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BEST
PRACTICES FOR
B2B
LEAD GENERATION

inSegment

B2B SALES PROCESS

B2B BUYING PROCESS

MARKETING

MARKETING (NURTURING) & SALES (BDRs)

SALES

AWARENESS

EVALUATION

DECISION

| B2B SALES PROCESS	B2B BUYING PROCESS
TARGETS &PERSONAS	EXPERIENCE PAIN
THOUGHT LEADERSHIP	DEFINE REQUIRMENTS
EXPLAIN SOLUTION	ALLOCATE BUDGET
DEMO/ REQUIRMENTS MATCHING	RESEARCH
DEFEND AGAINST COMPETITORS	COMPARE OPTIONS
NEGOTIATE TERMS	VALIDATION/ TRIAL
CLOSE	CHOICE

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INTRODUCTION

Lead generation is the most challenging and complex aspect of B2B marketing. In fact, a recent survey conducted by the B2B Technology Marketing Community on LinkedIn identified the following:

- Generating quality leads is the biggest challenge for B2B marketers.
- Converting leads to customers requires an ongoing process of testing and improving campaigns.
- Shortage of staff, budget, and time are the most common obstacles to success.
- A limited ability to create content can be a major stumbling block.

Also, according to the survey, marketing professionals listed their company web site, SEO tactics, and email marketing as the most effective forms of lead generation. Yet, a recent *Hubspot State of InBound Marketing* report indicates that B2B marketers can rarely say exactly where their leads come from because they often originate from sources that are not measured in a traditional analysis (i.e. Other). More than one out of every five leads (20%) of leads are coming from unknown sources, which is more than any one identifiable source.

Lead Source*

Q. What percentage of your company's leads come from the following sources?
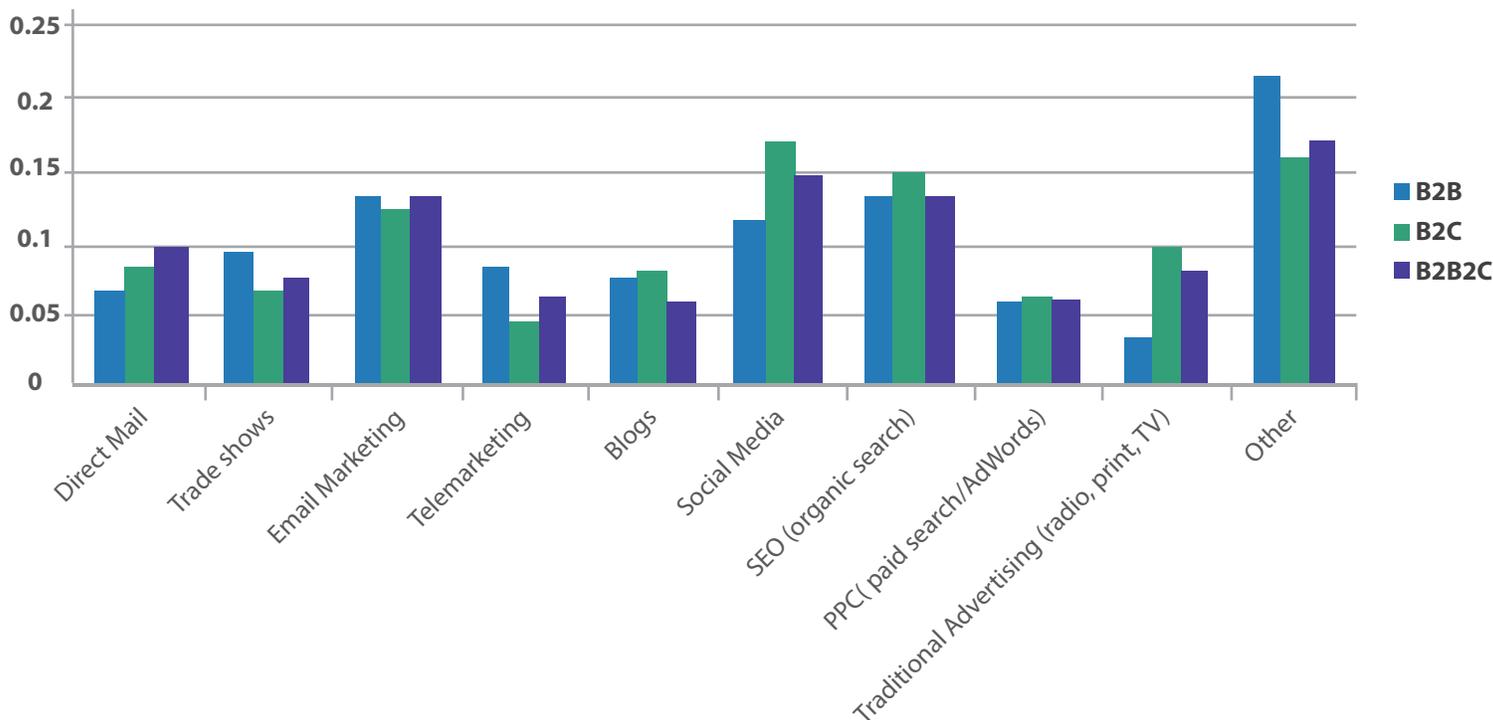
* Hubspot State of Inbound Marketing Report

To be successful, lead generation requires a strategy that focuses on building relationships in a meaningful way while continually gauging and evaluating the lead's potential for conversion.

