching out to potential customers. This type of marketing makes use of techniques such as cold calling, outbound emails, etc. Examples of **outbound marketing** include:

1) *Advertising:*

In advertising, the company promotes itself on mass media platforms. These may include print media such as newspapers and magazines, digital media such as TVs or radios, or even web-based nowadays through a popular website.

2) Cold calling:

This is one of the oldest and most primitive forms of marketing. It is the one where the potential customer has had no prior interaction with the company to prompt any action. This practice of making unsolicited and uninitiated phone calls to customers is called cold calling.

III. SYSTEM WORKFLOW

It shows how data flows through the system, how it is processed, and how it is transformed into the desired output. See Fig 1.

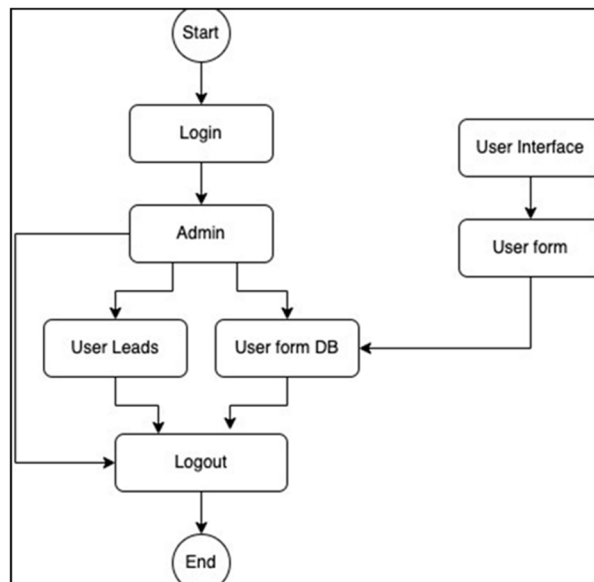


Fig. 1: System Architecture for Vantage Marketing describes how the workings of the system will take place

- A. **Login:** When a user enters proper credentials like a login ID and password, they are able to log in to the web application. Once the Login Id and Password matches the credentials stored in the database then the user is authorized to log in to the system. Only admin is the type of user who is allowed to access the login from this website.
When a user enters proper credentials like a login ID and password, they are able to log in to the web application. Once the Login Id and Password matches the credentials stored in the database then the user is authorized to log in to the system. Only admin is the type of user who is allowed to access the login from this website.
- B. **Admin:** Once the user has been authorized, the web app enables the admin to obtain detailed information on the leads. Each lead's management and conversion are facilitated by the admin's ability to monitor the lead's contact information, amount of interest, and follow-up status. Admin can access all the systems data from here.
- C. **User Leads:** The admin can access the user leads that are produced when someone enters the portal thanks to the integration application. Each user's basic information, including their email address, is visible to the admin, who can utilize it to contact the user. The admin can effectively and efficiently handle user leads thanks to this functionality.
- D. **User Interface:** This is a separate interface provided in the system where a person goes to get complete details about the organization. So, he or she has the option to fill out the inquiry form. It includes various fields such as Total Leads generated, total form visits which shows the number of total visits to the page on the specific day, Open leads and Closed leads to visualize the progress of the follow ups.
- E. **User Form:** The features of the user interface include a form that allows the person to enter relevant information for the organization. The form requires the person to provide their name, email address, contact details, and previous exam marks. These details are used for further processing and user profiling. By filling out the form, the person can easily connect to the organization and learn more about it.
- F. **User form DB:** A database user is a role with access to a particular storage location where the form's data is kept. The user from DB, who is in charge of managing the data and making sure of its integrity, provides

the storage unit. Each database user has an administrator assigned to them so they can keep an eye on the data and take any necessary measures based on the data in the database.

- G. **Logout:** The final step in the process is to log out of the system after completing all the tasks. This includes logging in to the system, accessing the lead information, following up with them, and finishing the work as required. Logging out of the system ensures security and prevents unauthorized access.

The admin will start the web app by logging into it and launching it after providing the appropriate authentication. The dashboard will appear after the web app has been launched, where the admin can view how many leads are interested, how many have reacted, and how many are close leads. In the contact section, the admin can upload the information for his or her clients. Also, the admin can offer his or her clients a variety of campaigns. It offers an integration feature that allows users to promote their businesses through social media platforms. Reports can also be produced by the user.

IV. FUNCTIONAL MODULES

The whole system is divided into three modules. They are Admin, User Portal, and Dashboard.

A. Admin

Admin is the one who has full control over the system. The admin will be able to see who and how many people visit the portal and how many of them generate leads, open closed forms, fill out their details, and then contact them. As a result, the administration will handle only those students' follow-up.

B. Dashboard

The user will be able to see how many people have responded, how many have opened the forms, how many are interested, and how many are active or pending leads. Basically, the dashboard will have the history of the leads, which can keep track of those generated.

C. User Portal

In this part, the user will have the social media part, where he can redirect to the system portal and get the basic details of the college. On the form, the students can fill out the details, which are also called the pre-enquiry form, and get more detail about the college's criteria.

V. RESULTS

The aforementioned modules are put to work in a clear fashion which is easy to understand for both the users and the people working on lead generation for the company. Below are the results achieved after developing a system fulfilling the same condition.

A. User portal- Pre-admission Enquiry

See Fig 2, the Interface will enable the user to get registered to the portal by filling the enquiry form. So that Institute can directly reach to them.

The form below gets information from the user which includes - name, email address, gender, marks in competitive exams, residential information and the courses he/she are interested in. This information is easier to get through a web form [1].

All of this information proves to be crucial in identifying and further processing of the user as a lead. It sets the base to create a profile for the lead which is important to understand to convert the lead into a customer successfully [3].

