

# LEAD GENERATION REACHES MATURITY:

How Businesses Can Propel Themselves Beyond the Basics



# Table of Contents

---

- 1 Introduction
- 2 Back to the Basics: What Do You Know?
- 3 Consumer Data Capture
- 4 Lead Generation Priorities: What's Important?
- 5 What are the Biggest Hurdles?
- 6 Where are the Solutions Found?
- 7 Geo-targeting
- 8 Lead Scoring
- 9 Predictive Forecasting
- 10 Mobile Technology
- 11 Call Tracking
- 12 Conclusion
- 13 About LeadsPedia Culture

# Introduction

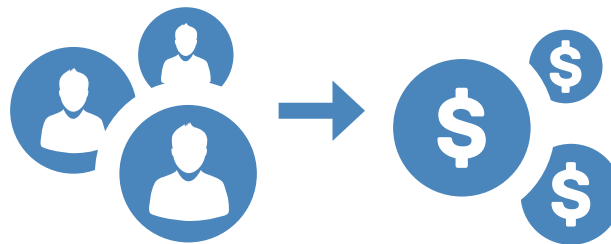
---

Year after year, the majority of businesses make the claim that lead generation is their top priority. At the same time, an equal or greater number of companies indicate that it is their No. 1 challenge as well.

What happens when only 10 percent of marketers feel their lead generation campaigns are effective?<sup>1</sup> There are obviously more than a few missing links in the chain that lead to higher conversion rates and monetizing your online and offline marketing strategies.

The lead generation equation is pretty simple:

**Customers = Revenue**



Close to zero products and services sell themselves. And even with the most loyal customer base, most companies cannot survive or even begin to consider scaling up without new consumers.

In this e-book, you're going to recognize many of the lead strategies that you have in place aren't necessarily the problem, but marketing is changing. What are some of the biggest obstacles? It has become increasingly difficult to measure, analyze and respond to mobile technology and a multi-screen world as organizations work to develop effective lead generation campaigns.

<sup>1</sup> [unbounce.com/docs/lead-generation-guide.pdf](http://unbounce.com/docs/lead-generation-guide.pdf)








# Back to the Basics: What Do You Know?

---

Any organization that wants to improve its lead generation strategies must begin from a place of knowledge. There are basic components that every marketer should firmly understand:







## Lead Verticals

For instance, every lead generation campaign is aimed at a specific audience, which can be used to incentivize leads to take action, and these verticals can include:

-  Education
-  Health care
-  Financial services
-  Insurance
-  Real estate
-  Moving services
-  Entertainment

## Channels

Going further, there are numerous marketing channels that you can leverage to deliver your message and advertisements. Long gone are the days when you'd shout from your storefront - or get the neighborhood kid to do it - to get customer traffic. Today, we're frequently steeped in the digital world, bolstering our campaigns through:

-  Search engine optimization
-  Paid search and display ads
-  Email
-  Social media
-  Customer review sites
-  Affiliates

# Consumer Data Capture

---

By finding the right combination of vertical and channel, you have the opportunity to earn significant traffic, but you can't stop there. Linking your promotions to landing pages featuring concise, powerful calls to action is a critical step toward generating high-quality leads. However, the first step is understanding who your customers are and how they fit into your business.



Web forms allow you to capture the data necessary for identifying which customers hold the most potential value. The information can range from demographics to basic contact information. Depending on your company's needs and priorities, things can get very complicated. Here's why:

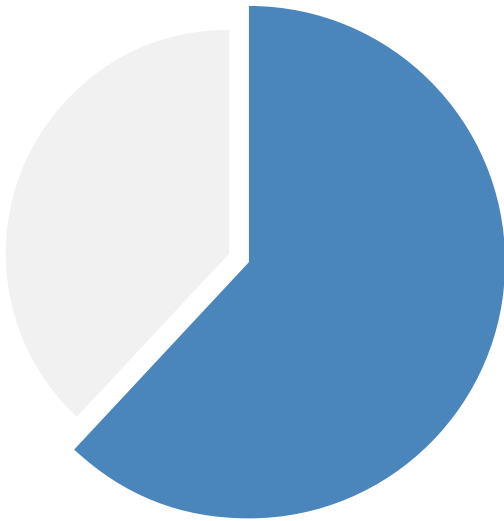
- Every industry and vertical will have its own idea of what kind of information they want to capture.
- The value of each lead can vary depending on the type of information that customers fill in.
- Lead buyers will therefore pay different sums for leads that meet certain criteria.

Equipped with this knowledge of each lead, a business can make smarter decisions. For instance, an organization involved in education will seek information related to a lead's age, geographic location, degree status and employment status. A university will likely find a military lead more valuable - and will pay more - because they are a guaranteed source of revenue.

