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Finding Leads that Succeed:

Building Your Strategy Around Quality Lead Generation

Generating high-quality leads is one of the most important factors for all businesses, but it is especially critical for B2B organizations.

Four out of five B2B marketers identified lead generation as an [essential part of a 12-month plan](#). It has also been shown that properly nurturing leads can enhance sales by [as much as 50%](#).

When it comes to the importance of lead generation for B2B brands, the numbers speak for themselves.

While no one questions the importance of connecting with prospective clients, many organizations struggle to consistently generate high-quality leads. The result is stagnant or negative growth and a diminishing return on investment (ROI).

Even if your overall lead generation strategies have been successful, you have likely encountered similar challenges in your own marketing campaigns.

In order to overcome these hurdles, you need to develop a cohesive lead generation strategy. Doing this is essential if you hope to grow your brand and remain competitive in an increasingly crowded marketplace.

With this in mind, the innovators at Insights ABM have composed this comprehensive guide to lead generation. Below, we have outlined the basic tenets of lead gen digital marketing.

Whether you are new to the world of digital marketing or need to rework your existing lead generation practices, our guide has information that you can implement right away. Let's dive in so that you can start finding leads that will succeed!
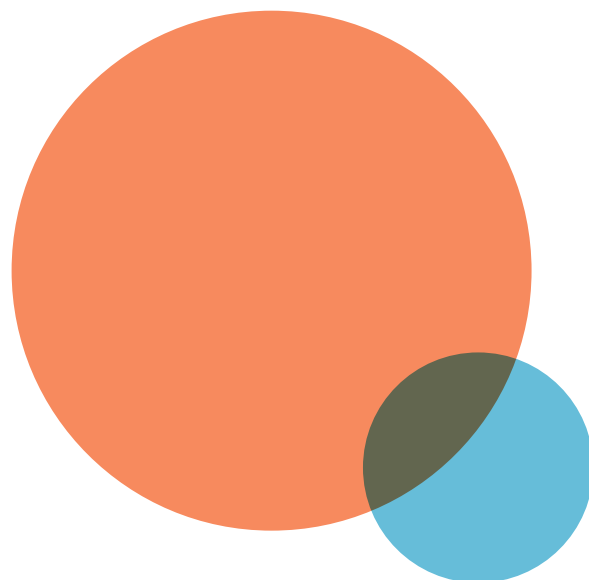
What Is a Sales Lead?

Before we get into the core principles of lead generation, it is important to make sure that we are working with the same basic definition.

According to Investopedia, a sales lead is "a person or business who may eventually become a client." A sales lead also describes the kinds of data that can identify a person or a business as a prospective buyer.

In the world of B2B, a sales lead specifically refers to businesses that are prospective clients of your organization. Your business can acquire these leads through a variety of tactics, including:

- **Search engine marketing**

- **Social media advertising**

- **Search engine optimization (SEO)**

- **Trade shows**

- **Networking**

- **Email lists**

The above are just a few examples of the ways that leads can be acquired. We will take a closer look at lead generation principles later in the guide.

When we're discussing sales leads, it is important to note that there are several different types of leads that you might encounter. Oftentimes, qualified sales leads are divided into two broad categories.

These are marketing qualified leads (MQLs) and sales qualified leads (SQLs). Leads that are not very promising are often labeled as being "unqualified."

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What Is Lead Generation?

Lead generation refers to the process of actively pursuing connections with prospective clients. Lead generation often involves a multi-dimensional approach.

In order to bring in a steady stream of prospective clients, your organization must constantly invest in lead generation. This is especially important for B2B businesses, as leads can take longer to nurture on average in this space.

While the ultimate goal for any lead is to convert them into a client, not every marketing campaign is purely focused on making a sale. Some lead generation efforts are geared towards things like expanding your mailing list or increasing your total number of newsletter subscribers.

Over time, these practices will supplement your other lead generation efforts and help you to continue to grow your B2B client base.

With that being said, it is important that you keep your lead generation tactics fresh. This can be quite challenging. That is why many organizations turn to lead gen performance marketing specialists. These agencies can help you reinvent your lead generation tactics so that you can better connect with prospective clients.
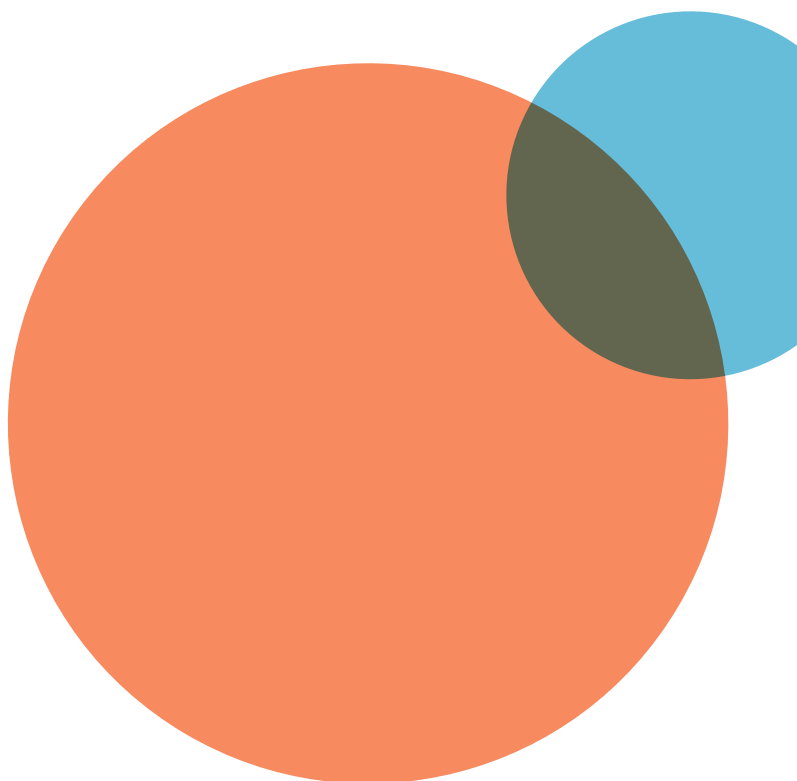
Are All Leads Qualified?

