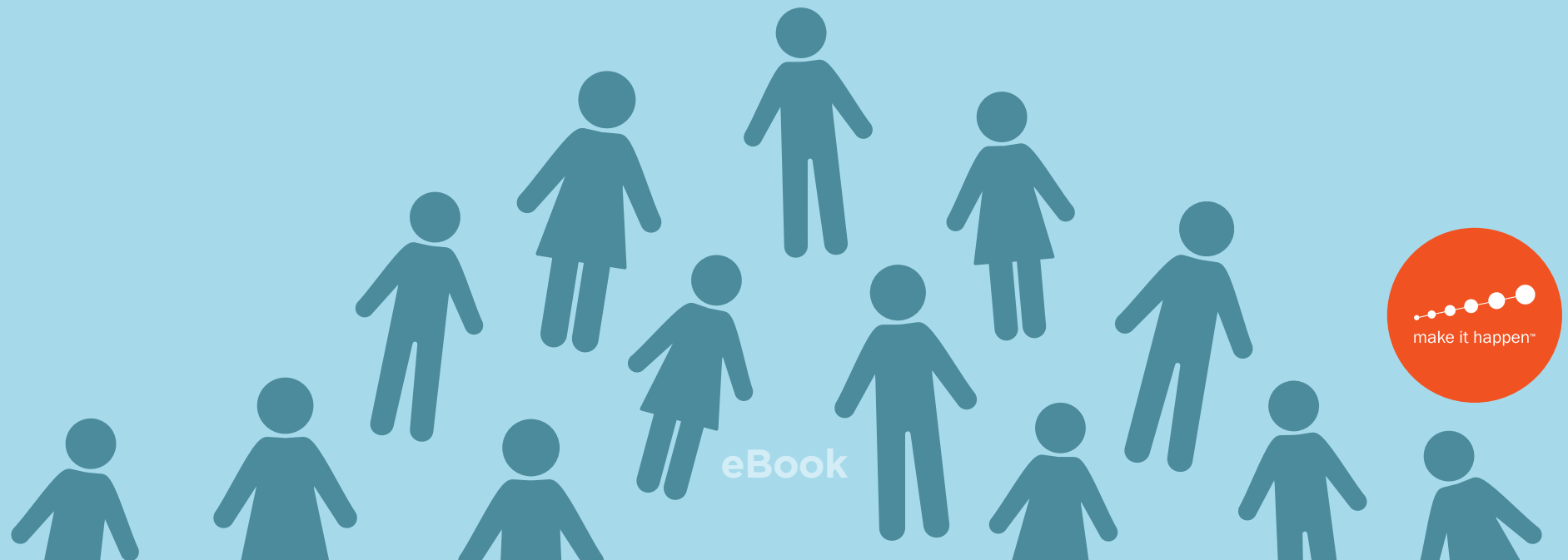




B2B Demand Generation

Tips & Tricks



Demand generation in a noisy world

HOW TO GENERATE NEW LEADS FOR YOUR B2B ORGANISATION...

Cutting through the constant noise online and well, almost everywhere, has never been more important - or more complex - for marketers who need to come up with strategic ways to get attention.

At the same time, generating high-quality leads that are embraced by internal sales teams is almost an art form. Loosely described as lead generation, this 'art-form' generates interest in your company's products or services in order to drive sales. Lead generation tactics are varied but will often combine digital channels as well as targeted sales calls.

This eBook will focus on inbound marketing methods for building and generating leads. Read on as we dive deeper into building and qualifying leads, telemarketing, B2B events, marketing automation and more.

Building inbound leads more of a problem for your business? Then be sure to download our ebook '*How to actively build inbound enquiry*' to get a clearer image of the whole lead generation picture.

CORE STRATEGIES FOR LEAD GENERATION:

INBOUND MARKETING

Marketing strategies that bring the customer to you;

- **Digital** – Clever web content, a logical way for the site visitor to find what they need and a reason for them to come back.
- **Social Media** – Drives traffic to content and sales pages, and stimulates brand centric conversations.
- **Search Engine Optimisation (SEO)** – Using keywords and phrases to attract searchers and search engines.

OUTBOUND MARKETING

Reaching out to targeted customers;

- **Data** – building a profiled database is worth its weight in gold.
- **Telemarketing** – initiating meaningful conversations up to the C-suite.
- **Content** – blog posts, videos, podcasts, infographics, eBooks, webinars etc. to drive leads.
- **Email & Direct Mail** – including brochures, flyers and other informative and promotional digital and print materials.

