END-USER: THERE ARE THOUSAND OF SOFTWARE APPS
VENDOR: THERE ARE SO MANY OPPORTUNITIES TO GROW YOUR SOFTWARE SALES

We help you to build the perfect flow to the great match. Follow the steps and contact our team for further useful information.

Let's start the software journey!

softlead

[Lead Generation Flow]

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[Vendor's Guide]

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Buyer's guide

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[Integrated Marketing Campaigns]

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[All in numbers]

LEAD GENERATION FLOW

Most of the software companies are investing more in growing their customers pipeline and in generating more qualified leads in order to waste time and money to develop databases with irrelevant contacts. Sales and Marketing departments are concentrating their efforts in the same direction by focusing on integrated actions.

Softlead built its strategy taking into consideration the following objectives and valid trends:

1. A qualified lead = have a high probability of converting

57%

CUSTOMER
DUE
DILIGENCE
BEGINS

CUSTOMER'S
FIRST

CONTACT
WITH
SUPPLIER

PURCHASE
DECISION
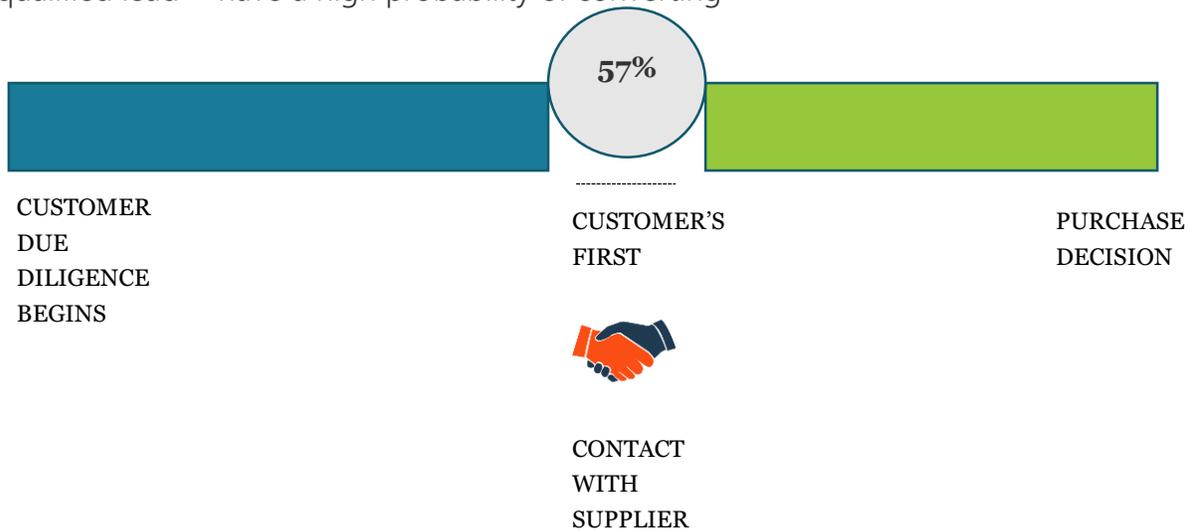
2. Users interested in a software demo or in getting more details about a software application are completing the dedicated forms on the platform (company, number of employees, description of the real needs, special features or services).

3. Softlead team validates the lead and sends the details to those software vendors who are providing the best solution suitable to the completed form.

4. Softlead is providing also Business Analyze as a Service for companies which are looking for implementing a software solution and is open to offer customer care and consultancy at every important step of the flow.

5. The brief is sent to those vendors who are suitable to every business request. If the company is interested in the end-user's profile, can unlock the lead by buying the contact details.

