



The Ultimate Guide to B2B Lead Generation



THE STRUGGLE IS REAL

Presenters



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Agenda

- + The B2B Sales Funnel
- + Setting B2B Goals
- + The B2B Buyer Journey & Personas
- + Effective B2B Lead Generation Tactics
- + Questions & Next Steps

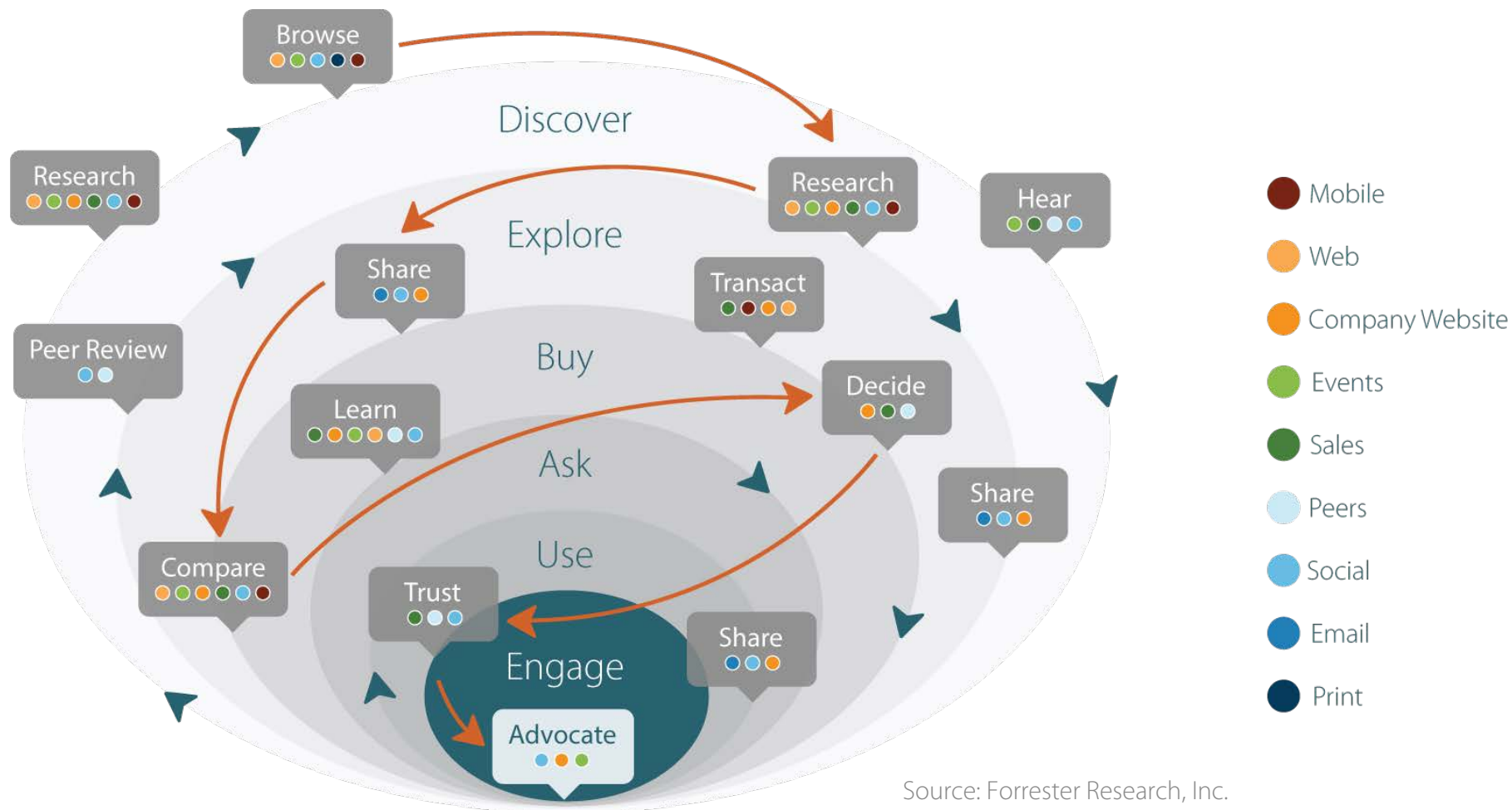
Traditional B2B Marketing & Sales Funnel



