

# 8 Online Lead Generation

**BEST PRACTICES**

# 8 Online Lead Generation Best Practices

We have boiled down years of experience with hundreds of clients into 8 online lead generation best practices for B2B.

## BEST PRACTICE #1

### Build campaigns for all stages of the buying cycle.

Although B2B companies understand the value of having quality content, most don't have the breadth of topics that are required in this brave new world. Content targeted solely at attracting new leads is not enough. B2B decision makers have now made up to 57% of their purchase decision before they even reach out to you. Why is that? Multiple devices, platforms, and endless information sources empower them to do their own research and come to their own conclusions with or without your participation. Make sure you create content that targets prospects at all

stages, from initial introduction and information gathering down to vendor evaluation. Remember, the more valuable your content is, the more it will be enjoyed, shared, and syndicated. Don't forget to conduct A/B testing as well and find out what's working best.

First three pieces of content we recommend:

**1** Introduction to (your product category) – Get into their purchase decision process early

**2** How to select the right (your product) – Push them your direction when they're closer to conversion

**3** Top reasons to select you as a vendor – Your value proposition and differentiators

Marketo experienced a **400% increase** in lead to form conversion with Promoted Tweets compared to previous email campaigns at a 6x lower cost-per-prospect.

<https://business.twitter.com/success-stories/marketo>

## BEST PRACTICE #2

### Don't overlook social media lead generation opportunities.

Social media is a powerful purchase influencer. Don't miss out on a chance to nurture potential prospects and differentiate your product. Take advantage of both organic and paid social media channels to maximize content promotion. Social media goes hand-in-hand with content marketing. Create valuable, shareworthy content and an uptick in organic lead generation will follow. Consider amplifying top-performing content with ad formats specifically tailored to social lead generation, like LinkedIn Sponsored Updates or Twitter Lead Gen cards. Continue to test and invest in the channels that work best for your business.

## BEST PRACTICE #3

### Don't focus just on lead volume. Optimize campaigns for lead quality and revenue acquisition.

More is better when it comes to leads, but quality is vital. In addition to measuring lead volume, keep an eye on how many are sales-ready (SQL). Which campaigns and keywords are creating more pipeline opportunities that lead to sales? Integrate campaign and keyword source tracking in your CRM so you can gain visibility into which campaigns and keywords create more



A B2B manufacturer changed their telesales follow up cycle from 24 hours to 5 minutes and tripled their contact and lead qualification rate.



## BEST PRACTICE #5

### Use a targeted lead nurture program to convert prospects that aren't ready to buy.

Shockingly, 65% of B2B marketers have yet to establish lead nurturing campaigns. This is especially shocking given a previous study that demonstrated a 35% lift in lead generation ROI by marketers that employ lead nurturing programs (MarketingSherpa). Nurturing can take shape in many forms. We recommend leveraging the power of marketing automation to track and score your "not-ready-yet" leads, and send triggered emails based on demographic and behavioral information. Behavioral information includes website visits, whitepaper downloads, webinar registration, and similar activities that indicate interest in your products. Long and complex B2B sales cycles make nurture programs a must to stay top of mind and to guide prospects towards a purchase.

sales-ready leads, opportunities, and sales. Ultimately, this is how you can best calculate marketing ROI and re-allocate your spend accordingly.

## LEARN MORE ABOUT ATTRIBUTION.

**NOTE:** Don't keep this information to yourself. Inform your sales team of key findings regarding which campaigns are working and think of ways to incorporate high performing concepts into all forms of sales outreach.

## BEST PRACTICE #4

### Implement qualification process for a more efficient sales team

According to MarketingSherpa, B2B Marketers report their top priority is generating leads (62%), but their top challenge is converting qualified leads into customers (52%). Just 27% of all B2B leads are qualified and ready for an immediate conversation with a sales rep. But how do you nurture the 73% that are in the early stages of the sales cycle? One way is to leverage email marketing with targeted content to keep them warm.

**NOTE: Immediate follow-up is key;** for those 27% of leads that are ready now, it's critical that you follow up within the first hour. Research cited in the [Harvard Business Review](#) states that you are **7 times more likely** to reach a lead if the follow-up occurs in **less than an hour**.

### B2B cloud computing provider nurtured and closed \$1.5 million in 4 months:

The company abandoned its traditional email newsletter to focus on sending targeted offers for premium content downloads with a single call to action. Leads receiving these emails generated more than \$1.5 million in revenue between April and July of 2011.

Source: <http://www.marketingsherpa.com/article/how-to/anti-newsletter-strategy-nurtures-15-million>

## BEST PRACTICE #6

### Identify lead source for not just leads, but opportunities and deals as well - in order to measure and prove ROI.

At the 2012 Deloitte CMO summit, more than half of all CMOs in attendance claimed they weren't prepared to provide hard numbers regarding marketing program ROI. The vast majority of marketers are still tracking lead source and calculating ROI at the lead level, but don't pay enough attention to what actually generates pipeline opportunities and closes deals. Moreover, at the opportunity and deal level, it's important to not only track lead source, but also credit the individual campaigns that advanced

the prospects through the sales cycle and converted them into customers.

To learn more about how to attribute deals and credit campaigns, refer to our other eBook, **"MARKETING ATTRIBUTION FOR DUMMIES"**.



SEO doesn't have to take months to produce results.

