

A large yellow graphic element in the top left corner, consisting of a square with a rounded bottom-right corner, outlined in a thick yellow stroke.

5 ways to generate qualified leads fast

**and 5 ways to generate
them slow**

A large teal-colored circle on the right side of the page, partially overlapping the text area.A graphic at the bottom of the page featuring a yellow square on the left and a pink shape on the right that is a rounded square with a rounded bottom-right corner, outlined in a thick pink stroke.



**If you're reading this,
it's likely you're a marketing
leader in your business.**

**And if you're a marketing leader, it's very
likely you're measured against your ability to
generate demand and leads through your
marketing activities.**

Often, with the way budgets and quarterly reports line up, the need to get leads is a pressing, time-sensitive issue. Whether you're up against the clock, or just need a bit of guidance on generating leads more effectively, this ebook is for you.

In it, we'll reveal five great ways to generate qualified leads quickly – along with five tips to help turn those quick wins into a holistic, strategic approach to lead generation.

Lead generation is changing

Some of the tips we're about to offer will probably seem familiar. After all, lead generation isn't exactly a new marketing discipline. However, it has seen some big changes in recent times – so a different approach is needed today.

The modern buying cycle has changed the face of lead gen for good. Today, the average buyer speaks to sales representatives much later in the buying journey than they did in the past. That means they get much of their initial product information from research; from scouring your company website, brochures and blogs – not so much from sales reps and service agents.

This means you can't treat lead gen as a single task of bringing in a nebulous mass of prospects that all know nothing about your offerings. Every single potential lead has a different level of knowledge about your company – and your lead gen efforts must be sensitive to this.

There's also the recent GDPR legislation to consider. You can't rely on bought data lists to power indiscriminate, blanket marketing activities anymore. Lead gen now has to get a lot more personalised, and be in response to clear intent from your audience.

In short, lead generation is now a two-way process. Instead of broadcasting a message to a broad audience, you need to build an understanding (and more fulfilling) relationship with a smaller group of prospects.

The importance of qualification

Bringing in leads proves your marketing efforts are bearing fruit. But this link between leads and marketing success only holds up when your leads are well qualified. So, these five lead gen suggestions aren't just about bringing in leads – they're about getting qualified leads that ultimately convert into clients and deliver revenue.

There are plenty of ways to define what a qualified lead looks like. You might even use a combination of models, such as measuring both Marketing Qualified Leads (MQLs) and Sales Qualified Leads (SQLs).

In this guide, we'll be talking about how to acquire BANT-qualified leads: people with the budget, authority, need and timeline in place to purchase your solution or service.



Budget



Authority



Need



Timeline

While BANT is a common way to qualify leads, it isn't as objective as it might seem at first. Take authority as an example: your lead may not have access to the company coffers directly, but what if they have a big influence on the decision-making group?

It's worth taking the time to consider these scenarios and think about exactly what a BANT-qualified lead means to your business. If your qualification is too narrow, you could throw away viable prospects. Too broad and you could risk contacting uninterested parties and wasting valuable sales and marketing resources.

5 ways to get leads fast

So, how do you start generating qualified leads in today's business climate? Here are a few ways to get on the path to rapid lead generation.

Content creation and distribution

Great content is at the heart of great lead generation. That's because every lead gen activity needs a good call to action; something that will convince a prospect to offer you their details.

Strong content offers this CTA, and it also helps build your brand. And with a strong brand, you can build a loyal following that makes it easier to generate leads – especially as traditional scattershot marketing becomes increasingly ineffective.

There are two sides to content though: creation and distribution. You need to get both right to generate qualified leads.

For content creation:

- Map your content to the buyer journey to ensure relevancy at each touchpoint (more on this later).
- Ensure you keep your audience in mind and write about topics they care about.
- Write at your audience's level of understanding; you don't want to patronise anyone, but you don't want to bewilder them either.
- Consider what format will work best for your different topics: would your story work as a video series, or would an infographic be better?
- Don't be afraid to cover very niche topics. They tend to rank better for search and are more likely to answer a problem no one else has spoken about before.

When it comes to distributing your content:



Promote your content across a range of platforms, based on customer personas and clear targeting to optimise reach



Find ways to cross-promote content to and from other pieces of marketing collateral.



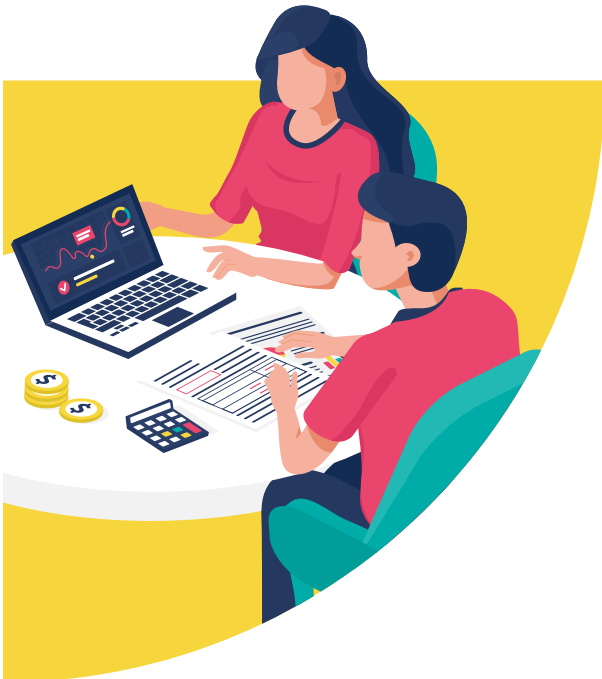
Consider working with third parties to cast your content even further. Guest blogging or paid syndication programs can help you reach a new audience.