As a business owner, simply acquiring leads is a win all its own. However, this does not necessarily mean that every lead acquired is qualified.

Unfortunately, many leads fall into the category of being "unqualified." This means that the lead has not been properly nurtured during the most recent sales cycle.

Leads may be considered unqualified for a number of different reasons. The prospective client may simply not need the products or services that your business offers.

Some other barriers that cause leads to be unqualified include:

- **They cannot afford your services**

- **There is a lack of awareness of your products**

- **A customer doesn't fully understand how your products solve a pain point**

- **Sales teams failed to nurture the lead effectively throughout the sales funnel**

In the past, nurturing unqualified leads required a huge investment without guaranteeing a sizable return. Thanks to lead gen performance marketing services, this is no longer the case.

With the right analytics tools, you can more readily identify shortcomings in your marketing and lead generation processes. You can find out exactly where you are leaking leads and remedy the issue.

MQL vs. SQL

Now that you have a clear grasp on unqualified leads, let's take a closer look at the two broad categories of qualified leads. These two groupings are known as marketing qualified leads and sales qualified leads.

A marketing qualified lead or MQL is a prospective client that scores higher than many other potential buyers. However, an MQL is not ready to make a purchase just yet.

Differentiating between MQLs and SQLs requires analytics data and lead intelligence.

Typically, an MQL requires some additional encouragement before they are ready for that all-important sales call. This process is referred to as nurturing a lead.

Tactics that are used for lead nurturing include retargeting ads, custom email marketing content, and direct outreach from your advertising staff. The goal here is to highlight the ways that your brand can add value to the prospective client's organization.

An SQL is a lead that is primed to make a purchase. These prospective clients have progressed far beyond the initial engagement stage. They have been assessed by both your marketing and sales teams.

In order to be classified as an SQL, the client must have been deemed ready for direct sales efforts.

The simplest way to differentiate between SQLs and MQLs is to think of a market qualified lead as a client that "may be" interested in your services. An SQL is "definitely" interested and just needs to receive direct engagement from an effective sales team member to seal the deal.
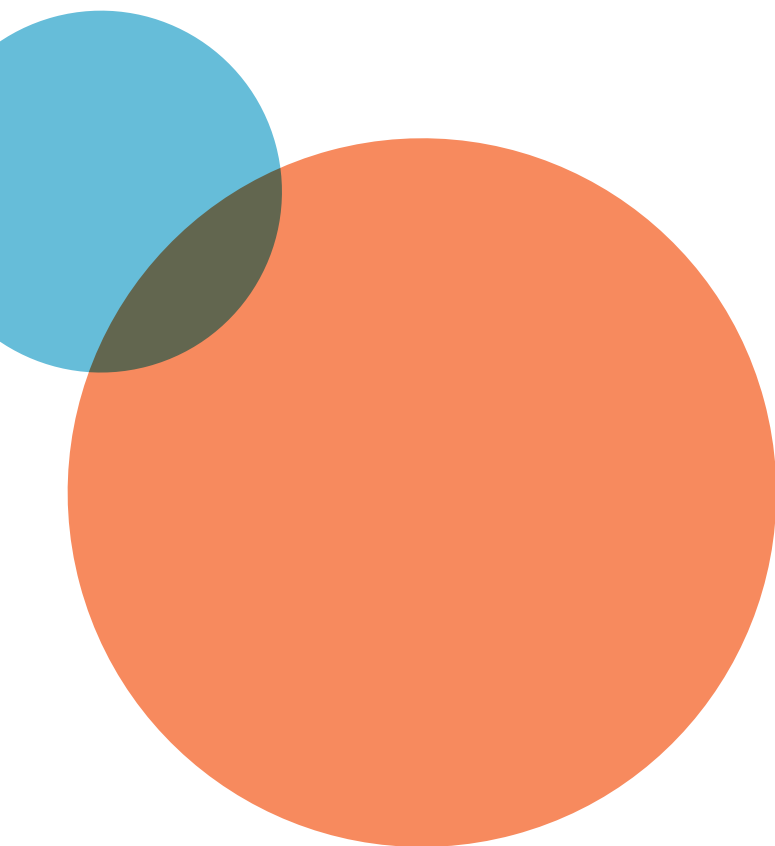
Why Is Lead Generation So Vital?

