

**RESEARCH ARTICLE**

Role of social media in lead generation

Kunal Lanjekar^{1*}, Prashant Kalshetti², Joe C. Lopez³**Abstract**

The role of social media in lead generation is pivotal for contemporary businesses seeking to expand their customer base. Social media platforms serve as dynamic channels for brand promotion, offering widespread visibility and engagement opportunities. Through targeted advertising, businesses can reach specific demographics, ensuring a higher quality of leads. Content marketing on social media, including informative posts and interactive content, establishes credibility and attracts potential leads. Direct interaction with the audience fosters relationships and builds trust, guiding leads through the sales funnel. Additionally, social media facilitates the promotion of lead magnets, such as E-books or webinars, incentivizing users to provide contact information. Positive social proof garnered through reviews and testimonials enhances a business's credibility. The objective of the present study is to study the impact of social media on lead generation. The researchers have used descriptive research design for the present study. The nonprobability convenience sampling method is used for the selection of sample size. The data is collected from 215 respondents, with the help of a well-structured questionnaire using the survey method. The results of this study will be helpful to companies in designing their social media strategies to get more leads for their business.

Keywords: Social media, Lead generation, Demographics, Digital age.

Introduction

In the digital age, social media has transformed the way businesses interact with their target audiences and generate leads. Lead generation is a crucial aspect of any marketing strategy, as it involves identifying and nurturing potential customers who are interested in your products or services. Social media platforms have become powerful tools for businesses to reach and engage with their target audience, ultimately driving lead generation in ways that were not possible before the advent of these platforms.

Social media plays a multifaceted role in the lead-generation process:

Brand Visibility and Awareness

Social media provides businesses with a platform to showcase their brand to a global audience. By creating compelling and shareable content, companies can increase their visibility, reach, and brand awareness, effectively capturing the attention of potential leads.

Audience Targeting

Social media platforms offer robust tools for demographic and psychographic targeting. This allows businesses to reach specific segments of the population that are more likely to be interested in their products or services, enhancing the efficiency of lead generation efforts.

Content Marketing

Content is king in the world of social media marketing. Engaging, informative, and relevant content can establish a brand as an industry authority and attract users interested in what the business offers. Valuable content can be used to entice users to take action, such as signing up for newsletters, downloading e-books, or requesting product demos.

Engagement and Interaction

Social media encourages two-way communication. Businesses can engage with their audience through comments, messages, and interactive posts. This engagement helps build relationships and trust, making users more likely to become leads.

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Lead Capture Forms

Many social media platforms offer features for creating lead capture forms or buttons directly on their profiles or ads. These forms make it easy for interested users to provide their contact information and become leads.

Paid Advertising

Social media advertising allows businesses to amplify their reach and lead-generation efforts. Platforms like Facebook and Instagram offer ad formats that are designed specifically for lead generation, allowing users to sign up or request information without leaving the platform (Table 1).

Literature Review

Chaffey and Smith (2017), investigated social media is now a primary channel for marketers to acquire leads. This is primarily due to the massive user base and the ability to target specific demographics. Social media platforms are increasingly recognized as effective tools for lead generation. Social media platforms provide a global stage for businesses to showcase their products and services. They showed that increased brand exposure through social media leads to higher brand recognition and recall, ultimately driving more potential leads.

A study by Liang, Saraf, Hu, and Xue (2007), found that trust in a brand or company is positively correlated with a consumer's likelihood to provide their information as a lead. Social media allows businesses to engage with their audience, build trust, and establish credibility. Social media platforms are not just for broadcasting messages but also for engaging in two-way conversations with customers and potential leads. Building relationships through interaction and personalized communication can lead to higher trust levels, which, in turn, increase the likelihood of lead conversion.

Smith (2016), found that well-targeted social media ads significantly increased lead acquisition. Paid advertising on platforms like Facebook, Instagram, and LinkedIn has proven to be highly effective for lead generation. Social media is an ideal platform for promoting lead magnets and special offers. These can include free ebooks, webinars, exclusive discounts, and more. He showed that offering valuable incentives in exchange for contact information can substantially increase lead generation.

De Veirman, Cauberghe, and Hudders (2017), discuss the impact of influencer marketing on generating leads. Influencer marketing is a growing trend in social media. Influencers can promote products or services to their followers, and this can generate leads. Collaborating with influencers in the industry can be an effective lead-generation strategy. Studies have shown that influencers can drive targeted traffic and generate leads when they endorse a product or service to their followers.

