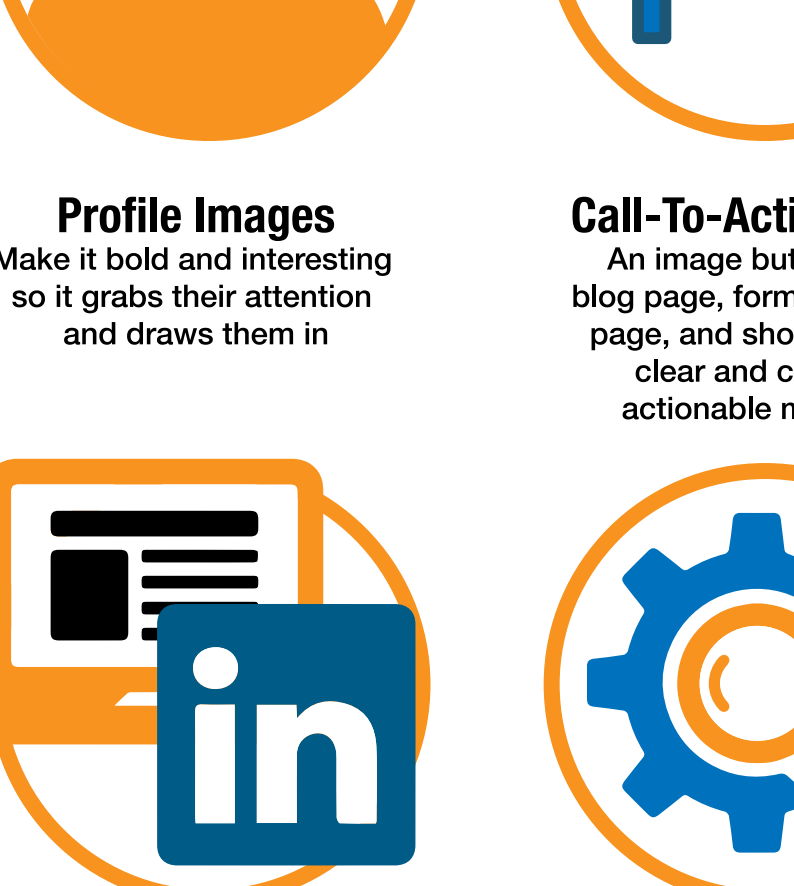


6 WAYS to GENERATE MORE B2B LEADS

1. Social Media:

Just having a presence on social media is not enough. Utilize these tips to optimize your lead generation efforts and attract your targeted audience:

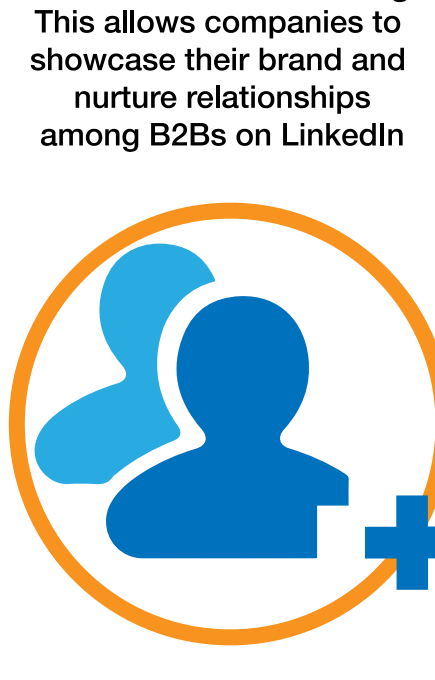
TOP SOCIAL MEDIA PLATFORMS for B2B LEAD GENERATION



