

LEAD GEN 101

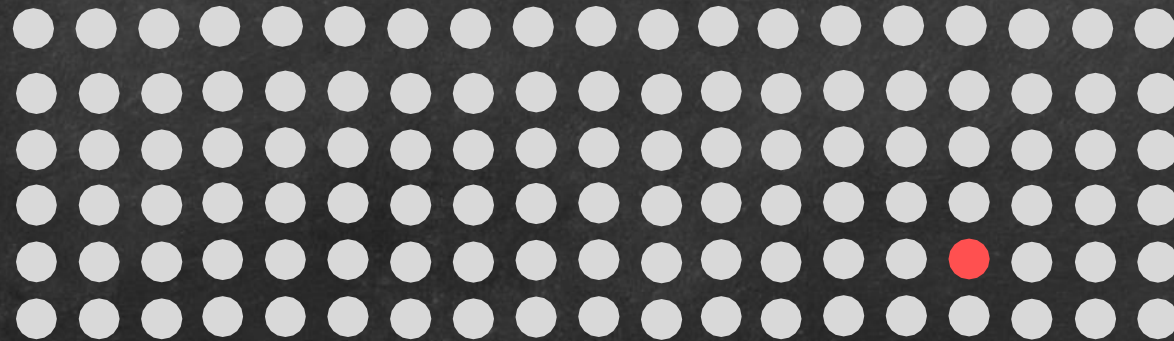
YOUR HOSTS

lee@communigator.co.uk

gary@communigator.co.uk

WHAT IS THE MAIN B2B CHALLENGE?

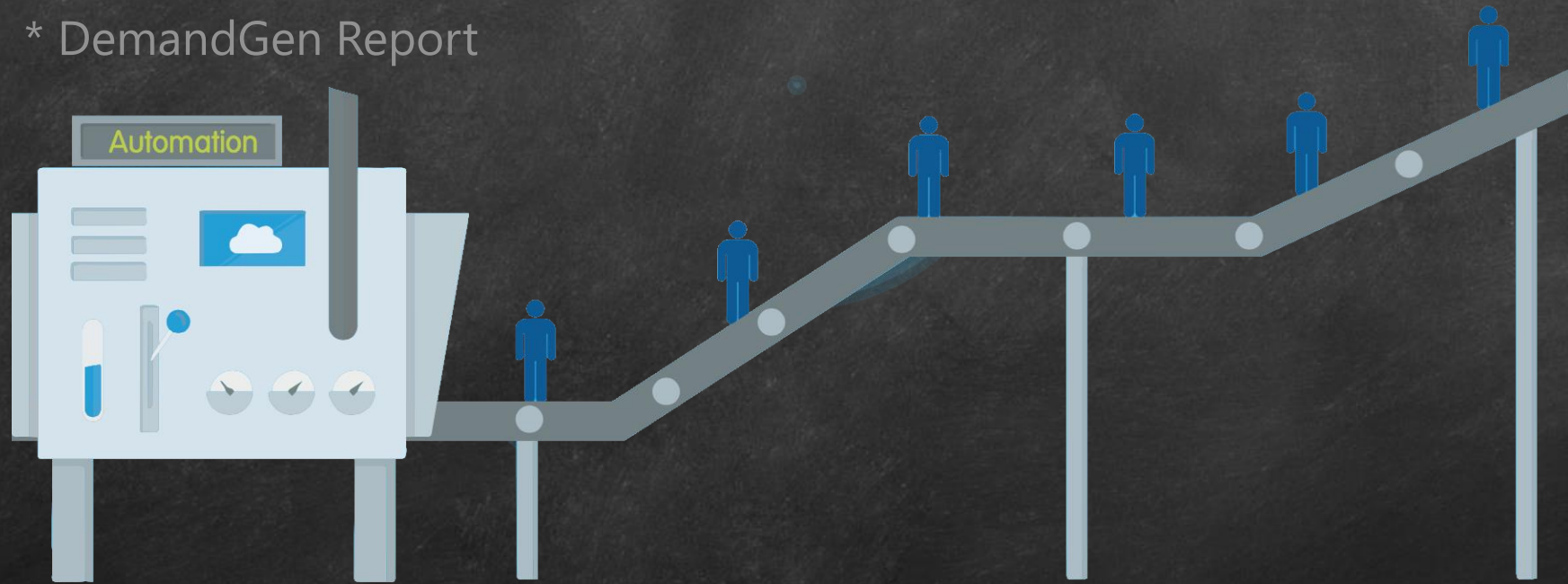
In most cases, the right contact person in your target organization will not find you, you must invest in locating him.