A comprehensive strategy focused on lead generation for B2B marketing employs the use of predictive behavioral analytics, automatically adjusted nurturing streams, deep CRM integrations, and a convergence and coordination of online and real world tactics.

This white paper has been formulated to provide marketing professionals with the best lead generation practices to enhance the conversion rate and quality of B2B lead generation campaigns, as well as to improve the ROI of demand generation programs.

Getting Starting Exercise

As many as half of all marketing teams fail to match their strategies with company needs. You may find it useful to first go through this seemingly elementary exercise to re-evaluate your company's lead generation strategy. Answering the following questions in detail is one way to start developing best practices tailored to your organization.

Who is your audience?

While your audience should include the broadest demographic possible, it should also be narrowed down as much as circumstances permit. One mistake B2B companies frequently make in lead generation is trying to reach an unsegmented audience. In doing so, they often fail to meet their target market.

What problem does your company solve?

Instead of relying on a mission statement or a set of core values, determine a succinct and straightforward answer. This will be an overarching theme that should be evaluated before pursuing any lead generation strategy.

What hasn't worked?

Many companies try to ride trends or do what they've always done when it comes to developing leads. Now is the time to analyze which methods aren't working and put them on the backburner. Efficient lead generation requires willingness to be creative, take managed risks, and re-evaluate processes at every step.
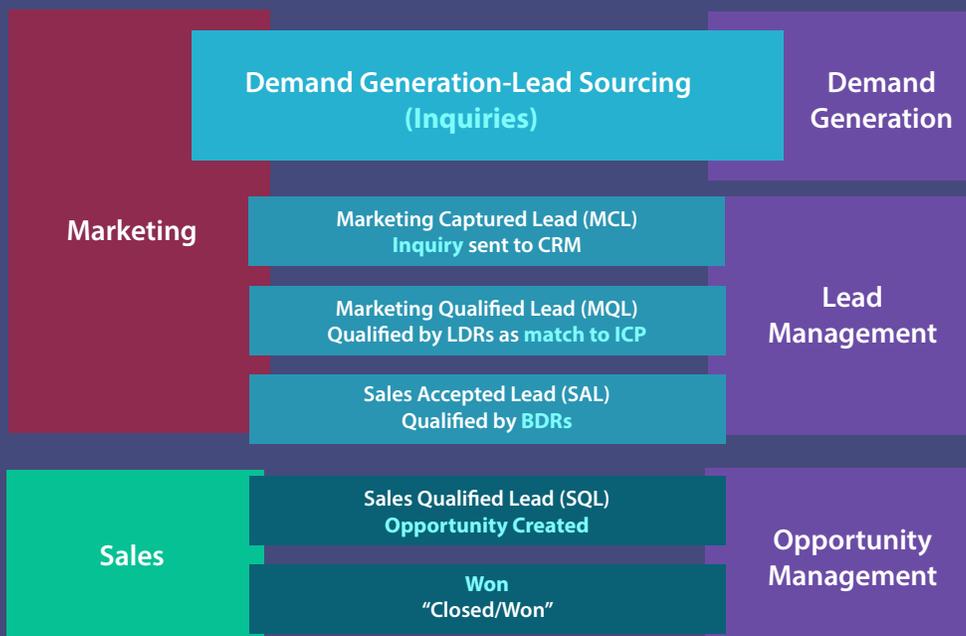
Life Cycle of a Lead

Embracing an omni-channel approach to lead generation is crucial to your success, and should include the following:

- Content marketing
- Paid search
- Organic search
- Webinars and live events
- Social media programs and outreach
- Email marketing
- Content syndication
- Marketing automation / lead nurturing
- Programmatic campaigns
- Mobile programs

With an omni-channel approach, companies have the opportunity to stay in front of potential clients longer, engaging with them until they make a buying decision. By applying industry best practices, successful campaigns center on implementing strategies that not only generate, but also nurture leads to the final sale.

When the hard work has been accomplished in the beginning stages of a campaign, marketing professionals and sales' teams won't have to struggle to generate a potential client's introductory time and investment. Ideally, the final stages are also more apt to run smoothly and provide positive results.

