

“Sales have reached a plateau. We need to start generating a lot more *new* leads to sustain growth.”

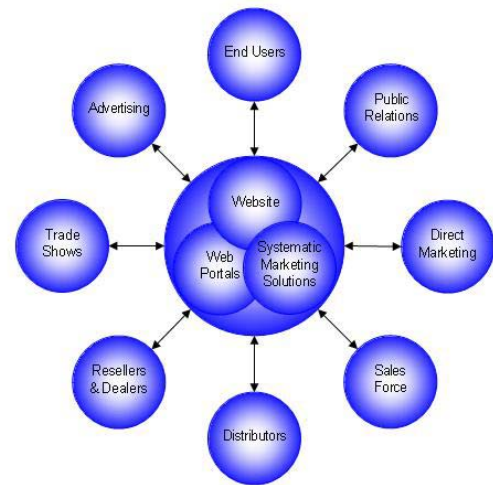
Web-centric Lead Generation Best Practices

Business-to-business marketers are under constant pressure to generate a higher quantity and quality of new leads with fewer resources. Here's how they're doing it.

Introduction

The foremost change in B2B marketing during the past decade has been the emergence of a company's website as the primary point of contact with prospective customers. The Internet has also become an extremely efficient platform for integrating and automating the lead generation process. As a result, the role of the web has been elevated from simply a spoke in the marketing mix wheel to the hub of the marketing strategy.

While the Internet offers endless lead generation potential, it is also wrought with unproven strategies, unproductive marketing practices and overwhelming spam abuse. To effectively target, attract and acquire a steady stream of new leads in today's web-centric business world, savvy marketers have learned to focus their limited resources on a few of the most productive best practices.



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This paper is a quick reference guide to the following web-centric strategies and best practices for generating business-to-business sales leads:

- ◆ Four proven and practical methods for driving highly qualified leads.
- ◆ Relevance is critical to web-centric lead generation success.
- ◆ Landing page is where anonymous visitors become qualified leads.

Proven and Practical Methods for Driving Highly Qualified Leads

The Internet continues to offer new tactics and technologies for communicating your message to the world. While some of the newest methods have shown promise in very specific circumstances, few have proven to work effectively for driving highly qualified leads in the broad spectrum of B2B marketing situations. The following four methods have consistently proven to accomplish this goal.

Search Engine Optimization

You want to be found when buyers start looking. And search engines are the first place more than 75% of B2B buyers look. Search engine optimization, or SEO, is the process of optimizing a website to ensure its pages rank favorably on popular search engines like Google. No other B2B marketing strategy engages prospects or generates leads more cost effectively than search engine optimization.

CPC Search Engine Marketing

CPC (Cost Per Click) search engine marketing enables you to target customer segments using very specific keywords and phrases, and filter leads before they click to attract and acquire the most qualified prospects. While many search engines and vertical market directories offer CPC programs, independent research continues to place Google AdWords far above others as the most effective and efficient for reaching business-to-business decision makers.

Optimized PR

This tactic greatly extends the reach and lead generation productivity of your traditional PR program for very little additional cost. Optimized press releases contain keywords and phrases with anchor links back to your landing page. When submitted via an online newswire service, the optimized press release propagates the web and becomes available on leading search engines.

Offline Integrated Marketing

Today, most B2B advertising and direct marketing campaigns include a company's website address. Few, however, contain a URL to the specific information or offer presented in the campaign, or provide a method for qualifying the lead and capturing their contact information. Integrating your offline and online marketing programs will produce more leads and measurable results.

Relevance is Critical to Web-centric Lead Generation Success

Relevance is one of the most important tactics to factor into every type of web-centric lead generation campaign. Relevance is the key to acquiring highly qualified leads that are more likely to become customers. The following table shows how relevance is applied across the stages of the “target, attract and acquire” lead generation process for each type of web-centric campaign.