Lead generation is an inherent part of digital marketing efforts. However, it is especially vital to the B2B industry for several reasons. Primarily, lead generation is more important for B2B businesses due to the length of the average sales cycle.

For business-to-consumer (B2C) brands, the entire sales cycle can be completed in a matter of minutes. B2B organizations do not have this luxury. The average B2B sales cycle lasts for months, not minutes. Some can even take over a year.

Having an effective lead generation infrastructure is vital if you want to maintain a steady influx of prospective clients. You need to continuously generate new leads all 12 months of the year.

While you may have enough leads in the funnel to sustain your sales team for the next month, failing to replenish that list of prospects can cause your organization's growth to come to a screeching halt.

Understanding the Lead Generation Funnel

Prior to creating a winning lead generation strategy, it is important to understand the path that buyers take to making a purchase. While the average buyer's decision-making process may seem like a string of random, baseless decisions, this is simply not the case.

Whether you're discussing B2C or B2B purchases, the buying process actually follows a relatively predictable pathway known as the lead generation funnel or sales funnel.

The concept of the sales funnel can help you to gain key insights into the entire buying process. Once you have a firm grasp on how your prospective clients make purchasing decisions, you will be better equipped to craft a winning lead generation strategy.

Even those who are brand-new to the concept of digital marketing have likely encountered the phrase "lead generation funnel." But what is the sales funnel and how can you leverage it to generate quality leads for your organization? Read on to find out.

What Is the Funnel?

The lead generation funnel is a visual representation of the purchasing process. It includes various stages and starts with the moment that a user provides you with some basic information.

Ideally, your prospective client will flow throughout the entire funnel until they ultimately make a purchase or subscribe to your services. This is what is known as a conversion.

However, only a very small percentage of leads make it all of the way through the sales funnel and are converted into paying customers. The majority of leads are lost somewhere along the way.

That is why it is so important to conceptualize a sales funnel and identify shortcomings in your lead generation practices. **While no business can create a 100% effective funnel, the goal is to make it as efficient as possible.**

Using the sales funnel, you can gain a deeper understanding into your client's journey from prospect to buyer.

Stages of the
Lead Generation
Funnel

When you partner with Insights ABM for lead gen performance marketing services, one of our first tasks will be to refine your sales funnel. We want to help your brand become more efficient in guiding prospects throughout the sales process so that you can enhance conversion rates.

Our experts will also review the various stages of the lead generation funnel with your sales team so that we can identify opportunities for improvement.

The lead generation funnel can be divided into three main tiers or six total stages. The three tiers of the funnel include TOFU (top of the funnel), MOFO (middle of the funnel), and BOFU (bottom of the funnel) leads.

The six stages of the lead generation funnel include:

Awareness

The very top of the sales funnel is often referred to as the "awareness" stage. As the name suggests, this is the point in the lead generation process when the prospective client initially becomes aware of your brand's existence.

The stronger your brand is, the easier it is to get noticed in the crowded digital marketplace.

There are several proven tactics for enhancing brand awareness, which include:

- **Crafting persuasive messaging**

- **Using the 4Ps of digital marketing**

- **Choosing the right advertising mediums**

- **Promoting your products continuously**

- **Understanding your market and target audience**

You must grab prospective clients' attention with captivating content and effective digital marketing strategies. The more recognizable your brand is, the easier this task will become.

In addition, you must know who your ideal audience is. This will help you create content that resonates with the right clients. You should answer questions such as "What is my audience's pain point?" and "How do my products add value to a client's organization?"

As noted above, addressing the 4Ps of digital marketing will be vital if you want to develop strong brand awareness. The 4Ps are product, price, placement, and promotion. If you create an innovative, well-priced product that is promoted in the right place (i.e., via social media), lead generation will be all too easy.

Data Collection

After you have made clients aware of your brand, it is time to draw them deeper into the sales funnel. While this step is still part of TOFU, it is still essential to your overall lead generation efforts. If you want to give your sales team actionable info, you must actively collect prospective client data.

Collecting client data will allow you to re-engage with prospects later in the funnel. The exact data that you collect will depend largely on the specific demands of your business.

While it is a great idea to get to know your clients, asking for too much information too soon can cost you a lead. Therefore, carefully consider which types of data you are going to attempt to collect.

Most organizations stick with the basics early on in the sales funnel. They often request an email address, a contact number, or both.

There are several strategies that you can use to collect this data. You can ask for it outright in a contact form or offer to provide leads with a free downloadable asset in exchange for that precious email address.

Building Leads

Once you have successfully collected a client's contact information, you have officially led them to the middle of the funnel. However, you still have a ton of work to do before you can actually close the deal! Now, you need to start categorizing and building upon your leads.

Assess your lead acquisition data in order to determine the origin of each prospective client. Leads that originated directly from contact forms or landing pages already have a high interest in your products and should typically be classified as SQLs.

On the other hand, leads that were derived from paid advertising or social media marketing efforts may not be quite ready to speak to sales staff. As a result, you should probably classify them as MQLs. This will ensure that they receive some extra nurturing before they are connected with the sales department.