Smith and Zook (2011), present a framework for measuring the ROI of social media marketing efforts. Determining the

return on investment (ROI) for social media lead generation is crucial. They delved into the challenges of measuring the return on investment (ROI) for social media lead generation. While it can be complex, businesses are investing in more sophisticated analytics to determine the impact of their social media efforts on lead generation and sales.

Smith (2019), studied the impact of social media on small businesses, maintaining an active presence on social media can increase brand recognition, making it easier for potential customers to discover a business. Social media platforms like Facebook, Twitter, Instagram, and LinkedIn offer businesses an opportunity to increase their brand exposure and visibility. Social media platforms, with their vast user bases, offer businesses an opportunity to reach a broader audience. For example, a study by HubSpot found that companies that post 16 or more times per month on Facebook get 3.5 times more leads than those who post less often.

Kim and Ko (2017), found that higher engagement rates on social media positively correlate with increased lead generation success. Building relationships with potential leads is essential for lead generation. Social media allows businesses to engage with their audience in a more personal and interactive way. Social media is not just a broadcast channel; it's a two-way communication platform. Engaging with your audience through comments, likes, and direct messaging can help build relationships and trust. The Nielsen Global Trust in Advertising Report found that 92% of consumers trust recommendations from friends and family over any other type of advertising.

Smith and Johnson (2018), emphasized that well-optimized and shareable content can drive lead generation efforts effectively. Social media platforms provide a space for businesses to share valuable content, such as blog posts, videos, and infographics. These pieces of content can attract and engage potential leads. Many businesses use social media to share valuable content like blog posts, videos, and infographics. This content can act as lead magnets, attracting users who are interested in the topic. Businesses can then capture leads by offering downloadable resources, newsletters, or gated content in exchange for contact information.

Johnson *et al.* (2019), highlight that targeted advertising on social media can significantly increase the quality of leads generated. Social media platforms offer powerful advertising tools that allow businesses to target specific demographics and user groups. Social media advertising, such as Facebook ads and promoted tweets, allows for precise targeting. Businesses can reach potential leads based on demographics, interests, and behaviors. Research by social media examiner showed that 55% of social media marketers use paid advertising to acquire new leads.

Brown and White (2016), demonstrated the effectiveness of lead capture forms on social media in generating high-

Table 1: Descriptive statistics

Statements	Mean	Median	Mode	SD	Var	Skew	SE	Kur	SE	Min	Max
IDEN1	215	0	3.78	4	4	0.753	0.44	-1.27	0.122	3.320	0.13
IDEN2	215	0	3.78	4	4	1.035	1.1	-1.117	0.122	1.006	0.13
IDEN3	215	0	3.77	4	4	1.009	1.28	-0.843	0.122	0.753	0.13
IDEN4	215	0	3.76	4	4	1.006	1.012	-1.028	0.122	1.124	0.13
IDEN5	215	0	3.73	4	4	0.66	0.843	-1.117	0.122	1.23	0.13
PROD1	215	0	3.54	4	4	1.140	1.357	-0.35	0.122	-0.128	0.13
PROD2	215	0	3.61	4	4	1.118	1.159	-0.537	0.122	-0.188	0.13
PROD3	215	0	3.95	4	4	0.880	0.847	-1.321	0.122	2.456	0.13
PROD4	215	0	3.74	4	4	0.845	0.847	-1.285	0.122	2.152	0.13
PROD5	215	0	3.83	4	4	1.001	1.018	-1.159	0.122	1.480	0.13
LEAD1	215	0	3.82	4	4	1.011	1.054	-1.00	0.122	0.657	0.13
LEAD2	215	0	3.7	4	4	1.100	1.137	-0.770	0.122	0.148	0.13
LEAD3	215	0	3.85	4	4	1.107	1.173	-1.017	0.122	0.32	0.13
LEAD4	215	0	3.6	4	4	1.098	1.18	-0.43	0.122	-0.030	0.13
WEB1	215	0	3.83	4	4	1.02	1.095	-1.115	0.122	1.112	0.13
WEB2	215	0	3.87	4	4	1.01	1.149	-1.138	0.122	0.68	0.13
WEB3	215	0	3.88	4	4	1.022	1.139	-1.142	0.122	1.350	0.13
WEB4	215	0	3.83	4	4	1.131	1.173	-1.112	0.122	1.045	0.13
EMAIL1	215	0	3.76	4	4	1.112	1.14	-0.38	0.122	0.121	0.13
EMAIL2	215	0	3.73	4	4	1.024	1.113	-0.733	0.122	0.357	0.13
EMAIL3	215	0	3.67	4	4	1.120	1.247	-0.558	0.122	-0.135	0.13
EMAIL4	215	0	3.43	4	4	1.07	1.260	-0.380	0.122	-0.557	0.13
PAID1	215	0	3.87	4	4	1.189	1.371	-1.378	0.122	1.02	0.13
PAID2	215	0	4	4	4	1.121	1.384	-1.520	0.122	1.758	0.13
PAID3	215	0	3.96	4	4	1.123	1.357	-1.456	0.122	1.470	0.13
ORG1	215	0	3.44	4	4	1.254	1.654	-0.417	0.122	-0.863	0.13
ORG2	215	0	3.24	4	4	1.137	1.560	-0.329	0.122	-1.017	0.13
ORG3	215	0	3.32	4	4	1.251	1.751	-0.458	0.122	-0.872	0.13

