

LeadX 360

LEAD  [®]
Lead management 360

Latest method to generate more accurate B2B Leads



LeadX- Empowering everyone to post hot leads

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Latest method to generate more accurate B2B leads

Learning how to generate leads is something that every business strives for, particularly since B2B leads are of immense importance in the current scenario. After all, leads are the starting point of the customer journey, i.e. the generation of the lead is the first stage in the process of a prospect eventually making a purchase and that is why these are so important.

Over time, methods of generating B2B leads that are more accurate and productive, have transformed radically with the advent of technology and intelligent insights alike. Here's taking a look at some of the ways and means towards generating accurate B2B leads for your business.



Concept of Lead Generation

Before getting into the whole conundrum of how to **generate B2B leads**, you should have a clear conception of what a lead actually is.

Here's summing up the story for you in brief

- A lead is any individual or business that has shown interest in your products/services in any manner, shape or form.
- Leads usually hear about/from companies/organizations after the start of communication through submission of details/information or getting contacted by the sales personnel.
- The information collected by the company about a prospect helps in personalizing the opening communication accordingly.
- Leads are a part of the bigger sales funnel or sales lifecycle followed by customers when they transition towards becoming final purchasers from initial visitors.
- Leads are not all the same or equal and come in various types, i.e. warm, cold, qualified and so on.
- They are classified on the stage of the sales lifecycle that they are in.

What is lead generation you may ask- Here's summing it up in brief:



Process of drawing and converting prospects



These are people who have shown interest in your brand



Some examples include blogs, events, content online, surveys, coupons, etc

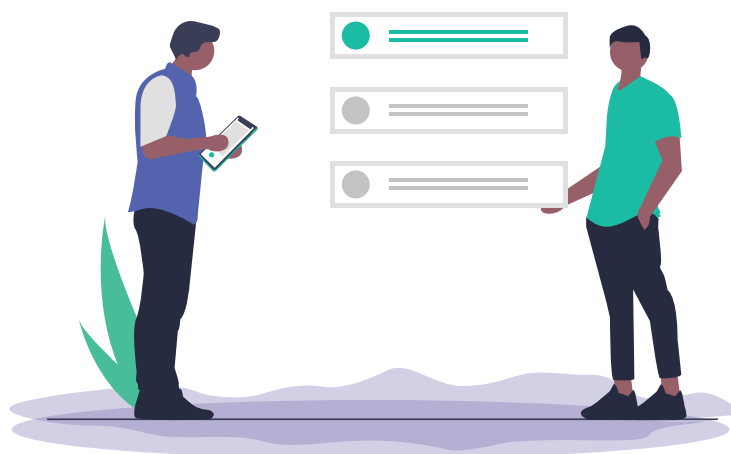
In a nutshell, lead generation involves getting potential buyers/customers to steadily warm up to your brand/organization/business/company and putting them on the road towards finally making a purchase. Lead generation is an indispensable part of the sales process for any company since whenever there is any interest shown organically by another business/individual, it is best to facilitate a transition towards the final purchase for higher company growth and sales.

What are the Challenges in B2B Lead generation?

Looking for ways to generate leads in the B2B space? Well, there are several hurdles on this route. Taking control of the rather complex and often confusing sales cycle is a must for marketers in the B2B segment. You aim at transforming prospects into high-quality leads and then turning those quality leads into eventual paying and loyal customers. Yet, the problem arises when this has to be achieved within the aegis of the long and winding B2B sales cycle which is mostly 6-12 months on an average. With other factors like economic fluctuations, higher competition and more focus on revenues and finances, meeting strategic business goals while staying updated with the latest B2B lead generation techniques often becomes a difficult task.

This is one challenge faced by almost all B2B marketers. B2B leads pose a significant hurdle for marketers who struggle to generate higher volumes of high-quality leads in a consistent manner. As per several reports, 80% of marketers in the B2B space reported struggles with generation of high-quality sales leads and a whopping 62% confirmed their challenges in generating leads in suitable volumes. Almost 55% of large-sized B2B entities also face issues in nurturing leads which they find to be the most daunting task in the entire sales cycle.

Reports have also found that lead generation goes up by 45% for companies that carefully nurture their leads. For management of the B2B sales cycle successfully, it is important to possess an intrinsic understanding of leads at each and every stage of the sales funnel.



Overview of B2B complex sales cycle

As stated earlier, getting complete control of the rather complicated B2B sales cycle is an issue for most marketers. This sales cycle is rather lengthy and most buyers in this space usually make high-value purchases, which explains the higher time taken for the same.

This clearly indicates that marketers for the B2B segment should remain motivated enough to engage with the customer throughout the long cycle of purchasing in order to nurture leads properly and ultimately get a loyal customer. As per reports, close to 17% of B2B marketers have 7-12 month cycles for sales while a decent 16% state that the sales cycle stands at 4-6 months on an average. However, the silver lining here is that, with proper management and good nurturing, the long sales cycle can result in more reliable and predictable streams of revenue.

