

B2B eCommerce Lead Generation

Created by Global Digital Projects · globaldigitalprojects.in

Book a call: <https://calendly.com/mohdasif-digital/how-qualified-lead-works-for-agencies-growth>

1. Buyer Types

Why it matters: Procurement, store owners, operations—needs differ.

Use the quick steps below. Keep the language simple; talk like a human. If a step feels heavy, cut it in half and ship a smaller version first.

- Goal in one line: keep it simple and measurable.
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1. Buyer Types — Notes & Checklist

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2. Catalog & Pricing

Why it matters: Clear MOQ, tiers, and terms; remove surprises.

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3. Traffic: SEO/PPC/Marketplaces

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4. Email & Retention

Why it matters: Reorder reminders, new arrivals, and back-in-stock.

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5. Wholesale Portals & UX

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6. Sales Ops & CRM

Why it matters: Track quotes, samples, and POs clearly.

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7. Analytics & Forecasting

Why it matters: Spot winners, phase out slow SKUs.

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8. Trade Shows & Partnerships

Why it matters: Book meetings ahead; follow up same day.

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