74% of Facebook Users

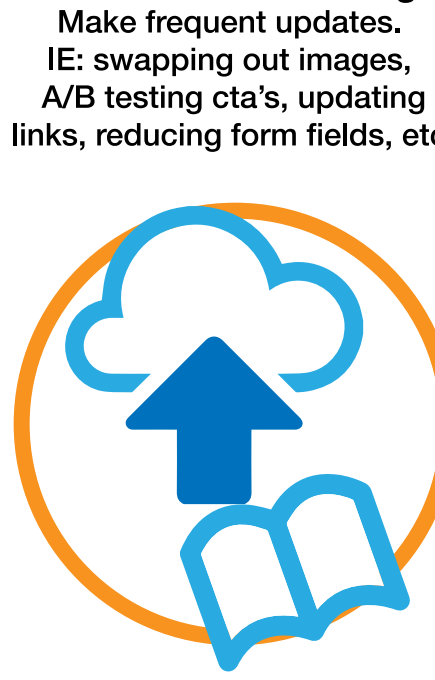


report that they use Facebook for Professional Reasons.



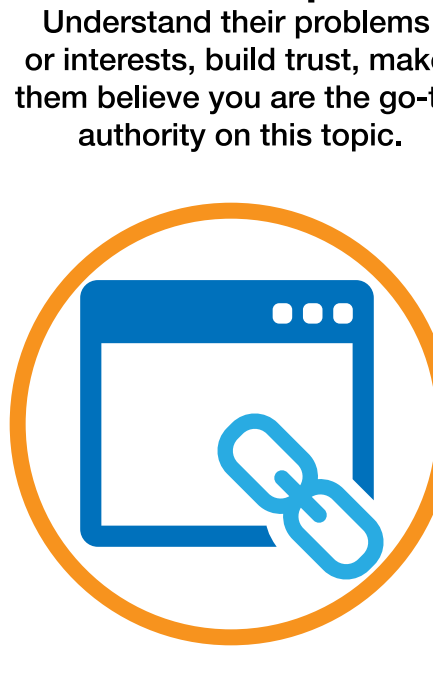
Profile Images

Make it bold and interesting so it grabs their attention and draws them in



Call-To-Action (CTA)

An image button on a blog page, form or landing page, and should have a clear and concise actionable message



Company Description

Leave out stats and the hard sell. Be inviting & let them know what your business is all about.



LinkedIn Showcase Page

This allows companies to showcase their brand and nurture relationships among B2Bs on LinkedIn



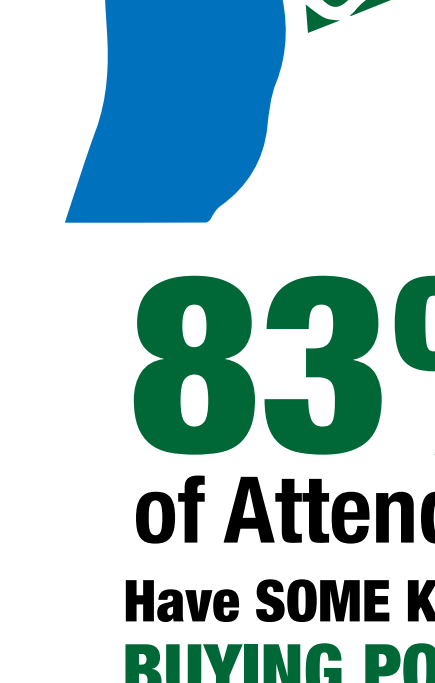
Conversion Focusing

Make frequent updates. IE: swapping out a blog page, form or landing page, A/B testing cta's, updating links, reducing form fields, etc.



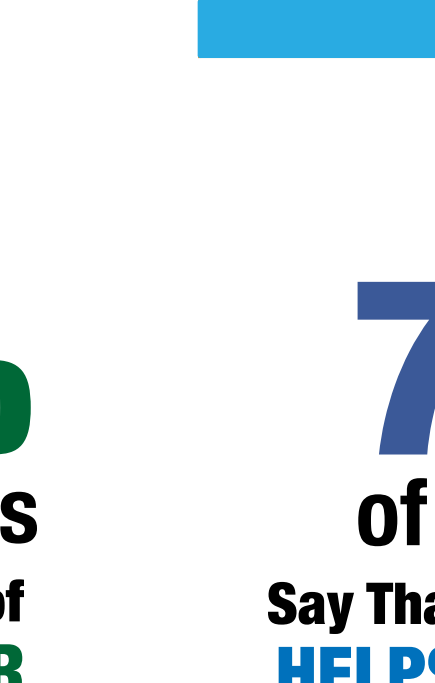
User Groups

Understand their problems or interests, build trust, make them believe you are the go-to authority on this topic.