Table 2: Independent sample t-test on gender over the constructs

Statements	Gender	N	Mean	STD Deviation	Sig. (2-tailed)
Identify the Prospects	Male	94	3.70	.879	.252
	female	121	3.82	.758	.283
Produce remarkable Material	Male	94	3.71	1.011	.654
	female	121	3.75	.730	.672
Lead segmentation	Male	94	3.58	1.024	.013
	female	121	3.87	.654	.016
website optimization	Male	94	3.89	.735	.550
	female	121	3.82	1.010	.543
email marketing	Male	94	3.56	1.099	.157
	female	121	3.71	.743	.188
paid ads on google	Male	94	3.85	1.132	.170
	female	121	4.02	1.098	.281
organization success	Male	94	3.12	1.264	.015
	female	121	3.49	1.162	.010

quality leads. Social media platforms offer options for lead capture, such as contact forms, sign-up buttons, and call-to-action (CTA) buttons. Many social media platforms have integrated lead capture tools such as lead forms and direct messaging features. These tools allow businesses to gather information from potential leads directly through the platform, streamlining the lead-generation process.

Jones and Smith (2018), highlighted the importance of timely responses to inquiries on social media in converting potential leads into customers. Social media facilitates real-

time communication with potential leads through direct messaging and chatbots. Social media isn't just about generating leads; it's also a platform for nurturing them. Businesses can use social media to provide personalized content and engage in one-on-one conversations with leads, guiding them through the sales funnel. A report by Marketing Sherpa found that 64% of companies see an increase in lead conversion rates through effective lead nurturing.

Green and Brown (2019), discussed how data-driven decision-making can lead to more effective lead generation

Table 3: One-way ANOVA on age over the constructs

<i>Statements</i>		<i>Age</i>	<i>Mean</i>	<i>STD deviation</i>	<i>F</i>	<i>Sig.</i>
Identify the prospects	Below 25	37	3.83	.854	.137	.741
	25-35	76	3.79	.775		
	35-45	74	3.75	.839		
	Above 45	28	3.66	1.024		
	Total	215	3.77	.835		
Produce remarkable material	Below 25	37	3.82	.740	.245	.639
	25-35	76	3.79	.857		
	35-45	74	3.65	.860		
	Above 45	28	3.70	1.008		
	Total	215	3.74	.830		
Lead segmentation	Below 25	37	3.91	.866	1.546	.132
	25-35	76	3.76	.871		
	35-45	74	3.57	.878		
	Above 45	28	3.94	.543		
	Total	215	3.74	.837		
Website optimization	Below 25	37	3.96	.849	.369	.654
	25-35	76	3.82	.881		
	35-45	74	3.89	.869		
	Above 45	28	3.71	1.035		
	Total	215	3.85	.830		
Email marketing	Below 25	37	3.42	1.152	3.052	.0018
	25-35	76	3.48	.753		
	35-45	74	3.80	.841		
	Above 45	28	3.98	.871		
	Total	215	3.65	.843		
Paid ads on Google	Below 25	37	4.23	.869	1.456	.119
	25-35	76	3.89	1.147		
	35-45	74	3.98	1.117		
	Above 45	28	3.61	1.258		
	Total	215	3.94	1.110		
Organization success	Below 25	37	3.45	1.159	1.127	.258
	25-35	76	3.13	1.249		
	35-45	74	3.38	1.171		
	Above 45	28	3.58	1.101		
	Total	215	3.33	1.162		

