

How Website Portfolio helps in Lead Generation

A website portfolio is usually a separate page on a website dedicated to displaying an ideal or representative model of the websites that have been developed by you. A website portfolio is created with an aim to showcase to your advantage the plethora of work accomplished for a variety of clients and catering to as many business streams with individual needs.

A website portfolio may be likened to the list of selected works of an author or painter put forward in an exhibit for the benefit of book and art lovers respectively. Similarly, a website portfolio allows businesses interested in getting a website designed to easily go through the body of work produced by a vendor to see if they like it. Hence, if potential customers appreciate the cross-section of your work, they will give you business, thereby adding to your work profile.

When an experienced website owner visits your portfolio, he shall look for the following:

- The quality of your portfolio
- Do you have testimonials?
- Is making websites your full time vocation?
- Are you qualified?
- Who are the clients that you have worked for?
- Are you likely to be in business 12 months from now?

Every positive response to the above will contribute towards the website owner becoming a potential client. In this manner, a website portfolio generates prospective consumer interest or inquiry into your work, and what you can do for them. This is called online lead generation. The right approach to lead generation can quickly make you the largest and fastest growing web service company.

A website portfolio is a part of a web marketing strategy that drives decision making, helping site owners make smarter business decisions about their web investments. The fact that our business climate is commoditized has led us to explore newer methods of building and cultivating client relationships. Business prospects aren't easily fooled, neither do they have the time to do exhaustive research. Businessmen and entrepreneurs operating online are well aware of pitches, hype, pushy sales people and manipulative marketing tactics. The same old stale sales and marketing messages are antagonizing, hence are ignored.

Subsequently, the need of the day is to be able to attract potential clients to your business with a lead generation method that is devoid of sales pitches. When a prospective client views your website portfolio, his attitudes and beliefs are being shaped, primed by the information they gradually soak up. This makes a huge impact on the actual buying process, as you're seen as providing valuable information to prospects up front, as more of a trusted adviser. You of course need to follow this up with relevant and consistent dialog with viable leads.

Hence, your website portfolio will generate qualified leads and bring in sales on the basis of proven expertise and credibility. Quality work displayed on your website portfolio will attract quality new prospects and business leads to your business via this method of web promotion. While this method is absolutely audience appropriate, it is also most cost-effective. Unlike traditional advertising mediums, it is fairly interactive, and you can approach a wider audience at a minimal cost and with greater flexibility.

To conclude, lead generation through Website portfolios lives up to the true spirit of the Internet, and greatly supplements all other channels of your marketing and promotional activities.