During this stage, it is essential that you properly classify leads. Misclassifying a lead could cost you a potential sale. For instance, listing an SQL as an MQL could result in your sales team failing to contact that prospective client. As a result, they may request information from one of your competitors and choose to do business with someone else instead.

Separating Prospects and Targets

Just because a lead is poised to make a purchase does not mean that they are an ideal target for your organization.

As leads are drawn into the bottom of the sales funnel, you will need to differentiate between prospects and targets.

A prospect may be someone that is interested in your services but may not be a good fit for your company. A target is a potential client that you intend to actively pursue via dedicated sales tactics.

For instance, let's say that your organization exclusively provides commercial electrical services. A prospective client may have inquired about whole-home rewiring services.

While they are interested in doing business with your company, their needs do not align with your services since your organization specializes in industrial electrical solutions. As a result, this individual is not a lead that you should pursue any further.

While this simple example may not apply directly to B2B sales, the basic premise can be expanded to your lead generation practices. **You must sort out prospects from real target accounts that have the potential to add value to your brand.**

Some high-priority targets may include buyers who have downloaded some of your content or ones that already receive services from a competitor and want to switch to your brand.

Recycling

Despite your best efforts, not all potential clients are going to make purchases immediately. However, that does not mean that you should discard all of these prospects.

There are several effective ways to nurture or "recycle" these quality leads. You could add them to your email distribution list or encourage them to follow your brand's social media pages. Another option is to have your sales team call them periodically in order to keep the relationship active.

If you want to effectively recycle potential clients, then you must have a well-organized database. You should implement modern customer relationship management (CRM) software, which will allow you to automate many repetitive processes.

When you sign up for our lead gen performance marketing services, Insights ABM can help you to upgrade your recycling practices through modern software solutions.

Some clients may be locked into contracts or just want to learn a bit more about your products and services before they make a commitment to your brand. These high-quality leads still offer tremendous value to your company and should be recycled for nurturing.

Opportunities

The final stage of the sales funnel leads to opportunities. This is where prospective clients give you a chance to do business with them.

Getting a client to this point in the sales funnel is a major accomplishment. Now, all you need to do is connect them with one of your top sales team members so that they can make a deal happen!

Your sales staff should use all of the information that you have gathered throughout the lead generation funnel. They should make sure that they connect the prospective client with the right products to resolve any issues that they have been struggling with.

The goal? To make the new client feel valued and reinforce the belief that they made the right decision by partnering with your brand.

Technically, the opportunities stage gives way to a seventh task: retaining your new client by providing them with exemplary service and quality products. Focus on maximizing the client's lifetime value.

Over time, you may also encounter opportunities to upsell the client and encourage them to expand the size of their purchase orders.

By focusing on retaining valued clients, you will set your organization up for sustained success. You will be able to build a strong industry reputation and stabilize your revenue stream, as well. The importance of your brand's image cannot be overstated, especially for B2B organizations.

How You Can Generate Leads

Now that you have a clear grasp of the basics of the lead generation funnel, let's get to the topic that you have been waiting for: how you can generate high-quality leads for your organization.

While there is no one-size-fits-all solution, there are several proven principles that can help you generate a steady stream of market-ready leads.

In order to generate leads, you must:

Understand Your Audience

Understanding your target audience is and always will be step one to generating leads on a consistent basis.

One of the most effective ways to gain a better understanding of your audience is to create "buyer personas." These are essentially brief outlines or personality profiles on each type of buyer that you may be seeking to target with your marketing efforts.

The purpose of buyer personas is to tailor your marketing content. Using this method allows you to view your services and products from the buyer's perspective. Companies that successfully address problems that their prospective clients are facing often do well in terms of lead generation.

In order to build each persona, leverage available data from desired clients or current accounts. Identify common characteristics that each type of prospective buyer shares.

The two types of information that you can use to build your personas include qualitative and quantitative data.

A few examples of quantitative data include:

- **Gender**
- **Age**
- **Location**
- **Job title**
- **Industry**
- **Company size**
- **Company revenue**

You can collect quantitative data from analytics tools or visitor identification algorithms.

While quantitative data primarily focuses on demographics of your buyer personas, qualitative information gives them depth. This data should include information such as the challenges that their industries are facing, the desires they have, and what they are looking for in a B2B services provider.
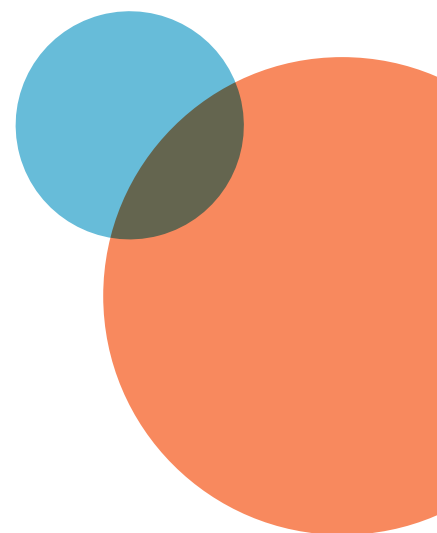
Classify Content Based on Buyer Personas

Once you've created buyer personas, it is time to classify content based on these generalized client profiles.

For instance, let's say that one of the personas you identified is Bob, a young entrepreneur with a relatively small budget. Before you even attempt to turn this type of client into a lead, you expect the price of your services to become a point of contention.