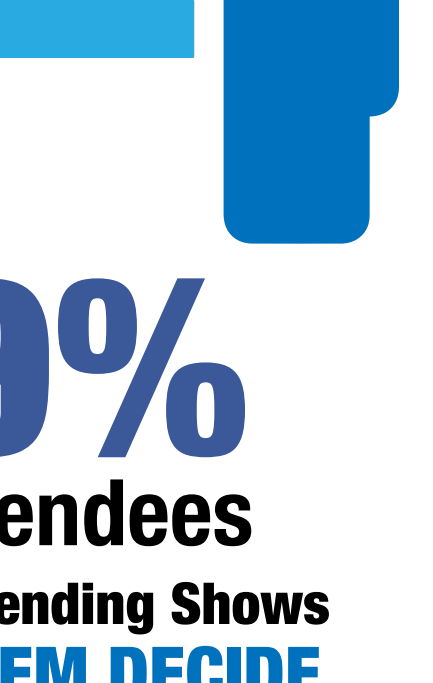
Form Your Own Group

Turn your fan base into loyalists that will stand by your company and even become advocates of it.



Publish, Publish, Publish

Maximize your reach by using 7-20 hashtags per post to extend it organically and paid campaigns to amplify your message on a budget.



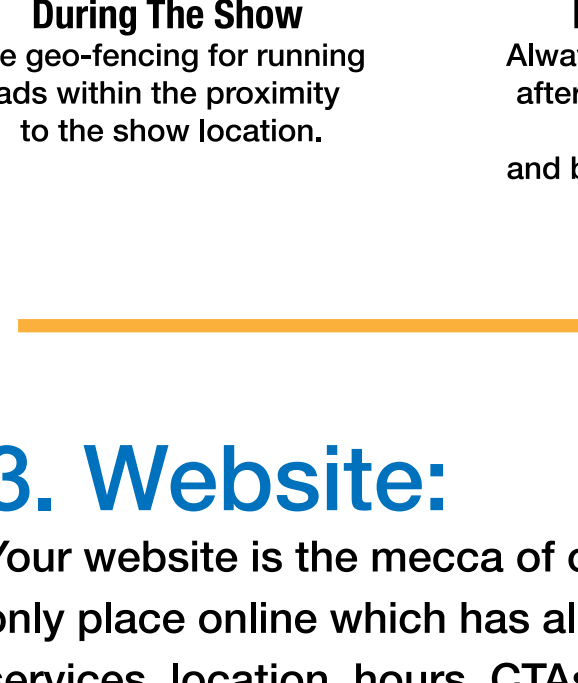
Link To Your Website

Make sure you aren't just linking to your home page, link to the most relevant page.

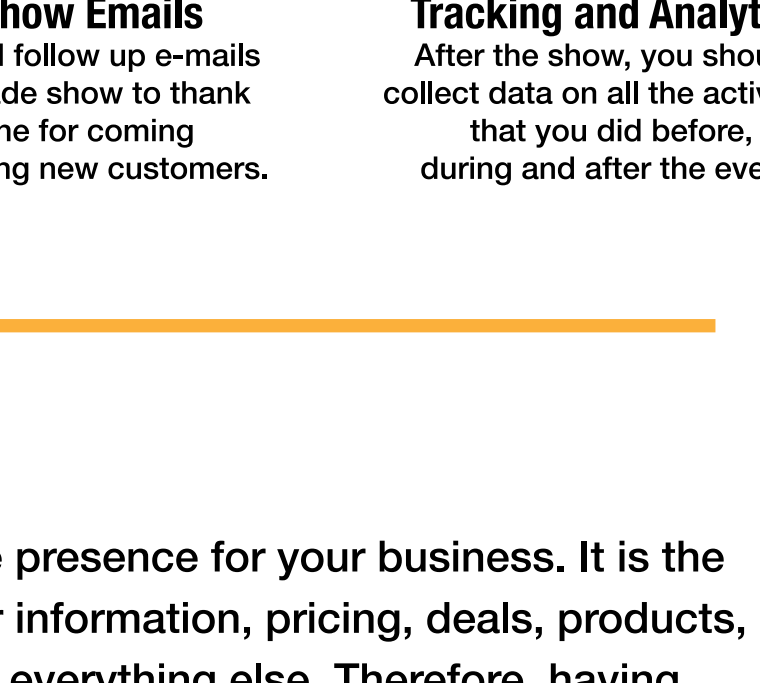
2. Trade Show:

