

10 ways to Generate BANT-Qualified Leads



Today's B2B sales landscape has become overwrought with undercooked and intrusive prospecting strategies undermining buyer motivations and ignoring their unique pain points.

Traditional approaches to B2B lead generation no longer work. There is a simple answer to this: **B2B Demand Generation!**

Let's look at the 10 best strategies that can help businesses generate BANT-qualified leads and close more deals.



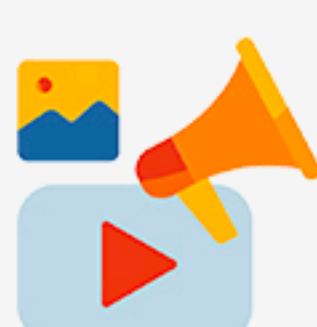
HIGH-QUALITY CONTENT

65% of buyers say their buying decisions are influenced by businesses that offer easy access to relevant content and pricing/competitor information.



LINKEDIN AUTOMATION

Automate LinkedIn prospecting and paid advertising to scale campaign effectiveness and prospect faster.



VIDEO MARKETING

Develop and market short, snackable video content to delight, surprise, and educate your prospects. Video marketing is the way forward as **82%** of all internet traffic is going to be video content.



EMAIL NURTURE CAMPAIGNS

Create action-based email marketing campaigns and automate the email sequence to engage, educate, and nurture your prospects along each stage of their buyer's journey.



WEBINARS & VIRTUAL EVENTS

73% of B2B marketers say that webinars are one of the most cost-effective ways to generate high-quality leads. Connect and engage with your audience, while driving thought leadership and brand recall in the market.



B2B TELESales SERVICES

The fact that 57% of C-level suites prefer to be contacted via phone is enough for businesses to deploy an integrated inbound and outbound telesales engine to engage with in-market buyers.



SEARCH ENGINE MARKETING

Drive brand awareness, address buyer motivations, and capture leads faster and at scale using different search engine advertisements, including display ads, search engine ads, and remarketing campaigns.



CHANNEL PARTNER MARKETING

Build a network of digitally-enabled channel partners to amplify your marketing efforts across all touchpoints.



SALES & MARKETING ALIGNMENT

Create consistent messaging across sales and marketing teams to deliver unified experiences from awareness to consideration and conversion to post-conversion stages.



ACCOUNT-BASED MARKETING

Focus on high-value accounts aligned with your ideal customer profiles and personalize messaging to address account-specific needs and secure high-intent leads.

Businesses should consider adopting a wholistic demand generation approach to build long-term prospect engagement and secure leads that matter.