

B2B Lead Generation

What our B2B respondents had to say about lead gen, marketing, social media and relationship building in 2014:

"The need for creating timely content requires more and more resources. But, the focus on relevant content has produced more and more qualified leads."

"Social media is the new word of mouth, but it can be detrimental as companies have no control over what is posted elsewhere. Negative comments can destroy a firm, and positive comments can boost it. But, it is free and it's the wild, wild west."

"Having more channels today makes lead generation more complicated. But it does open more doors for you to find customers—or for them to find you."

"Brand awareness is key to our business as our competition has large marketing budgets. Social puts us on a more level playing field and gives us another opportunity for market research."

"Consumers have more information at their fingertips. To drive value and awareness, a company needs to be everywhere at all times."

"Relationship marketing' and 'the consumer is in control' are buzzwords and have formed the basis of our marketing strategy for several years now."

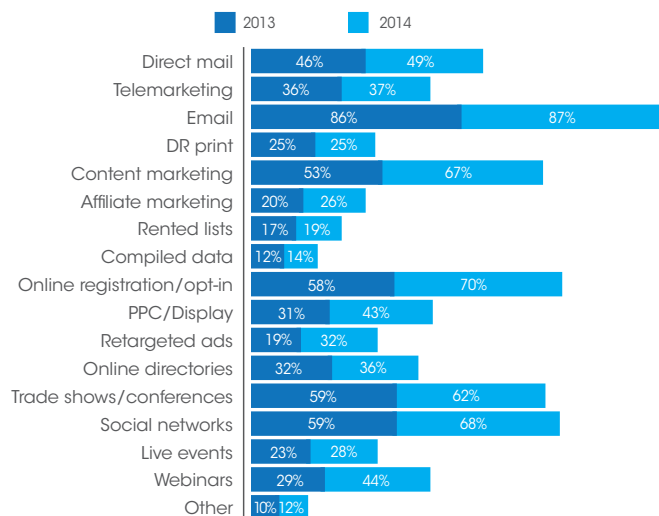
Working the Web

Online lead generation channels show the biggest growth in Chief Marketer's 2014 B2B Lead Generation Survey

Content marketing, website registrations, social media and pay-per-click advertising posted the most significant gains in usage for B2B marketers seeking new leads in Chief Marketer's 2014 B2B Lead Generation Survey.

Sixty-seven percent of B2B marketers who responded to the survey said they would use content marketing this year, compared to only 53% for 2013. The rise in website registrations or opt-ins goes hand-in-hand with the increased reliance on content marketing: 70% will rely on online registrations this year, compared to only 58% last year.

Channels Used/Planned for Lead Generation

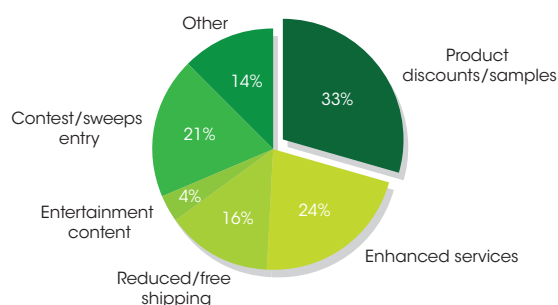


—Source: Chief Marketer 2014 B2B Lead Gen Survey

SOCIAL MEDIA

Use of social media in lead gen rose to 68% in 2014, although the channel is still tricky for B2B marketers. "Social media has provided a way for us to interact with prospects and existing customers. But conversion [via social] has been slow and challenging," wrote one respondent.

What did you offer prospects in return for their contact information or lead gen opt-in in 2013?



—Source: Chief Marketer 2014 B2B Lead Gen Survey

"The trend [toward social] has opened up new opportunities," said another. "But conversion is a challenge with so many voices trying to capitalize on these trends."

Still, despite the challenges of social engagement in B2B, the rewards are obvious. "Social allows potential leads to hear a company's voice and experience our personality even before meeting in person," wrote a respondent.

"As long as brands are careful and tread lightly, social can open new avenues. They need to understand that they don't own the conversation and need to focus on how to solve the customer's problems, rather than just talking about themselves," said another.

LEAD GEN GOALS

Most respondents are thinking long-term, with 69% saying they want to acquire customers who will prove profitable over the lifetime of their relationship with the company. Only 31% said they are looking to acquire new customers who will be profitable from the first transaction.

Forty-three percent of respondents say their lead generation aims for 2014 are focused primarily on finding new customers. Retention or reactivation was the core goal of nine percent, while 41% are focused on current customers with an eye towards expanding outside that circle. The remainder cited a variety of approaches, including rebranding efforts and cross-channel initiatives tied to generation.