It's one thing to advertise your company online, but having a face-to-face conversation is priceless. Being able to sell yourself, your business, your product or service, and close a deal is what trade shows are all about.

BUYING POWER!!!



83% of Attendees Have SOME Kind of BUYING POWER



79% of Attendees Say That Attending Shows HELPS THEM DECIDE On What Products to Buy



Attendees Preshow Emails

Get your audience's list and introduce your company. Tell them to stop by your booth number.



Customers Preshow Emails

E-mail your current customers close to the trade show location, and notify them of special and discounts.



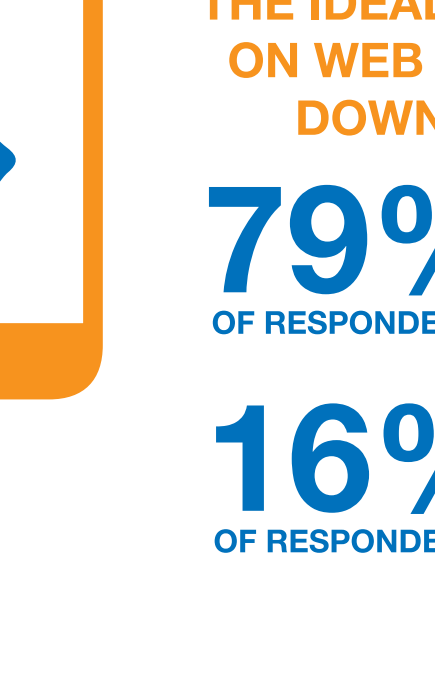
Pre-Show Targeted Ads

These ads should be fully segmented & targeted towards audiences that are most likely to attend the trade show.



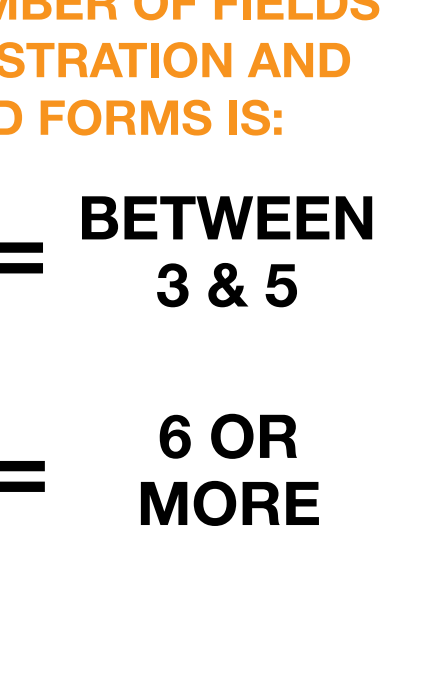
During The Show

Use geo-fencing for running ads within the proximity to the show location.



Post Show Emails

Always send follow up e-mails after the trade show to thank everyone for coming and becoming new customers.