Marketing	Demand Generation-Lead Sourcing (Inquiries)	Demand Generation
	Marketing Captured Lead (MCL) Inquiry sent to CRM	Lead Management
	Marketing Qualified Lead (MQL) Qualified by LDRs as match to ICP	
	Sales Accepted Lead (SAL) Qualified by BDRs	
Sales	Sales Qualified Lead (SQL) Opportunity Created	Opportunity Management
	Won "Closed/Won"	

MAXIMIZING CONTENT/MARKETING ASSETS

Developing quality content must be a priority for any lead generation campaign. Over half of the process of nurturing a client takes place before a prospect makes contact with a B2B seller. That means that content marketing is responsible for a large segment of lead generation. The top three reasons why B2B companies turn to content marketing are to develop brand awareness, generate leads, and boost engagement.

Content assets include more than what is written on a blog or a website. Content marketing requires strategies to develop natural keyword usage and acquire inbound links from other sites, and should focus on maintaining the quality and diversity of content assets. Marketing teams should apply a number of distinct content marketing approaches to reach their target goals for lead generation.

Businesses often experience better lead generation results with content that does not directly link back to their main site. Instead, brand mentions and implied links online are being used as a way of elevating brand recognition organically.

How B2B Marketers are Using Content Assets

Here are some facts from a recent report, *Content Marketing Institute's B2B Content Marketing: Benchmarks, Budgets, and Trends – North America:*

- 70% of B2B marketing professionals are now incorporating more content strategies than ever before.
- Marketers have difficulty measuring content ROI.
- LinkedIn is the most used content distribution channel for B2B Marketers; 94% use the platform.
- B2B marketers report that paid search engine marketing is effective; 58% of marketers use the technique.

Creating diversified content on a regular basis appears to be one of the biggest struggles that B2B marketers face. Having a physical document that details your content marketing strategy can lead to higher adoption and success rates.
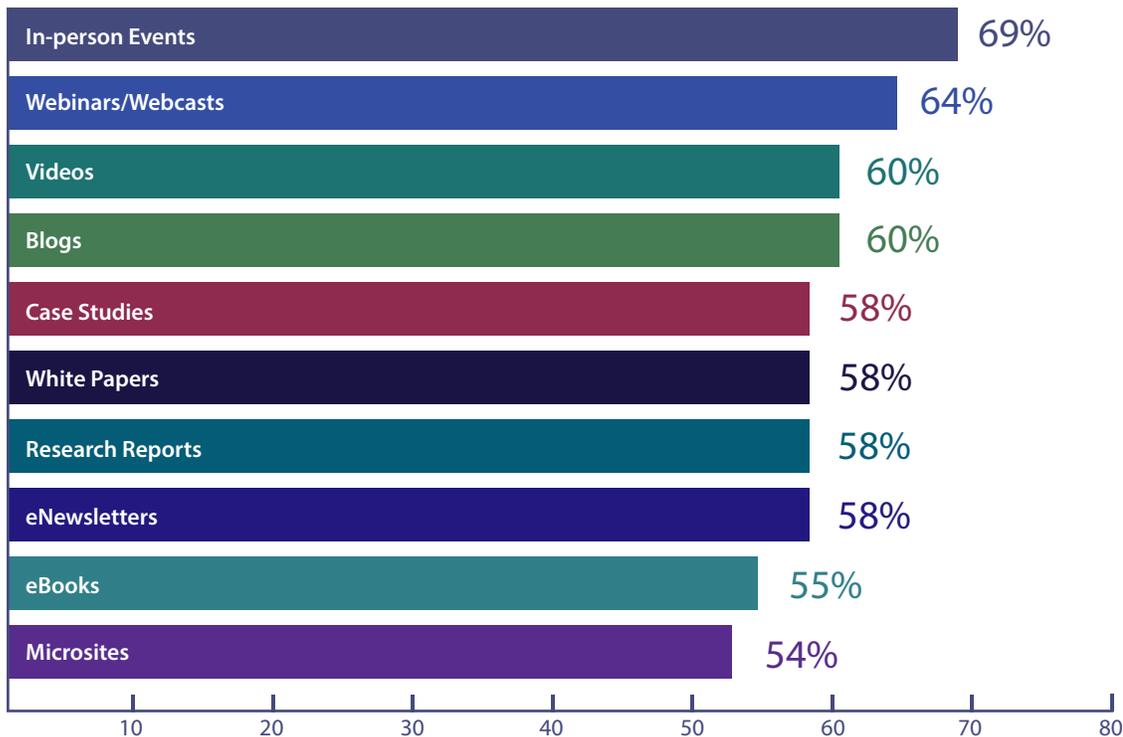
Measuring Success

Content marketing is a long-term strategy. The top metrics for determining success for lead generation purposes include the quality and quantity of sales leads that can be attributed to online content. Failing to capture these metrics does not indicate a failed strategy, however. Metrics that evaluate traffic, interactions, and linking should also be part of the lead generation process evaluation.

