

Everything You Need to Know About Successful Lead Generation

Anyone who runs or manages a business knows that successful lead generation is one of the primary factors behind on-going success. Sometimes leads come easily, either through recommendation, a directory listing or purely by chance. However, for the most part, modern businesses need to get smart with the ways and means of drumming up new lines of enquiry.

Today, online activities such as blogging, search engine optimisation and social media provide highly effective methods of reaching out to customers in target marketplaces.

Regardless of whether the business is a recent start-up or an established trading company, this eBook will help ensure commercial longevity with innovative ideas for successful lead generation. The results presented here are formulated using data from a Hubspot study of just over 4000 participants and generated 9.8 million leads last year.

The famous five

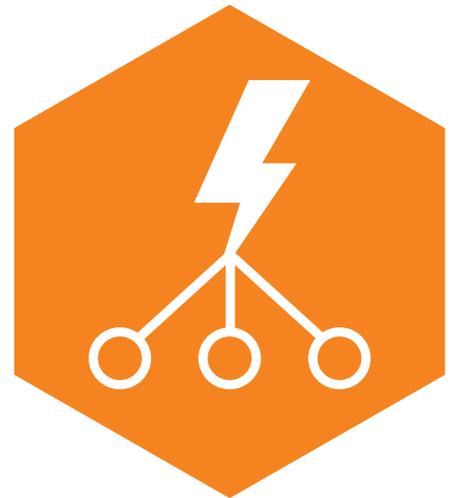
The relationships between various marketing activities and the correlating volume of traffic and leads are analysed by the report. The factors studied include:

- Blogging
- Landing pages
- Website pages
- Facebook reach
- Twitter reach

The presence of these outlets is one thing, but attracting new traffic and leads will only happen if the information presented is of genuine use or interest to prospective customers. As many of our documents say, just because it is easy doesn't mean you should do it. It takes five minutes to set up a Twitter page but unless you send out the correct information and keep doing it, having a dormant Twitter page is worse than not having one at all.

Give something of high value away

What is commonly known as an 'offer' is required. An offer is a piece of content seen as high in value. It can mean eBooks, white papers, free consultations, discounts, webinar access, on-demand videos or product demonstrations. Limited time and/or limited quantity offers are often high in desirability and present a good marketing tactic, although of course you must be careful not to get the balance wrong and look like you are selling double glazing! One great way to make an offer even more valuable is to show that other people are participating in that offer. There is a significant 'bandwagon' effect among people in social networking circles, particularly relating to technology, where there is a huge desire not to 'miss out' on anything new or interesting.



For the best results, try and create an attention-grabbing headline for the offer and always avoid over-used phrases such as next generation, cutting edge, revolutionary, groundbreaking, etc. Nothing will send readers to sleep faster. And make sure you avoid spammy titles like FREE or use dozens of exclamation marks!!!!!!!

ACTION, ACTION, ACTION – make people do something

A call to action (CTA) is an invaluable stage in the online lead generation process. This is essentially a link to a landing page that allows potential customers to locate and download the offer. CTAs can be used on product pages (non-landing pages), in display ads, emails, social media and pretty much any marketing outlet (you could even use a QR code on a brochure). Here, apply clarity, contrast and high visibility to maximise the effectiveness of CTAs.

So, let’s now examine some of the outlets for all these high value offers and CTAs.

Companies that blog get more leads

Businesses blogging 16-20 times per month get three times more leads than those opting not to blog

Attracting website visitors is the lowest cost way to get new enquiries, and the proven way of generating greater traffic and leads is by blogging. Several studies demonstrate astonishing correlations when comparing blogging frequency against leads. For example, businesses that blog 16-20 times per month receive over twice the traffic compared to those that blog less than four times a month. What’s even more startling is that businesses blogging at least 20 times every month enjoy a staggering five times more traffic than those blogging less than four times per month.

