



LAUNCH
MARKETING

The B2B Lead Generation Blueprint:
**STRATEGIES FOR BUSINESS
GROWTH**



Contents

It's no secret, lead generation is foundational for business growth. To amplify this growth, it is crucial to understand and follow effective lead generation practices. This eBook dives into instrumental lead generation strategies, including content marketing, social media and email marketing, that will ensure quality leads, and ultimately drive revenue growth.

- **Understand Your Audience**
- **Diversify Your Marketing Strategies**
- **Maximize Your Lead Generation and Business Growth**



Understand Your Audience

Even the most innovative lead generation strategies cannot be effective without a clearly defined target audience. Understanding your audience is the first step to creating a lead generation blueprint. Here's how to ensure you have a detailed understanding of your target audience.



Conduct Research

- Interview current customers, prospects and lost deals
- Gather information from these interviews that uncovers feedback, why they decided to/not to use your product/service and more



Analyze Web Traffic

- Go through website form submissions to gather details about who is interested in your content or offerings
- Use Google Analytics or other website tracking tools to uncover the locations of people who visit, how they interact with your pages and where conversions are happening



Collect Key Data from Marketing Channels

- Engage in conversations with event and conference attendees to uncover their interests, preferences and pain points
- Monitor social media to see what your target audience is talking about as this can highlight interests, concerns and other trends

Diversify Your Marketing Strategies

An impactful B2B lead generation blueprint must include various marketing initiatives that span the entire funnel. This holistic approach to addressing the customer journey ensures that you start with creating awareness at the top of the funnel and finish with driving conversions at the bottom of the funnel.

Marketing Across the Funnel Stages

Top of the Funnel

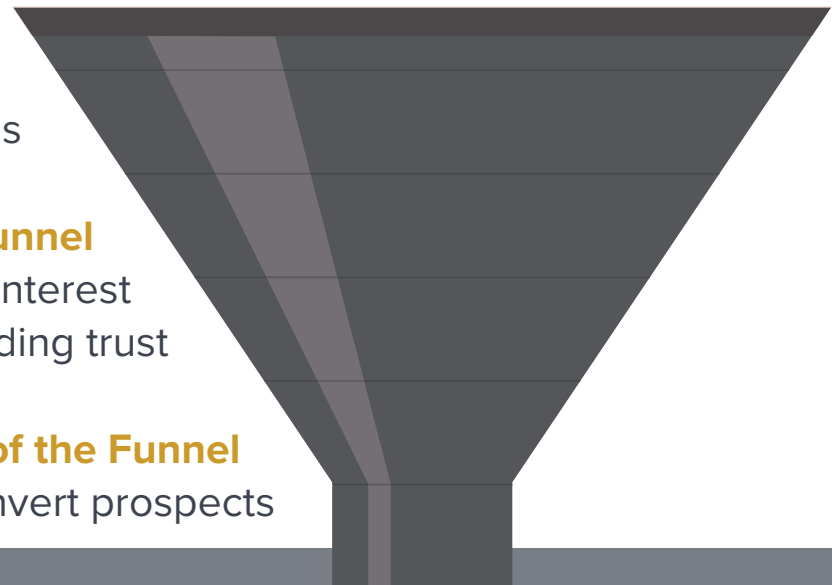
- Build brand awareness
 - Create connections

Middle of the Funnel

- Nurture the leads who have shown interest
 - Focus on building trust

Bottom of the Funnel

- Push to convert prospects



Let's dive into the diversified marketing strategies that span the entire funnel and make up the B2B lead generation blueprint.



Content Marketing

One of the most proven B2B lead generation tactics is content marketing. To generate more leads, it is important to keep up with what audiences are looking for and engaging with. Here are three trending content marketing approaches to boost your lead generation opportunities.

1

Create Thought Leadership Content

- Build trust by providing deep industry insights and best practices, conducting original research and sharing the data findings
- Ensure your content provides the audience with actionable takeaways

2

Incorporate Videos

- Share information in an easy-to-consume format that promotes retention
- Use storytelling to make your message memorable

3

Develop Interactive Content

- Enable a self-service buyer's journey
- Provide fun opportunities for buyers to engage (i.e. quizzes, assessments, calculators, etc.)



“Content marketing drives 3X more leads than traditional marketing.” – [Demand Metric](#)



Website

A website is the foundation of your business. Optimizing it for lead generation is in your best interest. Implement these website strategies to boost lead generation.

Search Engine Optimization (SEO)

- Implement SEO to boost keyword rankings and search engine visibility
- Include technical and tactical components such as mobile optimization, page speed, keyword optimization, on-page optimization and more

Landing Page Forms

- Include important lead fields that are critical to know about the lead
- Limit the number of fields to boost conversions

Promotion

- Promote your website through press releases, social media and advertising



“96% of marketers say that website and SEO are effective channels in generating quality leads.”