6. From this point of the lead generation flow, the vendor can contact by itself the end-user, to have a demo, create an offer and close the transaction with the software solution implementation.
7. The flow is not ending in this step, it might continue with the evaluation of the entire process and also with customized services such as integration with other platforms or modules, quality assurance, security.
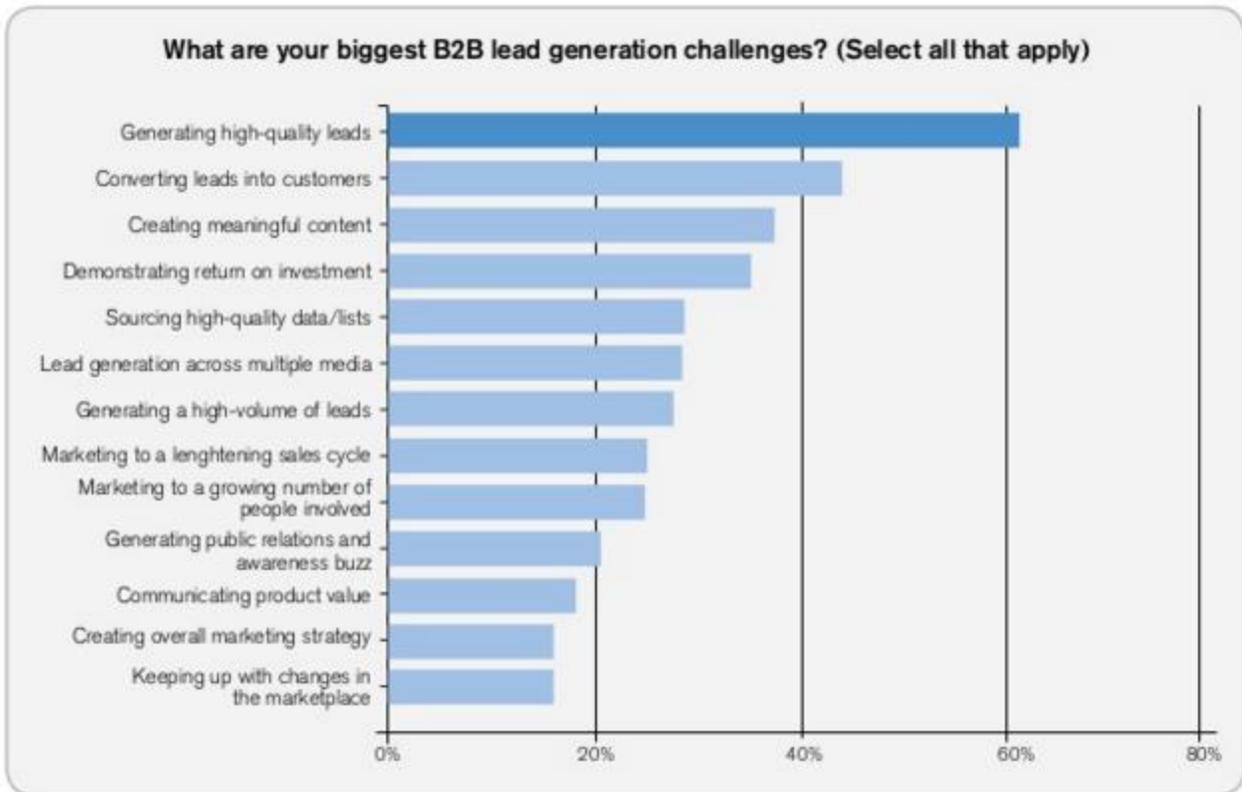
VENDOR'S GUIDE