Problem #1 – Prospect Research

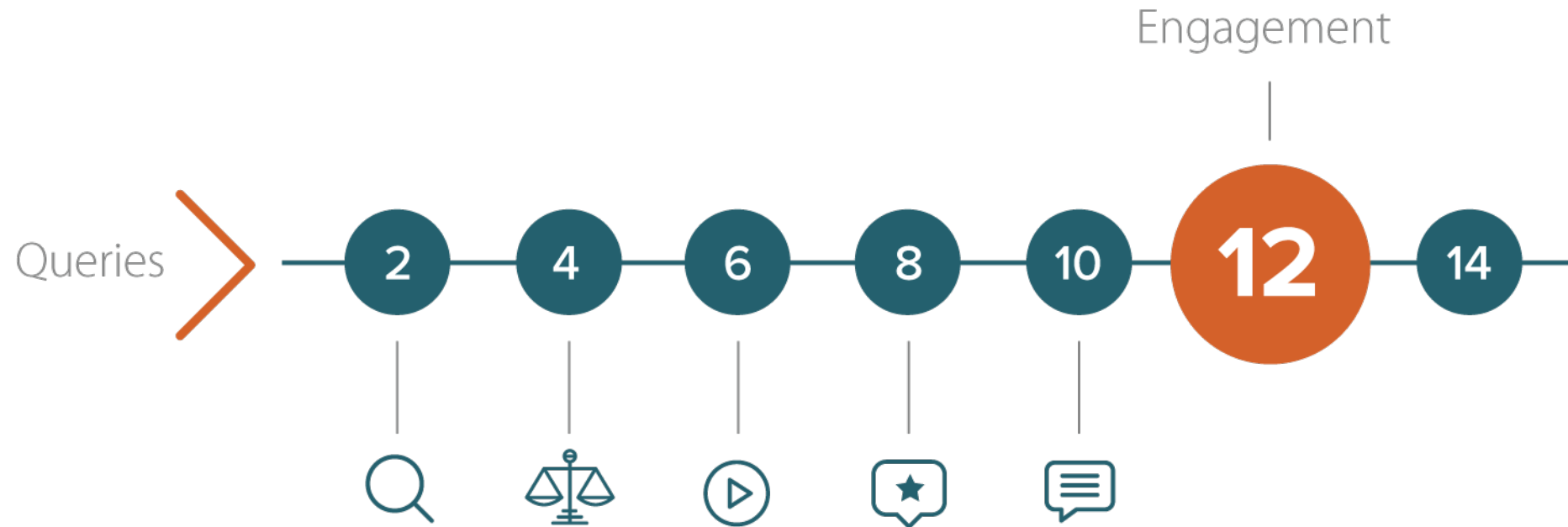


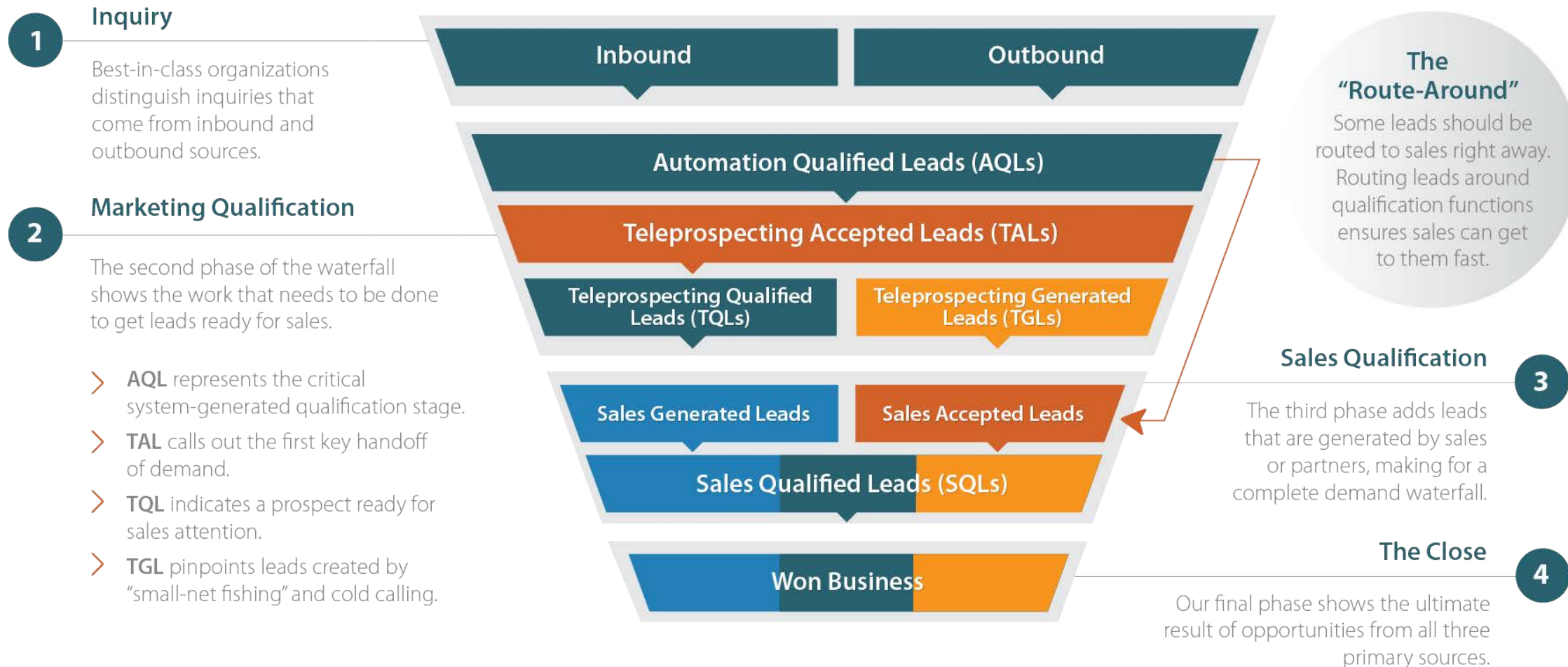
Problem #2 – Buyers Journey



Source: Forrester Research, Inc.

