

THE DEFINITIVE GUIDE TO

B2B LEAD GENERATION

GUIDE 1. INTRODUCTION TO LEAD GENERATION

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01 WHAT IS LEAD GENERATION?

Definition: {In marketing, lead generation is the generation of consumer interest or inquiry into products or services of a business. Leads can be created for purposes such as list building, e-newsletter list acquisition or for sales leads}.

Lead generation is an imperative strategy to help get your marketing messages out to the masses. 'Lead gen.' helps with brand awareness, building relationships and generating leads.

The ultimate goal being nurturing these leads into a closed sale.

There's a wealth of information out there that will give snippets on how to generate leads for your business. Our definitive guide aims to dispel the myths and collate all useful information into one single actionable guide.

We're going to cover a range of lead generation strategies. This guide will include:



02 WHY IS LEAD GENERATION SO IMPORTANT?



Lead generation is all about delivering quality leads into your company and finding a way to scale the successful marketing channels.

Lead generation helps your sales team with warmer, qualified leads as opposed to defaulting to cold prospecting to secure new business.

It's an imperative strategy to help get your marketing messages out to the masses. 'Lead gen' helps with brand awareness, building relationships and generating leads.

It's really important when broadly looking at your marketing, to direct your companies focus on the 'closest to close' opportunities. This means as you map out your entire sales process (we'll cover this later) that you set priorities in where your sales team focus their time and effort.

The more lead generation activity you pursue, the more warm leads you get... the more leads you have close to closing!



**“OVER 75% OF B2B MARKETERS SAY THAT
GENERATING MORE LEADS IS THEIR
BIGGEST CHALLENGE”**

03 WHAT IS A LEAD?



First things first, you must decide what a good lead is. This will vary from company-to-company but it's important to establish yours from the start.

B2B ATTRIBUTES

Below is typical criteria used by B2B companies, they're organizational characteristics which help you find your ideal customer organization.

COMPANY NAME

NUMBER OF PRODUCTS/SERVICES

COMPANY SIZE

GEOGRAPHIC MARKET AND INDUSTRY

COMPANY LOCATION

B.A.N.T. BUDGET, AUTHORITY, NEED, TIME

REVENUE

This is a determining factor for the value of the prospect. Analyzing BANT is an advanced qualification process

NUMBER OF DIVISIONS

04 MARKETING AND SALES LEADS



There's a fine line between when a lead is a marketing lead and when it transitions into a sales lead.

LEAD STAGE DEFINITION

In order to define your Marketing Qualified Leads (MQLs) and Sales Qualified Leads (SQLs) your two teams need to sit together and map out the exact parameters between each of the two categories.

The ideal goal is to create a clear line between when an MQL turns into an SQL where the sales team are then empowered to close the new business.

MARKETING QUALIFIED LEADS

These leads are the initial stages of leads. Generally these are the entry points into leads, e.g. through marketing activity you have some insight into them, website visitors, initial enquiries etc.

If possible it's worthwhile utilising BANT at this stage also to qualify the lead before handing into your direct sales channels.

SALES QUALIFIED LEADS

These are sales-ready leads. This can be when transition is made and the sales teams have made official contact with the prospect and are therefore the point of contact to nurture into a paying customer.

SALES NOTIFICATIONS

It's worth considering some marketing automation tools which can track your sales funnel from start to finish.

Automation techniques can put lead scores against the progress of your leads and therefore automate a lot of the tracking, qualifying and transitioning of these leads into their next stage.

05 CREATING A LEAD FUNNEL

Map your buying journey into a visual funnel. This provides a clear and unambiguous process for your entire sales and marketing team.

FUNNEL BREAKDOWN

There's a load of ways that people structure their funnel.

A common way is as follows:

Top of the Funnel

A company initially engaging through marketing and lead generation activities will typically begin in this phase. These are people not ready to buy but are on your radar. We capture their details and use our defined lead scoring process to qualify when and if they proceed to next stage.

Middle of the Funnel

This process is when there's been a transition from initial non-indicative buyer behavior to showing a sign of looking to proceed. This is where we refer to the company being an actual lead.

Bottom of the Funnel

This is the exciting part but sometimes the most tedious. This is where warm opportunities turn into paying customers. This stage is SQLs and demonstrates ongoing dialogue with sales teams with discussions around commitments to proceed.





NEXT: CHAPTER 2. LEAD GENERATION TACTICS

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