The majority of B2B marketers—65%—are measuring their lead gen ROI by the cost of prospects that ultimately convert (cost per acquisition). Twenty-two percent look at the cost of collecting prospect data (cost per lead), and 13% look at how many prospects are contacted by a salesperson (cost per opportunity).

Of course, with the multitude of channels available to consumers and marketers today, attributing exactly what effort was responsible for the lead or conversion is a challenge. Sixty-four percent attribute leads to multiple channels and 12% to single channels. Four percent attribute to first click and another four percent attribute to last click, while 10% leave it up to a customer reported source. A few of the remaining respondents said they didn't have any methodology for attributing leads. Others cited a variety of methods, including weighted algorithms, number of memberships generated or the number of forms submitted.

What are the biggest obstacles to generating new leads via social media?



—Source: Chief Marketer 2014 B2B Lead Gen Survey

EMAIL MARKETING

Over 65% of respondents are using email as part of their generation strategy this year; only 15% had no plans to use email in 2014.

The marketers who didn't plan to use email this year cited a variety of reasons, including a fear of looking like spammers (26%), low open rates (17%), low ROI (24%) or an inability to effectively reach prospects via mobile (10%).

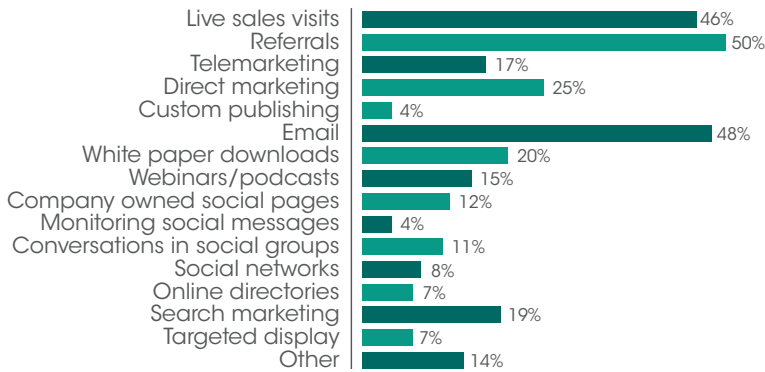
"We believe in permission-based email marketing," wrote one respondent. "If we don't have permission, then we don't email them. It's not about being afraid. It's about respecting the practices of good email marketing."

Marketers who do use email are getting their names from a variety of sources, with a whopping 73% citing web registrations or opt-ins directly from prospects. Thirty-one percent are renting files from brokers or compilers, while 20% are using third-party email opt-ins and 26% are using media or publishing partners. Only 4% admit to using addresses collected via automated harvester software. !



About the author: Beth Negus Viveiros is the managing editor of Chief Marketer. Contact her at bnegus@accessintel.com or @CMBethNegus.

What B2B lead gen tactics yield the largest number of qualified leads for your company? (Choose 3.)

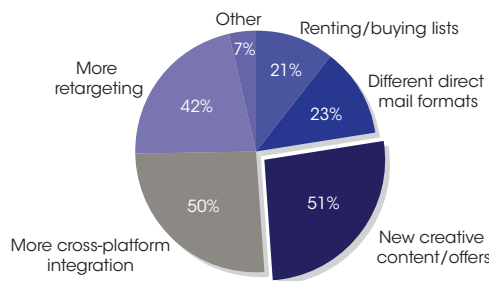


—Source: Chief Marketer 2014 B2B Lead Gen Survey

METHODOLOGY

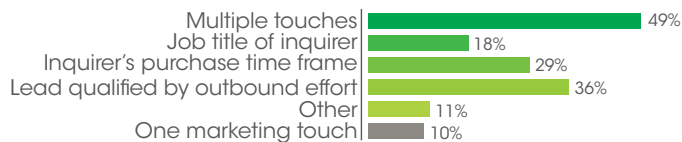
The Chief Marketer 2014 Lead Generation Survey was conducted online in February 2014. Six hundred and ninety-nine marketers responded overall; of those marketers, 399 identified themselves as business-to-business marketers. Thirty-two percent of B2B respondents identified themselves as holding C-level positions; 14% identified as senior vice presidents or vice presidents; 24% as directors; 21% as managers and 9% as "other." B2B respondents were from a variety of business categories—31% were from marketing, sales or promotion agencies; 16% were from manufacturers; seven percent were from banking, insurance or financial firms; and eight percent were from retailers or catalogers. The remaining respondents were from other sectors, including the list business, healthcare, publishing, nonprofits or entertainment/travel.