Table 4: One-way ANOVA on educational qualification over the constructs

<i>Statements</i>		<i>Education</i>	<i>Mean</i>	<i>STD deviation</i>	<i>F</i>	<i>Sig.</i>
Identify the prospects	UG	52	3.83	.742	.251	.646
	PG	122	3.76	.885		
	Others	41	3.68	.743		
	Total	215	3.77	.752		
Produce remarkable material	UG	52	3.79	.778	.273	.588
	PG	122	3.75	.749		
	Others	41	3.62	1.010		
	Total	215	3.74	.853		
Lead segmentation	UG	52	3.69	.861	1.025	.256
	PG	122	3.82	.740		
	Others	41	3.59	1.032		
	Total	215	3.74	.882		
Website optimization	UG	52	3.83	.769	.169	.682
	PG	122	3.83	1.022		
	Others	41	3.95	.674		
	Total	215	3.85	.871		
Email marketing	UG	52	3.90	.862	2.467	.038
	PG	122	3.53	.850		
	Others	41	3.66	1.003		
	Total	215	3.65	.834		
Paid ads on google	UG	52	3.94	1.120	.189	.670
	PG	122	3.98	1.105		
	Others	41	3.84	1.103		
	Total	215	3.94	1.162		
Organization success	UG	52	3.51	1.137	1.279	.186
	PG	122	3.21	1.251		
	Others	41	3.48	1.101		
	Total	215	3.33	1.156		

campaigns. Social media platforms provide detailed analytics and data insights that businesses can use to refine their lead-generation strategies. Social media platforms offer advanced analytics tools that allow businesses to track the effectiveness of their lead-generation efforts. These insights help in understanding what strategies are working and which ones need adjustment. They can help businesses refine their approach and increase lead generation success.

Objectives of the Study

- To study the concept of social media and lead generation.
- To study the relationship between demographic factors and social media.
- To study the impact of social media tools in lead generation.

Hypothesis of the Study

Ha1. There is a significant effect of gender on lead segmentation (Table 2).

Ha2. There is a significant effect of age on email marketing (Table 3).

Ha3. There is a significant effect of educational qualification over paid ads on Google (Table 4).

The results of hypotheses testing as shown in Table 5.

Research Methodology

The study conducted a thorough and accurate examination of primary and secondary data pertaining to various aspects of social media for lead generation. First-hand customer feedback collected through well-crafted questionnaires

- Primary data was gathered with the help of a well-structured questionnaire using the survey method.
- Secondary data was gathered from research papers, magazines, books, reports, etc.

The data is collected from 215 respondents using a non-probability convenience sampling method.

Table 5: Hypotheses testing

<i>Hypotheses results</i>		<i>p-value</i>	<i>Results</i>
H _a	There is a significant effect of gender over lead segmentation	0.010	Accepted
H _a	There is a significant effect of age over email marketing	0.018	Accepted
H _a	There is a significant effect of educational qualification over paid ads on Google	0.675	Rejected

Analysis and Discussion

These statistics show a rather symmetrical distribution with a peak between 3.7 and 4, mean values of almost 215, median values of 0, and mode values of about 3.7 to 4. Skewness (Skew) values show that distributions are slightly left-skewed and range from about -1.2 to -0.4. All datasets show a consistent standard error (SE) of roughly 0.122, indicating little uncertainty in the sample mean.

Table 2 indicates that gender has a significant impact on both lead segmentation and organizational success. The significant values for lead segmentation are 0.013 for men and 0.016 for women, and for organization success, they are 0.015 for men and 0.010 for women. Gender has no discernible effect on other constructs.

One way Anova analysis indicates that age has a substantial impact on email marketing, with a significant value of 0.018.

Table 4 indicates that email marketing only becomes important at the 10% level of educational qualification, with a value of 0.038.

Conclusion

There are many opportunities to talk about the future of lead generation and social media on this subject. As technology advances, businesses' approaches to using social media to generate leads are also evolving. Because of the advancements in artificial intelligence, voice and visual search, video production, social commerce, and influencer

marketing, businesses have an abundance of opportunities to generate leads and grow their businesses using social media.

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