Problem #3 - Engagement





Source: Sirius Decisions

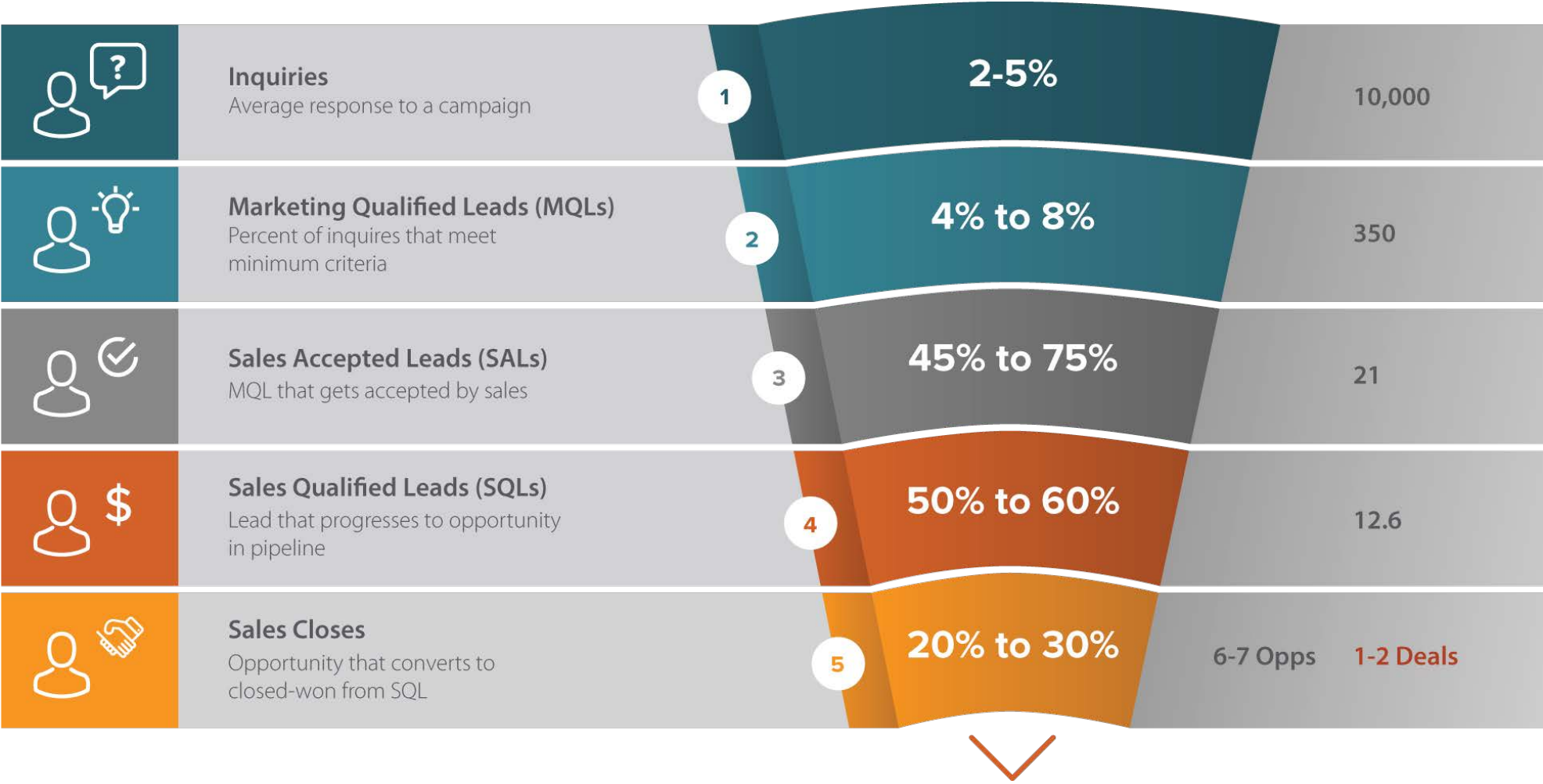
4 Ways to Increase B2B Sales

- + Engage more prospects
- + Get faster at identifying qualified leads
- + Increase close ratio
- + Leverage and keep existing customers

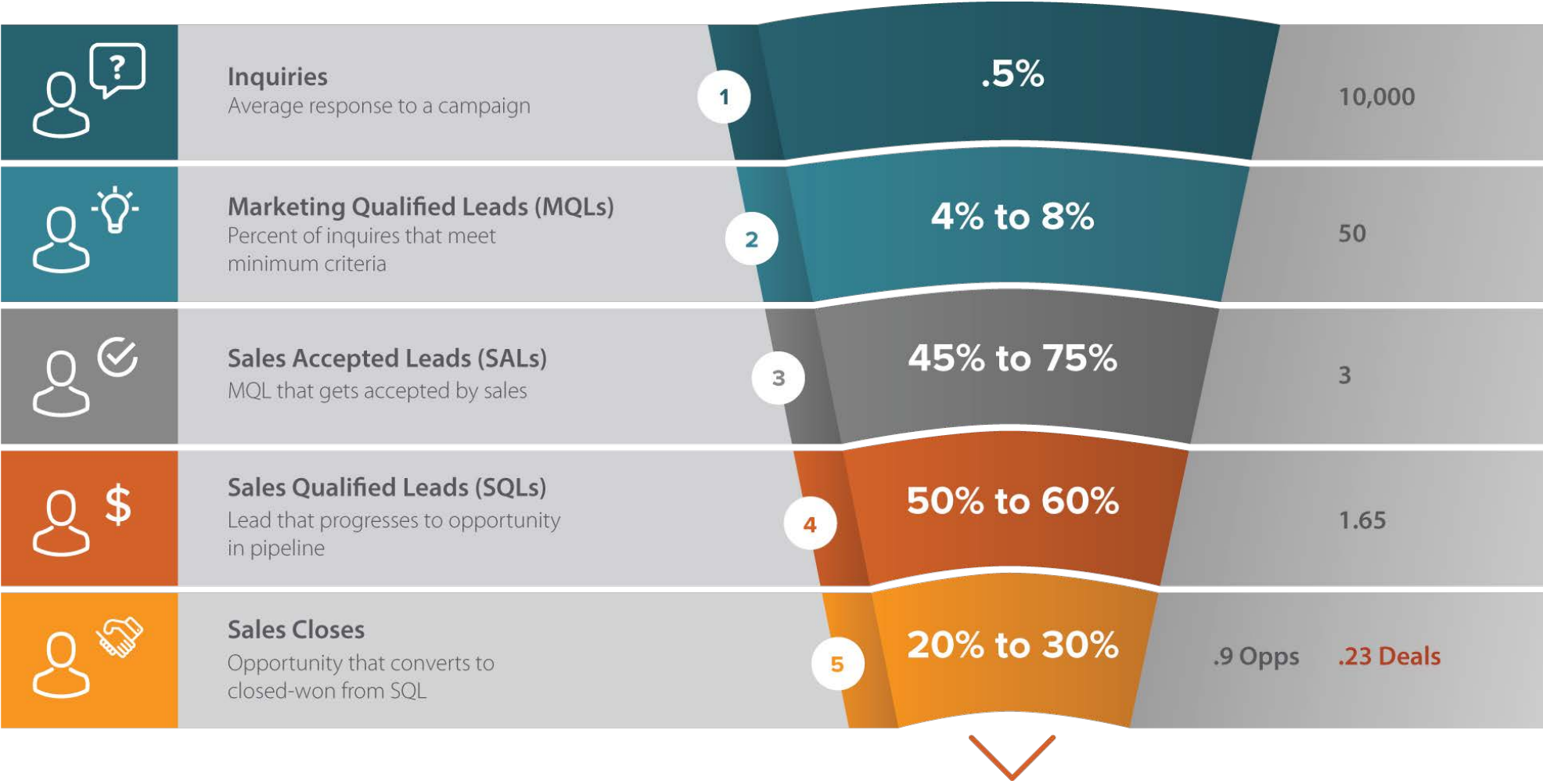


Setting B2B Goals

Demand Funnel Benchmarks



Demand Funnel Benchmarks



How Many Prospects?

Sales Lead Calculator	
Questions to Answer:	Your Answers Go Here:
What is your company's gross sales revenue target for the fiscal year?	\$50,000,000
What percentage of your sales should come from marketing leads?	50%
What is your average sale size?	\$100,000
What percentage of sales opportunities will your company win?	25%
What percentage of your marketing responses (inquiries) will become qualified?	4.0%
What response rate do you expect?	1.0%
What is your Marketing lead generation budget as a % of sales?	12.0%
How many salespeople will be following up the qualified marketing leads?	4
Your results:	
Revenue needed from marketing leads this fiscal year:	\$25,000,000
New customers needed this fiscal year:	250
Qualified leads needed:	1,000
Inquiries needed:	25,000
Contacts by marketing needed:	2,500,000
Contacts by marketing per quarter needed:	625,000
Contacts by marketing per month needed:	208,333
Total marketing lead generation budget:	\$6,000,000
expected cost per marketing contact (touch):	\$2.40
Average cost-per-inquiry:	\$240
Average cost-per-qualified-lead:	\$6,000
Average cost-per-sale:	\$24,000
Inquiries needed per salesperson this fiscal year:	6,250
Qualified leads needed per salesperson this fiscal year:	250
Qualified leads needed per salesperson per month:	20.8

Who Do We Target?

- + Those similar to recent/existing/profitable customers
- + Those who recently inquired
- + Those currently visiting your site
- + Those actively searching on the web
- + Those already in your database
- + Create Personas
 - End User
 - Decision-Maker
 - Financial Authority

Contact Data

- + Not all data companies are equal
- + Data.com (crowd-sourced)
- + Social123 (LinkedIn)
- + Builtwith, Datanyze (Technology)
- + Others: OMI, Exchange Leads.io, Zoominfo, Netprospex, Hoovers/DNB, PiPl etc.