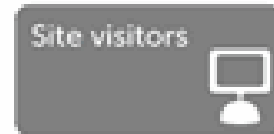
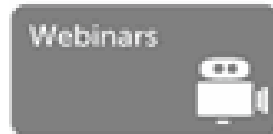
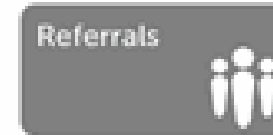
Nurtured leads produce, on average, a 20% increase in sales opportunities versus non-nurtured leads.

For ourselves – 1:50 calls books a discovery
- 1: 4 MQLs books a discovery

* DemandGen Report



Digital Marketing Sources



Marketing Team

Sales Team



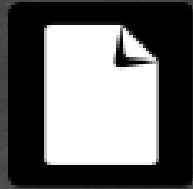
B2B LEAD GENERATION GET THE BASICS RIGHT

Identifying leads

Nurturing leads

Qualifying leads

Identifying leads



Top Tip

Adwords Header

Paid Search (PPC)

Social Media

Email Marketing

Blogs and Downloads

Videos



*Bacwww.gato
rleads.co.uk/
wow-url-
builder/
klinks*

TRAFFIC GENERATORS

£££

PROOVE YOUR WORTH

ITS NOT ROI

ITS CYA

UTM EVERYTHING !

Identifying leads

Nurturing leads

Qualifying leads

EVERY INBOUND WEB LINK SHOULD HAVE A UTM SO YOU CAN TRACK:

Source – Where the URL was found

Medium – What digital channels are working for you

Campaign Name – Which campaigns they are coming from

Term – Which keywords drew your PPC crowd in

Campaign Content – Use to differentiate ads

www.gatorleads.co.uk/gatorleads-url-builder/

WHAT IS A QUALIFIED LEAD?

People who have displayed the intent and ability to make a purchase decision within a reasonable timeframe.



WHAT IS A Marketing QUALIFIED LEAD?

Companies & People who have consumed content on the web site which is in line with buying behaviour

50 points in a month

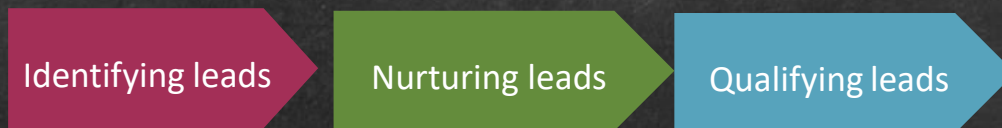
20 points in a week

Form Fill plus 4 x nurture



GDPR – IT'S THE LAW !!!

Legitimate interest is a valid legal reason for processing
You do need to have gone through a balancing test for this



UNDERSTANDING YOUR DNA?

Turnover

Company Size

Industry

Geography

Job Title

Function



WE CALL THESE
KILLER VALUES

PERSONAS – WHY?

HELPS PROFILE THE MAIN
TARGETS FOR YOUR BUSINESS

You've probably heard a lot about buyer personas for **B2B marketing**. Or customer focused marketing? Persona Marketing.

Whatever you want to call it, there's a lot being said about buyer personas right now, but what I find is that a lot of the ones we've come across are a teensy bit boring!

SALES DIRECTORS

MARKETING DIRECTORS

MANAGING DIRECTORS



Persona Builder

Stage One - Characteristics

AGE, INCOME,
INTERESTS, HOBBIES



PAINPOINTS WE SOLVE

Stage Two - Needs



WHERE DO THEY BUY?
SPEND? HOW OFTEN?

Stage Three - Behaviour



HOW VALUABLE?
TRIGGERS FOR BUYING?

Stage Four - Value



HOW DO THEY
RESEARCH? SOCIAL
MEDIA USED? TONE?

Stage Five - Communications



CommuniGator



Persona Profile



How he finds us



Pain Points



Who is he?