In order to overcome this issue, you will need to develop content that emphasizes the ROI of your services.

You should repeat this content classifying process for each of your buyer personas.

Let's say that another persona that you have identified is John the Facilities Director. This individual is responsible for keeping the industrial facility operational all year round. While John certainly has a budget to adhere to, his primary concern is likely focused on finding logistical solutions for maintenance issues.

When your teams are reaching out to a persona like John, your content should focus on addressing issues from his perspective. Instead of harping on things like price and ROI, provide data that highlights the reliability of your products or services. This will emphasize how your B2B products and services can reduce the chances for costly downtime and make John's job easier.

Create Segmented Content

As you're reworking your lead generation practices, content should not only be divided based on buyer personas. You should also create segmented content for clients in different stages of the sales funnel.

Using the six stages outlined above as your guide, you can make sure that you plan out content that will connect with clients in all segments of the funnel. For example, creating awareness of your brand requires a different approach than building leads.

We recommend crafting a wide variety of content. This includes things like blogs, eBooks, product comparison articles, a landing page that highlights the tiers of your product line-up, and similar resources.

Systematically address the various obstacles that are discouraging prospective clients from making a final purchasing decision. Addressing these obstacles in this way is an effective means to generate more leads and increase conversion rates.

Time Your Delivery

Generating leads requires you to deliver the right content to the ideal audience at the precise time that they are ready to see it. That's where things get a bit tricky.

If you present bold sales content to a lead that is still in the nurturing phase, you could potentially cause them to shut down entirely. On the other hand, failing to provide a streamlined purchasing experience to a highly qualified lead could cost you a sale altogether.

But how do you know exactly when to make that final push to convert a lead into a client? As always, it comes down to listening to the data.

When you take advantage of our lead gen performance marketing services, we will implement a process for monitoring the types of content that leads have already viewed.

By using analytics and customer tracking tools, we can identify exactly when leads are ready to view specific sales content.

A clear sign that a lead is primed to convert is that they have viewed the pricing page of your website, but haven't made a purchase. This lets you know that they are ready to commit and are just waiting for you to give them that final bit of encouragement.

Your sales staff should eliminate any last-minute pricing concerns that they have and make one final attempt at emphasizing the value of your services.

Choose the Right Channels

When you make the final effort to convert high-quality leads, it is essential that you choose the right channels to deliver your sales messages.

During the persona creation process, you should identify which channels are most popular with your prospective buyers. Some examples include Google, social media platforms, and product comparison websites. Once you have discovered where your buyers are flocking for information, focus your energies on these channels.

By using these proven strategies, you can effectively manage the lead generation process. You can enhance the ROI of your marketing efforts, generate more leads, and enhance conversion rates.

Marketing Strategies for Lead Generation

When it comes to generating leads, you have plenty of marketing tools at your disposal. A strong marketing mix should incorporate multiple strategies, not just a single approach. By crafting a diverse lead generation campaign, you can optimize the results of your marketing efforts.

Below, we'll identify seven unique ways that you can enhance your lead generation strategies. These tactics are also useful for improving your overall advertising efforts.

Lastly, we'll discuss the key to lead generation. This must be a central part of all lead generation marketing strategies.

The top lead generation marketing strategies include:

Paid Search

For organizations looking to generate leads fast, paid search is by far the most effective marketing strategy.

Whereas acquiring new web traffic via SEO tactics can take weeks or even months, a well-managed paid search campaign can produce near-immediate results. Therefore, paid search must be incorporated into your overarching marketing strategy.

As indicated by its name, "paid search" involves paying to have your marketing materials displayed in a prime location. You can implement a paid search campaign on search engines such as Google or Bing.

In addition, you can engage in paid advertising on social media platforms — but more on that a little later.

The most common form of paid search campaigns is known as PPC or pay-per-click advertising. Prior to PPC advertising, marketers were charged every time that their content was displayed, even if the user did not interact with it. PPC changed all this.

When running a PPC campaign, advertisers are not billed unless consumers click on the content. In addition, PPC advertising tools allow marketers to set custom keyword parameters and bids.

For instance, let's say that you set up a PPC campaign for the keyphrase "AC repair in Atlanta." When a user searches this phrase on Google, the search engine will automatically analyze all of the bids. If your bid was one of the highest offers, then your ad will be displayed at the top of the search engine results page, above organic websites.
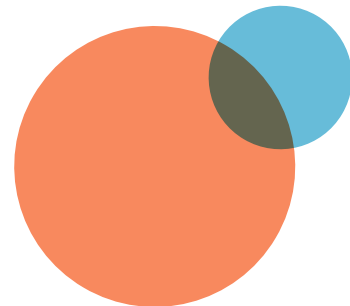
Why Paid Search Is Essential for Lead Generation

Paid search has always been a vital part of lead generation, but it is becoming more important by the day. This is due to several different factors, most of which are directly related to SEO.

For starters, Google is frequently updating its ranking algorithms. These updates can cause a website to drop in SEO rankings and lose its page one status. While the website owner can usually regain its high ranking by making some adjustments to their site, this process can be time-consuming and expensive.