Content & Messaging

- + Map your content to the buyer journey
- + Different content for each stage and persona
- + Focus on buyers' pain points
- + Don't assume where a prospect is in the buyer journey

B2B Buyer Journey



Create a Content Machine

Focus on Prospects' Pain

- + What?
- + Why?
- + How?
- + Who?
- + What's next?

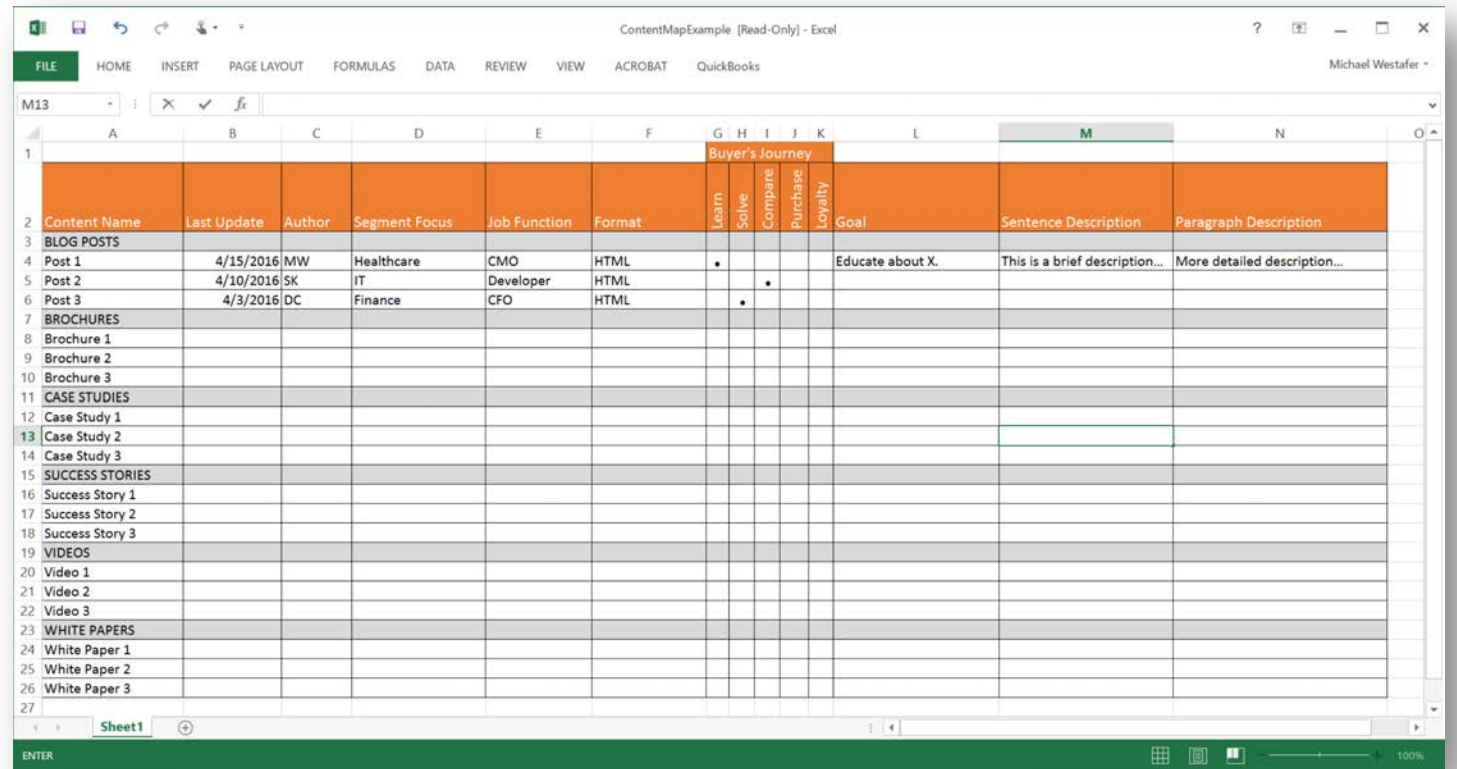


Content Formula

Personas		Buying Stages		FAQs	Content Needed
1. End User 2. Decision-Maker 3. Financial-Authority	X	1. Learn 2. Solve 3. Compare 4. Purchase 5. Loyalty	X	1. What? 2. Why? 3. How? 4. Who? 5. What's next?	= 75

Content Map

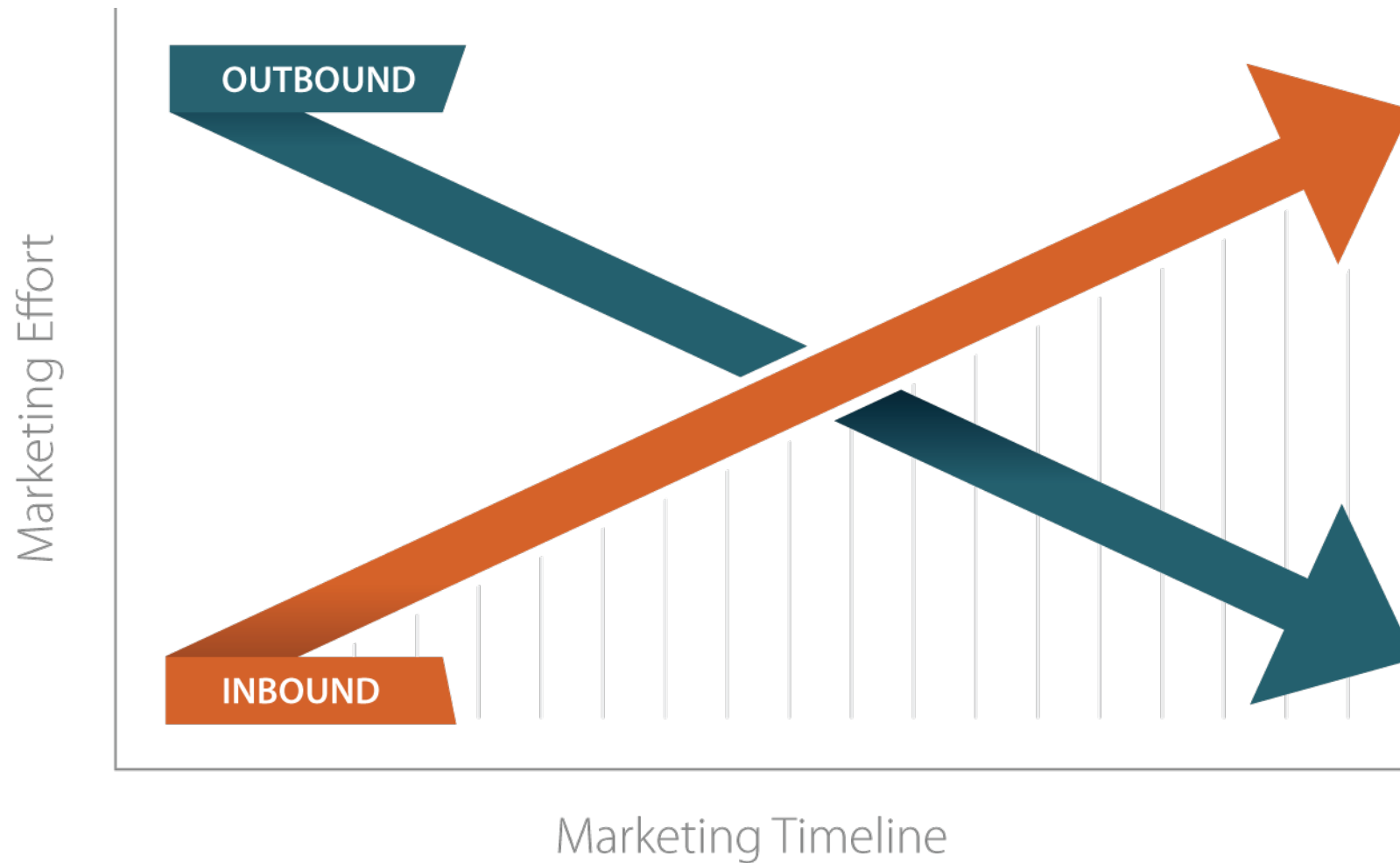
- + Internal Communications
- + Customers
- + Influencers
- + Distribution/Partners
- + Prospects