Effective Content for B2B Marketing

The most effective forms of online content, as rated in the Content Marketing Trends chart below, include webinars, videos, blogs, case studies, and white papers. These types of content feature in-depth industry and product or service information. Prospects who engage with this type of content are much more likely to become leads who are then converted into sales.

Effectiveness Ratings for B2B Tactics*

Tactic	Rating
In-person Events	69%
Webinars/Webcasts	64%
Videos	60%
Blogs	60%
Case Studies	58%
White Papers	58%
Research Reports	58%
eNewsletters	58%
eBooks	55%
Microsites	54%

* Content Marketing Institute's B2B Content Marketing: Benchmarks, Budgets, and Trends – North America

Gated content, which requires prospects to provide contact information to access content such as white papers, webinars, and case studies, can benefit B2B marketers by providing quality lead sources. Gating content can also skew your lead results so consider carefully whether adding a promotion to your gated content will benefit your marketing goals. Detailing which content assets will be gated and which won't be, should be part of your documented content marketing strategy.

Additional assets such as case studies and infographics are heavily used, and reported to be valuable by around 90% of marketers, according to Starfleet Media's recent *Benchmark Report on B2B Content Marketing and Lead Generation*. These assets may or may not be gated but are integral to a comprehensive plan.

Successful content marketing requires posting very regularly, so you may need to outsource the creation of content that is not highly specialized.
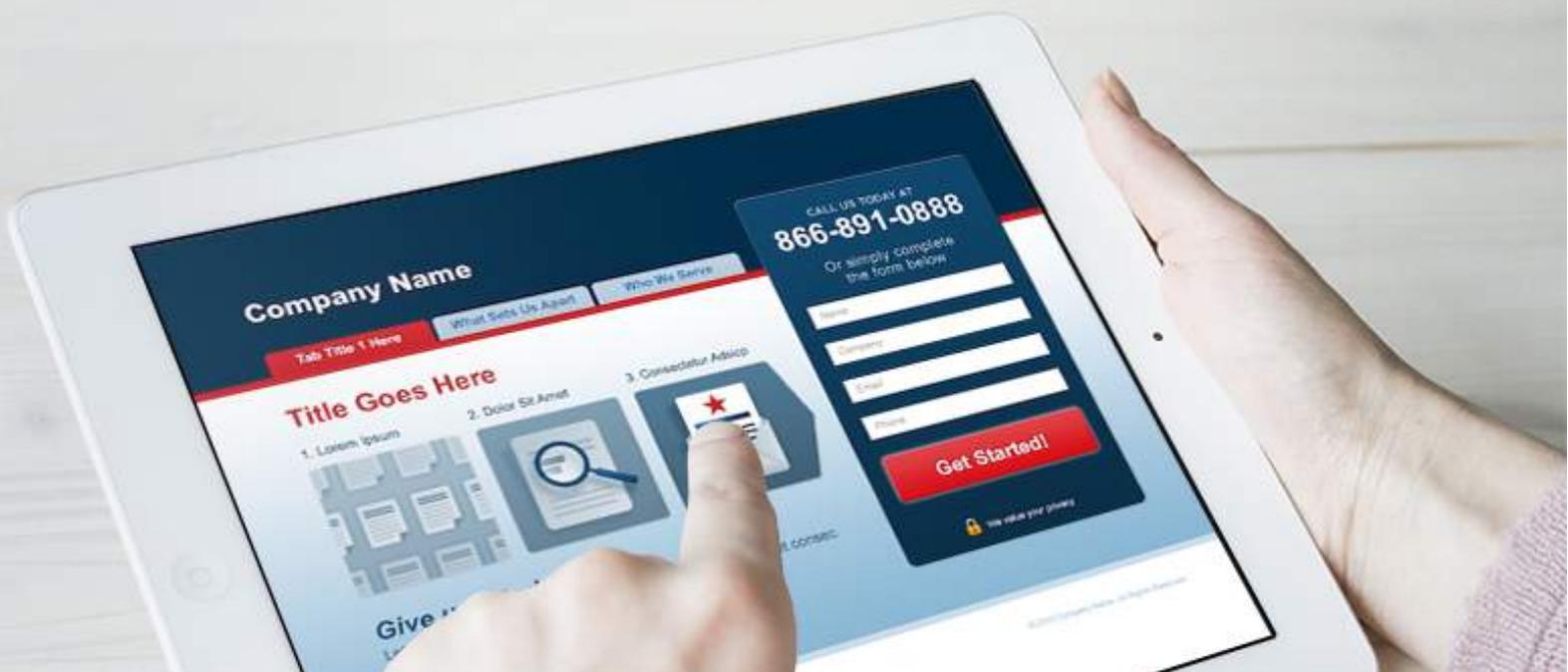
LANDING PAGES

Landing pages often serve as a company's first opportunity to convert a lead. A prospective client may reach your primary landing page in a number of ways that are directly associated with your marketing content elsewhere.

