



4 Insider Tips for Successful B2B Lead Generation



Lead generation within B2B marketing is evolving. We're seeing a content marketing explosion and buying processes within organisations and departments are becoming more complex.

So, how do you cut through the noise and become a lead generation supremo? With over 15+ years combined experience in the field, Inbox Insight have collated these 4 insider tips to help B2B marketing professionals achieve unprecedented lead generation success.

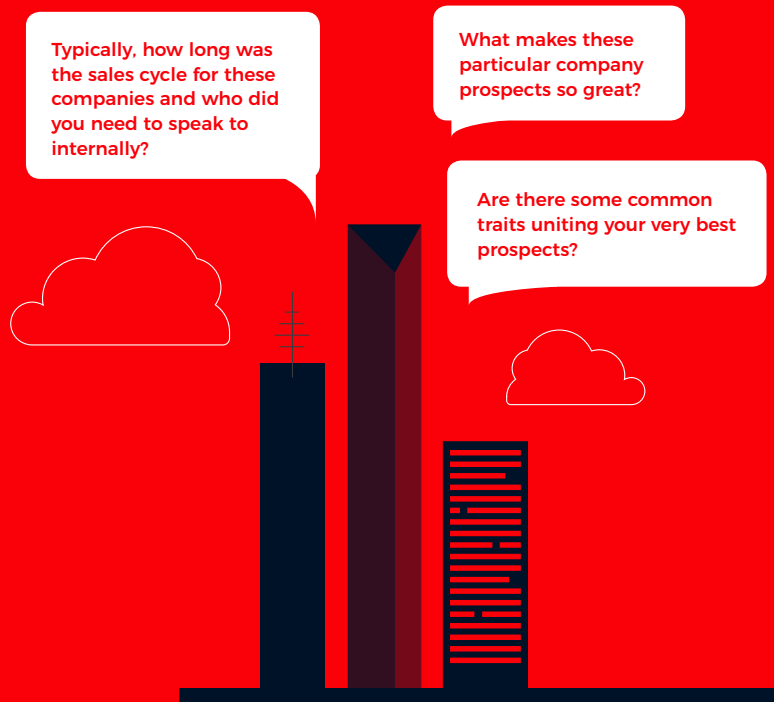
1 Identify the audiences that are most likely to convert

When setting out on a lead generation campaign, it's vital to understand and be able to segment your audience. You can approach this by filtering the types of companies you want to work with, as well as factoring in the personal and professional interests of your desired prospects.

Company personas

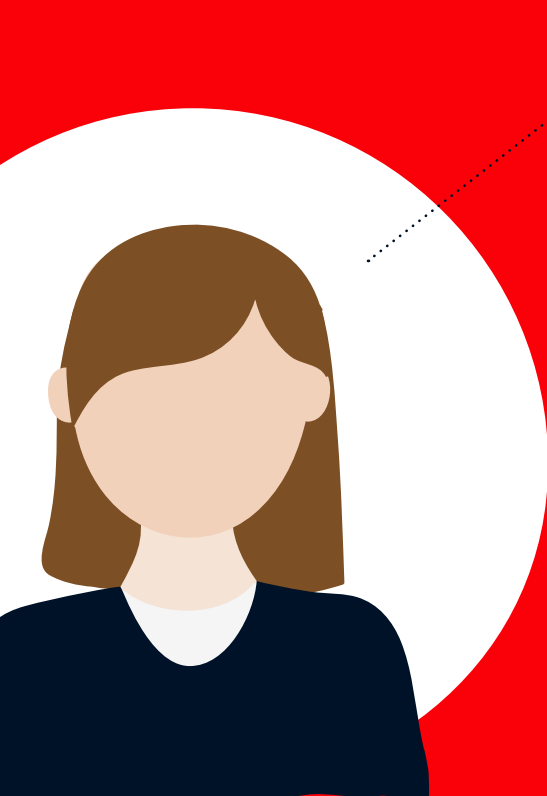
Using an existing CRM system to profile your existing customers is a great method of identifying high converting leads. You may find typical patterns based on company type (employee size or company turnover) or by specific vertical market (industry sector).

These are great for starters, but by going further and truly understanding who your most valuable customers are. You can start to create the criteria that matches this, whilst beginning to develop company personas based on questions like...



Buyer personas

Once you have this information, you can then start to create basic buyer personas:



Who is it I need to speak to and who is involved in the purchasing decision making process?

What is each person's authority level and what are their main goals?

Finally, what are their pain points and how can we make their job easier?

If you can establish both buyer and company personas before beginning any B2B marketing campaign where lead generation is your primary objective, you will have the best chance of generating net new prospects within high converting companies. The next challenge is surviving the content explosion and breaking through the noise...

2

Create fantastic content that provides individuals with answers

Content is now the go-to-tactic to introduce your brand, generate leads and start a meaningful conversation with new and existing prospects. We often see B2B marketers forgetting to create multiple pieces of content that are specifically tailored towards the buyer personas we encouraged people to create as part of tip #1. Recent research from CEB states that on average, 5.4 people are involved in today's B2B purchase decisions.

By aligning content to the particular challenges of each person within the decision making process, you begin to pre-qualify a lead's:

Interest levels

Profile

Requirements

Pain Points

But it's easily forgotten that in the context of lead generation, content should be used as a tactic to leverage the collection of not just contact details, but also personal information as you build an element of trust or reliance with that individual. If you can establish this with multiple contacts within the same organisation, the chances of that organisation switching from prospect to customer are increased.