What he wants to know



What he doesn't want to know



Why he buys from us

Notes



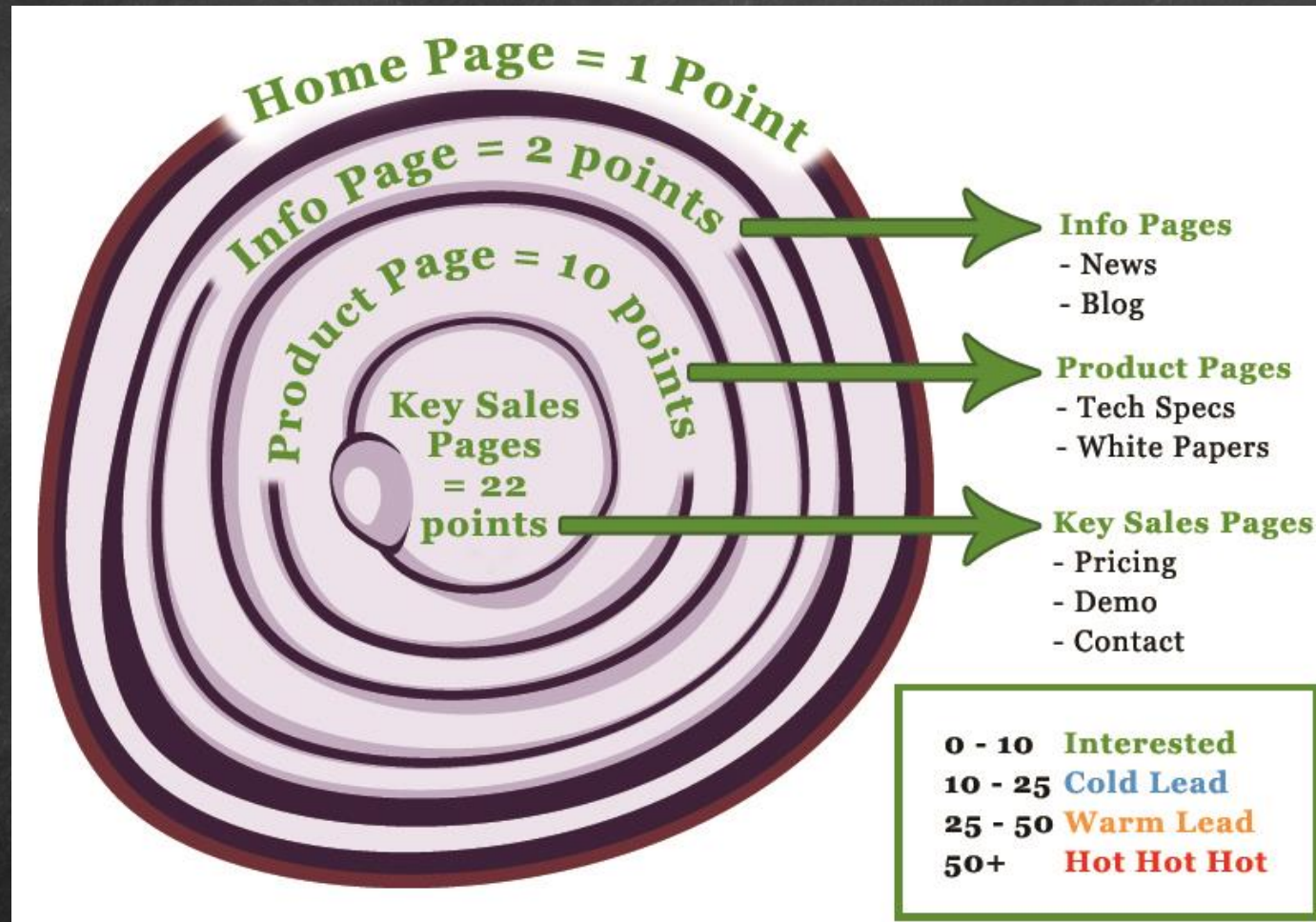
CommuniGator



SOFTWARE AVAILABLE

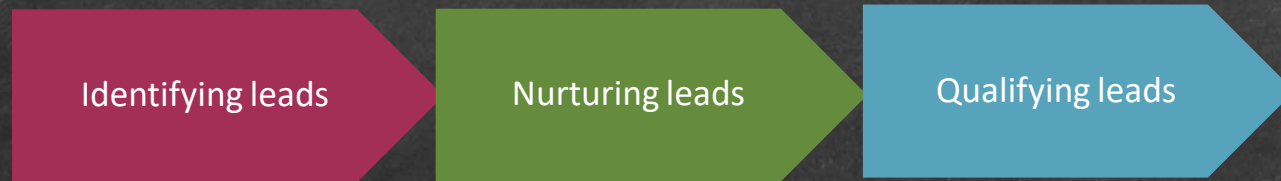


Use a propensity model and stick to it



