

**ACT OF LEAD GENERATION FOR THEIR VENTURES BY WOMEN ENTREPRENEURS IN  
BANGALORE - A CASE STUDY**

**Prof. ANITHA B. M. D'SILVA**, Senior Assistant Professor, R. V. Institute of Management, Jayanagar,  
Bangalore, Karnataka.

**Dr. E.V. RIGIN**, Department of Youth Welfare Studies, School of Youth Empowerment, Madurai  
Kamaraj University, Madurai, Tamil Nadu.

**Abstract**

In the present world it is been observed that key to success of an enterprise depends upon the hard work of the management team, strong leadership, motivated employees, focus, process and plans and a strong strategic approach to grow. The women entrepreneurs should be immersed in business and have ability to sustain good relations with the customers. Marketing strategies are very focal for large scale business but, if the venture is at the Micro level it is important to showcase the nature of business, brand, product or service and communicate to the target audience. We have seen plethora of business that the women entrepreneur own like beauty parlor, jewelry designing, baking, cooking, tailoring, education or any other firm for which the prerequisite will be a good customer base. For a venture, the customized approach to meet the needs of customers is significant and noteworthy. This research paper makes an attempt to understand the intricacies of marketing efforts and to develop a flow chart which can help women entrepreneur to build up their new business. We have seen "FRIENDS" are important for a human being for its survival so also for the wellbeing and existence of women entrepreneur the model on "FRIENDS" is very vital tool to develop lead generation for the business.

**Keywords:** Lead generation, articulated marketing activities, friends and strangers

**Introduction**

Women are basically neglected people in the society related to education, health or sanitation wise. However due to the growing demands of women to uplift themselves, in the present days we have seen a drastic change happening where in the business run by women entrepreneurs is steadily growing with least amount of support from the government or from their family members. According to Isabel Salovaara & Jeremy Wade in their report related to social enterprises and leadership it is been said that Women entrepreneurs are most likely to hire other women for their social business. The author says "That's especially true in India, where nearly 25 percent of Social Enterprises are led by women. By comparison, less than 9 percent of India's commercial small and medium enterprises have a woman at the helm.

"Art of Generating Leads for the business" to motivate the Women Entrepreneurs to increase their marketing activity create customer data base and retain the existing customers. Women entrepreneurs generally generate the leads by collecting phone numbers of the public. Few women entrepreneurs express their views of generating leads in the form of visiting exhibition, online marketing, through reference of family members, friends old class mates, residence in the apartments and locality, community get together etc.

**What is Lead Generation for a Business?**

Lead generation describes the marketing process of stimulating and capturing interest in a product or service for the purpose of developing sales pipeline. Lead generation often uses digital channels, and has been undergoing substantial changes in recent years from the rise of new online and social techniques. In particular, the abundance of information readily available online has led to the rise of the "self-directed buyer" and the emergence of new techniques to develop and qualify potential leads before passing them to sales. The Women entrepreneurs involved in the small scale business will have to pursue this concept for lead generation and tapping potential buyers, through thorough efforts either personnel or online platform.

**Objective of the Study**

1. To analyse the system in which the social organization promote business among the women entrepreneurs

2. To understand the explanations of the women entrepreneurs and the rationale beyond their marketing activities.
3. To build up a case study and a marketing model to increase publicizing efforts for the business.

**Methodology**

The case study model is adopted for data collection where in individual factors are analysed with the community or group factors. According to the study how a person thinks, does, expects are taken into account for the study. It is a qualitative analysis where the details are observed and data is recorded. Every aspect of the topic is taken for the detail study. The major feature of the study is based on situation or single topics are taken for study. Study extends to a long period of time. Every possible effort is made to collect information concerning all aspects of life. As such, case study deepens our perception and gives us a clear insight into life.