It is very important for a software company to grow its revenue by gaining relevant customers in the corporate portfolio, so the main focus should be on creating and implementing strategies and actions which are able to promote and sale the most important features which are making the difference.
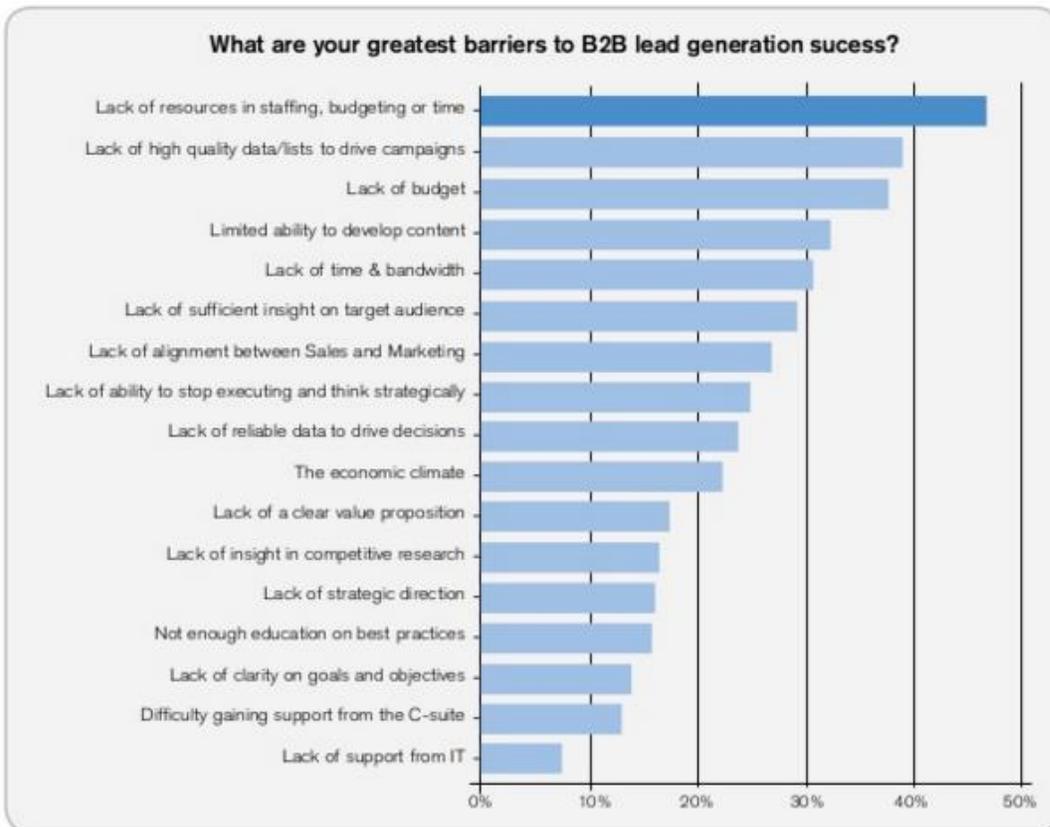
By creating an account on Softlead, we recommend:
- Set accurate and effective objectives for your products and company
- Complete all the information requested for a better profile of the solution and the company
- Complete all the features, with screenshots (if it is possible) and with details about the platforms or the operating systems which allow the implementation
- Let your end users know if there are special requirements regarding the server/device or the operating system
- Point those features which are making the difference
- Update your corporate profile and your software products description
- Please note that information provided on your company can influence the generated leads, which means that you can grow your pipeline with a complete profile or you can not have generated leads through Softlead.
- To ensure that your company receives qualified leads, please keep your company details such as: the right profile of your ideal customer, your complete software suite, up to date information about the products and provided services.
- Choose integrated marketing and sales campaigns on Softlead in order to gain a better position on the market and to grow your funnel.
 In a recent study by IDG, 61% of marketers reported that generating high quality leads was problematic for their organization.

What are your biggest B2B lead generation challenges? (Select all that apply)

Challenge	Percentage
Generating high-quality leads	~60%
Converting leads into customers	~34%
Creating meaningful content	~28%
Demonstrating return on investment	~27%
Sourcing high-quality data/lists	~25%
Lead generation across multiple media	~25%
Generating a high-volume of leads	~24%
Marketing to a lenghtening sales cycle	~23%
Marketing to a growing number of people involved	~23%
Generating public relations and awareness buzz	~20%
Communicating product value	~18%
Creating overall marketing strategy	~16%
Keeping up with changes in the marketplace	~16%

The same study also reported that the greatest barrier to entry to quality lead generation is lack of resources in staffing, budgeting, or time, and lack of high quality data to drive campaigns.

What are your greatest barriers to B2B lead generation sucess?

Barrier	Percentage
Lack of resources in staffing, budgeting or time	~48%
Lack of high quality data/lists to drive campaigns	~38%
Lack of budget	~37%
Limited ability to develop content	~32%
Lack of time & bandwidth	~31%
Lack of sufficient insight on target audience	~30%
Lack of alignment between Sales and Marketing	~27%
Lack of ability to stop executing and think strategically	~26%
Lack of reliable data to drive decisions	~25%
The economic climate	~23%
Lack of a clear value proposition	~17%
Lack of insight in competitive research	~15%
Lack of strategic direction	~15%
Not enough education on best practices	~15%
Lack of clarity on goals and objectives	~13%
Difficulty gaining support from the C-suite	~12%
Lack of support from IT	~7%