Google has placed a huge emphasis on backlinks in recent years. A backlink occurs when another reputable website puts a link to your page within their content. A few high-quality backlinks can have some serious benefits to your SEO efforts. Conversely, questionable backlinks can cause your site to fall in the rankings.

As you will see in the next section, SEO is a valuable tool for lead generation purposes. However, paid search can bridge the gap in your lead generation efforts, especially when Google makes major changes to its ranking algorithms.

While Google also governs PPC campaigns with its complex algorithms, the search giant's updates rarely impact how paid search works. This means that organizations can consistently generate leads through paid search engine advertising without having to frequently update their strategies.

Another reason why paid search is becoming an increasingly popular lead generation tool stems from the creation of Local Service Ads. This relatively new Google marketing product allows businesses to advertise directly to consumers in their area.

LSA is only available to select local businesses that have a verified Google My Business Account.

Originally, LSA was only available to businesses in the residential service space. However, Google has been expanding this service to include businesses in other categories.

LSA is unique in that businesses only pay for an ad if a consumer messages or calls them directly through the ad. If you want to generate quality leads and have total control over your budget, Google's Local Service Ads is a great way to do so.
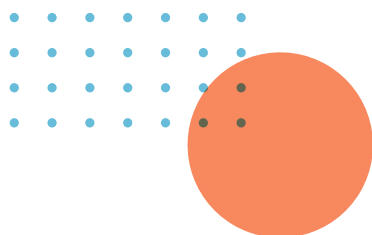
SEO

Search engine optimization is one of the most well-known components of a digital strategy. However, it is also an essential part of lead generation.

SEO involves enhancing the visibility of your website through the power of organic search terms. SEO best practices include incorporating keywords, featuring location-based phrasing, and improving the performance of your website as a whole.

SEO best practices should also be applied to social media marketing efforts. While improving visibility on social platforms requires a slightly modified approach, many of the key principles remain the same.

Unfortunately, climbing the search rankings takes time. That is why we recommend supplementing your SEO efforts with other marketing strategies, such as paid search and programmatic advertising. These tactics can artificially boost traffic while you fill your site with SEO-friendly content.

While we will not delve too deeply into SEO here, we have outlined three steps to improving search engine visibility:

- **Identify target keywords**

- **Craft compelling content with those keywords**

- **Ensure that your page load speed is optimized**

By leveraging those simple tips, you can begin to lay the framework for an effective SEO strategy.

In addition to lead gen performance marketing services, Insights ABM also offers SEO solutions. If your SEO strategies are lagging, we can improve your brand visibility by providing original content and optimizing your website in accordance with Google's ranking algorithms.
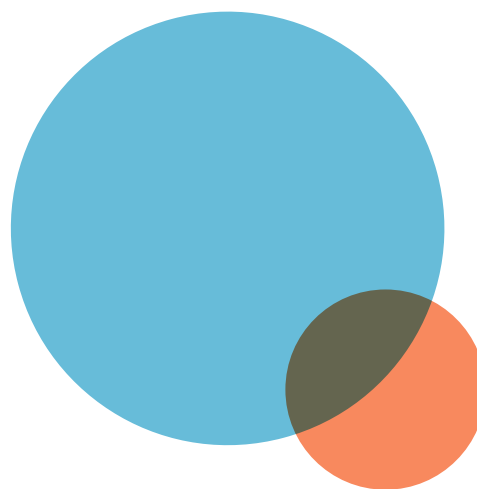
Paid Social Advertising

Speaking of supplementing your SEO efforts, paid social advertising is an excellent way to generate leads. While social platforms are primarily used by individuals, the majority of businesses are active on at least a few of these channels as well.

LinkedIn, Facebook, and Instagram tend to be the most popular social media platforms for businesses.

When it comes to lead generation for B2B, LinkedIn seems to be a particularly effective option. This is because many high-level administrators that have the ability to make purchases are active on this platform.

Paid ads on LinkedIn give you the opportunity to connect with senior staff members and generate qualified leads for your organization.

In order to set up a LinkedIn ad campaign, you must first choose an objective. Lead generation is a specific objective that is available on the platform. After selecting your objective, you will need to choose targeting parameters, which may include categories like education, job experience, industry, and company.

The next step is to actually create an ad or series of ads. You can select from sponsored mail, text advertisements, or sponsored content that will be displayed directly on LinkedIn.

If you choose a lead generation ad campaign, then the marketing content will direct users to a form that is built-in to the platform. This feature makes it easy to gather valuable contact information and draw prospects into the middle of the sales funnel.

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Affiliate and Influencer Marketing

Sometimes referred to using the general phrase "co-marketing," affiliate and influencer marketing are powerful lead generation strategies.

While these two tactics are distinctly separate from one another, both options involve partnering with third-party entities. Therefore, we have listed them together.

Influencer marketing is more relevant for B2C businesses, but it can be used by B2B organizations, as well. This strategy involves working with a social media influencer. An influencer is someone who has a strong social media following and generally appeals to a specific demographic or audience.

In order to partner with an influencer, you will need to identify a social media personality whose audience mirrors your target client base. The purpose of this partnership is for the influencer to market your products or services. In exchange, they receive free products, financial compensation, or both.