Back to basics for B2Bs

BUILD LEADS

The way businesses buy has changed significantly in the last 5 years. It is no longer enough to find customers with mass advertising and email blasts, now more than ever marketers need to focus on building ongoing relationships with buyers, and getting visibility in all the right places.

This becomes more than just a function of marketing via promotional campaigns – ‘set it and forget it’. It’s about how your brand speaks to your customers; how your campaign integrates and inspires internal sales teams; how effective your business development strategy is at guiding prospects to the next step in the customer journey.



LET'S EXPLORE 5 CORE TACTICS

ONE

INTEGRATING AND INSPIRING SALES

Many great marketing initiatives crash and burn because the marketer has forgotten one very important input. What does a good quality lead look like for your sales team? What kind of opportunity will get them ready to jump into action, following up leads? The better the prospect, the better the follow-up. One less-than-ideal-lead and the sales team can run off screaming at how marketing got it wrong... again. Clear definition of the role sales and marketing play including agreement on lead definition; SLAs on lead follow up; timely feedback on lead quality and pre-defined next steps will improve campaign success.

TWO

DO YOU CAPTURE VISITORS?

An interested party has landed on your website – now what? In a perfect world they would perhaps read a little and then follow the steps to the contact page, or online store. But as the research increasingly shows, your customers aren't always visiting to buy.

More than ever, consumers will visit your website to learn more about your brand, products pricing, reputation via reviews and testimonials gathering the valuable information they need to make an informed decision. It's a very good idea to capture their details while they're in the palm of your hand so to speak.

Thinking about the buyers' journey might include effective Call To Actions [CTAs] as well as a 'subscribe' prompt to a newsletter or special offers. Think of a creative, non-intrusive way to capture this valuable information with a bare minimum of email address and where possibly industry, company name and whatever else you can manage. This will then allow you to continue the conversation in a targeted follow-up.

THREE

QUALIFY LEADS AND CLOSE THE LOOP

Asking for lead information serves no purpose if the information sits somewhere on a list in the back end. Ensuring that your managed database is updated regularly to include new leads is a must! Sales and marketing teams can design a follow-up process that targets new subscribers to the business [For example, you could send them a copy of the company's latest catalogue via email]. A more personalised touch might include a targeted business development sales call. We will go on to explore telemarketing in more detail, however it is always best to ensure you go into any sales call armed with additional information.

With email campaigns, automation software allows marketers to see which links a potential prospect has clicked. Noticing an area of interest is a great starting point for sending further targeted materials, or pick up the phone for a targeted sales call.

FOUR

BUSINESS DEVELOPMENT THAT MAKES BUZZ

Many organisations have a potentially untapped arena of already warm leads sitting directly under their very noses – their existing customer base.

Savvy and skilled sales professionals will go the extra mile in conversations to ask more meaningful questions at the end of a sales call, transaction or completion of a project such as “is there any other way we can help?” or “you mentioned logistics is another area where they plan to optimise, who can I speak to about that?” When you have customers who are already warm on the phone, it can be as simple as asking how else you can help. You will be surprised how much a genuine line of questioning can go. Once you get there – be sure to record important sales information [leads!] and update in the database.

FIVE

REFER A FRIEND, RECEIVE A... ‘SOMETHING PRETTY GREAT’

A referral system can also prove effective, especially where B2B organisations are concerned. Don’t underestimate the power of a good incentive. If you are offering a unique or exclusive product, then it becomes easier for someone to perceive the value in sharing a contact – to have the latest/greatest – with colleagues. Executives will generally be happier to share information if there is a giveaway of some sort. For example a value-add access to free-trial software, a whitepaper, discounted services or prizes.

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Telemarketing Building Leads

According to research undertaken by Marketing Profs telemarketing ranks as the 3rd most effective lead generation tool. This is high praise when you consider that Inside Sales and Executive Events are 1st & 2nd respectively.

WHY CONSIDER TELEMARKETING? THERE ARE LOTS OF REASONS

- Building a pipeline of qualified opportunities for your sales team.
- Validating appropriate contacts and gaining insights into their current business landscape
- Increased awareness of a service/solution within target group of companies.
- Introducing a new product/service to an existing customer base.
- Re-engaging inactive customers.
- Qualifying inbound enquiries (e.g. digital, trade shows).
- Thanking your existing customers for being customers.



Why it works

IMMEDIATE FEEDBACK

We can find a lot of reasons to include a prospect in a campaign – they may be in the right role, the right industry or the right size company. They may be a perfect prospect or they may also be very happy with their existing services, product or provider. Managing the feedback on a company and contact level will mean you can include or exclude them down the track. Either way a conversation will qualify where they are at.

