

# **B2B Lead Generation Guide**

**Attract Qualified Leads and Convert Them into Clients**



# What is Lead Generation?

Lead generation is the process of engage and converting outsiders and prospects into someone who has shown interest in your companys products and services. Generating leads for business-to-business (B2B) companies is different from business to consumer (B2C) companies—in B2B, your lead generation efforts should have more focused messaging, more targeted audiences and a solid strategy. Lead generation is not a new form of driving new business, but it now has a new approach. To highlight the importance of a powerful strategy for generating leads, let's go back a bit first.

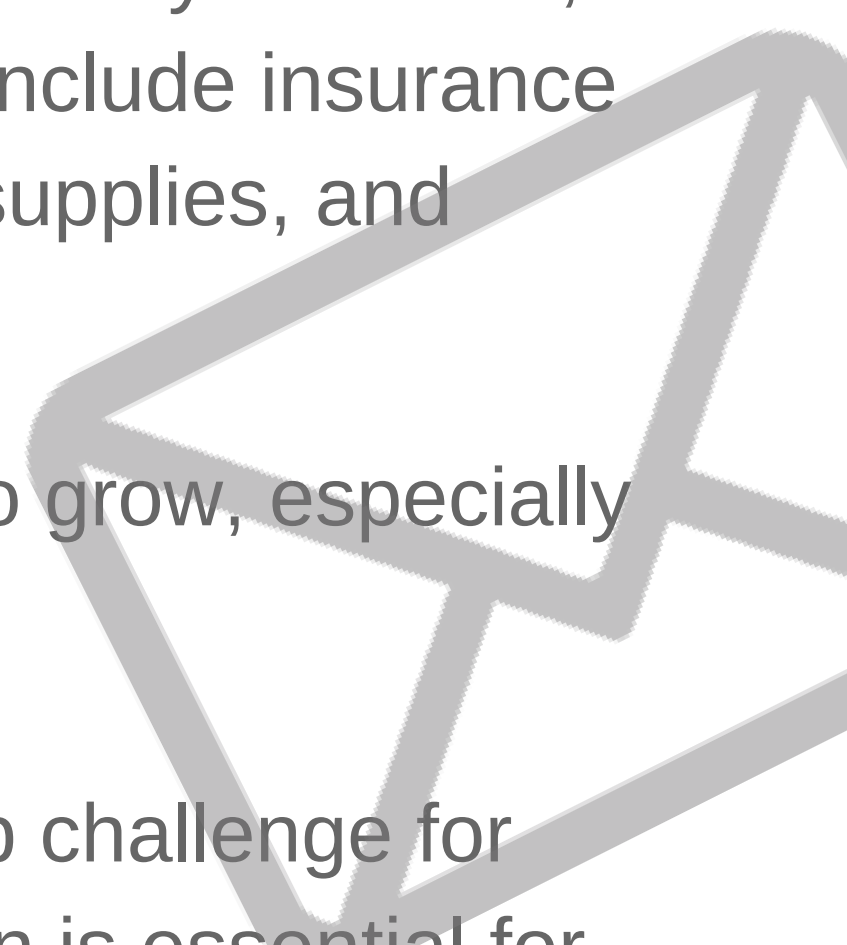
The key to success in generating prospects is to improve your sales and marketing skills so that potential customers you receive convert to a high sales index.

# What Business Industries use Lead Generation?

Lead generation is a very simple concept and one that's been around offline for decades. It usually involves the acquisition and sale of contact information for a qualified "potential customer" or individual who is likely to be interested in a particular product or service. Lead generation could work for just about any business, but most industries using this type of marketing include insurance agencies, education institutions, realtors, office supplies, and healthcare, technology, and furniture stores.

Trends show that lead generation will continue to grow, especially for service-oriented businesses.

Did you know that B2B lead generation is the top challenge for 61% of B2B marketers? Effective lead generation is essential for every business. Lead generation allows sales reps to focus on more probable opportunities, rather than waste time on checking and qualifying all the prospects.



# How to Generate Leads

If your calendar is empty and you need business, the rapid generation of leads is a way to grow your business fairly quickly. Nowadays there are plenty of ways to generate leads. Depending on the logic behind and the expected effect, we can classify them into outbound, inbound and referral. Following are some of the methods which will help you to generate/acquire the leads organically and will keep them with your business for longer durations.

- Generating Leads with Content
- Generating Leads with PPC
- Generating Leads with Social Media
- Nurturing Leads with Email



## Generating Leads with content

Content is the foundation of your lead generation and lead nurturing efforts. No matter what your business model is, content is still king, thus content marketing must be a primary goal. According to Content Marketing Institute, only 9 percent of businesses deem their content marketing effective. A sad reality when considering that content marketing costs 62% less than traditional marketing and generates three times more potential customers.

So, how can you provide high-quality content in an original way and capture those valuable contact details effectively? Here are a few of the most effective content types for generating leads:

### **Blog posts**

According to research from Hubspot, more than 60% of businesses are NOT using a blog for marketing. Of the 40% who are, few small businesses are actually acquiring leads with it. Maintaining a blog is one of the best ways to incorporate content into your marketing strategy because it allows you to share your expertise on the topics your audience wants to learn about.

