

# Leadbay seeks broker feedback as part of plan to target smaller regional areas

Lead generation firm Leadbay has revealed it plans to target leads within smaller geographical areas.

Speaking at the *Manchester Mortgage Business Expo*, managing director Grant Stevens said the company would run its own event next month, where it will gather feedback from brokers on how to best make this work.

He said: "We currently split the country into 124 main postcode areas, but some of these cover a huge geographical area and can be difficult for brokers who want to visit clients. Belfast is particularly difficult, for example.

## Leadbay: redrawing the map

"Some of our competitors already split these high-level postcodes into smaller areas, but rather than copy them verbatim, we want to see if there is a better way to break-

down areas. And brokers are best placed to help us work out what will meet their needs."

Stevens also said in his speech that nine out of ten mortgage borrowers search online for a deal, and that it is essential brokers develop effective websites.

He said 22% of consumers' leisure time was spent surfing the internet, more than double what they spent reading magazines and newspapers.

Stevens said: "People will go online to check you out, so it is essential you have a professional online shopfront.

"But websites do not necessarily mean cus-

tomers and you have to optimise your site, which can be expensive.

"Getting to the top of the search engines takes a lot of hard work and there are bigger brands with enormous marketing budgets doing the same thing for key mortgage search terms. If you go down the pay-per-click route, it can cost you £5-£10 per click. That is more than some leads."

He added: "Buying leads is a more targeted, cost-effective and time-specific way of getting new business."

Leadbay also revealed plans to launch into protection and equity this year.