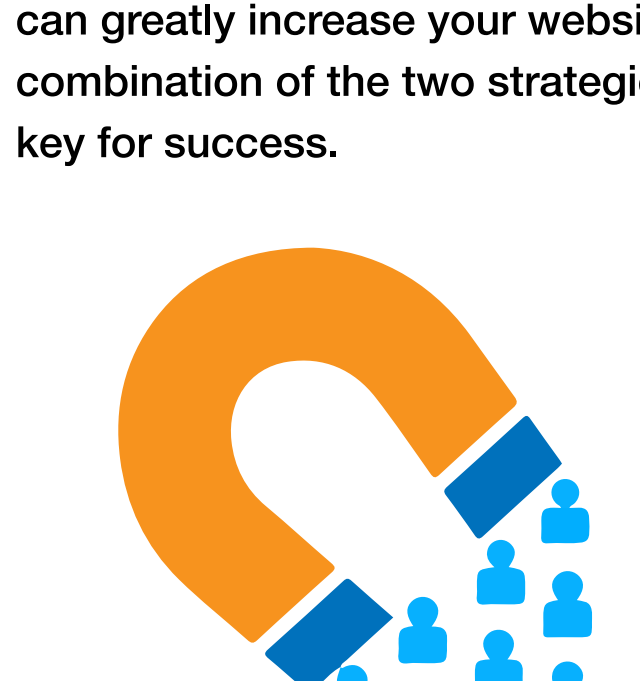


Tracking and Analytics

After the show, you should collect data on all the activities that you did before, during and after the event.

3. Website:

Your website is the mecca of online presence for your business. It is the only place online which has all your information, pricing, deals, products, services, location, hours, CTAs and everything else. Therefore, having a well structured, fully optimized, completely functional website is extremely important.



Nearly 80% of companies NOT MEETING their revenue goals attract

10,000 monthly website visitors or less.

For those EXCEEDING their revenue goals, **70%** report attracting more than 10,000 visitors per month.



FOR B2B MARKETERS, THE IDEAL NUMBER OF FIELDS ON WEB REGISTRATION AND DOWNLOAD FORMS IS:

79% OF RESPONDENTS = BETWEEN 3 & 5

16% OF RESPONDENTS = 6 OR MORE



First Impression

Your website is usually the first impression your audience sees and it must be a seamless experience



Search Engines

Users search for answers to their questions, so ranking at top of search results is very important and a long term strategy.



Tracking and Analytics

Everything links back to your website so you can properly track and analyze traffic, as well as, converted leads and reverse funnels.

4. SEO & SEM:

Search Engine Optimization (SEO) and Search Engine Marketing (SEM) can greatly increase your website traffic, B2B leads, and sales. The combination of the two strategies running simultaneously is the key for success.