PEOPLE RESPOND TO PEOPLE

Good quality conversations are memorable. In an increasingly digital world having a warm, intelligent conversation with a clever person means something. Not every person is happy to speak to a telemarketer but knowing when to stop talking and say thank you for your time goes a long way.

MEASURABLE

A well-crafted telemarketing campaign will include enough call activity to adequately cover the contacts. Detailed campaign reporting will give you the ROI metrics to validate whether the campaign was a success. It is important to look at the campaign outcomes and assess the value of each. A lead, nurture, email opt-in and new contact are a few that can be measured.

TANGIBLE AND INTANGIBLE BENEFITS

Telemarketing campaigns are outcome orientated. Whether you are looking to build a sales pipeline or maximize RSVPs for an event, you can learn a lot from the conversations your telemarketers have. Thinking broadly about what insights would help you – who influences decisions (internal stakeholders; external thought leaders); established systems and the relationships that support them; pressure coming from the business for change – and you can get much more than you expect from the call.

ACTIVITY CAN BE ADJUSTED QUICKLY

Test marketing campaigns are not as prevalent in B2B activities. The pressure to get campaigns executed in as shortest possible time, as cost-effectively as possible, makes testing, assessing and campaign adjustment more a theory than a practicality. With telemarketing support you can assess if the messaging is resonating. If it isn't connecting you can update it.

VALIDATES YOUR DATA

Data quality is a huge issue for most companies. Outbound telemarketing activity is often restricted to prospects but as customer contacts change over time don't underestimate the value of including customers.

There is no hard & fast rule on whether internal, external telemarketing or a combination of both works best for B2B organisations. An experienced B2B lead generation agency can help you expand on resources and organise everything you need to carry out a successful telemarketing campaign.

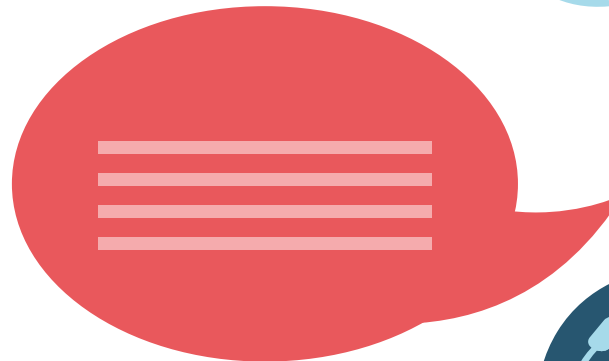


Producing a B2B Event Builds Leads

Research indicates that executive events are actually among the highest yield in lead generation strategies (IDG Lead Generation Marketing Report).

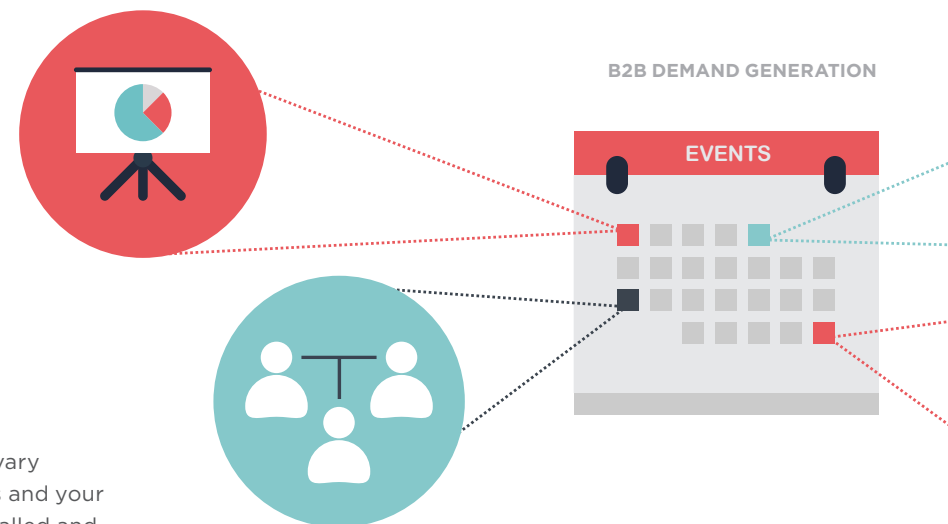
Hosting an event of your own gives buyers, executives and interested parties the opportunity to engage with your brand face-to-face rather than from behind a screen.

It allows your organisation to promote causes that are central to your line of expertise, share insights, information and begin a dialogue with your audience. They also can provide attendees with the added bonus of expanding their professional network.