Furthermore, it is shown that lead volume also grows consistently and drastically among businesses that blog more than five times per month. For instance, businesses blogging 16-20 times per month get three times more leads than those opting not to blog, while companies blogging more than 20 times every month see the differential in leads rise to four.

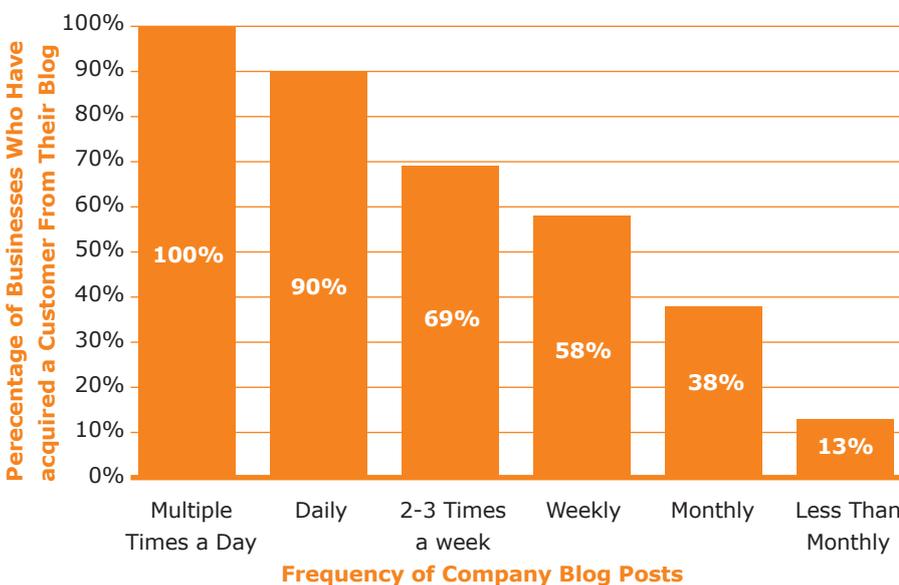


Figure 1: Blog Post Frequency vs. Customer Acquisition

B2B versus B2C

There is a subtle difference in lead generation between business-to-business entities and those falling in the business-to-consumer category. Here, B2B businesses that blog 16-20 times per month receive three times more leads than those refraining from blogging, while B2C businesses offering up 16-20 blogs a month fair slightly better, achieving four times more leads than those with nothing to say.

Examining the overall picture, businesses with over 200 total blog posts witness 4.6 times more traffic than those with less than 20. Similarly, the same statistics are seen to generate 3.5 times more leads.

Landing pages capture leads

The data from the study shows that it's not only important to have landing pages, it's important to have many landing pages. The use of such pages enables marketers to direct website visitors to targeted pages and capture leads at a much higher rate. Here, visitors will find a lead-capture form requiring completion to obtain the offer. It is worth noting at this point how few technology companies do this well. There are too many horror story examples of companies that should know better spending thousand of Dollars/Euros/Pounds on advertising/Pay-Per-Click/Adwords/press releases/brochures (delete as appropriate) and then sending the lead to the home page expecting the lead they have generated to find the appropriate page in the depths of the website!

Note to editors of the trade press. Will you please stop stripping specific urls from press releases and sending people to the homepage – PLEASE! After all they are there to help the reader (and provide some link juice ;))

Top tips include matching the headline on the landing page to the corresponding CTA and making sure any graphics are repeated. Also, remove options to navigate away – after all, once visitors arrive at a landing page the idea is to keep them there until they do the action we want them to. Links to other website pages will only serve to distract and will reduce the number of sign ups you can get.

Although in content terms less is definitely more when it comes to landing pages, the reverse appears true regarding their quantity. According to the study, businesses with 31-40 landing pages receive seven times more leads than those with less than five landing pages, and this differential rises to 12 times more leads for those with over 40 landing pages.