What direct response tactics will your firm employ more aggressively in 2014 than last year? (Select all that apply.)



—Source: Chief Marketer 2014 B2B Lead Gen Survey

What makes a lead sales-ready versus marketing ready?



—Source: Chief Marketer 2014 B2B Lead Gen Survey

WHAT'S YOUR CONTENT GOAL?

Knowing what you want your content marketing to accomplish in your lead gen strategy is essential

Content marketing that connects with audiences in a measurable way is essential for using social media to generate B2B leads, especially on LinkedIn.

"Marketers need to remember that just because something is content doesn't mean it is content marketing," says Rebecca Lieb, an industry analyst specializing in advertising media at Altimeter Group. "Content strategy is needed. You need to know what you want it to achieve. Do you want it more for inquiries for your business? Are you trying to showcase executives in your company as experts in your field? There are a variety of things LinkedIn can be used for and you need to know what you want to accomplish."

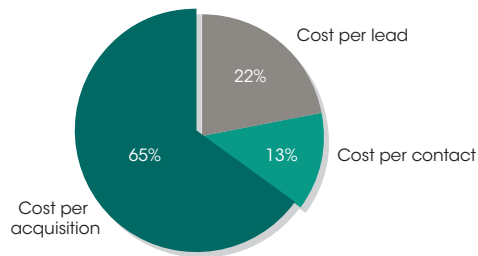
Originally, LinkedIn was built more around HR and recruiting. "There wasn't a lot of thought leadership there, but now there's a lot of promote content with high-profile people, similar to what American Express did with Open," notes Lieb.

B2B marketers who want to create successful content for LinkedIn and other platforms must avoid talking about themselves and concentrating on pitching their product. Rather, they need to create interesting and engaging content that is fun and challenging.

Continued on page 4

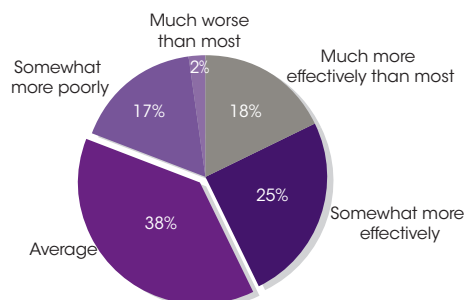
“As long as brands are careful and tread lightly, social can open new avenues. They need to understand that they don't own the conversation and need to focus on how to solve the customer's problems, rather than just talking about themselves,” said one respondent.

How does your company measure lead gen ROI?



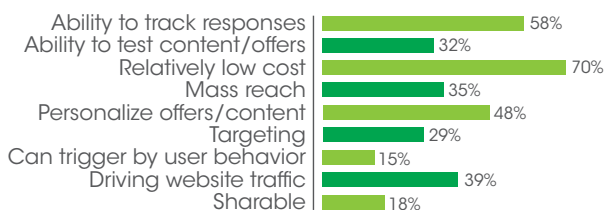
—Source: Chief Marketer 2014 B2B Lead Gen Survey

In your opinion, how well does your company handle leads and move them through the sales funnel?



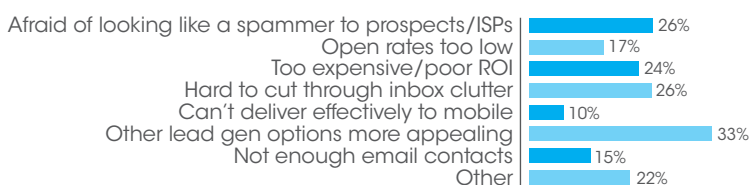
—Source: Chief Marketer 2014 B2B Lead Gen Survey

What are your top reasons for using email to prospect? (Choose 3.)



—Source: Chief Marketer 2014 B2B Lead Gen Survey

If you don't use email, why not? (Choose top 3)



—Source: Chief Marketer 2014 B2B Lead Gen Survey

Continued from page 3

"Remember that content marketing isn't advertising and be transparent," she says. "It isn't a hard sell, it is about being interesting, informative and compelling—write as a journalist or a storyteller would, not a marketer."

Of course, Lieb says, measurement is key, and that can be troublesome for marketers. But what's the best way to measure content marketing ROI?

"We've seen some really strong examples of how to do that," she notes. "Eloqua, for one, decided they wanted their content to be read by quality leads who had a title of vice president or above."

Eloqua achieved this by creating ebooks and whitepapers and then tracking who was downloading and reading those materials. The company was able to attribute several million in revenue to these efforts.

