

Scoring
Targets

Integration

Nurture

Lead Generation

Sales

Pipeline

Prospects

B2B

Tech
Audience

7 STEPS

to drive better leads for your business

Has anyone ever thought to themselves “today, I have generated enough leads for my business”? No, they haven’t, because you can never generate enough leads, if your business is serious about growth.

The more you generate, the more profit will follow. At TBT Marketing we go the extra mile to understand your buyers and develop campaigns that nurture the most valuable prospects in the most effective ways possible. Here are our top tips for generating more meaningful leads through your everyday marketing and specific lead gen campaigns.

1 Plan

The first thing you need to do is prepare, do you know how your leads will be generated? Where will they go? How will their information be used? What is your nurture plan? How you answer these questions will help you define your entire campaign and ensure that your whole marketing strategy is up to scratch. It will highlight any chinks in your armour.

2 Audience

Once you have a plan in place, you need to define who you're talking to. Your market needs to be plentiful but not too wide, you want every potential eyeball to be a potential lead.

Start by developing your buyer personas, use these to narrow your target markets; what companies do they work for? What industries are they in? Where does their job title rank them? Using this information, you can now start to gather your data.



3 Set your goals

What are you hoping to achieve by the end of this campaign? How will you know if you've achieved it? Is your director happy with your targets? Have you got any hope of achieving them? Do you need three years and unlimited budget to achieve them?

Setting SMART goals are

376%

more likely to report success

In short, make your goals SMART (Specific, Measurable, Agreed, Realistic and Time-based). **Marketers who are setting SMART goals are 376% more likely to report success and 70% of the most organised marketers achieve their goals most of the time.**

When you reach the end of your campaign period, or your reporting period, make sure you consider whether you achieved your goals, and if not, why not? You need this information to feed into your next campaign. Does what you know about your audience match up with your original definition of them?

75%

of emailing lists are now obsolete

Research thoroughly if you're going to buy data, and better yet, use your own data, but ensure that it is GDPR compliant – **research shows that 75% of mailing lists are now obsolete!**

Finally, (and this is going to be a recurring theme)... test test! Make sure that you're constantly updating and refining your lists, if someone unsubscribes, remove them, if someone bounces, remove them, if someone has never looked at an email you've sent them, take them off the list. Keep your lists tight and tidy!



4 Content

We've all heard it before 'Content is King' but clichés become clichés for a reason. Content is still one of the best tools for lead generation because if you are showing your audience that you know what you're talking about, why wouldn't they want to work with you?

Having said that, you don't need to reinvent the wheel. If your content doesn't need to be gated, then share what you've created already. Gating the first piece of content to an audience unfamiliar with your business can be off-putting. If you really do want to gate it, then link out to your other relevant materials, give more rewards! You don't get something for nothing in this day and age, so if you want to be paid in new business opportunities then you need to be focused on pulling in the punters.

If you must create something new, make it exciting, do something different and if it doesn't work, do something else! If you can, make your content interactive (**interactive content has led to twice as many conversions as passive content**). Above all, remember to research, identify and target, keep your content focused, interesting and give it a killer call to action.

5 Launch (and the rest of your marketing)

So, now you've got your content, your plan is in place, you're ready to launch! How do you successfully get your campaign out there and get the leads you need?

Email marketing – it might be old school but it's by no means dead. It has to be outstanding but if you hit it, you'll be rolling in opportunity

Landing page – if your landing page doesn't immediately grab the attention of your potential customers then you've lost them before you've even begun. Make sure it's optimised and that your SEO is up to scratch

Social Media marketing – different platforms call for different styles, make use of lead gen forms on LinkedIn but ensure they're not asking for unnecessary information, use videos on Twitter and Facebook and make sure you're examining your audience and retargeting to your lookalike audience, you could be hitting more leads this way

Account based marketing – are you targeting one specific large account? Then tailor it to them, make it personal, reach out to individual stakeholders and tie your message to their needs. **87% of B2B marketers have stated that ABM has improved their marketing ROI!**



Online presence – social media, webinars, content, paid search, digital advertising, have you considered how all these things are a representation of your brand? Be everywhere but be useful everywhere. Otherwise you're just misrepresenting yourself

Third party content – get support from your influencers. Had some great feedback recently? Ask them to share it with their contacts. Persuade your partners to write guest blogs for your website or share the ones they've already written (with permission of course). Your network is key to building your brand

Join the conversation – if you think you're alone in what you're discussing, you're wrong. That conversation is happening somewhere else on the internet and you need to be where your customers already are. Join the forums, the community boards and the social groups and influence the conversation in your direction



6 Integrate

Integrate everything – make sure you're sharing the same message on all your platforms (but change up your tone of voice, copy, format according to what works best where), get all your strategies aligned so that they flow beautifully, be consistent and link out to your own content/platforms/channels wherever possible

7 Lather, Rinse, Repeat

Again, test, test, test. If something isn't working change it, if something works very well, mimic it. You can never have too many good ideas for your campaigns, keep it fresh, new and exciting! Always use your plethora of gathered data to pursue new opportunities.

At TBT, we've worked with some of the biggest names in IT, generating demand and quality leads. Our tried and tested methods deliver results but we're always looking for new ways to nurture the very best prospects. If you're interested in getting better results from your campaigns, get in touch: **hello@tbtmarketing.com / +44 (0) 1373 469 270**