The screenshot shows an Excel spreadsheet with a content map table. The table has columns for Content Name, Last Update, Author, Segment Focus, Job Function, Format, Buyer's Journey (Learn, Solve, Compare, Purchase, Loyalty), Goal, Sentence Description, and Paragraph Description. The data is organized into sections: BLOG POSTS, BROCHURES, CASE STUDIES, SUCCESS STORIES, VIDEOS, and WHITE PAPERS. The first row of data (row 4) shows 'Post 1' with a last update of 4/15/2016, author MW, segment focus Healthcare, job function CMO, format HTML, and a goal of 'Educate about X.'.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
	Content Name	Last Update	Author	Segment Focus	Job Function	Format	Learn	Solve	Compare	Purchase	Loyalty	Goal	Sentence Description	Paragraph Description
3	BLOG POSTS													
4	Post 1	4/15/2016	MW	Healthcare	CMO	HTML	•					Educate about X.	This is a brief description...	More detailed description...
5	Post 2	4/10/2016	SK	IT	Developer	HTML			•					
6	Post 3	4/3/2016	DC	Finance	CFO	HTML		•						
7	BROCHURES													
8	Brochure 1													
9	Brochure 2													
10	Brochure 3													
11	CASE STUDIES													
12	Case Study 1													
13	Case Study 2													
14	Case Study 3													
15	SUCCESS STORIES													
16	Success Story 1													
17	Success Story 2													
18	Success Story 3													
19	VIDEOS													
20	Video 1													
21	Video 2													
22	Video 3													
23	WHITE PAPERS													
24	White Paper 1													
25	White Paper 2													
26	White Paper 3													

Inbound vs. Outbound Marketing



Plan Your Marketing Mix to Hit Your Goals

Most effective B2B lead gen tactics include a combo of inbound and outbound:

- + Email
- + PPC
- + Remarketing
- + Video
- + Marketing Automation/Lead Nurturing



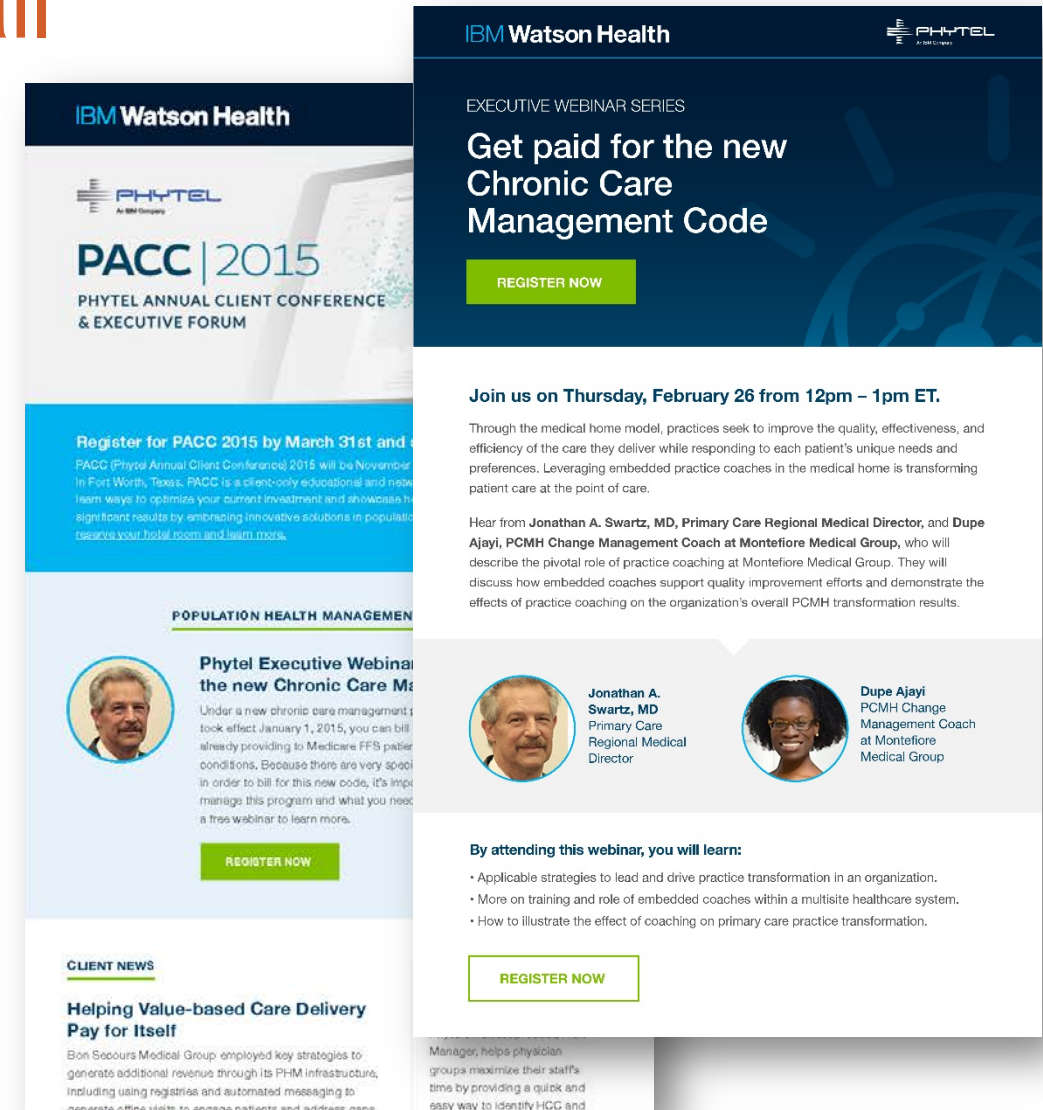
Number One Outbound Tactic: Email Marketing