The more content you create the more leads you get

The study demonstrates that the rules and rewards with web pages are simple: the more content created; the more traffic and leads returned.

Business websites with between 400 and 1,000 web pages have nine times more traffic and six times more leads than those with just 50 to 100. Both B2B and B2C companies with over 1,000 web pages generate over eight times more leads than those with only 50-100 web pages.

For many companies this is the hard bit. So why not get some help. Create a content calendar and use a freelancer or an agency. The material you create can be first used to get press coverage then repurposed enabling it to sit on your blog and website gathering leads for ever, rather than as usually happens appearing once in the press and then gathering dust.



Take a look at this simple mind map (it's a great way to brainstorm content ideas)

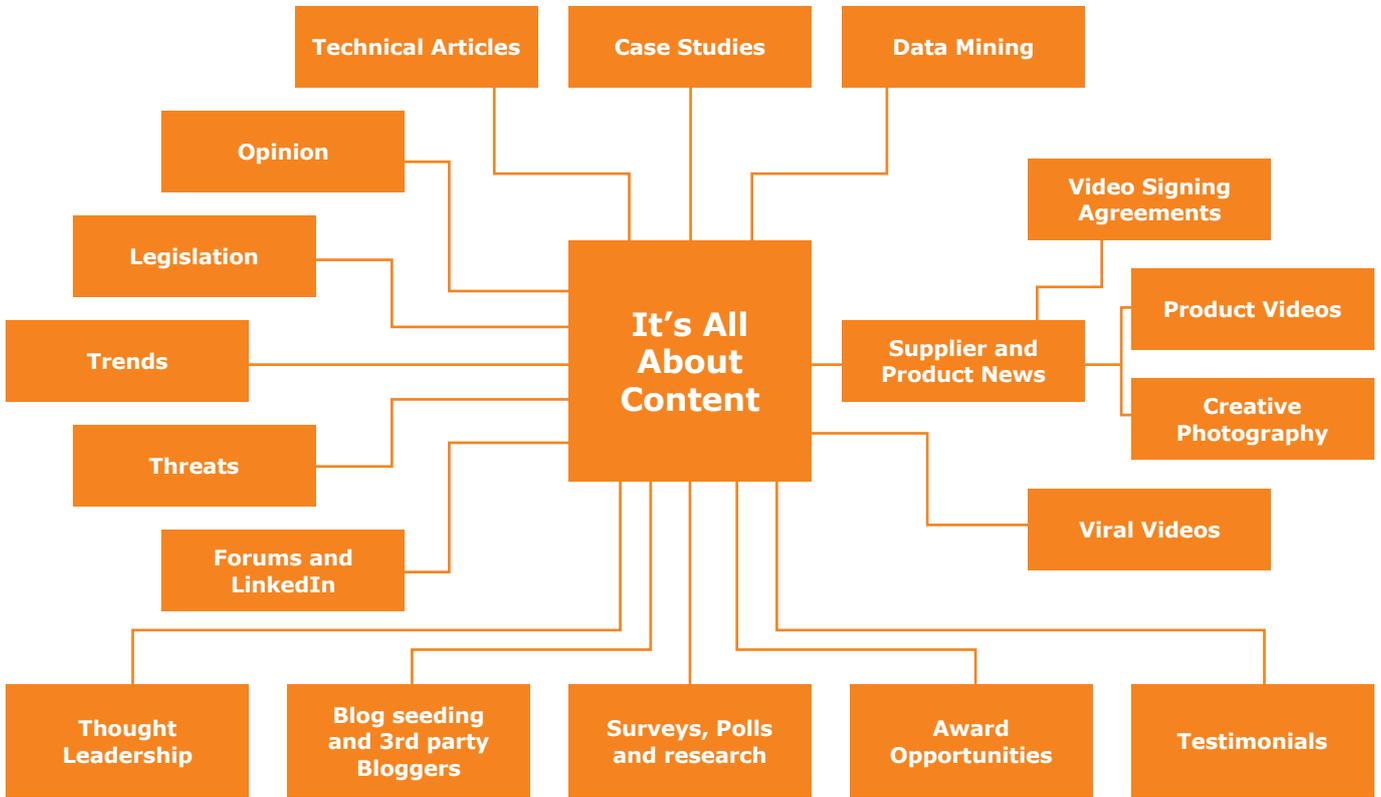


Figure 2: Content ideas Mind Map

But what about social media?