Plan your B2B Event

B2B DEMAND GENERATION



STARTING OUT | SET YOUR INTENTIONS

What is it that you hope to achieve from holding this specific event? Consider your target audience carefully. Keeping their motivations and drives forefront and centre is a sure way to provide an experience that works – setting your event up for success. It will also help determine the size and scale of your event. Even smaller events such as a short one-hour session in place of a full-scale day conference can reap great rewards if the target hits the mark.

MAXIMISE ATTENDANCE | A THEME TO WOW THEM ALL

Your event theme and content will form the crux of appeal. While the ‘wow’ factor might not have the same pull as a social or leisure event – you still need to offer a strong ‘value add’ to busy executives to validate their time. Inviting a keynote speaker that is an expert in his/her field is a great way to spark interest. Additionally, exploring an issue that is facing your industry such as changing regulations, a skill shortage or tightening market conditions is also likely to generate interest.

TYPES OF B2B EVENTS

The scale and size of your B2B event will vary depending on budget; available resources and your target market but here are some of the trialled and tested variants.

- **Full day seminar** – full day with speakers, meals and plenty of networking opportunities
- **Product launch** – invite your customers (and the press) to your next launch
- **Workshops** – offer a workshop on a particular skill set such as managerial, leadership, or tech up-skill
- **Conference 1 + days** – often these program offerings require a fee to attend given the cost, and provide a mixture of speakers, seminars and workshops
- **Presentation/talk** – this is can be a short session offered to targeted people and can take place in your own office, or a paid meeting venue
- **Network social evening** – topical presentation, followed by an hour or two of social drinks and nibbles
- **Breakfast seminar** – quite popular, features a session and coffee and light refreshments for networking.

TECH SHIFTS EVENTS ONLINE | LEADS IN NEW WAYS

We’re seeing a move into online events via online webinars, live seminars and pre-recorded videos. Conferencing tools such as GoTo and Webinars OnAir have extended the reach for B2Bs to engage prospects despite their geography. While it does take away the personalised 1:1 experience, it is gaining traction as an accepted way to build leads. Pre-recorded videos are also an option for some. While there may the initial investment, they can be used in numerous times so long as the content remains fresh. There are always new ways to get leads!

FOLLOW-UP | KEEP LEADS WARM, AND HOT!

Its good sense to consider throughout your event plan all the opportunities you can create to generate leads. From initial sign-ups and registration landing pages to breaks and networking opportunities and post event questionnaires/feedback. Capturing this information in a sufficient manner is invaluable. Be sure you have a communication plan that involves follow-up up and keep in regular contact.



Marketing Automation Builds Leads

The idea of automating key drivers for lead generation and marketing might make some of you nervous. How can you trust the streamlined process to deliver a personalised message? But innovation in marketing automation tools has given businesses and marketers just that; the opportunity to streamline key marketing processes whilst maintaining the all-important essence of personalised communication.

WHAT IS IT?

Marketing automation focuses on the definition, scheduling, segmentation and tracking of marketing campaigns. At its core marketing automation is about using technology to build a cohesive campaign that sends relevant messages to targets in a timely manner. It allows you to collect data, and then use that knowledge to create a sales journey that gives each step a purpose for lead generation.



How does it work?

EMAILS

For email marketing campaigns, you need to know more than 'open rates' and potential 'click through traffic'. An automation tool can help by:

- Integrating with your database to personalise each email using your lead's first name as well as other additional information
- Scheduling; sending out the email at the optimum time for your buyer's persona
- Creating tracking codes which allows analysis of the success of the email, gleans the interest areas of your prospect with additional lead information



LEAD MARKETING

This is about targeting the right person at the right time, and the right time is when they are 'sales ready'. A marketing automation tool helps to map out the entire sales process of the would-be buyer or user. It is about generating a digital user experience that caters to each lead no matter where they are in the decision making process. For example, at the initial stages of hearing about your brand, users may connect via social media or your company blog. Later, if they have subscribed you may include tailored landing pages, and targeted emails to target them specifically. Questions here are what information is the user looking for? When? Again, scheduling helps to send out a message that is perfectly timed.



LEAD SCORING

It can be difficult to determine when your leads are 'ready' to speak with someone, based on where they are on their sales journey. Marketing automation via lead scoring allows all leads to be categorised, thus assigning them to sales reps based on the minimum score threshold. This allows for a more agile sales force, targeting leads that are a good fit for the company, service or product. It also helps sales reps to go into conversations armed with the right information at hand such as testimonials and case studies.