- + Significant return on investment
 - Every \$1 spent on email offers a return of \$44
 - Email marketing has an ROI of 4,300%
- + Consistently outperforms other tactics
 - 61% of marketers say email is the most effective tactic
 - Email marketing works 40X better than Facebook & Twitter

Sources: Exact Target, Direct Marketing Association, Ascend2, McKinsey

How to Get Results with Email

- + Messaging
 - Provide a valuable offer with a strong call to action
 - Craft a compelling subject line
 - Deliver content in digestible chunks – short sentences, bullets and numbers, etc.
- + Performance
 - Know the rules to protect your IP
 - + Warm up your IP address
 - + Send to a verified list (remove hard and soft bounces)
 - Use responsive templates (mobile-friendly)
 - A/B test everything you can (subject lines, offers, timing, etc.)
 - Incorporate a healthy mix of HTML and Plain Text emails
 - Use fast-loading, engaging graphics and alt tags
- + Follow Up
 - Resend to non-opens (40-60% increase in conversions)
 - Utilize a tool to track engagement and behavior (ESP or MA)
 - Provide a follow-up message to engaged recipients



IBM Watson Health 

EXECUTIVE WEBINAR SERIES

Get paid for the new Chronic Care Management Code

[REGISTER NOW](#)

Join us on Thursday, February 26 from 12pm – 1pm ET.

Through the medical home model, practices seek to improve the quality, effectiveness, and efficiency of the care they deliver while responding to each patient's unique needs and preferences. Leveraging embedded practice coaches in the medical home is transforming patient care at the point of care.

Hear from **Jonathan A. Swartz, MD, Primary Care Regional Medical Director**, and **Dupe Ajayi, PCMH Change Management Coach at Montefiore Medical Group**, who will describe the pivotal role of practice coaching at Montefiore Medical Group. They will discuss how embedded coaches support quality improvement efforts and demonstrate the effects of practice coaching on the organization's overall PCMH transformation results.

Jonathan A. Swartz, MD
Primary Care Regional Medical Director

Dupe Ajayi
PCMH Change Management Coach at Montefiore Medical Group

By attending this webinar, you will learn:

- Applicable strategies to lead and drive practice transformation in an organization.
- More on training and role of embedded coaches within a multisite healthcare system.
- How to illustrate the effect of coaching on primary care practice transformation.

[REGISTER NOW](#)

CLIENT NEWS

Helping Value-based Care Delivery Pay for Itself

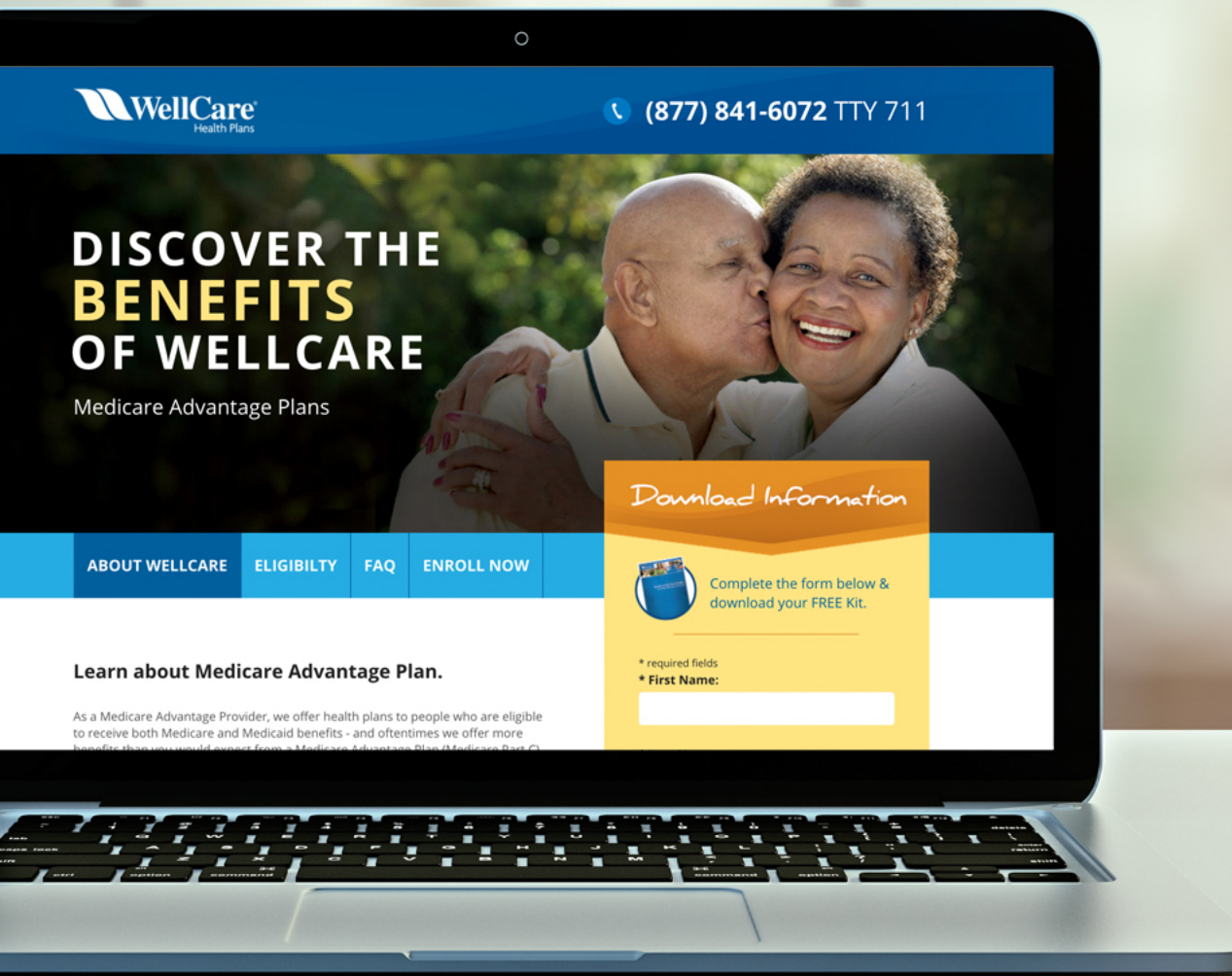
Bon Secours Medical Group employed key strategies to generate additional revenue through its PHM infrastructure, including using registries and automated messaging to generate office visits to engage patients and address gaps.

