



WHAT IS LEAD GENERATION?

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INTRODUCTION

Fortunately, the days of picking up the phone and cold-calling your way through the yellow pages are gone.

Modern-day lead generation gives you a lot more sales opportunities from high-quality prospects. And if you make the most of them, you'll see your revenue soar.

In this presentation, you'll learn:

- Lead generation definition and its importance

How it works in practice

Tips on optimizing lead generation funnel



WHAT IS B2B LEAD GENERATION?

Lead generation involves **creating interest in a product or service** and converting that interest into a sale. This is achieved by capturing the contact information of prospective customers, known as leads, through various channels such as landing pages and web forms. Lead generation is often the first step in the sales process for many companies.

Leads are **individuals who have shown an interest** in a company's products or services by providing their contact information. This allows businesses to target the **right type of customers** and move them closer to making a purchase.





WHY IS IT IMPORTANT?



Lead generation is a critical aspect of business growth as it provides companies with a **pool of potential customers** who match their ideal customer profile. This results in an increase in revenue from conversions.

Lead generation also helps in building brand visibility and establishing trust with the target audience.

Even if prospects are not ready to make a purchase initially, companies can engage with them through a B2B marketing funnel until they become sales-qualified leads.

This helps to build a relationship with the leads and makes them more receptive to the sales pitch when the time comes to close the deal.



HOW DOES IT WORK?

Lead generation requires investment of money and time, with the return on investment depending on the strategies and channels chosen. To improve its effectiveness, an omni-channel approach targeting the right audience with a clear and compelling call to action should be used.

Here are some key factors that can assist you in planning your strategy:

01

DEFINE TARGET AUDIENCE

Identify the ideal customer profile and target them with relevant messaging.

02

CHOOSE LEAD GENERATION CHANNELS

Determine the channels that are most effective in reaching the target audience, such as email marketing, social media, search engine marketing, or events.

03

CREATE COMPELLING CONTENT

Develop content that engages the target audience and highlights the benefits of your product or service.

04

OFFER A CLEAR CALL TO ACTION

Encourage leads to provide their contact information by offering a clear and compelling call to action.

05

CAPTURE LEADS

Use web forms, landing pages, or other tools to capture leads' contact information.

06

NURTURE LEADS

Continuously engage with leads through email marketing, retargeting, or other methods until they become sales-qualified.

07

CONVERT LEADS TO CUSTOMERS

Reach out to the sales-qualified leads and close the deal

08

CONTINUOUSLY IMPROVE

Evaluate the success of lead generation campaigns and make adjustments as needed to continuously improve the process.

WHAT IF IT DOESN'T WORK?

Lead generation is the process of attracting and capturing consumer interest in your product or service with the goal of converting that interest into a sale.

If lead generation is not **producing desired results**, it's important to review and adjust the process.

This can involve reviewing lead qualification criteria, analyzing lead source, and adding sales intelligence to gain a better understanding of leads.

By addressing these common lead generation issues, you can improve the quality of your leads and increase your chances of conversion.

- **Review lead qualification criteria:** Ensure that the criteria for determining a high-quality lead are appropriate and relevant. If necessary, adjust the criteria to focus on leads that are more likely to convert.

Analyze lead source: Identify which channels are producing low-quality leads and what characteristics these leads have. This information can then be used to adjust your lead generation strategy.

- **Add sales intelligence:** Instead of adding extra fields to the lead capture form, which may decrease conversions, consider using a sales intelligence platform like Hubspot. These platforms provide up-to-date information about leads who have already provided their information.

TYPES OF LEAD GENERATION

Lead generation comes in two main types: **Inbound and Outbound**.
To determine which one is the best fit for your business, consider the following:

INBOUND LEAD GENERATION

This method involves **attracting traffic to your website** and convincing visitors to provide their contact information. The majority of companies use inbound lead generation techniques such as blogging and SEO.

However, it can take up to seven months to see an increase in targeted leads and only 42% of companies see an improvement in lead-to-sale conversion rates.

OUTBOUND LEAD GENERATION

B2B companies can benefit from using outbound marketing methods to generate leads by actively **engaging with customers who fit their ideal customer profile**.

This can be particularly effective for niche or specialized businesses. Despite the decline of excessive cold-calling, 18% of marketers still consider outbound practices to provide the highest-quality sales leads.

LEAD GENERATION PROCESS

01

Define Your Leads

- Identify ideal customer profile or buyer persona
 - Use demographic or firmographic data to understand their goals
 - and pain points
- Consider technographic data (for SaaS companies)

A recent survey of B2B marketing professionals in the U.S. identified some of the challenges they face with lead generation:

- 35% of marketers reported difficulty communicating the value of their offerings to buyers.
- 33% had difficulty targeting a specific audience.
- 32% found it difficult to connect with decision-makers.

These difficulties are common across different lead generation methods. Here's how to overcome them.

02

Tailor Your Content

- Personalize your offer to your target audience
- Create compelling content that addresses buyer challenges
- Test content for ease of understanding

Measure Success of Lead Gen Programs

- Track efforts to identify best lead generation channels and areas for improvement
- Monitor ROI and various lead generation metrics for a full picture of strategy.

07

03

Invest in Lead Intelligence

- Use premium sales intelligence to gather relevant customer information
- Educate yourself about leads before direct contact

Use Appropriate Tools for the Channel

- Automate routine processes with CRM software and other tools
- Use call recording software to monitor telemarketing lead generation
- Perform A/B tests of landing page

06

04

Align Sales and Marketing Teams

- Agree on definition of a good lead and timing for passing to sales team
- Use account-based marketing for personalised ABM campaigns

Evaluate Your Audience Regularly

- Check if buyer needs, priorities, or journey changed
- Use lead generation companies if necessary

05

CONCLUSION

In conclusion, Leads play a **crucial role** in the success of any business.

They are the potential customers who, with proper nurturing and guidance, can be transformed into loyal customers. Lead generation is the process of creating interest in your products and services by collecting customer contact information. This can be achieved through various methods such as Landing pages, Blogs, Forms, Online Content, Discounts, and Coupons.

The choice of channels to use for Lead Generation depends on your business model and resources. However, it is important to focus on the **quality of leads rather than their volume** as this is more profitable.

To measure the success of your lead generation efforts, it is key to calculate the cost per lead per campaign and sales team closing rates and compare them against your profit.

THANK YOU!

We appreciate your interest in our presentation and are hope you found the information helpful.

If you would like to get in touch, please don't hesitate to reach out to us today.



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