

## B2B eCommerce Lead Generation

Created by Global Digital Projects · [globaldigitalprojects.in](https://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.

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- 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

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