Social media is a great tool, but it shouldn't be used to simply blast out sales messages or press release headlines. This tactic is a turn-off and will prove ineffective (and people will see you as a spammer and unsubscribe). The goal here is to interact and be helpful. When sharing content on social media, don't always post something that is product- or service-specific, share links to other interesting things found online.

Twitter – a powerful tool to promote your content

It can be shown that the social media 'reach' of any business has a strong correlation with traffic and leads. For example, Businesses with 300 to 1,000 Twitter followers enjoy over five times more traffic and four times more leads than those with 1 to 25 followers. For those with over 1,000 followers, the differential rises to six times more traffic and five times more leads.

There is particularly good news here for B2C businesses with over 1,000 Twitter followers, as there are up to 10 times more leads on offer in comparison with others showing only 1-25 followers.

In B2B environments Twitter allows you to follow the press and industry leaders and retweet as appropriate, but more importantly promote the great content you have created. Simply by 'listening' for people that use words and phrases that are important to you and following them (around 60% follow you back) you can quickly become an important player in the market and not only build brand but also get leads.

Facebook a waste of effort in industrial B2B?

Businesses with 500 to 1,000 Facebook fans see 3.5 times more traffic than those with 1 to 25 fans. However, this rises to an impressive 22 times more traffic for businesses with over 1,000 Facebook fans.

From a leads perspective, businesses with between 500 and 1,000 Facebook fans witness four times more lines of enquiry than those with 1 to 25, while companies with over 1,000 Facebook fans have 12 times more. B2C businesses falling into the latter category can score heavily here, enjoying 16 times more leads than competitors showing just 1-25 fans.

The issue for B2B is that in many companies facebook is blocked and in our experience it is only really suited for targeting the next generation of engineers coming through. Coming back to the mantra 'just because it is easy doesn't mean you should do it', we think time would be better spent on other social networks in B2B technology environments in 2013.

LinkedIn – a real lead generator?

The simple answer is yes. Although many people argue that the forums are full of SPAM they tend to be blinkered by looking at all the marketing forums that are bloated with people trying to get 'one over' their competitors. But move into the niche groups and ask and answer questions and you will get leads. Many of our clients have done it as have we!

Conclusion

Generating leads online has the potential to transform any marketing campaign and ultimately the business. The use of attractive offers, calls-to-action, landing pages and capture-forms has the power to reduce costs per lead while providing higher quality sales prospects.

Readers of this eBook will have gained an understanding of how internet marketing can improve an overall marketing plan and help achieve business growth. However, the basic tips outlined here are just the fundamentals. For a more in depth explanation of how you could use these tools and ideas, why not get in touch?





For more information, or to see examples of our work, please visit publitek.com or get in touch:

UK

+44 (0) 1582 390980
europa@publitek.com

Germany

+49 (0) 4181 968 0980
europa@publitek.com

North America

+1 503 546 1002
usa@publitek.com

Japan

+81 90 4376 0123
apac@publitek.com

Publitek is a B2B marketing agency working with over 120 clients around the world, many in highly technical markets. Founded by engineers and technologists, we deliver integrated marketing and PR campaigns based on well-crafted strategies, expert creative content, and cost-effective delivery using the optimum mix of channels. Our technical team is complemented by creative marketing and PR specialists who produce outstandingly effective campaigns. With offices in Asia, Europe and North America, we offer an efficient global service or a great local one.

www.publitek.com