

6 PROVEN COMPONENTS OF A B2B LEAD GENERATION CAMPAIGN

**Make Your Website a Reliable
Lead Generation Platform**



TABLE OF CONTENTS

INTRODUCTION



6 STEPS TO GETTING MORE LEADS FROM YOUR WEBSITE



#1 - TARGET YOUR SPECIFIC AUDIENCE



#2 - OPTIMIZE FOR CONVERSION



#3 - OFFER GREAT CONTENT



#4 - MANAGE LEADS EFFECTIVELY WITH A CRM



#5 - NURTURE LEADS



#6 - MEASURE RESULTS



CONCLUSION



NEXT STEPS



INTRODUCTION

Lead generation is foundational to the success of your business. While finding new customers isn't the only way to grow a business, it's the most popular way.

According to HubSpot research conducted in 2021, lead generation is the top marketing priority for the next twelve months. It's a higher priority than increasing customer satisfaction, generating more brand awareness, closing more deals, or increasing customer retention.¹

If done right, lead generation using inbound marketing can actually achieve all of these things. Here's how:

- More target customers fill out forms on your website to get valuable information that helps them make a purchase decision.
- Prospects are educated by your content, empowering them to make a confident purchase decision.
- Optimized content on your website will attract new prospects, allowing your sales team to focus on following up with prospects who are now aware of your company.
- Because many companies don't use their website to intentionally generate leads, a steady stream of contacts means your sales team can focus on selling, not prospecting.
- Customers who are transparently educated about your product, service, or industry stay longer.



CMOs and business owners are looking harder than ever at how their website can, and should, be working harder for them. But, converting a website from what has typically been an online brochure "check off" item into a lead generation machine can seem daunting.

We've created this guide to help you understand how to generate more leads online by finally getting value from your company's website. The following 6 tips are proven components of a B2B lead generation campaign. We know this firsthand—we use the same approach in our online marketing, and these strategies have worked for our clients for over a decade.

¹ Source: [Not Another State of Marketing Report](#), HubSpot 2021.

We believe that your website should be a sales engine for your company. It should produce a predictable, reliable stream of qualified contacts every month.

Thinking About Lead Generation Differently

Lead generation is the initial stage of finding a new customer, which begins when a website visitor provides their contact information in exchange for something that will aid them.

Can you generate leads in other ways?

Yes. Your website isn't the only way to generate leads. You might also use LinkedIn Sales Navigator to find people who meet your ideal customer profile. You might buy a list of contacts from a trade association or magazine. You might attend a trade show or conference, etc.

The advantage of lead generation with your website is that a prospect will know more about your company after having been to your website. Sales won't have to reach out blindly and without context.

How Do You Know if Lead Generation is a Problem For Your Business?

We can't talk about how to cure a lead generation issue until we first determine if it exists.

So how do you do that?

Here are three truths about marketing your business today:

1. You need customers to generate revenue and profits.
2. You need leads to have new customers.
3. Your website needs qualified visitors to become leads.

At least 1% of your website visitors should become personally identifiable contacts ("leads") for your business. If your website gets 3,000 visits per month, you should have at least 30 new leads every month.

We've created a free calculator on our website at that will instantly tell you if your website has a lead generation problem.

[FIND OUT IF YOUR WEBSITE GENERATES ENOUGH LEADS](#)

6 STEPS TO GETTING MORE LEADS FROM YOUR WEBSITE



#1 - Target Your Specific Audience

This may sound obvious: businesses know their customers and how to sell to them. However, many fail to apply this knowledge to their website. It is important to take the time to define, on paper, the customer's needs and the business goals. When this is done before undertaking a website revision or launching a content marketing campaign, businesses will:

- Avoid wasted effort on content that isn't effective or relevant to customers
- Acquire more highly qualified leads
- Drive leads to their most profitable products and services

Even if you have no intention of redesigning your website, defining your target audiences' needs will help improve messaging on your website, as well as any content you add.

CREATE CUSTOMER PERSONAS

Marketers know the demographics of their business's customer base. They know customer spending habits, pain points, and departmental budgets. To effectively communicate through their website and content marketing, marketers also need to speak to what customers are looking for and why. Ask these questions:

- What problems are customers trying to solve?
- What opportunities are they hoping to capitalize on?
- What barriers need to be removed?
- What bits of information do customers need to make a decision?
- What external factors are influencing their decisions?

- What sales objections do customers have?
- What other possible solutions are customers aware of?

A customer persona is a fictional representation of an actual group of similar customers. For example, they might be in the same industry or job position.