Blogging is not just about content, publishing posts and hoping for the best. Done well with the right structure it can be a powerful portal for revenue.

### **Guides & ebooks**

Many companies use ebooks to generate leads effectively from their websites. Unfortunately, creating an ebook is not easy. To create value for your reader and attract a warm lead, you need to create high-quality information, be specific and detailed with the solution or answer they are seeking.

### **Case studies**

The case studies are a hidden gem in the world of content marketing.

When developed effectively, a good case study incorporates people, problems, solutions and experiences that your targeted buyers find easily relatable. However, quality case studies show more effectively that you have successfully implemented solutions that satisfy buyers.

### **Infographics**

Infographics allow you to explain complex topics within your industry with visualized facts and statistics in a visually interesting way. When your goal is driving conversions in terms of generating leads or to get more subscribers, Infographics should always be used as a gateway to promote other content and not as the primary content piece themselves.

## Generating Leads with PPC



For many local businesses, running a PPC ad campaign is easier said than done, even if it already handles the basics like choosing keywords and creating a budget. When you use pay-per-click advertising, you open the doors to earning a lot of revenue at a relatively low cost. In other words, you have an opportunity to get an outstanding ROI. Lead generation for any agency is a big part of understanding their clients and what they are hoping to achieve. If you go into a business as a Marketing Manager and ask what they are looking for they will always say “more leads or sales”.

With PPC, you have a number of options at your fingertips for generating leads. Here are a few tips to keep in mind as you try them out.

- Target industry-related keywords
- Write eye-catching headlines
- Use appropriate calls to action
- Incorporate ad extensions

Nowadays, online advertising offers a variety of options in regards to how your ads will look and where they will appear. Try the following types of online advertisements, and their accompanying tips, to generate more leads for your organization.

- Pay-per-click ads
- Display ads
- Remarketing ads.
- Native ads.
- Social media ads.

## Generating Leads with PPC (continued)

A strong and healthy PPC campaign for the generation of prospects is not about impressions or traffic, but about the hard and cold cash that is generated from it. Simply put, PPC is an online advertising model where ads attempt to engage target customers when they're open and receptive to starting a relationship – one that, eventually and ideally, culminates in a sale.

## Generating Leads with Social Media

When you hear the term lead generation, social networks are probably not the first thing that comes to your mind ... but maybe it should be. Why is it important to think about how to generate leads on social media? Social networks make the process even easier due to all the information that people share easily, and also due to the large number of users on sites such as Facebook and Twitter. We're living in a time when 40% of people spend more time socializing on social media than face to face.

Social networks are not only exceptionally useful for increasing brand awareness and credibility, but can also be used to generate valuable leads.

*According to Hubspot, social media isn't just a fad. In fact, 92% of marketers agreed that social media is important for their business. In addition, by spending as little as 6 hours per week, more than 66% of marketers see the benefits of lead generation on social media.*



All major social networking platforms (Facebook, Twitter, Instagram) have solid paid advertising programs that allow you to easily promote products, services, events and even free gifts such as an e-book. Generating opportunities through social networks is an excellent way to stand out from the crowd. A good social media strategy can help you connect and establish relationships with audiences that, otherwise, you could not have been involved with.

When generating sales opportunities with social networks, it is crucial to communicate with your audience using the channels you have chosen as popular for your audience. The techniques you use to generate leads will partially depend on the social networking site you are targeting. Here are some ideas to get started.

- Lead Generation on LinkedIn
- Lead Generation on Twitter
- Lead Generation on YouTube
- Video, Instagram and Pinterest Resources

Stop thinking of Twitter, Facebook, Instagram and LinkedIn as just tools for brand creation, and get more value by using them to generate leads. While social networks may be better known for awareness and commitment, they can be a powerful tool to generate interest and leads.

## Nurturing Leads with Email



What is Lead Nurturing? Lead nurturing, simply put, is the building of relationships with people who are not currently ready to buy, could be an ideal customer in the future. The best nurturing emails keep you top of mind with leads. They're not pushy, salesy, or desperate. The details of any lead scoring system for potential clients will be specific to each brand, depending on their industry, niche and unique audience.

As companies adopt inbound marketing as a way to generate more leads, the importance of having an effective lead nurturing strategy becomes very clear. Email can still be a viable component of your lead breeding campaigns, but it should be used effectively. Do not simply send a series of 3-5 emails on so many days by default.

Here is some Lead Nurturing Emails Every Business Should Send

- Emails That Educate
- Emails That Get You Two Connected
- Emails That Offer Your Offers
- Emails That Help Them Improve
- Emails That Re-Engage
- Emails That Are Personal

In whichever way you choose to nurture your potential customers, provide value. You will have many more chances to close the deal if your leads feel that you are walking with them on this trip to solve their problem, not just selling a service to fix it.

By following these basics of lead generation, as well as an overview of how you can use your website and other online marketing channels to convert qualified leads into clients. Effective lead generation is essential for every business. Lead generation allows sales reps to focus on more probable opportunities, rather than waste time on checking and qualifying all the prospects.



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- > 1.4 Million Canadian Business Profiles
- > 37 Million Verified Business Executive Contacts

Select your list with the option of location, industry type, revenue size, job title, ownership type, market value etc.

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