Paid campaigns

When timelines are tight and results are needed in the short term, paid media can pave the way to quick lead gen wins.

Sponsored posts on social media platforms can help you get new eyes on your content as you promote it. And many of these platforms offer advanced targeting engines to ensure only relevant audiences see your paid ads – so you can keep control of your campaign spend.

Likewise, paid content syndication offers a powerful avenue for acquiring new leads. Many syndication platforms can help you get your brand in front of a new audience.



They also offer targeting tools and granular reporting –

helping you keep control of your cost per lead.



Account-based marketing

Using paid media and content can help you cast the net wide for leads. But when it comes to individual, high-value leads, it pays to get personal. That's exactly what account-based marketing (ABM) does.

Instead of marketing to a wide audience, ABM targets individual accounts with unique, personalised content and messaging.

This is a great way to win back lapsed accounts and customers, but it's also effective when you see potential new customers talking online about a problem you can help with. Getting in touch with these prospects directly about their unique challenges is a great way to set your business apart from competitors. And that puts you in a strong position to turn that prospect into a warm lead.

Events

If you need to generate lots of leads quickly, events can be an effective tool. But of course, there are many types of event. Each one will be appropriate for different businesses – and generate very different results.



For instance, attending trade shows can be a great way to meet new people as they pass your stand or attend your talk. This offers you little control though. If you were to host your own event, you may not attract quite so many attendees, but the ones that come are more likely to have an active interest in your business and the topics in discussion.

The best thing about events is they aren't just a way to get contact details – they offer you a chance to interact with your wider community. This can help you expand your brand's audience and find out more about who your prospects are and what they're looking for.

Whatever approach you take with events, make sure you don't treat them as one-off activities. After your event is over, your work continues – as you'll want to follow up with the people you met. Outside of generating their own leads, events can also be a great call to action used in other lead gen activities. After all, people will happily share their details to secure their place at an inspiring, useful event

**For more information
on how to run the
right event for
your business,
get in touch with
our Events team today.**

Direct marketing

Legacy scattershot marketing approaches are on the way out – but the communication methods they use still have value. Provided you hand pick a curated list of recipients who've shown genuine interest in your offerings, then emails, direct mails and telemarketing all have a place in generating qualified leads.

While digital communications and telemarketing can be effective, these channels are widely used, making it hard to stand out when you use them. Direct mail is less frequently used, making it easier to get noticed, especially if you have a novel idea for your physical communications.

Sustainability must be a key concern though. Your prospects – much like your own business – are becoming increasingly aware of the environmental impacts of the marketing materials they receive. They probably won't appreciate the paper and plastic you waste trying to wow them with a unique DM.



Biodegradable, sustainably sourced pieces can work around this –

and also offer much-needed novelty that will help you further stand out against more conventional competitors.

But that's just the start

These five approaches – whether they're used alone or together – can help you bring in new leads quickly. Some will offer faster returns than others, but all of them can help you generate BANT-qualified leads.

However, generating leads is just the start of the journey. Looking at leads in a single snapshot of time can mean you miss out on opportunities that may exist, but simply aren't ready yet. That's why you should always consider how you can nurture leads through the buying cycle over time.

By taking a longer-term, more strategic approach to lead generation, you can avoid the need for quick wins each quarter and generate a more sustainable lead pipeline.

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5 tips for long-term lead gen success

Turning quick lead gen wins into a sustainable strategic approach isn't easy. But these five tips can help set you on the right path:

1. Understand your audience: their buying behaviours, challenges they face, and what they need and want at every stage of the buying cycle.
2. Create the right content for them, matching the right topic, to the right format, and delivering it through the right platform.
3. Pick the best channels to distribute your content through and reach an audience that has a vested interest in your topics of choice.
4. Deliver a strong call to action: a fair trade for your prospects' details; something that will convince them to give you more information about themselves and their business.
5. Nurture and follow up leads to create a community around your brand and break the cycle of short-term lead generation panic each quarter.

Don't forget to nurture

Nurturing leads is all about taking a mix of these lead gen activities and deploying them at the right time to nurture prospects through the buying cycle.

For instance, blogs, videos and other shorter-form content shared through social media can be a great way to get those in the awareness stage to think about different challenges they might not realise they're facing.

From there, you can offer more nuanced, in-depth ebooks, white papers or on-demand webinars on the topic to bring them into the consideration stage. Once your prospects are at this part of the sales cycle, you can show them more about the relevant solutions your business offers.

After seeing more content about different solutions, prospects will reach the evaluation stage, where they're likely to be interested in events and other activities that require more commitment.

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When you've nurtured them through this journey, prospects are much more likely to become warm leads.

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Meet – and exceed – your lead generation objectives

Content, paid campaigns, events, ABM, and direct marketing – each one can help generate leads. And all of them combined can help you build and nurture a loyal audience that improves your lead gen in the long term.

But consistently excelling in all these areas requires a lot of experience and multidisciplinary marketing know-how. If you don't have all this experience in-house, it can be a good idea to work with a trusted marketing partner.

We've been that partner for global brands, industry leaders, and fast-growing businesses alike. We've helped our partners get more BANT-qualified leads, and hit their short and long-term lead gen objectives with a carefully considered mix of marketing activities. And we can help you achieve similar results.

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**To learn more about
TBT marketing and how
we can help you hit your
lead generation targets,
[get in touch with our
lead generation experts.](#)**