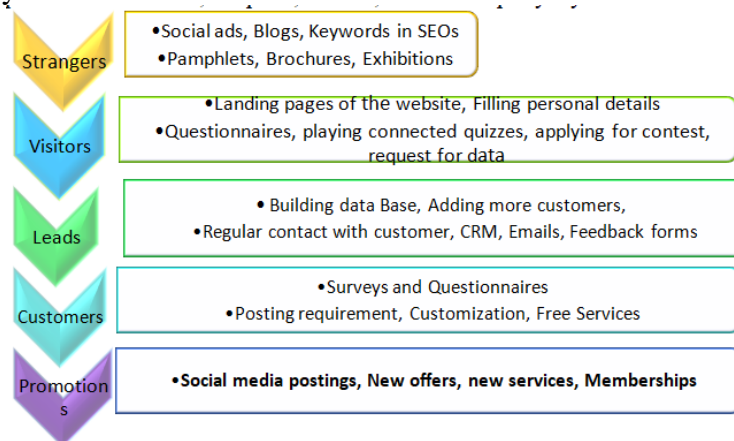
**Sources of Data**

Primary data is collected by observing and interacting with women entrepreneurs in common forum like workshops, get together. Data was collated by the way interactions were done and how women entrepreneur’s spent time in communicating about their product, marketing of product, connecting to prospective customers. Observing the behavior of women entrepreneur’s from December 2019- to April 2020 data for a period of 5 months and nonchalantly interacting with them, set upright to build up this case study.

**Data Analysis**

**How is the Lead Generation Process Adopted by Women Entrepreneurs?**

Marketing activities starts with an effort from a women entrepreneur is to attract prospective strangers through distributing pamphlets, Blog, Whatsapp and Facebook. Furthermore the firm can attract strangers to become visitor to your firm where in there arises an opportunity for the marketing manager to convert the visitor into a customer. As a visitor in online platform data base can be collected, or tap the people who reach the landing pages of the firm. These visitors specifics collected can transform to a prospective customer and finalize the contract. This will result for the firm to engage the customers therefore there comes the need of Customer relationship management, complete keep record of workflows, purchases, maintenance, after sales services, regular check-up through systematic emails or Telephone calls to the customers. Finally as business women ought to focus and concentrate on delighting the customers post their purchase through promotions of newer products or services, coupons, contest, and build up loyalty of the customers.



**Fig.1: Lead Generation Adopted by Women Entrepreneurs**

**Lead Generation for Business**

New startup and entrepreneurs who growing with their business needs a lot of time, effort and resources to mould and grow strategically. Efforts are numerous; lot of planning will be required. Across small scale business lead generation is minimum. Hence efforts are required to increase sales and create awareness of the business.

### **Visible Marketing activities of women entrepreneurs:**

In a major developing place like Bangalore we still find marketing activities of their small scale business which is generally home made products, boutique, jewelry, etc. are limited to that of Telecommunications, face to face communication, collecting phone numbers from the prospective customers while on travel, visiting exhibitions and many other ways which are simpler and traditional one. This above point is emphasized and generalized after interacting and listening to some of the women entrepreneurs who expressed their basic marketing activity.

### **Articulated Marketing Accomplishments of Women Entrepreneurs through the study**

- Retarget Customers through Phone calls and Whatsapp
- Distribution of Brochures related to business with new offers and a tip to use the make up on a day to day basis by a beautician.
- Google business platform is used to carry on marketing activities
- Preparation of a Booklet related to GST
- Health insurance awareness provided to the public at large and phone numbers being collected.
- Distribution of pamphlets.
- Food and refreshments displayed through culinary skills
- Yoga training conducted in residential areas.

### **Act of Generating Leads**

Important point for generating leads for Women Entrepreneurs is using a term “FRIENDS”. This is much talked term for any entrepreneur who wants to rise up from their low scale business. FRIENDS are very important and more relevant in the area of Generating leads for the business. The women entrepreneurs should continuously update they list of “FRIENDS” on a weekly basis, keep communicating with this group about the updates and trends seen in business, achievements and any other developments.

**F- Friends:** Knowing that Friends increase the network it is important to inform friends about the business activities. As we know Friends are the one who can give publicity about an event or a happening. Hence as a Women Entrepreneurs should keep friends in the close connection for the success of the business. Having done entrepreneurs can definitely see a rise in the data base and creation of new customers. In general a strong business arsenal requires groups of friends. Buddies who can be considered as associates, pals who are with you but not part of the business. They are a good support at all levels say in business or meetings. Women entrepreneurs can also associate with the Professional groups who are in a similar line of business. Example Food and travel, jewelry, cottage products, educationist etc. Strategic partners who can observe and provide necessary strategies and tactics. Friends can act as mentors or advisers who are critical for the firms business. In the present world virtual friends are very handy as they support the women entrepreneurs over social media like Facebook, Twitter, Instagram, etc.