Gary 's top tip
Page Filters eg Blog

THE STEPS TO GENERATE LEADS



Inbound is Never Enough

but at least optimise it!

LANDING PAGE

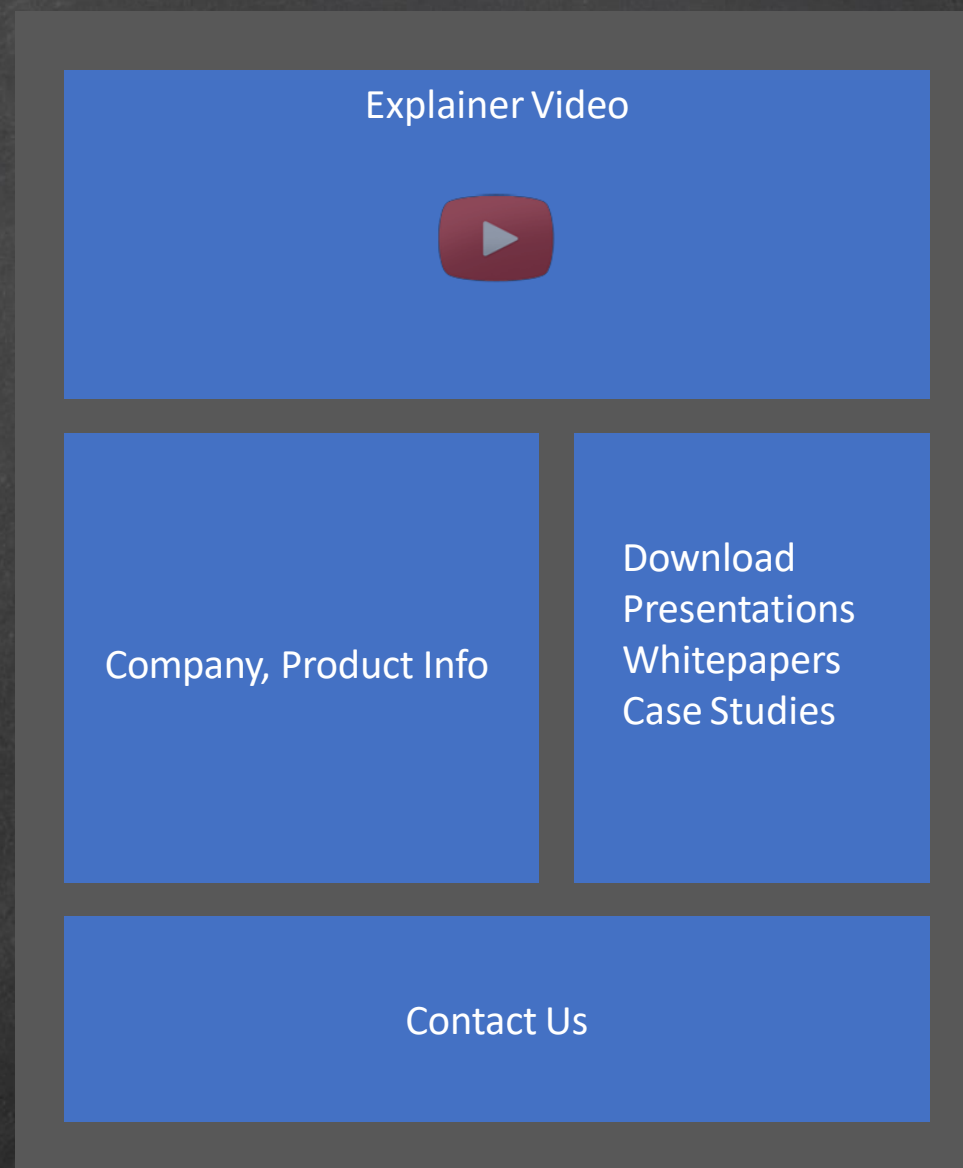
When identifying leads, your goal is to channel them to the landing page.