The key to optimizing a landing page is to present directly a solution to your target's immediate need. The purpose of a product or service should be highly visible, easy to read, and comprehensible. B2B marketing landing pages are not intended to directly sell a product. Rather, they are meant to serve as a touchpoint, which will guide the lead in the right direction in their buying process.

Components of a Landing page

Focus on creating a landing page that helps a site visitor easily understand your company's purpose. Start with a succinct message that highlights how a product offers outstanding benefits and meets the needs of your customers.

A clean environment that is information driven is more likely to persuade a B2B customer than a page with content overload or overly artistic designs. Focus on streamlining the page for easy scrolling and minimized page navigation. The content for which a prospect is looking should be visible and prominent on the landing page.

Links to webinar information and signups may pull in more attendees. Case studies also serve as valuable links from a landing page. Informative case studies are what prospective clients will take to management to make their case for a product. Easily available studies speed up that process and glowing reviews from your customers will help your company stand out.

Any other content that makes a prospect's research easier is worth linking to on a primary landing page. FAQs, cheat sheets, product demonstrations, e-books, gated content such as white papers, and video interviews are all resources that are easily digestible and highly sharable to a B2B audience. Remember that the person tasked with researching new products is not necessarily the same person who will make the final purchasing decision, so make sure you provide content both to educate the former and to convince the latter.

IN SUMMARY, HERE ARE SOME IMPORTANT ASPECTS THAT B2B MARKETERS SHOULD KEEP IN MIND WHEN DEVELOPING A LANDING PAGE.

- Value proposition – The product statement/headline and information.
- Clarity and intuitiveness of a site – Is the visitor receiving the right kind of visual cues, and is the information streamlined and complete?
- Free demos, ebooks, or newsletter subscriptions are good as additional Call to Actions (CTAs) on landing pages.
- Minimal distractions – All relevant information should be immediately available. A visitor who sees contradictory statements or is left questioning an offer or a claim will immediately lose trust in the product and/or company.

Other Landing Pages

Use the same principles as on your primary landing page to optimize all other landing page environments. Other landing pages may include the following:

- Social media – LinkedIn, Facebook, Twitter, and Google+
- Third party – Google search profile, blog site, and ads
- Microsites and mobile pages

An ad on a website that asks a user to visit or "like" a page, and then takes that user to a makeshift or not fully developed social media page or microsite will appear unprofessional. Landing environments must be tailored to the inbound source; for example, ensure that landing pages for a mobile campaign are optimized for mobile devices. Make sure any offers from the linking content appear as soon as a user is redirected. Don't rely only on video content as primary landing page content. Videos should always be optional and supplemental to the information written on the site.

LEAD GENERATION METHODS AND CHANNELS

A truly comprehensive lead generation strategy will feature an omni-channel approach. Content marketing and landing pages are valuable, but only pieces of the puzzle. The focus of a campaign should routinely be reevaluated and redirected to where your target audience is spending time.

Orienting a Company to Target Buyer Personas

Developing quantities of high quality leads hinges on a thorough understanding of your target market. Demand Gen Report's recent *Lead Nurturing Benchmarking Study* indicates that 66% of B2B marketers find it difficult to create content directed at current market needs and at an individual's stage in the customer journey. That statistic highlights the need for using various marketing personas.

Marketing personas are a useful tool that provides better visualization of a company/product's target market. You can create personas with information from your current client base. Companies typically create between three to five personas that accurately represent typical client demographics. These persona outlines will include the following information on a B2B targets.

- Job, title, and role
- Demographics (age, gender, education, etc.)
- Marketing style/pitch
- Goals and challenges

Personas are also associated with real-time metrics to help steer B2B marketers toward the appropriate level of interaction. A basic profile, based on market data, combined with persona's engagement and purchasing behavior evidence, gives marketers a real advantage in the field. Automated marketing software can be successfully leveraged in such situations, as long as marketers take the time to understand and apply the insight derived from the analytics.

Marketers who use data-driven personas will be better positioned to make their product available to a prospect at the right time in the buying decision process

Omni-Channel Consumer Demands

Omni-channel approaches are distinguished by how seamless they appear. More B2B consumers now expect their B2B business interactions to be similar to their B2C interactions. They go online for information first, and may be accessing the information from a variety of platforms. A truly omni-channel approach will support their needs, and continue one fluid conversation, across whatever platform they use.