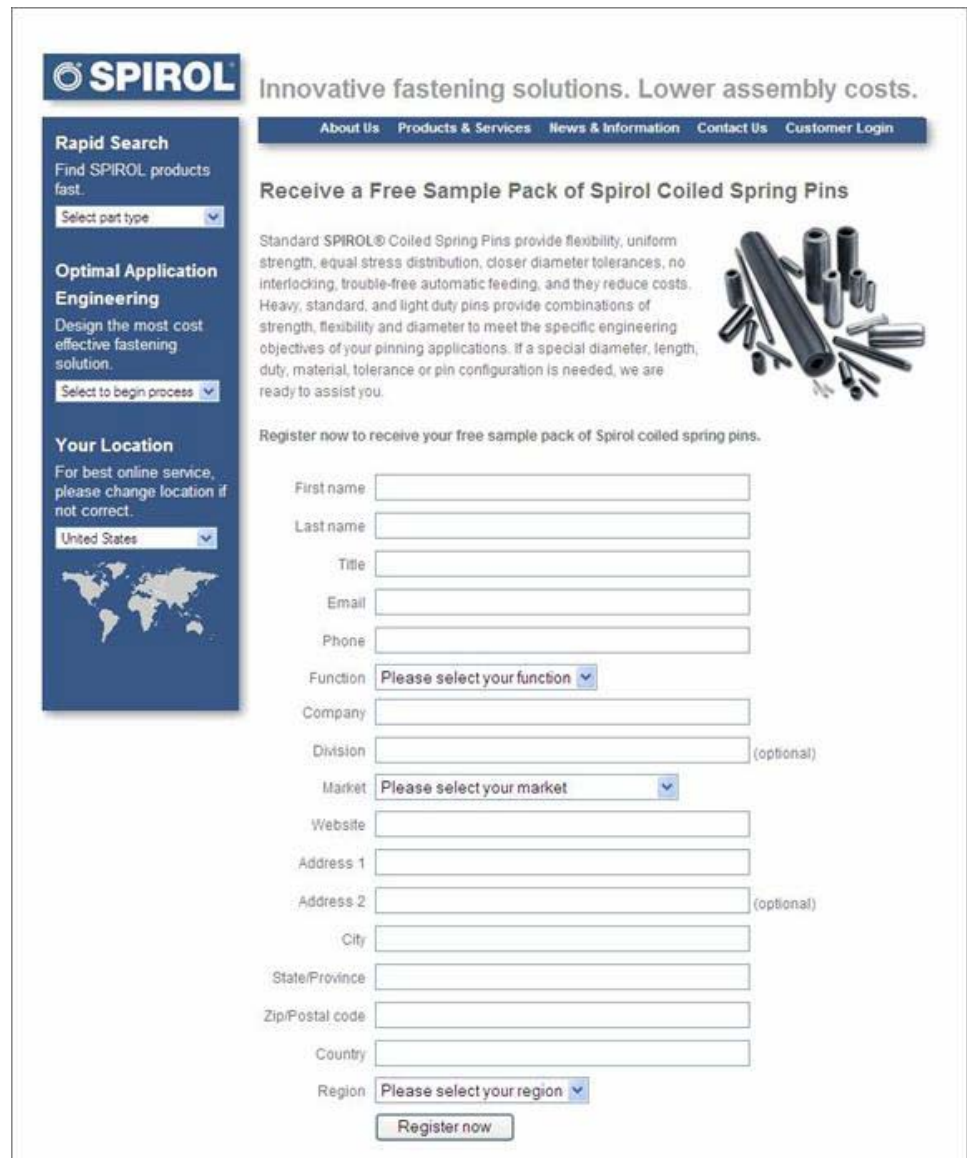
	<i>Target</i>	<i>Attract</i>	<i>Acquire</i>
Search Engine Optimization	Search keywords and variants relevant to...	Content and meta tags with offer relevant to...	Web landing page with offer value proposition & lead acquisition form
CPC Search Engine Marketing Campaign	Search keywords and variants relevant to...	Search results listing with offer relevant to...	Web landing page with offer value proposition & lead acquisition form
Optimized PR Campaign	Search keywords and variants relevant to...	Press release copy with offer relevant to...	Web landing page with offer value proposition & lead acquisition form
Offline Integrated Marketing Campaign	Key market segment audience relevant to...	Ad copy or message with offer relevant to...	Web landing page with offer value proposition & lead acquisition form