Affiliate marketing involves working with a group of "affiliates." These individuals help you to sell your products or services in exchange for a commission. The commission is an agreed-upon percentage or fixed rate, depending on the terms of the affiliate partnership.

In the B2B industry, there is also a third type of co-marketing that is more generalized. This involves working with a company that shares a similar audience, but is not a direct competitor.

For instance, if your organization sells cleaning chemicals and another company in your region offers disposable cleaning supplies (i.e., paper towels, mop heads), the two of you could form a co-marketing partnership. This partnership relies on the power of referrals.

Old-School Networking

While it is similar to co-marketing, old-school networking relies heavily on in-person meetings. **Despite the advent of digital lead generation strategies, traditional networking is still a highly effective method when you want to connect with prospective clients.**

The first step to using this strategy? Finding networking opportunities and capitalizing on them.

Perhaps the most practical method is to attend a conference. These gatherings of industry professionals are an excellent way to meet new people. Make sure to bring plenty of business cards and rehearse your go-to ice breakers!

Once you have collected enough contact information and handed out all of those business cards, it is time to head back and conduct some research on these new leads.

When possible, make a mental note of which leads seemed to be most promising. Pass these off to your sales team and share any actionable intel that you may have gathered.
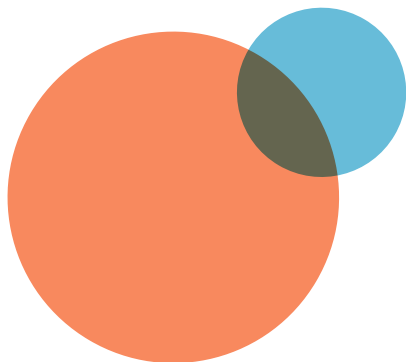
Webinars

Over half of all marketers cite webinars as one of the most effective lead generation tactics.

Webinars are a great lead generation strategy for several reasons. First, the format can go a long way toward building credibility and trust with your audience. Prospective clients will have the opportunity to get to know you better, which means that they will feel more comfortable buying your products.

In addition, the leads generated from webinars tend to be high-quality. Attendees typically stay engaged throughout the digital meeting and are able to gather lots of information about your services. The result is that they are more prepared to take action at the end of the webinar.

Lastly, webinars are the natural progression of old-school networking practices like seminars and conferences.

While not everyone is willing to travel to a conference, the vast majority of corporate decision-makers are fully prepared to log into a promising webinar.

Depending on the industry you are involved in, you might even be able to connect with prospects across the globe. Talk about expanding your horizons!

Lead Gen Performance Marketing Services

If you are ready to get serious about lead generation, then partnering with a professional agency is the best way to guarantee results.

Insights ABM's lead gen performance marketing services are tailor-made for each client. When you partner with our team, you will receive custom solutions that are designed to address the unique needs of your organization.

We work with clients across a variety of industries, including both B2B and B2C companies.

When you partner with our firm, we can improve every aspect of your digital marketing strategy.

Our services include much more than just lead generation. We also offer branding, SEO, paid search and paid social media advertising, and web development services, just to name a few.
We are in the business of moving businesses forward, insightfully!

Content: The Key to Lead Generation

As promised, here, we'll circle back to the key to all lead generation marketing strategies: content. The content that you create will either resonate with prospective clients or fall flat. Unfortunately, there is not a whole lot of middle ground when it comes to digital marketing content!

When it's used properly, content will gently pull prospective clients through the sales funnel.

Different types of marketing materials are more likely to resonate with clients that are in various parts of the purchasing journey.

You should use content as the baseline to identify where each prospect is in the funnel.

While there are tons of different content mediums available, some of the most common lead generation materials include:

- **Blogs**
- **Videos**
- **Social media posts**
- **Beginner's guides**
- **Webinars**
- **Newsletters**
- **Whitepapers**
- **eBooks**
- **FAQ pages**
- **Reviews**
- **Demos**
- **Comparisons**
- **Case studies**

Your lead generation strategy should use various kinds of content to connect with clients in different stages of the buying process.

For instance, blogs, guides, and social media posts are excellent options for clients that are at the top of the sales funnel. However, case studies, FAQs pages, and demos are more suited for leads that are almost ready to make a purchase.

Understanding exactly when to use which types of content is one of the most important aspects of lead generation.

Reeling Them In:

How to Capture a Lead

At Insights ABM, we understand the value of producing high-quality content for the purposes of lead generation.

However, even the most captivating content is useless if you cannot coax targets into providing their valuable contact information. Obtaining client information is at the heart of capturing a lead.

If you want to keep your conversion rates high, then the way you ask for information is just as important as the data you request.

In order to help you reel in your targets, we have outlined four considerations that should be at the forefront of your lead generation strategy.

Be Specific

The modern consumer or B2B client is extremely privacy-conscious. As a result, you must be extremely specific when requesting information.

Asking for too many details too early in the sales funnel can quickly discourage prospective leads and cause them to click away from your page.

By narrowing your initial request down to only the most bare-bones contact information, you can reduce the amount of friction created during the lead generation process.

Lead capture forms disrupt the viewer's natural progression through your content. Minimizing this disruption is vital if you hope to generate a lead and maintain a high level of user engagement.

Be Relevant

If you want to reel in potential leads, you must make sure that your content is relevant to users. You want to provide prospective clients with materials that add value.

