

B²b

I N S I G H T

ISSUE 3

What are the best lead generation techniques?





The different lead generation models

There are a wide range of promotional and lead generation methods available. The skill is choosing the appropriate tool for each task and the correct combination of tools to make up the means by which you influence buyers and their purchasing decisions.

The way that businesses source sales leads has evolved over recent years and the pressure on managers and marketers to provide sales teams with quality leads is greater than ever. Most companies now use a variety of activities. But what are the best lead generation methods and how do you get the most for your spend?

In this paper we'll look at four different ways to generate leads and offer top tips on getting the most from each activity.



Online Display Advertising



You are likely to see display advertising on most websites that you visit. It's hard to avoid this form of advertising, but what exactly does it offer in the B2B arena?

Display advertising has evolved to become one of the most creative media available. During the recent recession, many were signalling the end of online display advertising for B2B companies, as instant provable ROI became more important in an environment of tightening budgets.

However, early this year, the Internet Advertising Bureau announced that online display advertising is experiencing a resurgence. There is much speculation around why this is, with the majority suggesting that the plethora of formats now available for online display advertising has enticed advertisers back by offering companies the opportunity to connect with their target audience on many levels.

Within the B2B sector the vast opportunities are still being explored. As a brand visibility tool, online display offers a place for your company to be seen and you can begin to convey the personality and values of your brand to your target audience.

Top Tips for Online Display Advertising

1. Target your audience carefully – before placing advertising you need to define your audience and how they search online. For example; what keywords do they use to search for suppliers? This will help you decide on the best positions to place your advertising for maximum effect.
2. Create relevant landing pages – a strong and clearly relevant landing page will keep visitors engaged build their confidence in your message. Make sure that you tailor the content and call-to action on your landing page to the needs of the visitor – this will depend on their place in the buying cycle.
3. Capture details where possible – is there a compelling reason for visitors to your landing page to give you their details? Don't force visitors to provide their details too early – make sure that you offer enough information to give them an understanding of your product/company before asking for their contact information.



Email Marketing

Email marketing could now be almost termed 'traditional marketing' – it feels like it's been around for so long.

Times have changed in the email world – no-one enjoys getting generic, irrelevant emails. Whether it's the supermarket that assumes you'll be interested in anything from nappies to denture paste, regardless of your age, or a business to business communication. To really engage with your prospects, your audience needs to be segmented and your message needs to be tightly targeted (to find out about – Targeting, Segmenting and Profiling click here or email us at kompas.newsletter@reedinfo.co.uk to view B2b Insight paper 2).

Once you know what you want to say to whom, how do you make sure your email is as successful as possible?

Here are some best practice top tips:

1. Email Subject Lines should not be more than 50 characters – particularly with less targeted and promotional emails – studies done by online marketing agencies have proven this to be true time and again. The words you use are also very important – see 'Bad Words' below
2. The From information – Recognised best practice is to make your from address truthful i.e. say it is from Kompass and not from Free Cakes UK and also keep it constant in order to improve brand recognition and establish trust with audiences.
3. Capital letters and over-dramatic punctuation like too many exclamation marks will mark an email out as potential SPAM and reduce its chance of being received and or opened!!!!!!!!!!!!!!!
4. Bad words – There are words which are off limits both in the title and main body copy of the email almost entirely like 'free' because they are very good at triggering spam filters but there are studies constantly coming out which tell us about other words which are producing less than desirable results too i.e. Help and Percent.
5. A/B testing – Quite simply a mailing list is split and separated into 2 groups and slightly differing communications are sent to each group to test which version is more effective and learn more about how to optimize your next mailing. Subject lines are one of the best & most simple areas to get started on this.



Direct Mail



Direct mail can be a very cost-effective way for small businesses to reach new customers and engage prospects with something tangible.

Here are some points to consider:

Data Data Data

The quality of the data you use and how targeted you are able to make it is the most important factor as to whether your campaign will succeed. Make sure you are talking to the right people and you have the correct details for them. If you do this not only will you get more response but your costs will be lower as you will avoid unnecessary postage and print wastage.

Make it relevant

Once you have refined your data, try to tap into the needs of your clients and make your mail personally compelling. Remember to give them a convenient way to respond.

Don't promise the world – Only make statements you can substantiate and that have meaning 'best' 'biggest' etc. often don't have any value for a customer. Provide solutions to specific problems.



But what's in it for me?

Focus on the benefits of your product or service, not on its technical features. Customers may not need to know technical information, it may even put them off – they are only interested in what you can do for them not how long it took to build for example.

Think about timing

Try to target your customers when they are most susceptible to marketing for your product or service. Does your product have any seasonality in its sales cycle? Does your customer usually re-purchase at a particular time of year?

How to lay it out

Readers will visually scan a piece of writing so, particularly in longer pieces, try and to draw attention to key sections and make it easy for the audience to confirm that what they are looking at is relevant and of interest to them. You can do this **using prominent headings**, separated sections and short paragraphs.

- > Bullet points
- > Are
- > Also
- > Really
- > Useful



A picture is worth a thousand words

A Lead Generation Innovation – RFQs / Request for Quotations



RFQs or Request for Quotations are a relatively new way of generating leads online. There are several B2b sites now available that offer RFQ services with varying payment schemes.

What is it?

When searching for a product or service online, potential buyers complete an online Request for Quotation (RFQ) document detailing their buying need. This information is then sent to a limited number of suitable suppliers who have subscribed to the RFQ service, enabling the buyer to sit back and wait to be contacted by relevant suppliers before making contact with the supplier.

How does it work for customers?

Saving time and money has always been an important factor in the B2B buying cycle and using an RFQ service provides the chance for buyers to do exactly that by reducing the time spent chasing different suppliers and enabling them to compare several quotes.

How does it work for you?

As a supplier, these online requests for quotation (RFQs) highlight interested buyers with a genuine business need. Leads are delivered straight to your inbox. Generating leads in this manner reduces the amount of time that has to be dedicated to sourcing leads and provides a new and customer focused way of your company acquiring new business.

Summary

There is no doubt that multi-channel sales and marketing campaigns are more successful but best practice implementation and making the most of each method is just as important. We hope this paper have given you some insight.

A few key points to remember:

- > **Online display works best when it's in the right place – audience and targeting should always be considered carefully.**
- > **When planning email marketing and direct mail campaigns, if you know who you need to communicate with and have good quality data you have already won half the battle.**
- > **Request for Quotation, the new kid on the block, promises high quality leads.**

For more information on how Kompass can help with your lead generation needs



call us on **0800 0185 882**

or email us on **kompass.newsletter@reedinfo.co.uk**