B. Dashboard

See Fig 3, the dashboard where admin can able to see the number of enquires, and contact them regarding the admission.

The dashboard consists of elements that define current status of the overall leads. It describes current page views to understand the incoming traffic better. And it has sections for open and closed forms for the open and closed leads that is, the leads which are yet to yet to be converted and the leads which are done being contacted, which have resulted in a successful closure of the lead. These numbers give brief overview of how successful the current campaign is. If not, the campaign can be altered to get better results. This page also views a list of all available leads divided in open and closed sections.


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Pre-Admission Enquiry 2022-2023

Full Name	Your name
Email ID	user@mydomain.com
Mobile Number	7842xxxxxx
Gender	☒ Male ☐ Female
Marks in XII PCM or PM-Bio/IT/CS/Electronics	%
MHT-CET Marks	%
JEE-Mains Percentile	%
City	Nagpur
State	Maharashtra
Courses interested in	☐ B.Tech- Artificial Intelligence(AI) & Data Science ☐ B.Tech-Artificial Intelligence & Machine Learning ☐ B.Tech-Computer Science and Engineering (CSE) ☐ B.Tech-Electrical Engineering ☐ B.Tech-Electronics and Telecommunication Engineering ☐ B.Tech-Mechanical Engineering ☐ M.Tech (Electronics Engineering) ☐ MBA(HR,Marketing,Finance,operations & IB)
Submit	

Fig. 2: Structure of Registration Form



Dashboard
Settings

24
Total Page View

4
Open Forms

2
Closed Forms

2
Today Forms

Open Form List

Id	User Name	Submitted Date	Action
11	Sushant Choudhari	2023-03-13 11:09:35	
13	Daroksha	2023-03-14 06:39:55	
14	Ranu Basbarile	2023-03-17 09:41:41	
15	Ranu Basbarile	2023-03-17 09:41:56	

Close Form List

Id	User Name	Submitted Date	Action
10	test	2023-03-13 11:09:38	
12	Satyam Tirpude	2023-03-14 06:07:32	

Fig. 3: Structure of Dashboard

C. Interface

See Fig 4, the Interface will provide the detail of an individual according to the form he/she fill while registering. So that college can directly contact to the one.

The interface offers a detailed view of the lead's information. This information is referred to when leads are contacted to get better understanding of the lead and hence get better results [5].

Form Detail

Id: 11

Full Name: Sushant Choudhari

Email: sushantc591@gmail.com

Mobile Number: 7028823902

Gender: Male

Pcm Marks: 85

Mht Cet Marks: 85

Jee Main Percentile: 85

Status: 0

City: Nagpur

State: Maharashtra

Courses Interested In: CSE

Createdat: 2023-03-13 11:09:35

[Close Form](#) [Delete](#)

Fig. 4: Structure of Registration Detail Form

Lead generation offers valuable insights into customer preferences, pain points, and motivations that businesses can use to refine their marketing strategies. By analyzing the responses carefully, businesses can tailor their messaging and create targeted campaigns that resonate with their audience.

This data-driven approach ensures that businesses can effectively reach and engage potential leads resulting in greater conversion rates. Social media responses and other such means also provide an opportunity for real-time customer support and personalized interactions which enhances customer satisfaction and showcases a commitment to excellent service. This proactive approach not only generates leads but also strengthens existing customer relationships fostering brand advocacy and referrals.

However, it is essential to acknowledge the challenges associated with lead generation through social media responses. Businesses need to develop a well-defined strategy outlining response guidelines, tone of communication, and protocols for handling negative feedback or complaints. Leveraging social media listening tools and analytics is crucial for monitoring and measuring the effectiveness of response efforts enabling businesses to optimize their lead generation strategies in due time.

VI. APPLICATIONS

The applications of lead generation can be limitless if applied properly that is if proper coordination between marketing and sales is maintained it can prove to be a very useful tool for the business [5].

The tool can be used for increasing your market

When you first launched your firm, you probably had a target market in mind. But the question is- is this the only market you should and can target? Is there scope for you to expand your business? You can discover more of your prospects through lead generation.

It can be used to expand your followings

You might have a decent amount of following for your business. But are these the only people you can reach? You can reach a broader and more appropriate audience thanks to lead generation.

Get more customer reviews

By reaching more audience through lead generation you can have more customer reviews which gives authenticity to your product or service and helps you in getting feedback and criticism from the users.

Enables companies to create campaign

These campaigns can be used by businesses to acquire data which helps understand the customer better. A better understanding of the customer in turn helps build better campaigns for the company.

Brand Awareness

Brand awareness refers to familiarizing your product or services with the customers. This familiarity makes consumer aware of the company in the domain segment it is working in and helps differentiating itself against its competition.

Ease of Inquires

Handling of leads or potential customers gives customers a sense of confidence. It also helps customers by taking the initiative. This means the customer does not have to start a conversation by themselves with the company.

Persistent Follow-up of Leads

When a potential customer or lead is recognized, the proper handling of the lead ensures persisting the customers who are hesitant. It also helps close the deal with customers who are sitting on the fence with the idea of trying out the company's product or services out or not [4].

VII. CONCLUSION

Companies currently catering to small audiences or companies handling humongous daily cash flow- both of them want to lead their businesses towards continuous development. Today, in order to properly develop one's business, one has to reach clients via different sales channels like the social media, search engines, websites and events among many others. By using this web app, the user will be able to expand their business's marketing catalogue and connect with customers who are interested in the business and generate leads through these various sales channels. The user can also interact with his/her customers through social media as well. The user of the business can also put-up campaigns for their customers and can use the app accordingly.

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