The landing page provides the option of filling out a contact form.

AVERAGE % FORM FILL?

2%

*HUBSPOT 2015 *CAPTERRA



LINKEDIN CAMPAIGN

<< Back to all Whitepapers



The State of B2B Marketing Automation 2015

You know the theory. Marketing Automation should enable marketers to increase return on investment by delivering more relevant, targeted prospect and customer communications across the customer lifecycle.

But what is the reality for Business-to-business (B2B) marketers? How many businesses are using different features of Marketing Automation, which challenges have they faced, what are the success factors and what results have they achieved.

What's inside?

- Foreword
- Executive summary
- Introduction
 - The State of Adoption of Marketing Automation
 - Drivers and Drawbacks of Marketing Automation
 - Managing Marketing Automation
- Methodology

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30% FORM FILL

DOWNLOAD YOUR FREE B2B DIGITAL AUTOMATION WHITEPAPER

The state of B2B Digital Marketing Automation

[DOWNLOAD NOW](#)

31% FORM FILL



THE STATE OF B2B MARKETING AUTOMATION 2015

The explosive growth and ever-increasing diversity of social media have left even the savviest marketers unsure about the best ways to take advantage of this too-big-to-ignore opportunity. Download this paper to find out which methods are best for you.

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DOWNLOAD YOUR FREE B2B DIGITAL AUTOMATION WHITEPAPER

The state of B2B Digital Marketing Automation

GET WHITEPAPER



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**LESS FIELDS = INCREASE IN
FORM FILL**

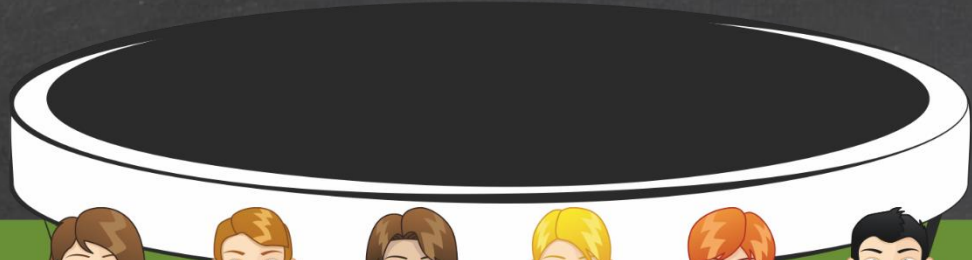
CTA ABOVE THE FOLD

DON'T MIMIC A BRAND...

Lets Go Outbound is

- Net new workflow**
- re-marketing (pref
update)**

Identifying leads



 **AWARENESS** **0-10 points**



 **RESEARCH** **11-30 points**



 **INTEREST** **30-49 points**



 **PURCHASE INTENT** **50+ points**



Lets Go Outbound

- Net new workflow
- re-marketing (pref update)

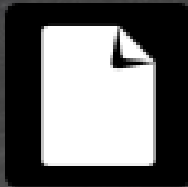
Identifying leads



Paid Search (PPC)



