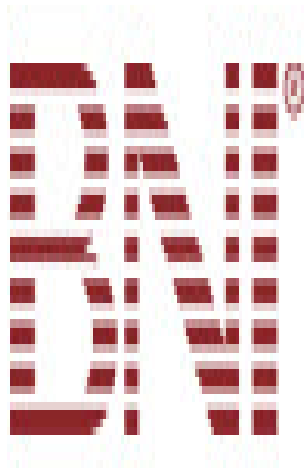




BNi London

Local Business - Global Network ®

London Networking Websites Reveals Top Three Tips for Business Networkers

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London, UK ? In order to do business in London, businessmen (or women) must consider three key elements: referrals, lead generation, and networking events. That is why the newest blog post on BNi London (www.bniondon.co.uk) is an article discussing how 'How Referrals, Lead Generation, and Networking Events Bind Together'. The article details how each element is individually strong, but when combined, these three can create the perfect bond to produce a strong impact on sales growth and investment protection.

The article points out the differences between leads and referrals and discusses the pros and cons of why each as an individually pursued business marketing strategy may not be the best avenue for growth, especially in sales. It explains that this does not mean these business methods are not without merit. Networking events, also, on their own do not always offer a secure company future, but rather a bed of expert knowledge and relational marketing possibilities.

The article then relates how when combined together, these three marketing items work to produce a more secure company future and identify specific target customers that are then able to be converted into sales and help the bottom line.

According to Marketing Sherpa, 60% of all organic clicks go to the top three organic search results. Marketing firm HubSpot in a recent 'State of Inbound Marketing Lead Generation Report' noted that companies that blog have 97% more inbound links. They also reported that a call to actions promoting ebooks get almost twice the click through rate as emails promoting webinars. CSO Insights reported recently that companies with mature lead generation and management practices have a 9.3% higher sales quota achievement rate.

With grounded statistics such as those from reputable in-bound and online marketing firms, it is evident that leads, referrals and even networking events cannot work independently, but must be developed in concert.

For more information or to read the article, visit www.bniondon.co.uk.

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For more information about BNI London, contact the company here: BNI London Clwyd Probert 07811 267 875 info@bniondon.co.uk 80A Uxbridge Road, London, W12 8LR

BNI London

The BNI London site has been put together to provide a central resource for any business within London who is interested in learning more about networking events in London, England.

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