Manager, helps physician groups maximize their staff's time by providing a quick and easy way to identify HCC and

The Value of PPC Advertising

- + Spend money on a sure thing – Clicks!
- + Prospects are actively looking for your products and services
 - Google's network reaches 90% of users worldwide
 - Effective channel for driving traffic to your web pages
- + People take immediate action
 - 70% of mobile searchers will call a business directly from results

Sources: Comscore, Hubspot, Google, Wordstream



How to Get Results with PPC

- + Messaging
 - Provide a valuable offer
 - Write compelling ads
 - + Offer + CTA
 - + Localization
 - + Countdown timer
 - + Mobile click to call
- + Landing Page
 - Clear call to action
 - Simple form
 - Responsive
 - HTML/CSS best practices
 - Check the page speed
 - + Minify jQuery, JavaScript, and other files
 - + Fast loading images and graphics
- + TEST! TEST! TEST!

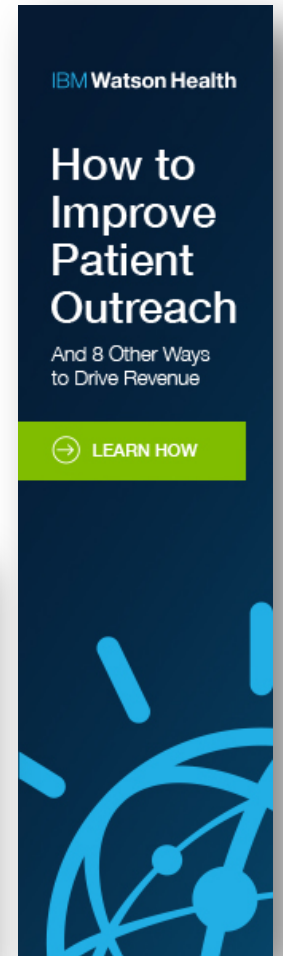
The Value of Remarketing

- + Free branding – Inexpensive clicks
- + Impressions are pre-qualified
- + Results are proven
 - Retargeted customers are 3X more likely to click on your ad
 - Retargeted customers are 4X more likely to convert than new customers
 - Retargeting can boost ad response by 400%
 - 46% of marketers believe retargeting is the most underused tactic

Sources: Search Engine People, CMO.com, eConsultancy

How to Get Results with Retargeting

- + Create engaging ads
 - Most effective ad sizes: 250 x 250 (Medium Square), 728 x 90 (Leaderboard) & 120 x 600 (Skyscraper)
 - Messaging:
 - + Branded Design
 - + Short & Sweet Copy
 - + CTA Button
- + Target your ads
 - Page Visited, Location, Gender, etc.
 - Exclude Bounces
 - Retarget Your Opt-in Email Lists
- + Place code on landing page BEFORE campaign runs
- + Track Conversions
- + TEST! TEST! TEST!



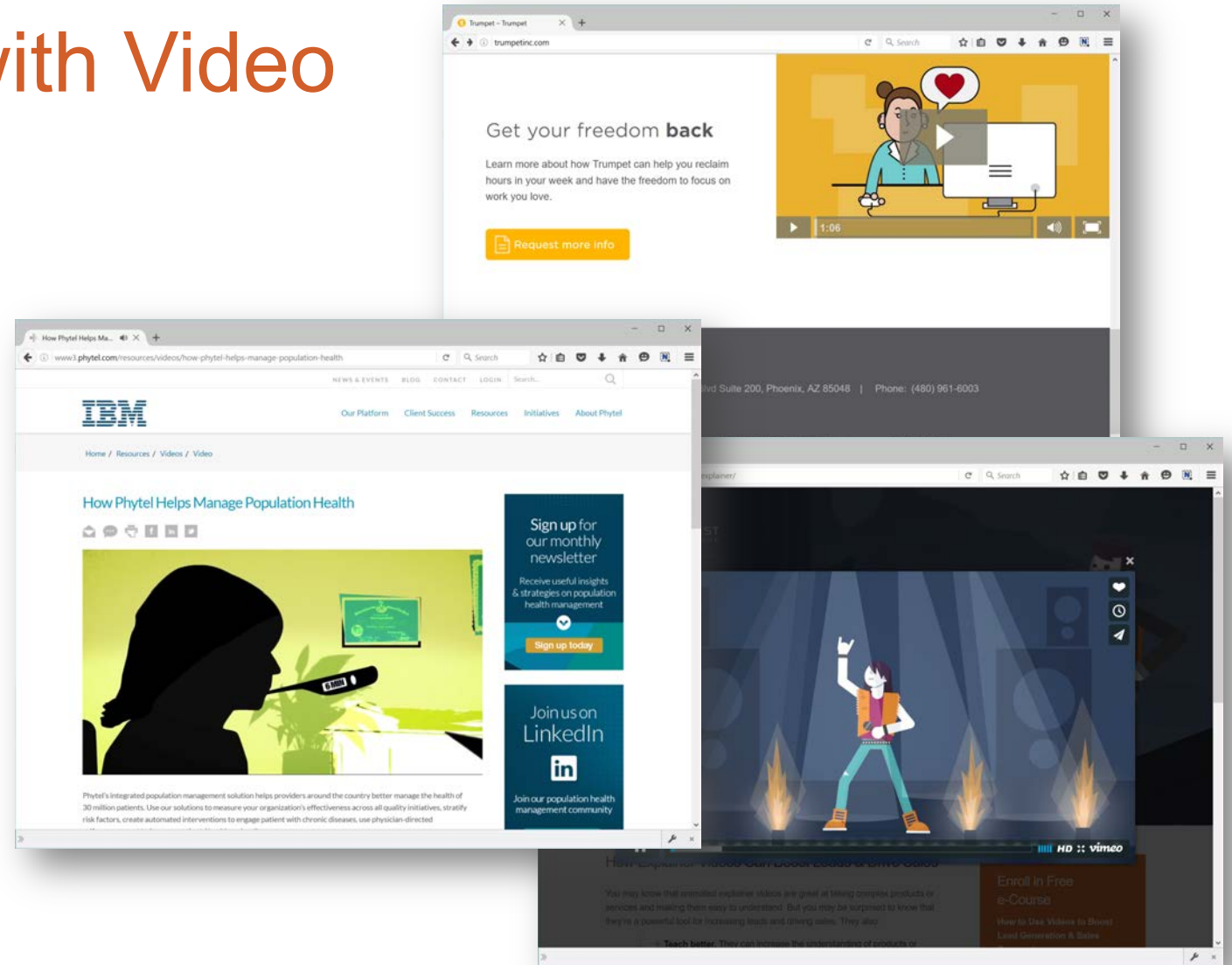
The Value of Video

- + Powerful inbound strategy
 - Pages w/video are 53x more likely to be on page 1 results
 - Double search traffic with a video thumbnail in search results
- + Increased conversions & engagement
 - 70% of marketers say video converts better than any other medium
 - Customers are 85% more likely to buy after watching video
 - When video is included in an email, CTR increased by 200-300%.

