



# 5 THINGS YOU CAN'T AFFORD TO MISS FOR AN EFFECTIVE LEAD GENERATION ENGINE

*Effective lead generation leads to robust sales funnel.*

*It further leads to efficient Inside Sales resulting in an accelerated ROI.*

*Hence, no arguing that Lead generation is critical for businesses to survive, grow and boom!*

*Here, let us see how tactics of Marketing function can help in an effective Lead generation.*

## TARGETED E-MAIL MARKETING



Email marketing not only automate the lead generation engine but also help in nurturing the leads via personal touch. It also boosts click through rates by **8%**<sub>1</sub>.

## REGULAR BLOGGING



An effective way for creating brand awareness and sharing industry insights, products USPs. No wonder that **93%**<sub>1</sub> of B2B marketers agree that an effective content marketing (inbound marketing) can generate up to **3X**<sub>1</sub> more sales leads than traditional (outbound marketing) methods.

## GIVING SOCIAL MEDIA ITS DUE



Social media plays vital role in influencing buying decisions not only for B2C but also for **75%**<sub>2</sub> of B2B businesses.

## ADOPTING ACCOUNT BASED MARKETING



Customised and focused approach always helps and that's why Account Based Marketing wherein critical business accounts are marketed directly, as units of one, is critical. Infact, **91%**<sub>3</sub> of marketers that use ABM for have experienced a larger average deal size, with **25%**<sub>3</sub> of them achieving a deal size over **50%**<sub>3</sub> larger.

## OPTIMISING WEBSITES FOR HAND-HELD DEVICES



B2B online queries are positively shifting from personal computers to smart devices. Clearly, as per Google's research, **50%**<sub>4</sub> of B2B queries are made through mobile phones.

While Lead generation can be best explained by an expert salesman, but these five essential elements shall keep your sales funnel as well as purse full.

### Sources

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