

## Tips for Enhancing Your Lead Generation Process to Gaining Better Leads

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Everyone is always looking for more leads. Here's the thing. Marketers know that we shouldn't just be focusing on getting *more* leads, we should be trying to get more *quality* leads. We've compiled some ideas to help bring more quality leads straight to your sales team.

*Need some help with Lead Gen basics before diving into the specifics? Check out part I of our lead gen series - [Lead Generation: A Beginner's Guide to Gaining More Inbound Leads](#)*

### **Define, segment and target your audience**

Before you start anything, you need to know who your targeting and what you want the outcome to look like. Your lead gen tactics will not mean anything if your audience doesn't resonate with the campaigns, and you can create campaigns that resonate unless you know who you're creating them for. Using CRM data to figure out your audience should be the main goal of your marketing team from the get go. From there you should segment into targeted audiences and create campaigns specifically for those groups. These days, marketing and advertising is all about personalization – and this is the first step towards personalizing campaigns that resonate with your audience.

### **Write your lead gen process down**

It may seem like a tedious and unnecessary task but creating and writing down your lead gen process will not only help you define your goals, but will give you a guide to reference as you proceed and will help you keep yourself accountable to your original plan. A written plan should map out exactly what happens from initial concept of a lead gen campaign, down to the nitty gritty of what happens to every lead as they are nurtured through the sales funnel.

### **Align your marketing and sales teams and continuously communicate**

The best and most efficient way to establish a continuous lead generation process that works is by first aligning your marketing and sales team to work together. The marketing team should create campaigns that capture the attention of leads and then nurture them to a certain point where it can be handed over to sales. Both teams need to create this process together and agree on how the process should run. Continuous communication is obligatory – as the leads get passed to sales, the sales team needs to give feedback in real time and marketing should constantly review and update the process based on the feedback.

### **Develop a lead scoring process to determine a good lead vs. a not-so-good lead**

[68% of successful marketers](#) cite lead scoring based on content and engagement as the most effective tactic for improving revenue contribution from lead nurturing. What is lead scoring? Essentially, it is a process of assigning points and ranking prospects based on the actions they have taken that your team has deemed valuable to your organization. Depending on what your goals are, leads can get points for website browsing or actions taken, social media interactions, or filling a form. The score they are given determines what leads should be passed on to sales

to be directly contacted, or which need to be nurtured further down the sales funnel. While points should be assigned to actions based on the priorities you've set and what actions you decide are valuable, here is an arbitrary example of how they can play out:

- Downloading an ebook – add 9 points
- Watch a video on the website – add 5 points
- Fill out a contact form – add 15 points
- Unsubscribe from email list – subtract 10 points

### **Provide a high-value offer to your audience segments**

Once you understand your audience and your process is set, it's time to start running campaigns. One extremely efficient way to reach prospective leads is through targeted content. In fact, leads that are nurtured with targeted content produce an [increase in sales opportunities](#) of more than 20%. So what constitutes as a high-value offer? It will depend on your audience. Once your audience comes across your offer it should be able to answer the question: "What's in it for me?". Informational and educational items like whitepapers, guides, webinars, videos, and infographics make great offers because it's providing something to your audience.

### **Create offers for each step in the buying cycle**

Check out your website. You most likely have a couple calls-to-action to "Contact Us" – maybe even a form to fill. Of course, you want people to be able to reach you, but let's be honest – not everyone is ready to do that. Most likely, prospective leads are on your site doing some recon work to find out information about your company, find some educating stats, or to learn about your industry. That makes it important to develop different offers for different levels of the sales funnel. Someone entering the top of the funnel might be interested in downloading an ebook, while someone closer to the sale might be interested in a free trial or demo of your product or service. By adding additional high-value offer options to your website, you can cater to leads that are in different points in the buying cycle.

### **Enhance your campaigns with a clear call-to-action**

Speaking of calls-to-action, it's important for you to make them clear to the prospects. A couple things to keep in mind: make sure your calls-to-action are easy to find and easy to understand. Dropping in a call-to-action in an area that people don't have to scroll down for will make sure that it's easy to find. Then, basically, you need to make sure it's clear what you want people to do. Want them to download your free guide or register for a webinar? Say it, and link to a landing page that leads to more information. Calls-to-action can also be very valuable at the end of blogs. Once a prospective lead finishes reading a post, it's possible that they may want more info or are ready to convert. Asking them to take the next step will continue the lead nurturing process.

### **Use various channels to reach the right audience**

An effective lead generation and nurturing campaign involves many pieces including optimization, email marketing, social media, digital advertising, and direct sales. Each channel has its [role and benefits within the process](#), and it's important to use a multi-channel strategy to optimize reach.

### **Make a commitment to building a relationship with your leads**

Some leads are ready to make a move right away, but most (and especially in the B2B marketplace) take time and effort to convert. That's where lead nurturing and relationship building come in. While every buyer's journey is different, prospects on average receive [ten marketing touches](#) from the time they enter the funnel to a sale. The most successful lead nurturing delivers content that helps prospects educate themselves as they progress through the buyer's journey. The amount of contact points isn't the only factor. Consistent and quick follow up can also improve lead conversion. In fact, the odds of a lead becoming qualified is [21 times greater](#) when contacted within five minutes versus 30 minutes after an inbound lead converts on a website. Marketing automation tools can help address the amount and timeliness because they help organize workflows and automatically send out follow up emails and continue contact with your prospect.

### **Test and Measure Consistently**

Of course, you can't realize your results without continuous measurement of your process. See what performs well, see what's gaining quality leads, continue what's working and make changes to what isn't. Stay tuned to the [Advance Ohio blog](#) for Part III of our Lead Generation series where we will go deeper into lead scoring, A/B testing, and how to measure and adjust the process based on your results.