

INBOUND LEAD GENERATION FOR CMOs



When your executive or business development team is breathing down your neck looking for new people to connect with, “We need more leads!” may be the last thing you want to hear as a CMO.

The truth is that when done right, lead generation shouldn't make you break into a sweat as cold as the leads you want to reach.

Gone are the days when **cold calling** is a best practice.

Business owners and professionals are busier now than ever, which makes the disruption of a cold call or email increasingly less welcome.

Businesses need leads in order to grow. If you don't have leads, you don't have prospects. Without prospects, you have no sales. And without sales, business stagnates or even drops off. So how can CMOs ensure leads without depending on the wildly swinging pendulum of referrals?

| In two words:

| INBOUND MARKETING.



WHAT IS INBOUND MARKETING?

In a nutshell, Inbound Marketing is the complete opposite of cold calling. Instead of pounding the pavement to find prospective clients, it uses content to attract, engage, nurture, and delight them. Drawing heavily on search engine optimization (SEO) and email, Inbound Marketing automates the way you build relationships with prospects and ensures that leads coming into your inbox are warm, and interested in working with you.

Sounds great, right?

The challenge is actually understanding the client journey and using that knowledge to first build awareness with your audience and then using content and automations to move people down the funnel to the point they're ready to buy.



DEFINING LEADS AND LEAD GENERATION

Before we dig deeper into Inbound, we should first define leads. Simply put, a lead is someone who is interested in your products or services. They've encountered your business somewhere — most commonly through an internet search, on social media, or attending an event. The more they interact with your brand and the more you can show them the possibilities of your product or service, the warmer they are.

By that token, lead generation is simply the act of getting in front of prospective buyers. When we talk about Inbound lead generation, however, we extend the conversation to talk about the nurturing process so that you get more leads that are more likely to buy from you. In other words, you're getting in front of the right people and generating leads. By the time your business development person speaks to a prospect, they're nearly ready to make a purchase.

THE 4 MOST COMMON MYTHS MARKETERS BELIEVE ABOUT INBOUND

No discussion of lead generation would be complete without including best practices. However to truly understand why they're best practices, we first must dive into common myths and mistakes made by marketers and sales teams alike.

MYTH #1

Thinking you don't need a plan.

If you don't take a concerted, cooperative approach toward lead generation that factors in your goals, objectives, and KPIs, you're less likely to experience success with your lead generation efforts. It's absolutely worth your time and energy to hit the pause button and create a powerful — and effective — strategy to generate and nurture leads, including a deep dive into researching your current analytics.

MYTH #2

Thinking you can take shortcuts.

While there are lots of ways that you can get in front of your target audience, the reality is that purchasing a list and sending tons of cold emails is neither a reliable nor scalable method for lead generation. Approximately 90% of your cold calling and cold emailing efforts are ineffective.

MYTH #3

Believing you don't need a targeted landing page.

So you've got a website — great. That's the first step. However, people can come to your site from a wide variety of channels and land on any number of pages — whether landing pages, blogs, or a specific service page. Once you know where traffic is landing, invest time and effort into optimizing that page for leads.

MYTH #4

Believing pay to play is the only path to success.

When you position yourself or your business as an authority or expert in the areas you serve, you can start building brand awareness and attracting qualified leads before you invest in a single paid opportunity or ad spend.

And of course, the worst thing you can do is ignore leads and say "I'll get to them later." Most business development teams are great at sending one, two, or even three emails, however, if nothing happens, that conversation falls off. When you can automate those interactions, or regularly drop valuable content into your leads' inboxes, they're more likely to keep you top of mind. Even if they're not ready to purchase just yet, your company will be the first they contact when the time is right.

THE RIGHT APPROACH TO GETTING QUALIFIED LEADS WITH INBOUND MARKETING

After exploring the most common myths and biggest mistakes of lead generation, now it's time to dive into best practices — or the right approach, which boils down to the four key steps.