All of these tactics are achievable, providing your message is genuinely valuable to that reader and provides answers. We have seen a content explosion within B2B marketing, and the CMI have recently explained that

88% OF B2B MARKETERS NOW
USE CONTENT MARKETING AS A FOUNDATIONAL
PIECE OF THEIR STRATEGY

The main consideration for producing top line content for lead generation therefore needs to be **“what does this person care about?”** as well as **“what do I want to achieve?”**. When using content to generate leads, it's also crucial as a B2B marketer to remember that there's always a thought process behind someone's actions:

“ If someone has downloaded or consumed a piece of content, there is a reason for it... ”

At every stage of the content or sales funnel, leads are consuming content to seek reassurance or information so be forthcoming with advice and knowledge, to impart a level of one-to-one interaction. It's this non-selfish approach that's key to not only lead generation, but also boosting customer engagement and brand reputation.

3

Select your marketing channels wisely

You have chosen audience.
You have the content.
How do you connect the two?

Marketers (and we) often look at it as inbound vs. outbound marketing. Generating organic inbound enquiries using methods such as SEO social and PPC can generate you the occasional sales qualified lead (SQL) but with a hungry sales team snapping at your marketing heels, spending budget and placing your faith on these tactics can run the risk of your pipeline drying up, with little ROI from your spend.

In a perfect world, any B2B marketer would have an organically grown audience, which receives fresh, custom content each week – you would use a multitude of digital distribution channels to send to this list and they would return time and again to consume your valuable content.



The reality, however, is that marketers don't always have the time to create and distribute a steady flow of valuable content and optimise their own audience as a viable and profitable channel...



Often the flow of inbound leads is hard to predict and launching activity to your own database often means it's hard to generate net new leads. Once you have your perfect content, it's easy to slip into bad habits too – many times we've seen companies in the B2B space simply post valuable content on to a website's resources section and forget about it. Companies creating a buzz around new collateral and giving their target market the answers they seek again and again are the most successful B2B marketers. They do this by:

Creating visually engaging email campaigns, which are sent to their own database



Partnering with a specialist B2B publisher to access a wider audience of the most relevant prospects



Continue to develop new pieces of content whilst repurposing the old



Actively reach out to influencers



Dedicating resource, thought and time to a seamless marketing/sales operation



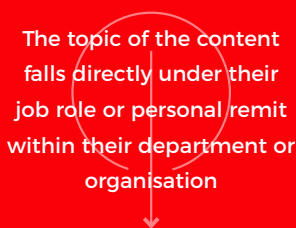
4

Give your marketing automation platform or sales team a head start

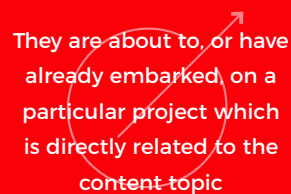
A marketer's priority will always remain with generating marketing qualified leads (MQLs) but with any lead generation programme, we often see the budget and effort fall short due to internal sales, lead nurturing and lead scoring strategies not being perfectly aligned.

Marketing automation

As explained in the content section of this guide, there's always some rationale or logic behind someone downloading a particular piece of content. Reasons could include;



The topic of the content falls directly under their job role or personal remit within their department or organisation



They are about to, or have already embarked, on a particular project which is directly related to the content topic



They have been involved with the topic previously and are 'looking back' to how they could've operated differently

There are advanced methods of tracking interactions and targeting, such as content consumption. The secret to any successful lead nurturing strategy is it should help put a unique puzzle together to show where an individual person's specific interest lies, or exactly what remit or buying power they have within their department. Nurturing a prospect with various content topics and types is crucial for solving this puzzle and getting prospects towards become a sales qualified lead (SQL).

Sales dialogue

Ensuring there is an open dialogue between marketing and sales team is crucial when it comes to B2B lead generation. You could produce the most interesting content, launch the most intricate and well-targeted campaign and have a sexy lead nurturing strategy behind it all when you have the leads - but without sales alignment, the leads could go very cold, very quickly.

Your sales team and marketing department must work together from the start by combining knowledge of the market, the buyer and their internal processes. Your marketing team will then work hard to generate interest from each person involved in buying process, knowing that the sales team is tuned in to the idea of selling into other decision makers to convert a lead into a customer.

An MQL could be generated from what we'd call a SQC (sales-qualified-company) but only the most proactive and well informed sales outfit will recognise this. As part of any lead generation campaign, we encourage clients to introduce subtle profiling techniques on to any lead capture tactics you deploy, to ascertain small bits of information from each lead. These little nuggets should give any sales team a quick 'hook' to latch on to when speaking with each prospect about their pain points or problems they are facing. If you've already produced a variety of content with specific personas in mind, piecing this puzzle together through your marketing automation platform becomes a lot easier too.



WHAT WE DO

CONTENT SYNDICATION

Inbox Insight specialise in syndicating content to generate a guaranteed volume of qualified leads. With a deep profile of our global community of subscribers and a series of B2B publications at our disposal, we target our client's most relevant prospects with the best content to accelerate sales pipelines.

BRAND AWARENESS

We know brand awareness doesn't just involve impressions. It's ultimately about an audience connecting with a marketing message. Our HTML and sponsorship email marketing campaigns drive relevant and engaged prospects to our client's landing pages for conversion.

CONTENT CREATION

Coming from a background of B2B lead generation we understand the part that each piece of content plays in the marketing funnel. We offer an end-to-end content creation process, including briefing, copywriting, graphic design, delivery and syndication.

UK

INBOX INSIGHT
1 EXCHANGE SQUARE
JEWRY STREET
WINCHESTER
SO23 8FJ

+44 1962 835950

NORTH AMERICA

INBOX INSIGHT
60 STATE STREET
SUITE 700
BOSTON
MA 02109

+001-617-973-5749

SALES@INBOXINSIGHT.COM
WWW.INBOXINSIGHT.COM