Here's summing up the story for you in brief

- *Complex services or products*
- *Higher consideration purchases*
- *Expensive, emotional and high-value products/services*
- *Longer cycle of research*
- *Multiple influences and buyers involved*
- *Delayed purchases*
- *Purchases/negotiations can take place offline*
- *Communication and engagement is a must at each sales cycle stage*
- *Plans should be made to engage prospects and nurture them across four key stages from the first contact to the final closing of the deal*
- *The company should be there for the customer right from the start, offering solutions until the final delivery of the service/product*
- *Communication should be done with each influencer and person at each sales cycle stage*

There are four stages of the complex sales cycle in the B2B segment and these are as follows

Awareness

Research

Negotiation

Purchase

You will have to carefully understand the buyers and searchers in the B2B space at all stages of the rather complex sales cycle. The demographic and job title/position of the searcher is useful for insights since it can help you create more effective CTAs (calls to action) along with creating sales and marketing tools for better outreach. The buyer starts becoming more aware and sophisticated at every stage of the cycle in the B2B sales maze. Entry-level interns/employees could be searching initially for compiling more information. With the progress of the sales cycle, the search will be managed by more experienced and high-level employees looking to streamline the vendor list and finally make the purchase. The late-stage marketing efforts have to be more sophisticated and the searcher profile has to be matched at every stage by the marketing assets.

What are the ways to generate accurate B2B leads?

There are various ways to generate B2B leads which are more accurate and productive. Here's taking a look at some key tips that will help you in this regard:

- *You should create your keyword strategy that is customized for every stage.*
- *Keywords usually begin as short phrases or combinations of 2-3 words.*
- *They may evolve into long tail keywords later on with multiple words.*
- *Reach your prospects early on in the sales cycle. The awareness part starts here.*
- *Ensure that your company finds a place in the list of prospective vendors for your B2B prospects.*
- *Keep offering helpful and handy advice regularly at this stage.*
- *Information give-aways without asking for contact details is a good initial strategy to get leads.*
- *Deploy tools like content marketing, blogs, whitepapers, case studies, third party articles, thought leadership articles, website content, social media, news releases and other tools across B2B sales cycle stages.*
- *Enhance CRM usage while implementing a system for lead tracking.*
- *Provide more attractive content, particularly at the second stage, ensuring more valuable and detailed information for prospective customers.*
- *You should then ask for information for shifting a prospect to another stage with simple forms which are easier to complete. Try and ask for lesser information for higher rates of conversion.*
- *Leverage tools like webcasts, customer reviews and testimonials, YouTube videos and detailed case studies/white papers that solve specific problems at this stage.*
- *Buyer's guides may also work along with complimentary audits, product demos, free offers and trials, give-aways and so on.*
- *At the purchase stage, post the transaction, take steps for customer retention.*
- *Have monthly newsletters and emails for subscription based community building.*
- *Keep publishing tips and other handy advice for gaining more followers and getting even more referrals.*

Building up your company reputation as a thought leader is something that you should carry forward even at the last stage of the process, i.e. after the purchase has been made. This could have been started initially through your corporate blog and now you can keep it going with tips and other guidance as mentioned. Additionally, you should also keep customers updated about recent developments, events and news at your company along with new employees, customers and other information.

This goes a long way towards retaining customers more effectively. Invite customers to network with you at industry events, webinars and other online and offline events. Offer complimentary passes and other rewards as incentives which will help you gain more traction online and offline while building more customer loyalty and discussing various topics which are vital for the success of your customers. Marketing tools can also be used across social media to interact with existing customers and engaging with them on a regular basis.

You can also deploy your team for in-person meetings with clients on a regular basis in order to obtain feedback and fix any issues or address possible grievances. You can also try monthly reports which help you understand more about the direction and overall success of your product/project/service offering. Make sure that customers receive this report and help them out with data that they require for reporting to their upper level managers. Continue the strategy of the company on social media for getting higher search engine rankings and for connecting better with potential customers on LinkedIn.

Get B2B leads seamlessly minus the hassles

Agreed, for most marketers in the B2B (business to business) space, having a thorough understanding of the lengthier sales cycle is a must for attaining more success in business. At every stage of the search process of the potential buyer, your company should have a clear presence, offering the best quality content and solutions which are carefully personalized to the specific sales cycle stage.

You should carefully understand this particular sales cycle, make sure that your leads are seamlessly nurtured and customer relationships are maintained well. Yet, there are new-age and innovative solutions that can help you address the problem and potentially shorten the sales cycle.

LeadX is a one-stop solution that helps you empower everyone in the organization to post leads, including employees, staff across divisions and also partners. They are automatically incentivized through rewards and recognition for posting warm leads which are seamlessly handed over to the sales team and progress is tracked in real-time. Deals are closed together as a team and lead quality is ensured from the very outset. This one-stop platform helps in seamlessly posting leads in a few seconds and the sales team can instantly take them over for further action, leading to lower sales cycles and faster purchases. This naturally helps in scaling up company revenues to a great extent, while building an effective and strong sales culture in the organization.