The Forrester Report: Building the B2B Omni-Channel Commerce Platform of the Future by Hybris and Accenture provides some useful statistics on omni-channel marketing.

- Almost half of all B2B consumers like to have a web experience with a product that is similar to a B2C experience.
- Roughly 70% of B2B consumers would rather use instantaneous payment processes than an invoice.
- The top challenges for B2B companies in omni-channel marketing are technology integration and lead/customer data sharing.
- Above all, B2B prospects want to see better website search options and easy access to reviews and rating systems online. They prefer these capabilities by 10–20% more on average to back-end integration or the recommendation of a product.

Companies that embrace the changing omni-channel environment that consumers expect are more apt to enjoy higher quality and quantities of leads. Customers secured through a seamless and information-driven experience are proven to be more likely to remain loyal, thus affecting conversion rates positively.

Omni-Channel Methods

Choosing several distinctive approaches affords B2B marketers the best opportunity to generate leads. Keeping the number of methods under ten ensures that a team can fulfill the obligation of each method. Always strive to extract analytics and data from these methods to continually improve what works and change what does not.

Consider implementing these effective omni-channel approaches.

PAID SEARCH VS. ORGANIC SEARCH – Organic searches drive almost half (47%) of all website visits, according to a recent Conductor study. Paid search only accounts for 6%. Considering that 80% of B2B consumers start looking for a product online, your best bet is to focus on improving site visibility on search engines rather than relying exclusively on paid search.

CONTENT MARKETING – Diversify content and focus on providing relevant information to personas.

WEBINARS AND LIVE EVENTS – Event-based approaches isolate interested parties from those who are just browsing or unready to make a purchasing decision. They also present an opportunity for personal interaction, unlike other approaches.

SOCIAL MEDIA PROGRAMS AND OUTREACH – Social media is vital to personifying a brand. Prospects look to social media for real, but non-invasive interactions. These platforms can also quickly spread important information regarding promotions and product features. B2B marketers regularly post content on six different social media sites on average, with LinkedIn and Twitter as the most used.

EMAIL MARKETING – This method still has an incredibly high ROI rate at 4,300%, according to the Direct Marketing Association (DMA). Email marketing platforms also offer a valuable way to measure lead generation opportunities.

CONTENT SYNDICATION – A measurable and scalable solution, content syndication helps B2B marketers flow information throughout the web. RSS feeds on a client or non-competitor's site are most commonly used. Pitches for syndication should highlight why a site would find the information relevant and offer added value to the host.

PROGRAMMATIC CAMPAIGNS – These campaigns are scalable and commonly include programmatic advertising and ad-retargeting. Partnering with a programmatic specialist can improve the number of interested prospects a company receives while the automated campaigns take minutes a day to monitor.

MOBILE PROGRAMS – Informational apps are becoming more widely used by B2B marketing campaigns. Focus on providing important content in a localized and easy to use reader or create a demo app so that prospects can improve their understanding of a product at their leisure. All app interactions are highly measurable, and the number of downloads will impart valuable lead information.

LEAD VALIDATION

Reliable leads = a greater return. An omni-channel generation approach increases the likelihood of acquiring potentially unreliable leads. A B2B selling company can combat wasted time by implementing some lead validation tactics.

Outsourcing

Many companies outsource lead validation for a campaign that may be wrought with false information. Outsourcing also saves valuable time that can be used to focus on reliable leads that have been garnered through organic searches.

Outsourcing lead validation is beneficial for companies who are running large marketing campaigns. A company may receive hundreds of emails, names, phone numbers, or some combination of the three. Those partial contact cards will need to be fleshed out by a reliable source. Companies who work specifically in lead validation have access to databases that contain reliable and up-to-date contact information. The company will provide a list of current information that can then be processed in the lead nurturing stream.

CRM Validation

Possibly the most important tool for lead validation is the CRM system. All marketers and sales team members should have working knowledge of the system. Individual leads that have been validated through a webinar or other high interest event should be flagged for nurturing by a team member. The same goes for all organic search contacts.

Anyone whose information appears in more than one campaign platform should also be flagged. A CRM system that is well maintained and used by a team has the potential to completely eliminate the need for outsourced lead validation services. Many CRM platforms will also integrate with email marketing, social media, and event management systems. The information is all compiled and analyzed in one centralized hub.

However, an underutilized system is virtually worthless in validating leads. CRM management, cleanup, and use must become part of the daily workflow in order for a lead validation system to be successful.

CONSIDER THESE CRM STATISTICS FROM A RECENT HUBSPOT STUDY.

On average, a company will enjoy a 27% increase in consumer retention by successfully using a CRM system.

Company ROI is roughly $5.60 for every dollar invested in a CRM system.

The majority of CRMs on the market today do not have intuitive interfaces. Training and top-down mandated use are the most effective ways to successfully incorporate CRM utilization in a lead generation pipeline.