DISTRIBUTION

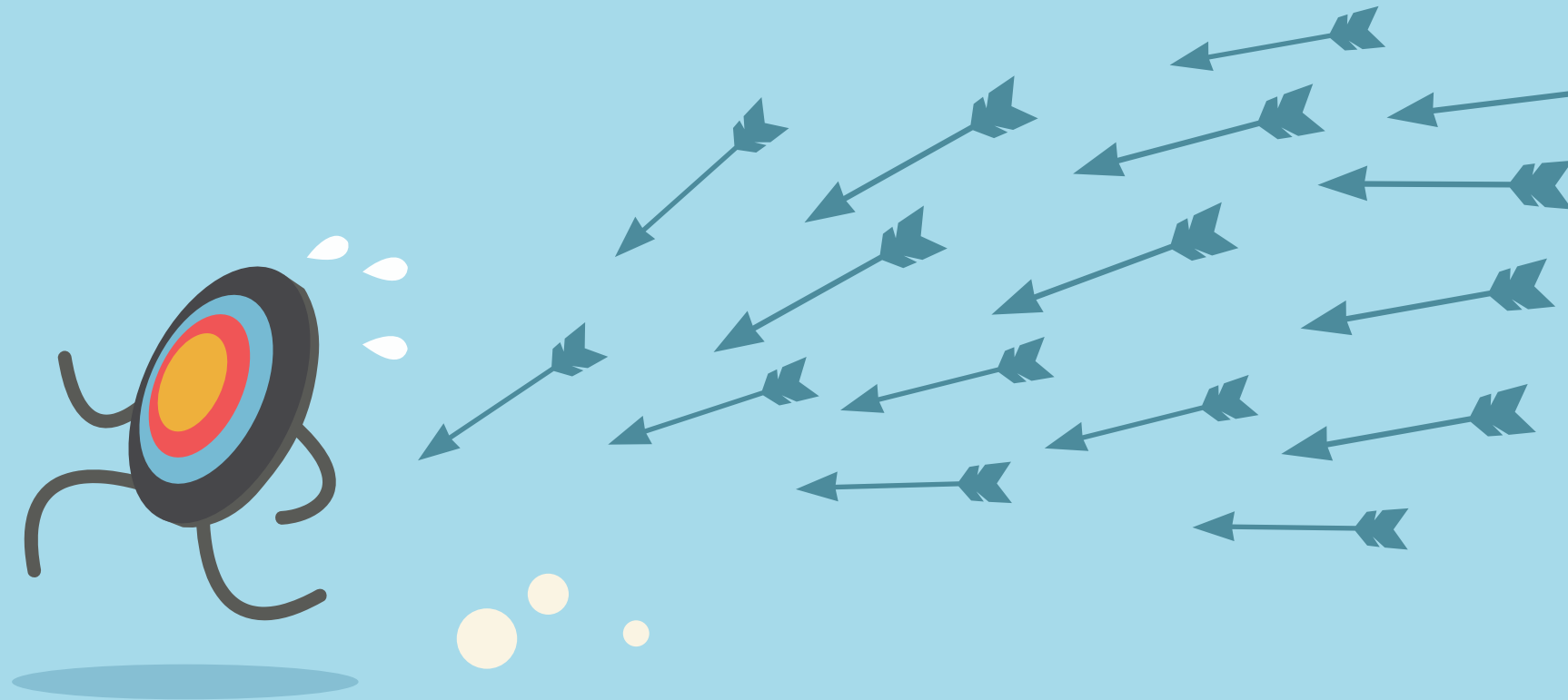
For busy marketing teams there can be a range of touch points that need to go out at various times. Social media is where this occurs most, and it's important with social media that you business has a voice that's consistent. A good automation tool will help you to link social media profiles such optimised tweets on Twitter, Facebook, LinkedIn, Google Plus, blog content, text messages - you name it! It allows the scheduling of posts, so that they are sent out when your buyers are likely to be online.



TRACKING

Tracking is the glue that holds it all together. Majority of automation tools have Google Analytics built in, allowing you to track marketing efforts. You can use the data to develop insights into what works well as well and identify where things could be falling short. Where are your leads clicking? What are they interested in and what is important to them? Focussing on what works and changing what doesn't, will always improve results for your business.

It can be challenging to determine which automation software is right for your business given the sheer number of offerings out there. Hub Spot, Eloqua and Marketo are the big three currently making waves. All of these are popular platforms, making it easy to start building automated workflows from scratch, or in a structured way based around your buyer personas and goals. Determining which one is right for you will take some research, and will depend on the size of your business, budget and the reach of your goals.



Let's talk challenges...

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