– ViB



Email Marketing

Emails are a commonly used component of the lead nurturing process but are often overlooked as a part of lead generation. These tactics will kickstart your email lead generation and level up your lead nurturing game, contributing to increased success.



Segment Database

Segmenting your database into lists is the golden ticket to effective email lead generation. Think about it like you would your buyer personas and divide it into demographics, firmographics and behavior. For example, everyone in industry “A” will be in a list, everyone in industry “B” will be in a list and so on.



Personalize Campaigns

With the database segmented, you can customize email campaigns to a specific audience. Build personalized campaigns with relevant content that addresses unique challenges and pain points. This opens the door for more engaging content which can result in leads progressing down the funnel.



Follow-up with Leads

An effective lead follow-up strategy is as crucial as generating the lead. When a lead downloads an asset, follow up with an email that provides additional content relevant to the asset topic. Send additional emails in the following weeks with more resources and offers for a demo or consult request.



“50% of marketers say that emails generate leads with the highest ROI.” – Influencer Marketing

Social Media

Social media continues to be an effective platform for generating leads. For B2B marketers, LinkedIn is the place to be as 43% of LinkedIn members hold a decision-making role in their organization. In the B2B space, decision-makers are the go-to audience. To make the most of social media marketing, especially on LinkedIn, consider these tactics:



Highlight Exclusive Content or Offers: The feeling of exclusivity is like no other. Exclusive content or product offers that are available only on social media excite your audience and keep them looking forward to your posts.



Share a Mix of Content: Diversify your social posts by sharing a mix of third-party industry articles, internal blogs and brand highlights. This approach keeps your followers up to date on industry information but also informs them of what is going on within your organization.



Utilize Special Platform Features: LinkedIn Groups are a way to interact with leads who share interests. Share a piece of your content with the group and offer actionable and useful tips. LinkedIn Newsletters are also a special feature to consider. This can be a way to share your email newsletter in a different way and reach a new audience.

“66% of marketers generated new leads via social media by spending just a few hours per week committed to it.” – Social Media Examiner

Advertising

A key part of the lead generation blueprint is advertising. It is often a way to generate leads, and usually relatively quickly. Google and social media ads are the most utilized, but it is also important to incorporate retargeting within your advertising efforts.

Google and Social Ads

- Define parameters such as keywords and demographics to target audiences with potential interest in your product or service offerings
- Maximize lead generation by reducing barriers to conversion, such as using Google Ads lead form extensions
- Test out several strategies and adapt based on the insights you gain

Retargeting

- Tailor efforts by segmenting your audience based on their behavior and interactions
- Develop content that resonates with each segment, addressing their specific needs and interests
- Use a multi-channel approach to reach your audience wherever they are online
- Use incentives to encourage prospects to return to your site

“66% of marketers have reported seeing an ROI from paid advertising.”

— KURVE

Webinar

Webinars are a tried-and-true marketing tactic. But, as buyer expectations change, so does the type of content they want to consume. It is important to create different types of webinars based on the stage a lead is in.

Top of Funnel

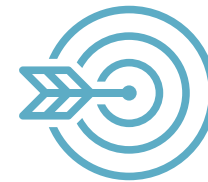
- Take a thought leadership and educational approach to build brand awareness
- Provide the audience with actionable tactics to take back
- Test several strategies and adapt based on insights gained

Middle of Funnel

- Bring together a group of industry experts to talk about common challenges or answer audience questions
- Host a partner webinar and showcase how you work together, how it impacts your product and more

Bottom of Funnel

- Host a webinar focused on a customer, use case or demo
- Show the audience what it would be like to be a customer
- Highlight the benefits of using your product/service and focus on ROI



“As many as 73% of B2B webinar attendees convert into leads.”
– [Blogging Wizard](#)

Whatever type of webinar is decided upon, the pre-and post-marketing is critical to the overall webinar success. [Read the full guide to creating a lead gen webinar.](#)



Maximize Your Lead Generation and Business Growth

Lead generation plays a critical role in fueling business growth by attracting, engaging and converting prospects into customers. A consistent stream of leads comes from planning and implementing a variety of lead generation strategies. Modifying and elevating these strategies over time will ensure the quantity and quality of leads increases, contributing to growth in customers, revenue and overall success.

Are you ready to build a blueprint that improves lead generation and grows your business? We're here to



SCHEDULE A FREE CONSULTATION

About Launch Marketing

Launch Marketing is a boutique business-to-business (B2B) marketing firm in Austin, Texas that provides turn-key services focused on generating leads and driving revenue. The team brings a breadth of senior-level expertise with a full-service approach to help clients maximize the impact of marketing for their business. Since 2001, they have helped countless clients successfully launch their company, dive into new markets, introduce new products, and generate more qualified leads.

For more information, visit www.launch-marketing.com.