LEAD NURTURING AND SCORING

An intimate understanding of the buyer persona is vital in the lead nurturing and scoring process. A B2B marketer is responsible for identifying subtle signals in prospect interaction within parts of a campaign. She must be ready to engage in a conversation with the lead at the appropriate time.

Nurturing

Marketers should focus on being active in the community, at events, and online in the nurturing process. In this stage, a lead has been identified in a marketing channel with either multiple site interactions on the same site or appearances in a variety of platforms. The lead may even have requested further information about a product, but indicated she was uninterested in pursuing a dialogue at the time. At this point, a lead should be scored, and either moved further down in the buying process or continue being nurtured.

Failing to properly nurture a prospect often limits the sales team's ability to complete the buying process. Readiness and willingness to purchase should always be evaluated in marketing before a lead is handed off.

Focus on delivering well-targeted content to those in the nurturing process. Automated information delivery and webinar/event invitations are vital to improve a prospect's readiness. Build brand awareness for those in the nurturing cycle on a group level by creating and delivering content that is meaningful and helpful to their decision making process.

Over time, companies who utilize personas will often see a pattern emerge. Certain personas may stay in the nurturing stream longer than others. Measure and use this information to determine how to approach future leads that meet similar persona qualifications.

Example B2B Lead Nurturing Campaigns*
B2B lead nurturing typically focuses on contact's position in the sales cycle and delivers targeted, need-based messaging

Welcome Campaign	Education Campaign	Why Us Campaign	Accelerate Campaign	New Customer On-Boarding	Customer Loyality/ Retention
Welcome our new subscribers	**Get them ready to talk to sales**	**Overlay your solution on top of their need**	**Remove roadblocks, speed purchases decision**	**Welcome new customers**	**Retain and develop**
• Introduce brand • Reiterate subscription benefits • Spell out next steps • Opt-in to somethinh else	• Engage to further profile prospect • Educate about value proposition	• Diferentiate your brand from competitors • Reiterate value proposition • Include relevant case studies, testimonials	• Provide decision tools	• Thank them • Identify next steps	• Reiterate purchase/ relationship benefit • Seek Feedback • Tips/tricks to get most out of product

* Source: Eloqua

Lead Scoring

Currently, according to Marketing Profs, around 36% of B2B companies use some sort of lead scoring system. Lead scoring requires careful definitions created by people engaged in the sales pipeline. A team should have preset categories or ratings representing a lead's level of interest in the company's product.

Personalized vs. Automated Scoring

The point person who receives any inbound requests will also be the one who fits the lead into one the following categories: uninterested, interested in learning more, comparing different company products, or ready for a conversation. Some organizations use the terminology "marketing-qualified" or "sales-qualified" to describe these stages. One prospect may go through this cycle several times before they are ready to be approached.

Other ways of scoring leads include marketing automation programs such as a CRM system. Using automated technology can place prospects in predefined subgroups that all marketers and sales personnel can access and use.

Along with scoring, marketers should make note of a prospect's role within a B2B prospective company. Is the prospect a decision maker? A second-level manager? Or an assistant or coordinator who has been tasked with gathering information? Let the person's level of influence guide where a company is placed into the nurturing stream. A personalized scoring system may be more beneficial than an automated process for this purpose.

Collaboration Among Marketing, Business Development, and Sales

New buyers drive this process; they should be guided, not pushed toward a higher level in the buyer's cycle. There may be prospects who fall from a point of readiness back into a nurturing stream for a time. B2B marketers are responsible for making sure that when a product is needed, their company's is the one that comes to mind.

Before those closest to making a purchase are sent to the sales team, marketing and business development should work together to flesh out the details on the prospective client. Lead information can range from being as vague as the prospect's persona to including data on the client's industry, role, and company revenue. This profile can also include detail about the lead's activities and interests. A company that has this information at hand is more likely ready for a stronger buyer-consumer relationship.

There are many different ways to classify leads in the nurturing process. The important takeaway is that whatever scale is used, it should be the same across the marketing, business development, and sales departments.

BUSINESS DEVELOPMENT WARM-UP

Business development representatives (BDRs) perform the unique role of liaison between the company and the client. These individuals focus on a higher level than marketers. They are always looking at the bigger picture for the company and its growth. It is their duty to create and maintain relationships with the goal of developing customer loyalty and retention.

Companies may structure their business development departments in a number of different ways. Commonly, these representatives work closely with marketers and data analysts. They often interface with prospect clients at the moment they are ready to seriously consider the company's product.

Building Long-Term Relationships

Business development representatives should, in this capacity, be friendly and extremely knowledgeable about the product or service being offered. Their goal is to make a personal connection with a prospect, and be a familiar, helpful and friendly touch point.

