

## Dubai based Digital Agency helps businesses increase sales leads via unique growth marketing

The lead is a prospect that met all of the agreed qualification criteria. For example, the right budget, decision-making authority, need for the product or service and purchasing power.



**Dubai, Mar 8, 2020 ([Issuewire.com](https://www.issuewire.com))** - Be it a small startup or a big multi-million dollar business, Lead Generation is the only common word heavily used by most of the businesses today.

[Digital lead generation](#) is actually what gives meaning to successfully run any type of business, particularly in today's ever-changing global economies. Businesses are prone to constant changes and pressures to sustain in the highly competitive markets. Increasing your leads or new customer inquiries and achieving higher conversion rates is a huge business gain - simple digital strategy, but yet not properly practiced by so many.

*Digital Lead generation by Blupord is created as part of their growth hacking strategies customized to each client requirement. It is a process of generating consumer interests for a product or a service with the objective of obtaining a higher return of the client's investment by increasing the number of their sales conversions. This collection of data is what we call leads and is usually selected via a web form which is the final destination for each new user, is the result of accurate targeting and selection of digital platforms.*

As per recent observations by [Blupord](#), more than 35% of small businesses have minimum online exposure given their lack of digital knowledge and strategic marketing plans. This is also the main reason behind their loss of business, while some of their competitors are benefiting from the 'first-mover' advantages.

**"Lead generation should be the most important element when it comes to launching a new ready product or service to the market. Prior to commencing the digital lead generation, we suggest that businesses ensure that their product/service, price, promotion, internal processes, and much more is properly planned and in place", said Ajay Kumar, Co-founder and Director of Technology & Digital Marketing at Blupord.**

With a unique and tailor-made approach to each new business requirement, Blupord helps businesses get relevant and accurate online exposure through the ways of targeting, segregating and re-targeting the customers, while positively representing each business online. Backed by Artificial Intelligence technology and in-house programmatic advertising tools, Blupord's team is identifying the targeting audiences on behalf of clients assisting them to achieve more while ensuring their marketing budgets are carefully spent.

"Programmatic advertising is working, simply because it's efficient and accurate! Many experts have admitted that this is the best mode of digital marketing today. As per recent reports, by 2022, 60% of the total investment of digital marketing will go in favor of programmatic advertising".

**"Unlike other counterparts in the digital marketing field which works on media spend basis and doesn't promises guaranteed results, Blupord focuses on Cost-per-lead (CPL) model to ensure the maximum outcome of each clients' budget is obtained", added by Ajay Kumar.**

Blupord's primary goal is to place its clients on the growth curve and channelize each conceivable exertion in giving them a focused edge over their competition in the market. In order to ensure qualified leads for its clients, Blupord team of digital experts explore and test various online strategies to determine which would result in the most cost-efficient outcomes and valuable conversions.

## About Blupord:

Headquartered in Dubai, United Arab Emirates, with the technology division based in India, Blupord is fast-growing within the region, providing a full scope of creative digital, technology and marketing services. The company adopts a strategic approach to every new business requirement, ensuring successful and sustainable results.

[Blupord](#) has developed strategies and action plans for leading brands to small and medium-sized businesses across many industries in the UAE and internationally. In addition to offering of Lead Generation services, Blupord also offers [digital services](#) such as brand awareness, social media marketing and management, search engine marketing and optimization; website and e-commerce developments, [mobile application developments](#), CRM and software developments, web hosting, marketing strategy and consultation, media planning and buying, branding and design, creative content writing and translations, video production and editing, at the core.

For more information, visit Blupord website: <https://www.blupord.com/>



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