Creating a persona means creating a profile that represents the “typical” customer. Businesses should use this intelligence to make the website appeal to potential new customers by showing how the business’s products and services will answer those questions and meet the needs of that customer. For more about client personas, including tips on how to create them, read “[4 Steps to Building Rock-Solid Customer Personas](#)” on our blog.

BUYER PERSONA EXAMPLE



Communications Chris

GOALS

- Your text here
- Your text here
- Your text here
- Your text here

CHALLENGES

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

HOW WE HELP

- Your text here
- Your text here
- Your text here
- Your text here

COMMON OBJECTIONS

- Your text here
- Your text here
- Your text here

Marketing Message/Elevator Pitch

Your text here

Demographics

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Background

- Your text here
- Your text here
- Your text here
- Your text here

Identifiers

- Your text here
- Your text here
- Your text here
- Your text here

Buzzwords

Your text here

Whittington Consulting

**Your website
should be a lead
generator: tailor
your content to
your target
audience**

You can probably see how customer personas change your thinking about messaging on your website. To generate leads, messaging has to be customer-focused and benefit-driven. It shouldn’t be full of “we” and “us” language but focus on the customer’s needs. This is often the biggest hurdle for businesses to overcome. Your website content should:

- Help your prospective customers research products & services
- Educate your prospective customers about the industry
- Build marketplace credibility
- Discuss pros and cons of solutions other than yours
- Address price/cost and what’s involved
- Entice your prospective customers to leave contact information

Producing content that focuses on your target audience’s needs will ensure your website will generate leads and your customers will be empowered and educated.



#2 - Optimize For Conversion

It's crucial to provide an experience that gently encourages visitors to become leads once they've come to your website. You have several tools at your disposal to accomplish this. Here are some of the most important:

VALUABLE OFFERS

A visitor who isn't ready to talk to a salesperson isn't going to fill out a form on a "Contact Us" page. But they may leave their contact information in exchange for a newsletter subscription, a white paper, a guide, or a checklist.

Most visitors to your website are first-time visitors. They are just becoming aware of what your business does. Companies that create blog content, for example, see most of their first-time visitors reach their blog articles.

The key to converting prospects from this first-time awareness to a lead is engaging them with valuable content and services relevant to their needs.

CALLS TO ACTION

Website visitors often need to be led to the next step. An effective website will take every opportunity to keep the visitor engaged. That's the job of a call to action. The call to action is how potential buyers are asked to move from anonymous visitor to qualified sales lead.

KEYS TO EFFECTIVE CALLS TO ACTION (CTAS)

- Explain benefit – Explain the value of the offer being made within the CTA itself. Users want to know "what's in it for them."
- Hyperlink – Don't post a call to action, then ask the user to hunt around the site for the offer.
- Be specific – Users won't click on a link they do not trust. Avoid confusing or "clever" wording.
- Be relevant – A veterinarian website shouldn't offer their newsletter for cat owners from the "Healthy Reptiles" page. Visitors will either be confused or uninterested.

- **Be seen** – Placement on the page is critical to catching a user's attention. Use images, contrasting colors, and engaging text to make sure the CTA is visible.

Keep in mind that first-time visitors to your website are often early-stage customers looking for general information. Your company is credible when you offer valuable early-stage content, and visitors are more likely to leave contact information in return for getting the information they need. Your website should offer visitors opportunities to get general information, more specific information (like a case study or buying guide), and detailed information like pricing. This will help satisfy prospects at different stages in the buying cycle.

EFFECTIVE LANDING PAGES

Calls to action link visitors to landing pages. Landing pages are the hardest working pages on a website. This is where prospects are engaged to interact and become a lead. An effective landing page will entice a visitor to form a relationship. Keep these factors in mind when creating your landing pages:

Customize – Like the call to action, landing pages must meet the expectations of the user who finds himself there. For example, someone who wants to download a guide on a specific topic expects to see a brief excerpt of that guide on the landing page. For lengthy content like a white paper, ebook, or product manual, you should list chapters or topics so people can see the value of the content before supplying their information in your lead form. A generic landing page for every offer will confuse the user and may change their mind about asking for the content.

Ask for (only) what you need – A lead form should ask for enough information to meet the targeted business goals of that specific transaction, but no more. Think carefully about what pieces of information are required. Detailed requests for customer information will come later in the relationship, and asking for contact details early in the buyer's journey may turn off some prospects.

Reduce distractions – Design landing pages to emphasize the most important item to the prospect: the benefits, and the most important item to you the marketer: the lead form. Reduce distractions by simplifying headers, removing normal website navigation, making text succinct and impactful, and putting the form in a visible, obvious place.