As a result, you need to be able to capture exactly the right data for your or your clients' needs.

# Lead Generation Priorities: What's Important?

In many cases, marketers fall into two camps: quality and quantity. In fact, for two years running, the top goal for marketers around the world has been to increase the quality of their leads - 62 percent in 2013 and 59 percent last year.<sup>2</sup> At the same time, nearly half of all marketing professionals indicated they wanted a higher volume of leads.



## Is there an argument for quantity?

If you think about leads like a spider catching insects in its web, you want as many potential customers as possible to come your way. After all, a spider doesn't care if it snags a fly or an ant; the most important thing is that it eats. The web doesn't discriminate, but it's largely a matter of location and luck, so the spider may capture a thousand flies, or nothing at all.

The logic behind this comparison is that marketers can certainly capture a high volume of leads if they place their promotions on channels with a large amount of traffic, but, unlike the spider, businesses must discriminate among customers. No single company can provide a relevant service or product to everyone, meaning businesses need to be highly strategic when it comes to capturing the right leads.

**62%**

*of marketers' top goal has been to increase the quality of their leads*

<sup>2</sup> [emarketer.com/Article/Heres-Whats-Holding-Back-Lead-Generation/1011408](http://emarketer.com/Article/Heres-Whats-Holding-Back-Lead-Generation/1011408)

# What are the Biggest Hurdles?

The answer is simple: Data and strategy. In fact, more than one-third of marketers ranked these equally as the two most challenging aspects of lead generation.<sup>3</sup>



## Do you get a sense of a chicken-or-the-egg conundrum here?

Successful lead generation campaigns are built on a robust strategy. However, how do you know which strategies will pay off? In the beginning of - and likely throughout - the first few marketing campaigns aimed at discovering new customers, you have to experiment. Whether you A/B test your calls to action, landing pages or keywords, this period of time is necessary to generate the kind of data that will help inform subsequent campaigns.

So in a purely logical sense, the strategy comes first, which then leads to an active campaign, and then you generate data from it. Yet, the information from your nascent campaigns will help dictate what will help you arrive at successful lead generation strategies.

Another important aspect to keep in mind is that there will be multiple ways to effectively generate leads because of the variety of products, services, verticals, channels and customers that make up a campaign.

**1/3**

***of marketers ranked data and strategy as the two most challenging aspects of lead generation***

<sup>3</sup> Ibid.

# Where are the Solutions Found?

---

We know the priorities: You want to generate a greater number of leads, but also ensure they're relevant and high-quality based on your needs or those of your clients.






We recognize the challenges: The strategies you have in place aren't paying off, and you don't have the data necessary to change course with any sense of agility.

## You can't just sit on your hands.

There are tools at marketers' disposal that allow them to overcome these challenges and address their company's priorities.

Technology has helped businesses leapfrog from a basic understanding of lead generation to an entirely new level that delivers results, effectively enabling you to monetize the various channels that work while empowering you to identify and eliminate those that underperform.

The core concepts that elevate your marketing strategies include:

-  Geo-targeting
-  Lead scoring
-  Predictive forecasting
-  Mobile technology
-  Call tracking

Let's take a closer look at the ways these function propel your lead generation campaigns forward.



# Geo-targeting

---

Know your audience and where they are:  
A powerful lead generation strategy begins by knowing which locations will help you discover the largest reservoir of the most valuable customers.

Few organizations can succeed in generating high-quality leads by looking in every corner of the globe. You need to focus your efforts not only to acquire better leads, but also to keep the budget in line. Geo-targeting gives you the opportunity to fine-tune your marketing campaigns based on the regions in which you or your clients operate.

Exclude traffic and only push promotions in certain regions based on:

- Country
- Area code
- ZIP code
- IP address

Develop incentives for distinct regions, creating specific promotions based on language, local events, weather patterns and other criteria for a particular locality.

By leveraging geo-targeting in your campaigns, you're effectively addressing several of the major challenges in lead generation. One of the most important is quality. Prospects who fall outside of given service area won't likely be worth your time. Filtering out irrelevant leads will help you focus on those that matter most.



# Lead Scoring

Know which leads will be your most profitable. Without an effective strategy to rate the quality of leads you generate, you'll likely end up spending time on the wrong customers, trying to push them through the sales cycle.