For instance, a how-to guide that highlights how corporations can save money on IT maintenance is a great piece of content for B2B SaaS providers. When you're using this type of content, make sure to include a lead capture form naturally somewhere on the page.

An alternative option is to insert a link to a lead capture form into the content. While this method is effective, pop-ups create additional friction in the engagement process. As discussed earlier, it is important to minimize friction if you want to generate leads.

If you decide to use pop-ups, make sure that the exit button is clearly displayed for the sake of transparency.

Be Willing to Leverage Email

If you want to avoid agitating potential leads, we suggest sticking with email capture forms. An email address is all you need to start delivering targeted marketing content and nurturing promising leads. Why would you risk scaring off prospective client accounts by asking for huge amounts of personal info?

Email capture forms give you the opportunity to be transparent about the information that you request. Email marketing is also a highly effective advertising method. In fact, it is often better for businesses than social media marketing.

Be Agile

One of the best ways to enhance user engagement and generate more leads is to be agile. Avoid making your lead capture forms look like data collection documents. Users are prone to shutting down when they see a formal data-gathering document that appears to be rigid.

A great way to keep your lead capturing processes agile is to use chatbots. This innovative software can carry on a conversation with visitors to your site. During the conversation, the program will provide the user with information about your products or services. Towards the end of the conversation, the chatbot will collect some follow-up contact information from the user.

Not sure how to fit chatbots into your lead generation strategy? At Insights ABM, we offer custom chatbot AI solutions as one of our many digital marketing services. We can help you leverage the power of chatbots in order to generate more leads and enhance user engagement.

Almost Home:

How to Qualify Your Leads

Once your leads have been reeled in, you need to qualify them. Qualifying leads refers to rating prospective clients based on their quality and the likelihood that they will lead to a conversion.

Having a lead qualification process is an essential part of all B2B and B2C sales. It is especially vital to account-based marketing, which is by far the most effective B2B sales strategy.

Failing to properly qualify your leads can result in lost sales and wasted marketing resources.

Your resource allocation will be the driving force behind the unprecedented success of ABM marketing. If you want to utilize this effective B2B sales tactic, then you must qualify your leads.

So how do you qualify a lead? Follow these three straightforward steps!

Identify What Your Ideal Lead Looks Like

Weed out irrelevant prospects that have no real chance of converting into paid customers.

In order to do this, you must identify what your ideal lead looks like. You should lay out the key attributes that will be present in high-value leads. These attributes may include various data points, such as:

- **Demographics**

- **Behavior and browsing history**

- **Company info**

- **Professional experience or credentials**

- **Pain points or areas where they need help**

After you have listed the attributes that you want to track, you will need to develop a scoring system. Specific attributes will be worth a predetermined amount of points.

For instance, a department title that includes IT or sales may be worth 20 points while a designation of "consultant" may be worth 0. Your matrix should include attributes and scoring for categories including the company size, job titles, department assignments, and online behaviors.

Collecting Requisite Information

Defining your ideal lead is one of the most labor-intensive aspects of the qualifying process. Once this step is complete, you can focus on collecting information to fuel the lead qualifying system.

While we strongly recommend limiting the amount of data that you request during the lead generation process, you need to gather some information to begin qualifying prospects. Striking the perfect balance between learning a lot about your clients and avoiding undue friction will require finesse.

If you are unable to obtain the details that you need to qualify leads, consider supplementing your data collection efforts with quality CRM tools. Insights ABM can connect you with quality CRM software that is perfect for qualifying leads.

Scoring Your Leads

The final stage of the qualifying process is to score your leads. The higher the score that a lead earns, the more likely they will be to convert. On the contrary, leads with low or even negative scores can be discarded entirely.

When you're setting up your lead generation strategy, it is important to identify a qualifying threshold. This is the minimum score that a lead must obtain before you route it to your sales team. You can even set up an alert system that will notify your sales staff when leads are near or above the predetermined scoring threshold.

By qualifying your leads, you can improve the productivity of your sales team. They will no longer waste time pursuing low-quality leads that have little chance of panning out. Instead, they can zero in on those high-value target accounts that are likely to make a purchase or subscribe to your services.

Parting Advice on Lead Gen Digital Marketing

As you can see, lead gen digital marketing is a complex process that involves a well-organized strategy. Without a comprehensive lead gen strategy, your company will have difficulty connecting with prospective clients and driving the conversions that are necessary to grow your brand.

Fortunately, you do not have to strike out on your own and learn lead generation through trial and error. Instead, you can partner with a proven lead gen digital marketing firm like Insights ABM.

Our team of experts offer comprehensive branding and marketing solutions. Insights ABM's services include:

- **Digital strategy**
- **Account-based marketing**
- **Lead gen digital marketing**
- **Paid search and paid social marketing**
- **SEO**
- **Branding**
- **Website and mobile development**
- **Conversion rate optimization**
- **Custom video content creation**
- **Website security**
- **Chatbots**
- **Analytics**

Insights ABM is a true do-it-all digital marketing agency that is known for producing measurable results for our clients.

If you would like to learn more about how we can revitalize your lead generation practices, contact us today.

Together, we will move your business forward with our Dallas lead gen digital marketing services!

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