61% OF MARKETERS SAY IMPROVING SEO AND GROWING THEIR ORGANIC PRESENCE IS THEIR TOP INBOUND MARKETING PRIORITY



72% OF MARKETERS SAY RELEVANT CONTENT CREATION WAS THE MOST EFFECTIVE SEO TACTIC

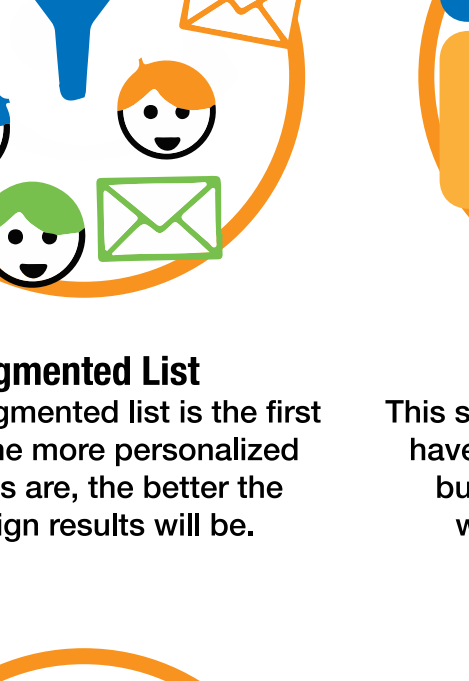


72% OF CONSUMERS WHO DID A LOCAL SEARCH VISITED A STORE WITHIN FIVE MILES

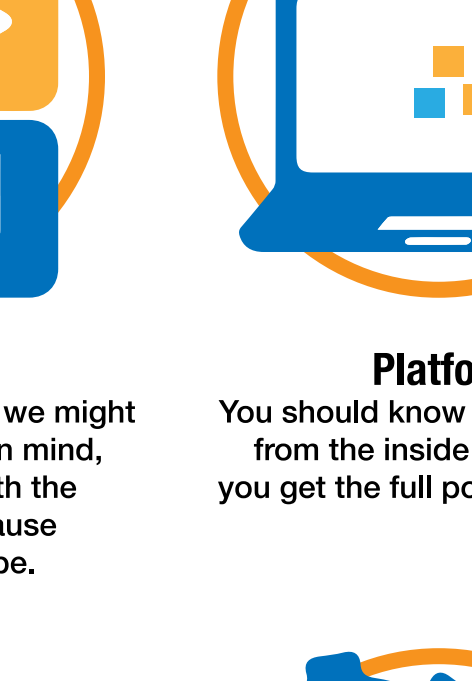


28% OF SEARCHES FOR SOMETHING NEARBY RESULT IN A PURCHASE

ALTHOUGH, SEO AND SEM BOTH DRIVE TRAFFIC TO YOUR WEBSITE, THEY ACTUALLY WORK IN DIFFERENT WAYS AND HERE'S WHY:



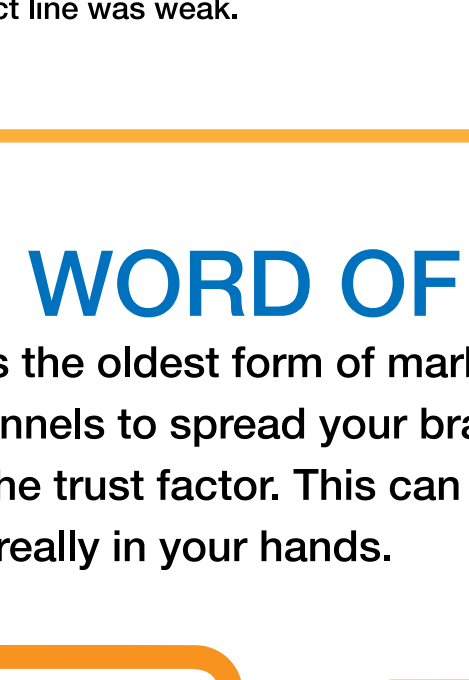
SEM allows you to pay for ads with the search results such as Google Adwords and is considered a short-term strategy. The great thing is if you're not on page one results, pay-per-click (PPC) ads can get you there by winning bids. Just keep in mind, once your budget runs dry, your ads stop showing and all those efforts end right then and there.



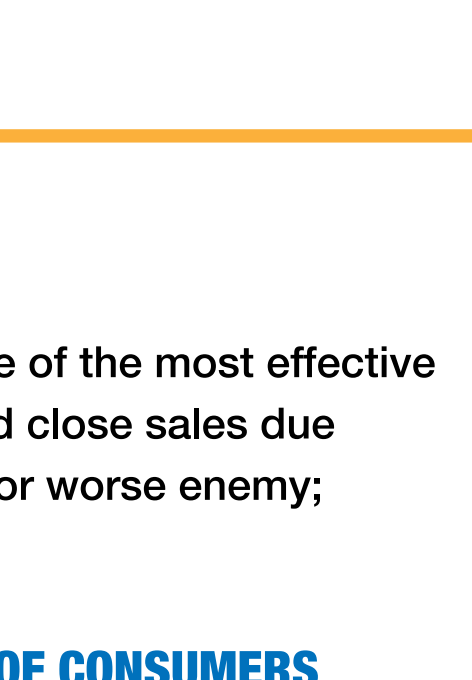
SEO is a longer-term strategy and requires some patience. What makes it so desirable is that organically ranking on the first page of a search result is by far the best form of online advertising there is today. Plus you can rank several times on that first page, which greatly increases your click-through rate. This strategy will continue to build momentum whether you keep paying for it or not over the next several years.

5. EMAIL:

It's the best bang for the buck, because it offers the highest ROI out of all the B2B lead generation tactics. E-mail marketing can also be very effective when it's paired with automation, segmentation and workflows.