**LEARN MORE ABOUT THE ACCELERATION WORKSHOP**

## BEST PRACTICE #8

### Utilize a monthly key performance indicator (KPI) scorecard with clear goals to keep stakeholders informed.

Whether you're working with an agency or managing in-house, make sure you keep an eye on progress over time so you can consistently improve your campaign. Unless your sales team is inundated with leads, there is always room for improvement in acquiring new customers. Keeping track of progress against goals and the actions taken to address them gives you incredible control and insight into the performance of your campaigns. After all, digital marketing (especially SEO) doesn't have to be a black box.

## BEST PRACTICE #7

### Conduct an Acceleration Workshop to ensure buy-in and get faster SEO results.

Contrary to popular belief, SEO doesn't have to take months to produce results; there are steps you can take to accelerate success. Before launching any new or improved SEO program, make sure you get buy-in from key stakeholders. We call this all-in-one briefing and planning and implementation meeting series our "Acceleration Workshop" and conduct it for all of our clients. Use this opportunity to delegate roles, identify obstacles, set benchmarks, and map the timeline.

#### Web Marketing Scorecard

Program	KPIs	Start	2012 YTD		Jan	Feb
Web	Website Visits (Monthly)	128,854	299,197	Plan	153,313	145,884
			330,287	Act	174,566	155,721
Web	% Growth in Website Visits (YOY)	20%	20%	Plan	20%	20%
			37%	Act	37%	36%
SEO	Organic Search Visits (Monthly)	73,899	178,697	Plan	90,632	88,065
			188,583	Act	100,568	87,995
SEO	% Growth in Organic Search Visits (YOY)	35%	35%	Plan	35%	35%
			50%	Act	50%	49%
SEO	% of Keywords on Top 10 of Google	12%	15%	Plan	14%	15%
			29%	Act	27%	30%
PPC	No. of Leads	121	500	Plan	200	300
			536	Act	224	312

## Let us help you implement these best practices today.

In our experience, the majority of B2B companies have yet to adopt the above best practices, creating an enormous opportunity for you to apply them to your advantage. Start applying these strategies and tactics and you'll dominate online and off.

Get a free consultation and find out how your current digital marketing program stacks up:  **Talk to us now!**

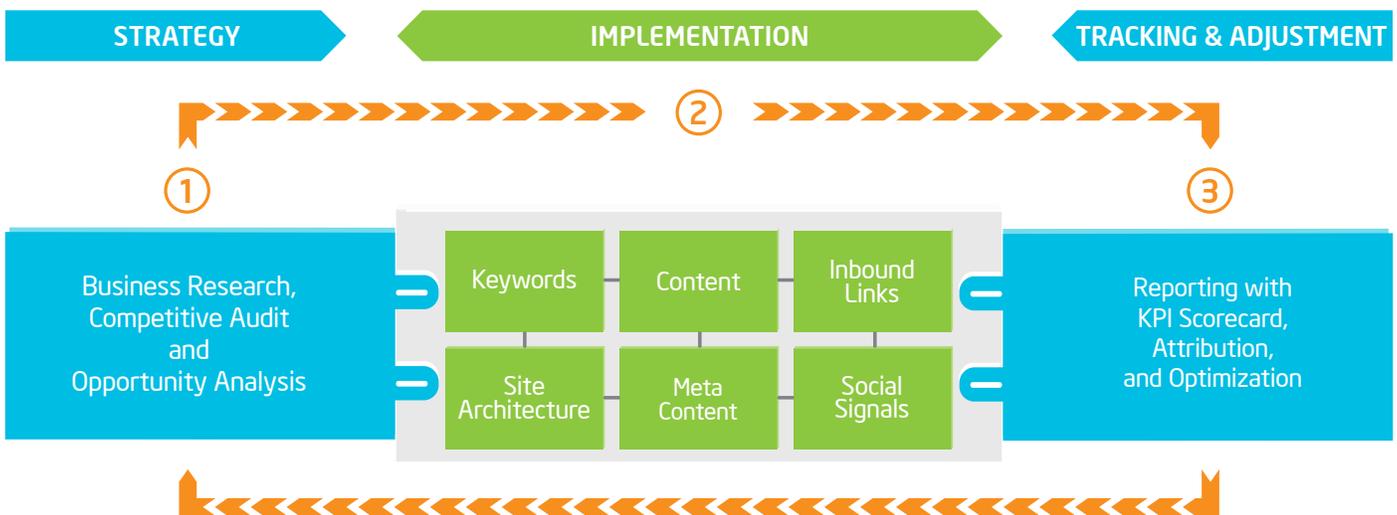
### About Webmarketing123

Webmarketing123 is an award-winning digital marketing agency that helps clients convert online visibility into measurable results. Whether it means boosting qualified traffic to your site, increasing website conversions, or driving more leads and sales, Webmarketing123's proven digital marketing methodology is designed to drive your company's online success. We start by understanding what winning means to your business and where your current challenges lie.

We then customize our approach to bring together the power of Search Engine Optimization (SEO), Pay-Per-Click (PPC) advertising, and Social Media Marketing (SMM) to create remarkable, results-driven marketing programs. To learn more about how Webmarketing123 can help your business, please email [contact@webmarketing123.com](mailto:contact@webmarketing123.com) or give us a call at (800) 619-1570.



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