



## The broker's guide to lead generation

Finding new leads is crucial to maintaining a successful brokerage business. But in an evolving and increasingly competitive market, lead generation is more challenging than ever.

Fortunately, we know a thing or two about maintaining the new-client pipeline. And we've gathered our insight into a detailed article to share with you.

The days of relying on referrals are over. Brokers are taking a much bigger share of the market - forecast to reach 90% by 2025 - and while that brings fantastic opportunity, it also means intense competition. To keep winning, you'll need a more systematic approach.

Our new guide looks at key digital resources you can use in your lead generation strategy and explains the pros and cons of

- Search engine optimisation, or SEO
- Pay-per-click (PPC) ad campaigns
- The cost/benefit balance of using a paid-for lead-gen network

We also revisit some of our insights on email marketing, social media, and customer relationship management (CRM).

If you're struggling with lead-gen, our article could be a life saver. And if you're already an expert, we still think you'll learn something new. Read our guide here >>**Read our full article here:**

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