**R-Relatives:** Most of the businesses are run with the help and support of Relatives especially successful family business grows with continuous support and encouragement of relatives. Relatives are of boundless support as they can back and molding next generation. Family members include parents, brother, sister who may not be connected to business but will have business acumen, expertise and network.

**I-Institutions:** Women entrepreneurs have to take the assistance of their Institutions which they were connected and are in associated today. The school and colleges where they partake primary studies and were nurtured. The faculty members of these Institutions, the schoolmates and their family members, adjoining community near the schools and colleges where they procured education can be an important point for resounding marketing accomplishments in the form of interaction and building network. Women entrepreneurs can build network and create links among Religious Communities and Trusts where they can demonstrate their products and services with an anticipation of receiving added prospective customers.

**E-Employees and Employers:** The women entrepreneurs would have worked earlier in Companies and industries where they expended a stint of experience in projects and redeveloped &

widened respective skills and talents. Today when they are on the other side, employing people for their business, it is precise essential to build rapport with the previous employers. Many of these women who have set business would have taken calculated risk, may have been enterprising, would have presented curiosity and seek support at the work. The previous employees and employers can be a better target segment to market the present business of women entrepreneurs.

**N-Neighbours:** The community where the entrepreneurs reside should be appropriate ground to market products as they remain unbiased corresponding to any other people residing in a same locality. The business can be flourished if they neighbors support in the apartments locality and community is enormous.

**D-Doctors/Dentist:** The professionals can be associated with Business. Many of the women entrepreneurs have contact with doctors, dentist, lawyers, chartered accountants, cost accountants, etc. who be able to upsurge the level of the business. Therefor it is indispensable for them to retain healthier contacts and build networks.

**S-Strangers:** Travelling is an important area where interaction and mingling with strangers can be encountered. Even distance to market, shopping malls, to a hospital or movie theatre can essentially acquire certain acquaintance that at the later stage can be associated with business. While waiting in Airport lobbies, Railway stations and bus stands, Government offices, School and College's functions, Community Programmes, Public functions, Entertainment events, restaurants, interactions and marketing activities can be explored.

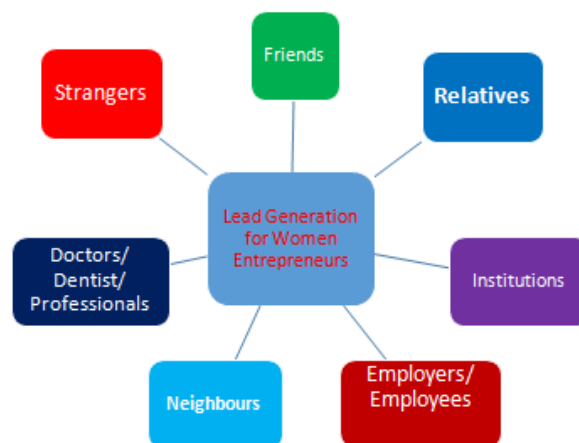


Figure 2: Lead Generations for Women Entrepreneurs

## Conclusion

In today's era where competition is increasing marketing is a key factor for a business to survive and grow. Therefore, managerial skills in MSME's especially micro units are essential so also marketing skills continue to be most significant. Noninvolvement of employees and pitiable marketing plans of the organization can lead a business to boundless level of failure. Most of the women entrepreneur's fail to assess the problem faced within the venture, marketing skills required, consumer demand for the product and services, etc. are not analysed and they fail to do so. Henceforth, it is essential and important for Women entrepreneur's to scrutinize and evaluate the model "Friends" which most appropriate and applicable. The model will definitely increase customer data base of the firm, increased demand for the product and services, accelerated business growth and build everlasting bond with stakeholders.

## References

- Bettina Bastian & Yusuf Sidani, (2018) Women entrepreneurship in the Middle East and North Africa: A review of knowledge areas and research gaps
- Iisabel Salovaara & Jeremy Wade- "How to Support Women Social Entrepreneurs in India" Published in Stanford Social Innovation Review.
- Kurosh Rezaei-Moghaddam, Ommolbani Karami & Mahsa Fatem (2019) "The comparative analysis of marketing activities among rural women entrepreneurs in Fars province, Iran" published in Journal of Global Entrepreneurship Research volume 9, Article number:65.
- Michael J. Roberts, Managing the Family Business: Entrepreneurs Needed for Long-Run Success
- Soheil Hooshangi & George Loewenstein- The Impact of Idea Generation and Potential Appropriation on Entrepreneurship: An Experimental Study