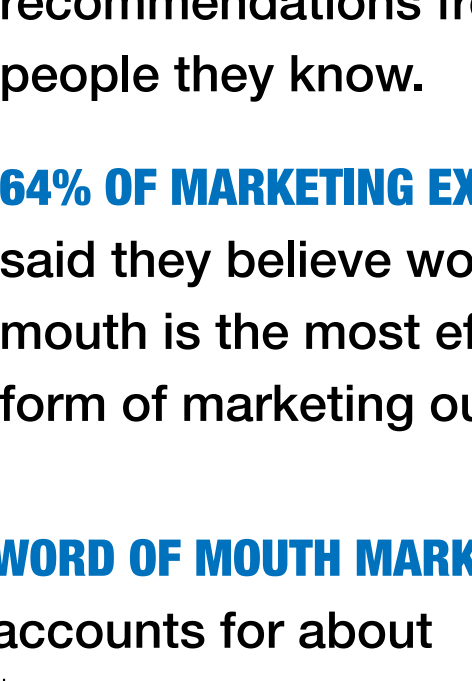
54% OF MARKETERS SAY INCREASING ENGAGEMENT RATE IS THEIR TOP EMAIL MARKETING PRIORITY.



THE OPEN RATE FOR PERSONALIZED EMAILS WAS **17.6%** COMPARED TO 11.4% WITHOUT PERSONALIZATION.



SEGMENTED & TARGETED EMAILS GENERATE **58% OF ALL REVENUE**



86% OF PROFESSIONALS PREFER TO USE EMAIL WHEN COMMUNICATING FOR BUSINESS



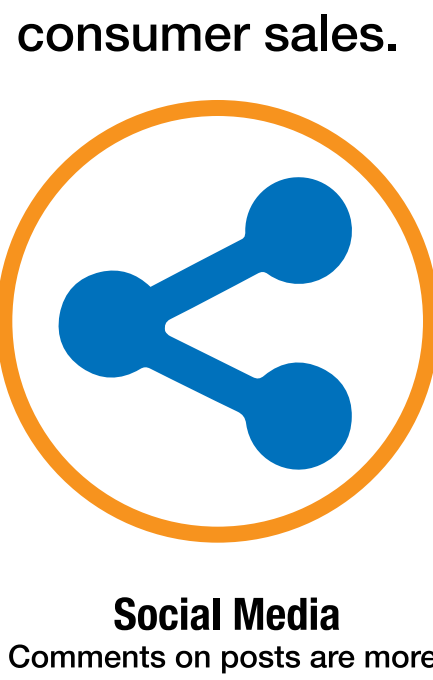
Segmented List

Having a segmented list is the first priority. The more personalized those lists are, the better the campaign results will be.



Content

This step is vital because we might have the perfect buyer in mind, but providing them with the wrong content can cause them to unsubscribe.



Platform

You should know your platform from the inside out so that you get the full potential from it.



Reporting

This is important for future campaigns and to get a better understanding of your potential leads. If the open rate is low, it can mean your subject line was weak.



Workflows

There should be a documented process in place to take that potential lead and pass them to the proper sales person for nurturing.



Automations

Setup automations to help streamline your marketing efforts based off of a buyers activity, such as an auto responder after a form fill.

6. WORD OF MOUTH:

This the oldest form of marketing and is still one of the most effective channels to spread your brand's awareness and close sales due to the trust factor. This can be your best friend or worse enemy; it's really in your hands.

88% OF CONSUMERS placed the highest level of trust in word-of-mouth recommendations from people they know.

64% OF MARKETING EXECS said they believe word of mouth is the most effective form of marketing out there.

WORD OF MOUTH MARKETING impression results in **5x more sales** than paid media impression.

WORD OF MOUTH MARKETING accounts for about **\$6 trillion** of annual consumer spending and is estimated to account for **13%** of all consumer sales.

In-Person

This one is obvious, people talk about things going on in their life and seek help from others from whom they trust and have experience with that solution.

Online Reviews

One of the first places people go to complain is a review platform like Yelp. reply to every bad review with a positive spin and flag others that don't meet their guidelines. Never be negative!

Social Media

Comments on posts are more of a two-way conversation, so make sure you are being social and answering questions. This can be a strong tool if you take advantage of it, but most B2Bs don't.