Business development representatives are the ones who work live events, and may serve as a face for their company. Look for a business development professional to run a demonstration or visit a company with an in-person look at a product. Instead of focusing on making just one sale, the business development professional looks for ways to network to find further prospects, and make connections with decision makers in prospective companies.

The process for many B2B sales is sometimes drawn out over a period of months or years. Pitches to adopt a new product inside a company can take time, and a business development representative is in the perfect position to continue a higher level of prospect nurturing. They know a company is ready, and are waiting on the approval process.

Personas and BDR

Of all the people involved in a sales pipeline, business development professionals need to have the best understanding of the marketplace. Instead of using industry standard practices, they need to be looking specifically at their company's goals and offerings, and matching those needs with their target markets.

They may also be responsible for updating and adjusting the buyer personas as needed. Sales and marketing professionals should work closely with business development to understand and apply the personas to the buying cycle when necessary.

Reevaluate the Buying Cycle

After a lead has been developed into a sale, the business development professional's role is still not complete. Business development representatives are responsible for the final stage in the sales cycle, which focuses on retention and loyalty. They follow up with existing clients, ensure product satisfaction, and coordinate customer service needs. They are also responsible for informing existing clients about product additions and future purchasing opportunities

ENTER SALES

Moving toward a sale can either enhance or destroy a lead connection. A successful lead generation campaign will have worked on an individual from all angles, and served as an informational conduit for product details in order to create a seamless buying decision process. Before implementing any of the lead generation tactics mentioned above, make sure your organization has the sales staff and process in place to handle increased lead volume.

Many companies get stuck in the sales stage when they introduce sales representatives who are not knowledgeable about a product or service. The sales representative is likely interfacing with a decision maker at a prospective company, and a poorly prepared interaction can immediately shut the door on a sale.

Moreover, a recent study released by ReachForce and Marketo finds that as many as 80% of sales representatives fail to pursue marketing leads. Instead, they work in a silo, and so productivity in the sales pipeline falls between 20 and 30%. One of the most important ways a B2B company can drive growth is by ensuring that marketing, business development, and sales all work seamlessly together.

Make the Sale Natural

A successful lead generation process should lead to a natural sale rather than a forced defense of a product in hopes of holding onto a lead. Encourage teams that include a mixture of professionals to focus on one subgroup from lead identification to sale. Blurring the lines in the sales process means that every individual who connects with a lead is up-to-date on the situation and the lead's history.

Business development, sales, or a combination of both is usually responsible for providing price points and negotiating the terms of the sale. The reality is that, if a lead generation process has worked, the sales person is only responsible for taking care of the details, and answering any last minute questions a customer may have.

There are a number of ways that sales teams can accelerate the buying process at this point in the sales cycle. A recent RocketScope report suggests the following best practices:

Accelerate the B2B Buying Process*

Break the deal up	**Starter offerings and smaller deployments are easier to digest**
Simplify Pricing	**Too many options will slow down a deal. Help prospects understand what they need**
Teach them How to buy	**Help prospects understand what they need with buyers/feature guides, eval. templates**
Get Folks Involved Early	**If there are multiple decision makers, get them on board early to avoid roadblocks**
Look for Hidden Friction	**Understand the stages in the buying process and look for sticking points**
Try Time-Limited Offers	**Offer additional value in the form of training or services to folks that close fast**

* Source: RocketScope.com

The average number of days for a lead to become an opportunity in a B2B buying cycle is 84 days, according to a recent study released by *Implisit*. From there, it takes an average of 18 days to complete a sale. By the time a prospect gets to sales, the deal should be ready to close. If a deal is lost in the sales cycle, the team should take the time to get feedback on the loss, and use that information to improve the sales process.

CONCLUSION

Lead generation may be the most challenging aspect of B2B marketing, but with the best practices at hand, it can be a far less daunting task. Following are the key action points to better B2B lead generation presented in this white paper:

- Determine and document in detail your complete lead generation strategy as a guideline for marketers, business development professionals, and sales professionals.
- Develop content based on four or five personas that accurately describe each target audience.
- Create content that is organic and relevant to the market, and use a combination of online strategies to push content and engage prospects.
- Optimize landing pages for seamless integration across devices to cater to the way prospects wish to engage with B2B businesses.
- Streamline your omni-channel approach to include the same quality and access to information across a variety of channels.
- Take advantage of CRM and outsourced lead validation solutions for large campaigns.
- Allow the prospect to approach the company when ready, while implementing multifaceted nurturing strategies.
- Sales should be a natural part of the process to close a deal.

What makes lead generation so challenging is the fact that in order to be successful with it, several different moving parts must work together seamlessly. However, this same complexity gives those who get it right considerable advantage over their competition. When lead generation goes smoothly, it can seem like an effortless and natural progression of a company's relationship with its potential customers.

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