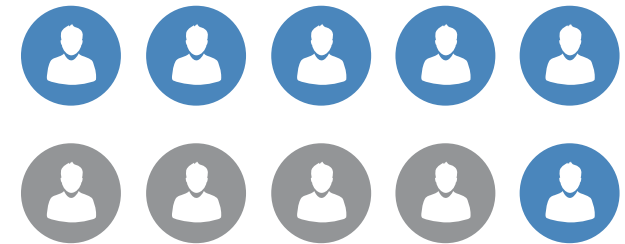
According to a recent DemandGen Report, nearly 4 in 10 marketers don't use lead scoring at all.<sup>4</sup> Meanwhile, just 30 percent are using lead scoring part of the time and 32 percent said they are doing so effectively.

## What do companies need to score leads?

- Better data and control over the data
- Powerful filters
- Accurate tracking to attribute leads
- Validation and verification of data

In support of any initiative aimed at scoring leads, sales and marketing need to be aligned on the attributes of a high-quality lead. At the same time, everyone must have a clear vision of the sales funnel.

Furthermore, closed-loop integration between customer relationship management software and other marketing automation tools will give both marketers and sales reps access to in-depth, complete and up-to-date customer data, increasing the likelihood of conversions.



**4 in 10**

***marketers don't use  
lead scoring at all***

<sup>4</sup> demandgen.com/pdf/DemandGenInternational\_EBook.pdf

# Predictive Forecasting

---

Use more than your gut to make decisions. Data-driven statistical analysis gives you the precision necessary to see which leads are more likely to convert than others.



## What's in it for your company?

You're able to use your marketing spend more effectively for promotions and channels by optimizing those that bring the greatest revenue.

Meanwhile, you know when and how to deliver particular promotions to a specific audience during a given time frame because you have clear insight into customers' behaviors.

## How do you leverage predictive forecasting?

Use historical data - often held in CRMs and other databases - to anticipate future behavior.<sup>5</sup> Build off of:

- Demographics
- Transactional information
- Attitudinal and behavioral data

What you need is access not only to real-time information, but also robust reporting that allows you to drill down to granular levels. Whether you want to look at performance at a campaign level or the impact of specific promotions on lead generation metrics, you need powerful tools to put this information at your fingertips.

Only with the combination of historical and current data sets will you be able to leverage predictive forecasting to put your budget behind the right channels and verticals.

<sup>5</sup> [gartner.com/it-glossary/predictive-modeling](https://www.gartner.com/it-glossary/predictive-modeling)

# Mobile Technology

Mobile technology is the new norm, meaning consumers are more likely to encounter your ads on their smartphones, rather than on a desktop. What's more, sales and mobile phone use generated \$3.3 trillion globally in 2014.<sup>6</sup>

The world has likely irreversibly changed. Consumers make decisions based on the information they find while sitting in front of multiple screens. It's a key element in the omnichannel marketing world that more companies are finding themselves part of.

Today's consumers depend on multiple screens to accomplish a task. In fact, 90 percent of all media interactions involve a mobile device, tablet, TV, laptop or desktop.<sup>7</sup>

## Why is mobile so important?

Attribution for each lead becomes increasingly difficult, and as a result, it's harder to accurately define the customer journey.

You need to discover which channels drive the highest-quality leads and the most valuable traffic. Companies have to adjust their promotions to fit a world of various screens. You can do so with:

- Responsive design, which impacts likelihood to purchase and SEO<sup>8</sup>
- Mobile-optimized websites that create better user experiences
- Mobile apps, which require innovative approaches to integrating ads



<sup>6</sup> [bcgperspectives.com/content/articles/telecommunications\\_technology\\_business\\_transformation\\_mobile\\_revolution](http://bcgperspectives.com/content/articles/telecommunications_technology_business_transformation_mobile_revolution)

<sup>7</sup> [ssl.gstatic.com/think/docs/the-new-multi-screen-world-study\\_research-studies.pdf](http://ssl.gstatic.com/think/docs/the-new-multi-screen-world-study_research-studies.pdf)

<sup>8</sup> [cdn2.hubspot.net/hub/53/file-396829583-pdf/How-to-Generate-Leads-with-Mobile-Marketing.pdf](http://cdn2.hubspot.net/hub/53/file-396829583-pdf/How-to-Generate-Leads-with-Mobile-Marketing.pdf)

# Call Tracking

**Inbound phone leads are extremely valuable.**  
**How valuable exactly?**

- Conversion rates for calls range between 30 and 50 percent, compared to Web leads, which see 2-percent conversion rates on average.<sup>9</sup>
- Callers are more likely to be farther along the sales funnel than other types of leads, and they generate a higher return.

## Create a Clear Connection

With the expanded role of digital technology, marketers need to take advantage of advanced tools to understand how customers interact with your lead generation efforts. For example, you can:

- Insert unique trackable phone numbers for multiple campaigns and incentives.
- Accurately track which promotion or channel was the source of a given lead.

Getting deeper into your data, dynamic number insertion for SEO and PPC campaigns helps you discover which keywords are the source of your best traffic.