IDG reports in its B2B Lead Generation Marketing Trends survey, that the company website, conferences and tradeshows, and email marketing are the most effective lead generation tactics being used today. The least effective are reported to be direct mail and print advertising.
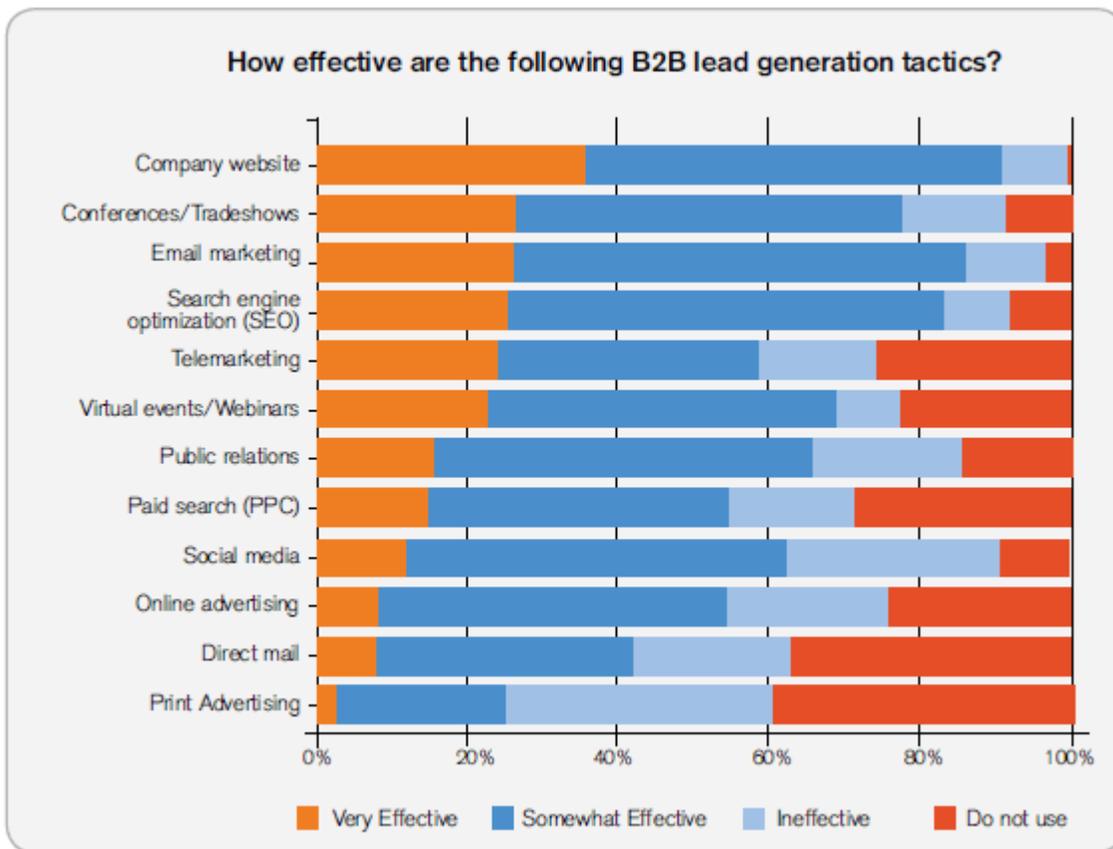
BUYER'S GUIDE

Softlead was created as a real solution for creating the best match between end user companies' needs and the software options developed by vendors. There are millions of software applications, but companies should choose the most suitable for their business.

- As an end-user, firstly you should configure your departments' or companies' needs, budgets, lists of employees who will use the future software solution.
- Make sure that your company needs an existing software solution and not a customized one.
- Read more about cloud and desktop software applications and identify which is suitable to your needs.
- How will you be able to pay for your application? (monthly/annual/one time)
- What kind of services would you like to have? (back-up, consultancy, integration, maintenance)
- How would you like to receive support from Softlead, as a specialized software marketplace?

ALL IN NUMBERS

over 200

generated
opportunities

over 300

listed companies on
the platform

over 600

software applications