While elements of the “target, attract and acquire” process vary for each type of campaign, the objective is the same – **to filter out unlikely leads and acquire the most qualified**. Following is an example of how relevance is applied to a Google AdWords CPC search engine marketing campaign.

<p>Target: Keywords and Variants</p> <ul style="list-style-type: none"> spring pins coiled spring pins coiled spring pin spirol spring pins 	<p>Attract: AdWords Listing</p> <p>Coiled Spring Pin Samples</p> <p>Free sample pack of spring pins for engineered pinning applications.</p> <p>www.Spirol.com</p>
<p>Acquire: Web Landing Page</p> <p>Receive a Free Sample Pack of Spirol Coiled Spring Pins</p> <p>SPIROL® Coiled Spring Pins provide flexibility, uniform strength, equal stress distribution, closer diameter tolerances, no interlocking, trouble-free automatic feeding, and they reduce costs. Heavy, standard, and light duty pins provide combinations of strength, flexibility and diameter to meet the specific engineering objectives of your pinning applications. If a special diameter, length, duty, material, tolerance or pin configuration is needed, we are ready to assist you. Register now to receive your free sample pack of Spirol coiled spring pins.</p>	

Landing Page is where Anonymous Visitors become Qualified Leads

It doesn't really matter how many people visit your website landing page if you never find out who they are. An effective landing page strategy is how you convert these anonymous visitors into qualified leads. Shown here is the landing page created for the AdWords campaign example from the previous page.



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Select part type

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Design the most cost effective fastening solution.
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Your Location
For best online service, please change location if not correct.
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Standard SPIROL® Coiled Spring Pins provide flexibility, uniform strength, equal stress distribution, closer diameter tolerances, no interlocking, trouble-free automatic feeding, and they reduce costs. Heavy, standard, and light duty pins provide combinations of strength, flexibility and diameter to meet the specific engineering objectives of your pinning applications. If a special diameter, length, duty, material, tolerance or pin configuration is needed, we are ready to assist you.

Register now to receive your free sample pack of Spirol coiled spring pins.

First name
Last name
Title
Email
Phone
Function: Please select your function
Company
Division (optional)
Market: Please select your market
Website
Address 1
Address 2 (optional)
City
State/Province
Zip/Postal code
Country
Region: Please select your region

Register now

Equally critical to relevance in the “target, attract and acquire” process is the landing page registration or contact information form. There are two schools of thought on the number of data fields that prospects should be required to fill out.

Fewer required fields equal more leads. More required fields equal fewer leads. The trade off is that fewer required fields will generate less qualified leads, while more required fields will generate more highly qualified leads.

Before deciding how much information will be required on your landing page form, take into consideration that the more qualified the lead is, the more likely they will be to eventually purchase your product or service. And that's the goal!

Next step in the B2B sales opportunity pipeline process

The preceding best practices will enable you to generate a larger database of leads. The next step in the B2B sales opportunity pipeline process is to cultivate relationships with these qualified prospects until they are ready to buy. Using a streamlined and automated process will help you accomplish this in an efficient and highly personalized way. To learn how, please visit Ascend2.com and download our white paper titled: *Virtual Relationship Marketing Best Practices*.

About Ascend

Ascend2 helps B2B marketers gain and sustain revenue growth by optimizing and automating their business development processes. Our unique fusion of marketing and technology expertise is what distinguishes us, and more importantly, what will distinguish you in an increasingly web-centric business world. To learn more, contact:

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