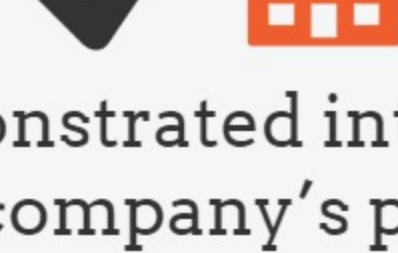




# THE ABCS OF LEAD GENERATION

Everything you need to know about the process of identifying who is interested in your products and nurturing them.

## CHAPTER 1 WHAT IS A LEAD?



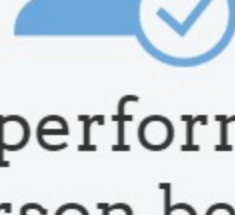
Demonstrated interest in your company's products.

### HOW DO THEY SHOW INTEREST?

A B2B lead demonstrates interest by interacting with your company by exchanging their information for content.

### TYPES OF INTERACTION:

Downloaded a whitepaper, watched a webinar, attended an event, etc.



Once a person performs one of these tasks, that person becomes a lead.

## CHAPTER 2 WHAT IS LEAD GENERATION?

Lead generation has two parts. The first part is attraction, getting individuals to engage with your content. The second part is nurturing, the process that takes a cold lead and warms them up.



### 1) ATTRACTION

A company that is searching for a product that your company makes. The researcher comes to your site, downloads content by inputting his information. He might not be ready to buy quite yet, but he is a lead.

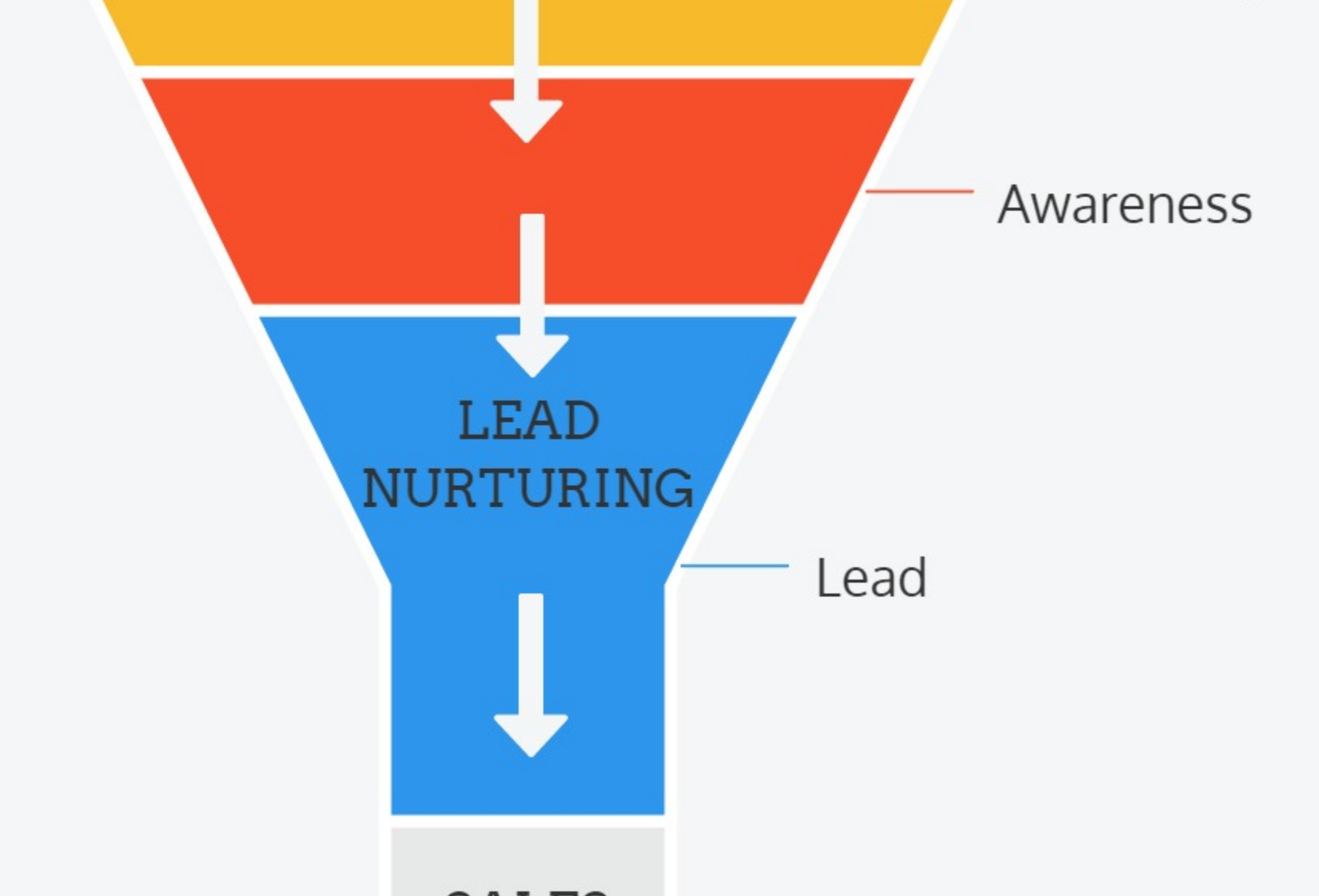


### 2) NURTURING

The lead nurtured by being provided with additional content that might bend them towards a purchase: Smart lead nurturing answers a lead's questions before he even asks them.

## CHAPTER 3 WHEN DOES A LEAD BECOME A CUSTOMER?

In B2B lead generation, you'll hear a lot about the buyer's journey. This is a way to sum up the process described above. A buyer moves from stranger, to awareness, to lead, and finally - after the lead is handed off to sales - to customer.



## CHAPTER 4 B2B LEAD GENERATION TACTICS

For B2B marketers, content marketing is an essential lead generation tool. On most B2B sites, you'll find a resources section offering loads of gated content for download. This process depends on search engine optimization (SEO). Users search, hopefully find relevant content, download a whitepaper, and enter the nurture track.

But search is seldom enough. Competition for keywords is fierce and ever-changing; your competitors are also producing top-notch content. You can't depend on it.

Let's look at two other possibilities.

### DEMAND GENERATION



The savviest marketers will find ways to compensate for SEO deficiencies with the combination of two tactics that constitute a powerful one-two punch for great lead generation.



### 1) TARGETED ADVERTISING

Use ads to with clear calls to action drive individuals to your site where they're more likely to interact with more content.



### 2) CONTENT SYNDICATION

Content syndication puts your content in front of prospects where and when there are researching products like yours.

### TELEVERIFICATION



Marketers reach out to likely prospects who might be researching products and solution like theirs.



NOT cold calling.

### TELEVERIFICATION STRATEGY

Using short, but specific, questions a prospect is verified and offered content that they might find useful. The questions can either qualify them as leads and move them into a nurturing track or remove them from the lead pool completely.

A prospect that picks up the phone to download a whitepaper is far more likely to pick up the phone for a sales call.

## CHAPTER 5 CONCLUSION

Lead generation is hard-baked into B2B marketers' practice. Larger B2B organizations divide marketing teams into two groups: 1) branding, and 2) demand generation.

But the best marketers combine both disciplines, understanding that smart branding can fuel powerful lead generation.

