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In Depth Social Media Use for B2 Lead Generation in Singapore by [Jayden Chu](#)

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When you market to your Singapore business leads, of course, social media is a channel that is simply indispensable. You may be using traditional direct marketing channels such as telemarketing, pay for TV spots, or occasionally splurge on trade shows and seminars, but you still need to do a bit of social media marketing.

There is often a confusion among b2b company owners that eventually results to why they avoid using social media to generate much needed business leads. There is the issue about its unclear ROI, and then there is the fact about the amount of social media you should use.

First of all, why is social media recommended for finding business leads? Singapore has been well documented as a country who adapts well with technology, and the abundance of smart phones allows anyone to check on their social media profiles anywhere and anytime they need to. Social media marketing is not so much about finding business leads as it is about connecting with them. You don't usually push for a sale on such channels; rather, you strive for engagement. Whether it is with your existing customers or still prospective leads, the goal is to discuss your products and services with them. Find out what they love or hate about your merchandise, and what they hope will be added or removed to increase the value for them. Use these feedbacks to optimize your products and services and improve their customer experience. By using this two-way channel for communication, you develop trust from your prospective business leads even before the start of a sale. And more importantly, you build a better relationship with your existing business leads. Building a relationship with your prospective leads helps them get an idea of what to expect when they do eventually purchase your merchandise, removing the problem of unfulfilled expectations which often results to disgruntled customers. Building a good relationship with your existing clients is a necessity to make your business grow. In Singapore, family ties and connections are essential. So if your brand has consistently been providing excellent service to an individual, it would not be a stretch to say that you will be doing business with his successors in the future. This fact holds true even for other Asian nations.

The second dilemma is regarding the sheer number of social media channels currently available. There are simply too many to count, even those that are globally popular. So which sites do you use? This part requires meticulous research, attention to detail, and a good understanding of your target market. Simply joining hundreds of social media sites and hopefully snagging business leads along the way won't cut it. You have to be precise and methodical. Take time to research which sites are populated by members of your target niche, and concentrate on those. One to two social media profiles is often enough to build a substantial online presence. This also makes it easier to perform trial marketing to test the effectiveness of newly developed b2b lead generation strategies. A small group of leads that represent your target market will provide better feedback and research statistics. Should your trial fail, the results would also be easier to control.

Social media marketing is still an evolving platform, so this article's views may not be applicable in the near future. However, these views are not set in stone, and in a market

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