Understand revenue per lead by integrating online marketing data with a CRM platform. As a result, you're able to make smarter budgeting decisions with more clarity into how your leads find their way to your business. With this functionality, you can measure ROI with precision and establish accurate



<sup>9</sup> <http://blogs.salesforce.com/company/2014/07/answering-the-call-gp.html>

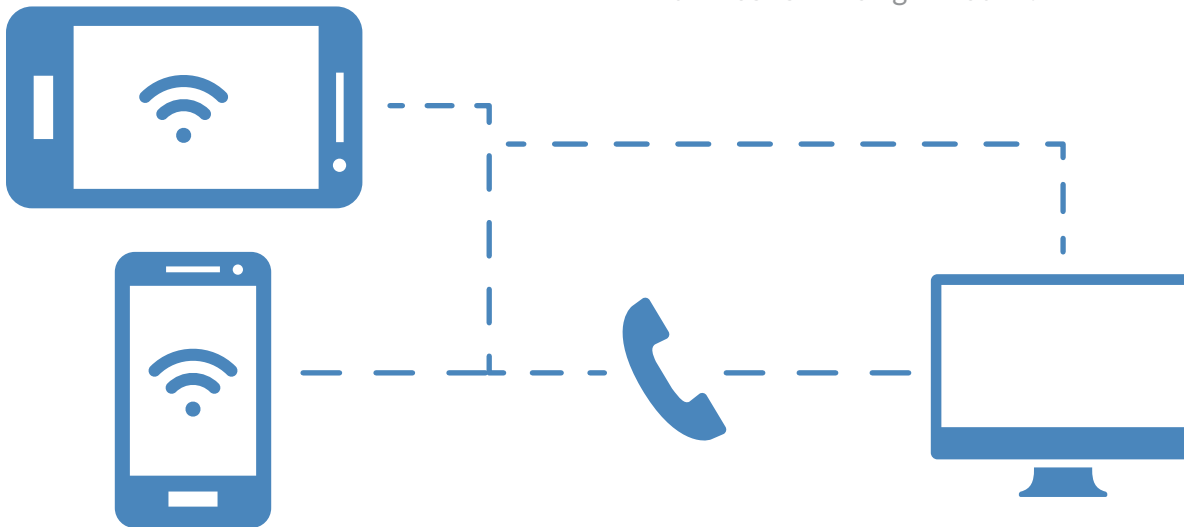
# Conclusion

Lead generation in today's marketing world requires more sophistication than what many companies currently have access to in their marketing and sales departments. Customers aren't knocking on your front door. They're using digital channels and mobile tools to respond to promotions, often moving between screens, offline and online.

When you consider the various ways that businesses are able to deliver their marketing campaigns, it becomes clear that you must recognize which strategies are the most effective.

You need to capture every last bit of data to make better decisions and create sustainable, but flexible, revenue streams by going beyond the basics of lead generation.

With the benefits of geo-targeting, you have the opportunity to refine your approach and only get your message heard by the right audience. Lead scoring helps you build a more robust sales funnel that gives your team members insight into where to put their energy in nurturing leads. Predictive forecasting supplements this data by taking advantage of statistical analysis to understand trends. Mobile technology and call tracking present new opportunities to go where customers are and engage them in ways that they're more likely to respond to.




# About the LeadsPedia Culture

---

LeadsPedia is a performance marketing platform allowing your business to track, capture, attribute and optimize digital marketing activities and receive predictive recommendations, all in real time. This leads to enhanced performance, scalability of your business and insight to allocate marketing spend wisely.

LeadsPedia focuses on a variety of key marketing functions:

- 
- For lead generation:** the ability to capture, validate and deliver leads in real time.
  - For networks:** the flexibility to manage affiliates and advertisers.
  - For advertisers:** the intelligence of multichannel tracking and attribution.
  - For mobile marketers:** insight into app installs and mobile ad performance.
  - And, for call tracking:** the ability to build complex routing rules, connect inbound calls to specific campaigns and monetize through multiple payouts models.

By consolidating the management of a variety of marketing functions into a user-friendly platform, LeadsPedia gives you the power to optimize your marketing campaigns and investment.

**Invested:** We're a company that practices what we preach, utilizing our platform to make the most out of performance marketing and expertly managing attribution.

**Innovative:** We embrace disruption, and we understand that innovation is a philosophy, not just a buzzword.

**Passionate:** We believe deeply in helping our customers throughout every interaction with our product and people.



389 Nicol Mill Lane, Suite 102  
Franklin, TN 37067

 [leadspedia.com](http://leadspedia.com)

 (615) 667-0002

 [info@leadspedia.com](mailto:info@leadspedia.com)