Social Media




Email Marketing



Blogs & Downloads

Videos

GL Purl

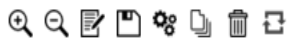
 GatorMail Group Entry

Contacts entering group: Gator Welcome Series

TRAFFIC GENERATORS

£££

Download Welcome Series



Audience

GatorMail

Decisions

Wait

Condition

Store Value

Execute Expression

Send Notification

Go To Stage

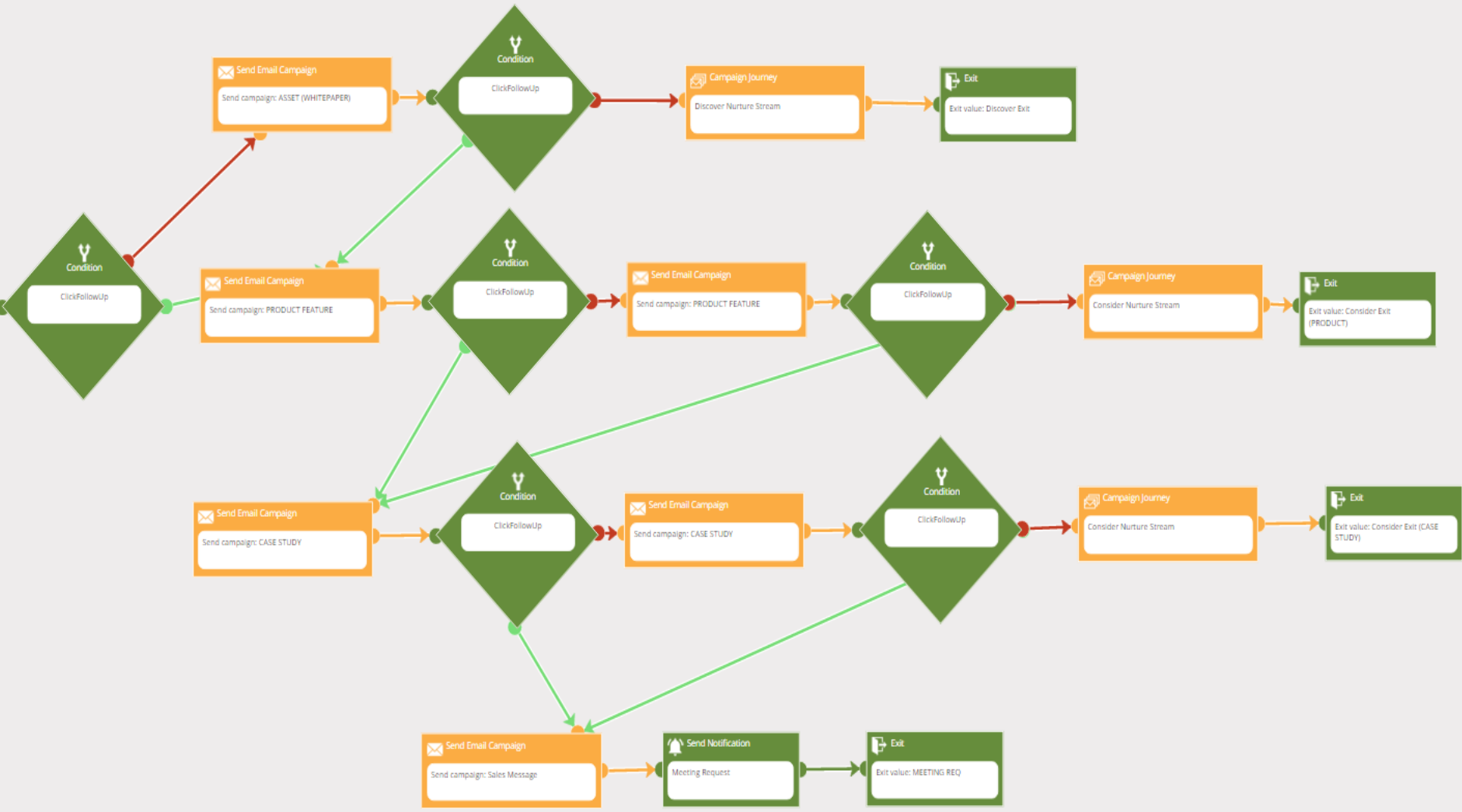
Exit

GatorMail Group Entry
Contacts entering group: Download Welcome Series

Send Email Campaign
Send campaign: DownloadThankYou

Wait
Wait for 3 days, 0 hours and 0 minutes.

Send Email Campaign
Send campaign: ASSET (GUIDE)



HOW APPROACH WEB VISITORS

Qualifying using your 'killer values'

Qualify against persona's

Identify who to call & who to nurture

Make the call quickly

Target the call

Introductory discovery call

91% of leads will not take a call from an unknown caller

7x more likely to reach a decision maker by making contact within 1 hour

Relevant intelligence about the visitor materially changes the telephone outcome

RE-MARKETING CAMPAIGNS

- Once a potential lead visits the landing page they are targeted
- When the lead later visits his regular news sites, YouTube or any other website in the Google network, they will see your ad!
- Ads should be changed periodically for new promotions, products, whitepapers, etc., calling for action.

