

LEAD GENERATION

The who, what, where and when.



For most B2B companies, generating leads is extremely important for funneling prospects down the sales pipeline and ensuring your sales team's success. You need to master the art of generating and qualifying leads. Whether you're generating leads through content marketing, social media, white papers or content downloads, you should follow this checklist for your lead-generation campaign.

PRE-CAMPAIGN

1 Define Goals/Audience
Who are you trying to reach? Are you looking for brand new prospects or hoping to reconnect with users who have purchased from you before? These goals will direct you through your entire campaign, so it's important to set these first and let the rest follow suit.

2 Plan Topics
When planning your topic for your content, it's important to think about what your prospects want. Are they looking for education? Inspiration? What is it they need to run their business more effectively? Once you answer this question, focus your campaign around this.

3 Choose a Medium
What's the best way to display this information? Is it through a video? A white paper? An e-book? It's important to think about how your prospects will best digest this information. Consider running a multichannel campaign that includes multiple types of media for users to request. Remember: You need a way to collect users' information as they download. The best way to do this is through a dedicated landing page for users to fill out their information so that it goes directly into your CRM platform (if you have one).

4 Set Up a Process for Leads
Without a process set up for when a lead is received, it's just a user's information. Work with your sales team to define who will follow up with each lead, which method to use to contact the leads, etc. If you have marketing automation software, that's even better! Set up an automatic email to follow up with your new leads to offer more information.

DURING CAMPAIGN



Amplify Your Message

Once you have your lead-generation campaign created, it's time to amplify your message. Utilize your social media channels to spread your message. Not only is this a lead-generation campaign, it's also a powerful branding tool. Let your followers know you're here to supply the most relevant and important information to collect even more leads. If social media isn't your forte, use your existing email lists for even more exposure or run ads to promote your content. Utilize all your resources!



Monitor Results

Once you've amplified your campaign, continue to monitor its progress. How many leads have you received? Now's the time to analyze your analytics, and if you're not seeing the results you hoped for, try switching up the copy in your social posts, emails or landing page. Always test and measure your campaigns because they'll never be perfect the first time.



Track Time

Make sure you're keeping track of how long your campaign is running and the exposure it's receiving. You don't want to burn out your followers or your email subscribers with the same message for too long. Also, check in with your sales team. How have they been responding to the newfound leads? Is the process you put in place prior to publishing working?

POST-CAMPAIGN



Follow Up

Make sure your sales team has everything they need. Now that the campaign is finished, it's time to follow up. Reaching out to your campaign recipients and hard leads is an extremely important step in converting those leads into sales.



Nurture

In B2B, it's common for a user to have multiple touchpoints before converting. Do you have other relevant content to offer your new leads? This is an important step in the lead-generating process. Offer yourself and your company as a resource and educate your prospects on why your products are the best solution for their business.

The final step is putting all of this to use. Content marketing can generate quality leads to help grow your business. It puts your brand in a position of leadership and will continue to work for your brand for years to come. Consider adding content marketing to your strategy.

ASICreativeLabs

If you need assistance with content marketing, ASI® Creative Labs' team of experts can help. Contact your account representative or visit asicreativelabs.com to learn more.