STEP 1: Define what sets you apart. Often called a UVP or Unique Value Proposition, this statement clearly defines your offer and explains what it's the best option for your customers. Using this as a lens for the rest of your marketing efforts means that everything you do works together.

STEP 2: Set your strategy. You already know that a clear marketing and content strategy allows you to build a relationship with your audience, which in turn generates leads, and allows you to close sales. Armed with your UVP, you can define how you want to position yourself and develop content that allows you to develop expertise. At this time, you'll want to define what metrics or KPIs you want to use to track success.

STEP 3: Plan to optimize and keep optimizing. Your website isn't a static thing — on the contrary, you should plan to revisit it regularly, from ensuring your copy connects, your design is impactful, and you're continually working to improve your SEO. What's more, by publishing content regularly in accordance with your strategy, you can constantly be improving and growing your web presence and performance.

STEP 4: Ensure your marketing and sales are fully aligned. This means ensuring that the two teams are talking regularly, share the same goals, and know how to collaborate to be most effective. From follow-ups to marketing and sales enablement materials, it's important to invest time and resources in ensuring your marketing team is supporting sales efforts and vice versa.

STEP 5: Track your metrics and tweak your plan. Even though we set the metrics/KPIs in Step 2, it's essential to follow up on the plan to ensure what you're doing is driving your success. Knowing whether your efforts are effective or landing flat helps you adjust your approach for increased sales.

WHAT SHOULD YOU TRACK?

The most common KPIs to track include:

- Conversion rates for leads
- Landing page conversion rates
- Content that drives conversions (where on your site they land)
- Leads per week, month, and quarter
- Most effective marketing channels
- Sales trends: spend per customer and sales per quarter

RULES FOR YOUR WEBSITE

Your website has one job — convert your prospects. As such, you must optimize your site for conversion. If you have a meaty site, start by identifying the pages where most people first experience your site and then work your way “out” to the other pages.

- Use a hero image style layout instead of sliders to focus your audience’s attention on the most important message of each page.
- Use a clean simple design that pushes focus to your Calls to Action (CTAs).
- Optimize for mobile — make sure that your site layout, messaging, and speed create a great experience for mobile users.
- Simplify your navigation.
- Optimize for fast load times.
- Use background videos to add depth to your pages.



Additionally, you’ll want to optimize these areas of your site:

- Landing pages should focus on relevant, easy-to-read information so that visitors are willing to fill out a form in exchange for valuable content.
- CTAs should be specific, clear, and brand-focused.
- Use gated content to get and nurture leads.
- Use blogging to attract prospects to your brand and educate them about how you can help, all while building trust.

USING SOCIAL MEDIA TO DRIVE TRAFFIC TO YOUR SITE

So you've got a website. Fantastic. Now it's time to get people to your site so you can begin attracting and nurturing leads.

The best sites for B2B are typically LinkedIn, Twitter, and YouTube although some brands do well on sites like Facebook, TikTok, and Instagram — it's all about knowing where your audience hangs out.



LINKEDIN: to get more eyes on your profile and your company content, ask and answer questions, offer advice, post helpful original content as well as curated content, get involved in groups and engage in discussions.



TWITTER: to demonstrate that you and your business has a pulse on what's happening in the world, share pithy commentary about industry trends, business, and brands, post helpful original content as well as curated content, tease product launches or promo codes, and engage and retweet often.



YOUTUBE: to show off your brand's personality and business acumen, post short, informative, and multi-purpose demo videos, employee spotlights, client spotlights, and customer service segments that allow your customers to share and spread the word about your business.

THE BOTTOM LINE

Remember — Inbound Marketing is all about driving traffic to your channels, whether social or your website. By designing the experience to build trust with your prospects, they are warm before you ever have a conversation. If you have more questions about how Inbound Marketing can work for your business, please contact us today.

CONVEYANCE
marketing ✿ group

www.conveyancemarketinggroup.com

213 Loudoun Street, SW
Leesburg, Virginia 20175

Tel. 703-777-6280