#3 - Offer Great Content

Today's website visitors are browsing the web for answers to their situations and challenges. This creates the opportunity to form a relationship with these prospects long before they are ready to purchase (and can help shape their buying decisions). By meeting a potential buyer's need for the information they are seeking, businesses can:

Build marketplace credibility – Businesses that demonstrate they are knowledgeable in their field and aware of their prospects' challenges will create buyer confidence. A confident sales prospect will be more comfortable contacting your business when they are ready to discuss a purchase.

Create a relationship – People will come back to a website again to receive the newest information if it is relevant. In return, businesses can gain insight into what their prospective customers are looking for and how to approach them from a sales perspective. Content may be the most valuable tool both in converting visitors into leads and leads into customers.

Remain top of mind – By keeping content in front of your prospects, you will be top of mind when buyers are ready to make purchasing decisions. Content can also fuel communications with prospective customers through email and social media.

Improve search engine optimization – Let's be honest: Marketers are always looking to increase their website traffic. Search engine strategists agree that deep content and keyword-rich websites get the best placement in organic search results (the list of websites people see after typing in a keyword in a search engine). The more relevant, customer-focused content a website offers, the more likely that someone looking for information will discover a business' product or services.

"Content builds relationships. Relationships are built on trust. Trust drives revenue." — Andrew Davis

The type and style of content a company produces will vary based on a target audience and business goals:

Business blogging – Blog posts should be detailed, targeted, and helpful. A blog is where a business can:

- Build thought leadership/demonstrate market knowledge
- Respond to industry events and news
- Promote their news, services, and products
- Earn client trust by addressing prospect challenges, like addressing price, competing solutions, etc.

Ebooks & white papers – Also called “premium content,” these longer-form publications should be highly valuable documents that buyers will be willing to trade their contact information to receive. They must be content-rich and deliver genuine benefits! Prospective customers will be frustrated if they give up their email address to receive a document that is nothing more than an advertisement.

Multimedia – Videos, narrated slide presentations, on-demand webinars, and infographics can help businesses explain complex ideas or teach users how to do tasks using their products. With today’s powerful desktop tools, producing a simple video or presentation can be done at minimal cost and effort.

Once a business is in the habit of regularly producing high-quality content, it will be able to re-purpose that content for extended benefit in social media, cross-channel marketing, and events. For example, you might create several blog posts from the main points of one of your white papers, or you might be able to combine 4-5 similar blog posts into an ebook for download. “Repackaging” your content means that you won’t have to create new, original content every time you publish something.

While content generation is a critical component in a successful B2B lead generation campaign, it can also be the most daunting. While we can’t help you find more time to produce quality content, we can help create that content and a publication strategy for you. Click [here](#) for more information.



#4. - Manage Leads Effectively With A CRM

You've spent a lot of time and energy on building and maintaining an effective website and you're finally seeing the results: qualified leads that submit forms on your website. Once your website is optimized to generate more visitors and leads, lead management becomes a priority.

But are they qualified and sales-ready?

Some leads may be sales-ready and must be immediately passed on to the sales team for follow up. Others could be in the early stages of their decision process, and additional nurturing (more on that later) may be required.

CRM SOFTWARE TO THE RESCUE

You need a CRM that can identify a lead and either queue it for more nurturing or forward it to a salesperson.

Some organizations opt to organize leads in Excel or on a whiteboard. However, we've noticed that many leads are overlooked as people become occupied and can't follow up consistently. Automating reminders and activities for salespeople to follow up is possible with a CRM.

Lead-management software may assist you in identifying, prioritizing, and qualifying leads faster. Your marketing and sales teams will be able to quickly prioritize prospect follow-up and nurturing by scoring leads. A CRM can automate lead scoring in milliseconds, freeing up time for sales conversations.

AUTOMATING FOLLOW-UP

Buyer patience is at an all-time low, while expectations are at an all-time high. It's a good idea to automate some website follow-up so you can capture the prospect while he or she is considering your company. According to InsideSales.com, a business is 9 times more likely to convert leads they follow up with within 5 minutes.

The more defined your follow-up process, the easier it is to automate or quickly reply to web inquiries. If you haven't already, mapping out your follow-up process on paper is a great first step to automating follow-up.



#5 - Nurture Leads

Once your business has made a connection with a visitor through your website, you're at the beginning of the path of nurturing them towards becoming a customer. Marketing will want to bring other assets into play—email marketing, special offers, additional content, etc., but the website is where those campaigns should point until a buyer decides to make a purchase. The website is the hub around which lead nurturing strategy revolves.

Research your leads – Because you now know the person's name and have their email address, you can visit their company website to learn more about their business, their industry, and how you might be able to help them. Use tools like LinkedIn to understand more about their business and their needs.