Sources: Video Rascal, QuickSprout, Forrester, Marketing Profs, IQ Visibility

How to Get Results with Video

- + Quality Matters
- + Video Landing Pages
 - Own your own content
 - Optimize for search
 - Focus on conversion
- + Video Ads
 - First 5 seconds count the most
 - At least 30 seconds long
 - Not more than 90 seconds – max
 - Drive to the landing page
- + Duplicate into Shareable Content
 - Cut into shorter clips
 - Create animated gifs
 - Share still images
 - Make a meme
 - Transform audio into a podcast



The Value of Marketing Automation

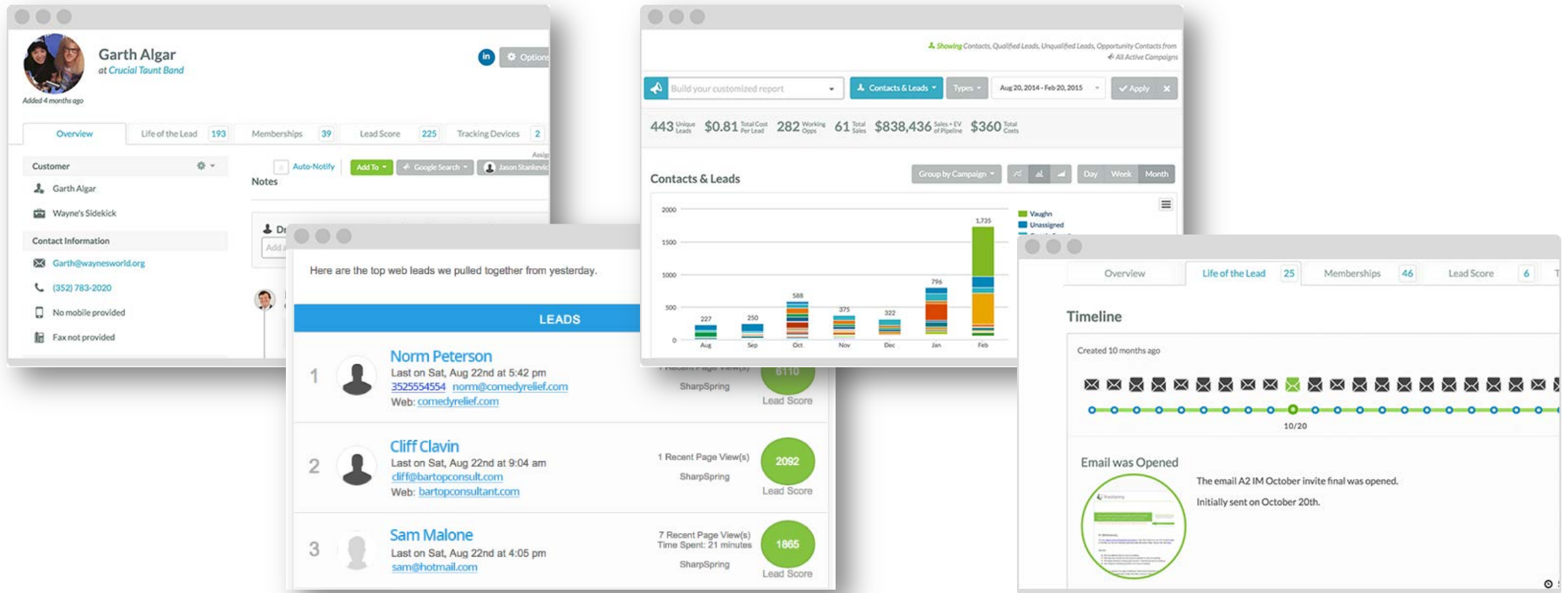
- + Warm-up cold leads and make sales happy
 - Marketing automation provides a 451% increase in qualified leads
 - Lead nurturing = 50% more sales-ready leads at 33% lower cost
 - 78% of marketers cite marketing automation for improving revenue
 - **Increase B2B sales-pipeline contribution by 10%**
- + Send more targeted messages
 - Triggered emails average 70.5% higher ORs and 152% higher CTRs
- + Track activity and behavior
 - Lead Tracking – Tracks prospect activity
 - Lead Scoring – Based on behavior/interest
 - Sales Notification and Reminders
- + Low cost options available

Sources: The Annuitas Group, Epsilon Email Institute, Gleanster, The Lenskold Group

How to Get Results from Marketing Automation

- + Assign a dedicated manager
 - Just because it's automated, doesn't mean it runs itself
- + Data health is key
 - Clean your data before import
 - Think about data governance
 - Set up forms to capture and track key data
 - + Progressive forms
 - + Hidden form data
 - Constantly revisit and clean your data
- + Consult your sales team (in the beginning, and along the way)
 - How should we score behavior?
 - What defines a Marketing Qualified Lead?
- + Focus on the cookie
 - Complete a form
 - Click on an email link

Prospect Online Activity



Example of Lead Nurturing

Welcome Campaign	Education Campaign	Why Us Campaign	Accelerate Campaign	New Customer Campaign	Customer Retention Campaign
Welcome new subscribers	Get them ready to talk to sales	Overlay your solution on top of their need	Remove roadblocks	Welcome new customers	Retain and develop
<div>Introduce brand</div> <div>Reiterate subscription benefits</div> <div>Spell out next steps</div> <div>Opt-in to something else</div>	<div>Engage to further profile prospect</div> <div>Educate about value proposition</div>	<div>Differentiate your brand</div> <div>Reiterate value proposition</div> <div>Include relevant case studies & testimonials</div>	<div>Provide decision tools</div>	<div>Thank them</div> <div>Identify next steps</div>	<div>Reiterate purchase/relationship benefit</div> <div>Seek feedback</div> <div>Tips/tricks to get most out of product</div>

Reporting



Summary

- + Understand how to address the new sales funnel
- + Calculate how many leads you need in order to reach your revenue goals
- + Calculate how many pieces of content you need to create
- + Map that content to buyer personas & buying stages
- + Design a marketing mix using the most effective lead generation tactics
- + Use marketing automation to manage lead gen, nurture and sales activities

Questions & Next Steps?

- + Receive your Webinar toolkit
- + Schedule a one-on-one consultation

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