Continue to offer content – Once you know what content a lead has engaged with, you can send email notices to inform the lead about new content like blog posts, case studies, and white papers that match their interests.

Get leads more involved – Offer more detail and expertise to leads than to website visitors. Special treatment will make leads feel important and valued and will help them learn more about how they should approach working with your company.

Track interest – Identify when leads are getting warmer by noticing activity on the website ("re-visits") or interaction with other assets (social media, downloads, your sales staff, etc.) Target calls to action based on their readiness to purchase.

Pick up the phone – As leads come in, identify which fits your target audience (Does the lead match your target persona?). You may find that nurturing more qualified leads in person helps to build trust faster and gets the sale earlier. Don't be pushy though—remember your job in sales is to help prospects answer questions and help them make the right decision for their business.



#6 - Measure Results

In a customer-driven paradigm, B2B marketers are finding themselves owning more of the lead-to-revenue cycle. Buyers use the internet and social technology to research information about a company and its products long before approaching a salesperson. This has increased the necessity for marketers to communicate with potential buyers at every point in their decision-making process. It has also created a great need for marketing to understand performance and determine ROI.

The good news is that web analytics have advanced appreciably. With a free tool like Google Analytics or a paid tool like HubSpot, marketers can easily mine visitor data from a website and marketing activities. This data can tell a marketer:

- Where visitors came from (SEO, Referrals, Paid Search, etc.)
- Which pages generate the most leads
- Which landing pages convert the best
- Which Calls To Action perform the best
- Where (geographically) visitors are from
- What companies are visiting your website
- What ROI comes from each online marketing campaign

Tools like HubSpot integrate marketing performance and sales activity to help the business track and nurture leads through the entire purchasing process. The key is to take the time to analyze the information and then make strategic adjustments based on that data.

Establishing Key Performance Indicators (KPIs) for your business is critical to measuring what matters.

Marketers will want to know:

- Which emails receive the highest open and click rates
- Cost per lead for each paid advertising campaign
- Which automated emails cause engagement
- What percentage of leads are qualified
- Which social media posts get interaction

Meanwhile, sales leaders want to know:

- How many phone calls reps have made and emails they've sent
- Which sales email templates are getting the highest meeting rates
- What percentage of leads progress further in the sales cycle
- What deal flow looks like this quarter

CONCLUSION

With some thoughtful planning, your website can become your most valuable asset in a successful B2B lead generation campaign. Though the six components for success have been detailed above, it is also important to note that the concepts are inherently integrated:

- Content marketing directly impacts both SEO and lead nurturing
- Targeting an audience and identifying the business goals of every communication is an ongoing process as potential buyers move through the sales cycle
- Analytics is key at every stage to improve performance

Your website should be a sales engine that generates qualified leads for your business and passes the necessary context along to sales and marketing for follow-up. A CRM is a great tool for managing, qualifying, and prioritizing leads to ensure that sales are effective and revenue is produced.



NEXT STEPS

IS YOUR BUSINESS EQUIPPED FOR A GREAT B2B LEAD GENERATION CAMPAIGN?

If you're going to achieve success with your lead generation campaign, you're going to need integration. We touched on it earlier, but with all of the different components comes the risk of disintegration. One "break" in your campaign can cost you the lead.

We're here to help. Whether it's in an advisory role or planning and executing the campaign for you, we know how to get results. Just ask the [chemical tank manufacturer](#) that is now their industry leader and sees over 10x return on their marketing investment. Ask the [professional services firm](#) that uses their website to quadruple new business opportunities. Or the [coworking company](#) that increased tours 67% and saw a 12x return on investment on marketing during COVID.

Have a specific question about your company website or an online marketing plan?

CONNECT WITH THE TEAM

ABOUT THE AUTHOR

Rick Whittington is the Principal and team leader at Whittington Consulting, an online marketing firm for B2B companies located in Richmond, Virginia.

Rick was fortunate to start his career at the Fortune 500 level as a web designer at Circuit City. As the design team manager, he oversaw website creative, started a usability testing practice, and managed a \$5 million annual advertising budget. He helped conceptualize a rudimentary web analytics system before Google Analytics existed, aimed at measuring the effectiveness and messaging of display advertising. In 2003, he oversaw a major redesign of the Circuit City website which helped the Direct division gross over \$1 billion in sales before his departure in 2004.



Rick started Whittington Consulting in 2007, and the company has seen over 25% growth per year by practicing what we preach, even in a tough economy.

Today, Whittington Consulting designs websites and executes online marketing plans for companies in a diverse range of industries and markets. While the company has won several industry and advertising awards, its primary focus is getting measurable outcomes for clients.

Reach out and connect!

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