As marketers get better at creating models to govern how online content is measured and organized, the C-suite is starting to understand the value of content marketing. Lieb notes that she recently spoke to someone at Goldman Sachs who said their brand group had been renamed the brand and content marketing group. "So we're starting to see it formalized in company structures."

There are three types of marketing content—content that entertains, content that informs and educates, and utility content, like apps, mortgage calculators, diet programs and restaurant finders. The lines dividing how B2B and B2C marketers use content get blurred more and more every day.

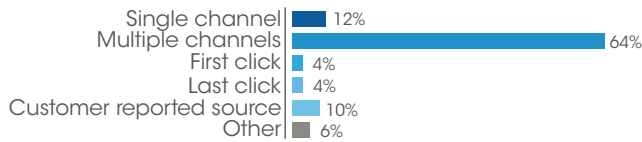
For example, says Lieb, a B2B company that sells mainframe computers created a YouTube channel to showcase a program that was a parody of "The Office." It was an episodic serial that was informative and entertaining, and a fun way to promote the computers.

Consumer brands, meanwhile, are crafting very educational content. A shoe manufacturer might create content informing people on things they need to know when buying an athletic shoe, such as what to look for when you need extra arch support.

—BNV

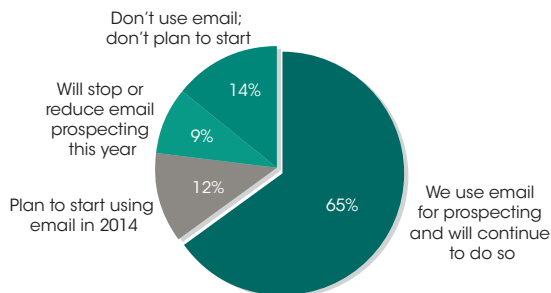
“Sixty-four percent attribute leads to multiple channels and 12% to single channels. Four percent attribute to first click and another four percent attribute to last click, while 10% leave it up to a customer reported source. A few of the remaining respondents said they didn't have any methodology for attributing leads.”

How does your company attribute leads?



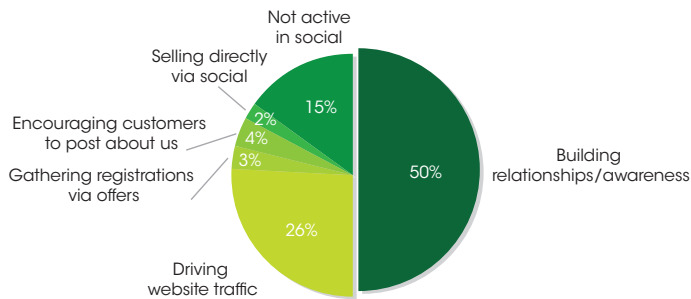
—Source: Chief Marketer 2014 B2B Lead Gen Survey

How does email fit into your prospecting strategy?



—Source: Chief Marketer 2014 B2B Lead Gen Survey

How do you use social media in lead gen?



—Source: Chief Marketer 2014 B2B Lead Gen Survey

DO'S AND DON'TS

Ideas for better lead gen at live events

Generating leads at trade shows? Here's some tips from the experts on how to get the most out of your live event expenditures.

- **Keep one eye out for prospects.** Gloria Kurant, a retired consultant in the teleservices industry, relates this tale from her experience at an industry show: "There were three people working the booth. I was chatting informally with the senior executive—it was a general conversation, not need-specific. The other two sales people were hanging off to the side, engaged in a [private] conversation. I noticed a prospect approaching, but she was ignored by the two reps. I mentioned to the senior executive that we could talk later, motioning to the prospect. But he scowled and said that's the reps' job—not that they were doing it. The prospect wandered off."

- **Don't force it.** Exhibitors need to take "no" for an answer, says Carol Myers, CMO of Rapid7. "Once I tell you I am not interested in your product or service, don't continue to accost me or try to get me to enter your sweepstakes. I am not a good prospect, and you will just be wasting your time. You'll enter my name and address and continue to market to me when I have no use for your product."

- **Keep the weight off.** Myers cautions that bulky collateral material is ineffective: Don't bother giving me lots of collateral or thick reports. I never have time to look at those materials while I am at the trade show, and when it's time to pack, they are going to get tossed.

- **Keep it professional.** Anne Vargo of CDW Computer Centers says it is time to lose the booth bunnies. "The sexy stuff might work at the consumer shows, but not with business buyers. And make sure your booth people know their product or can put me in touch with someone who does."

- **Stick with it.** One thing Rich Simms of DialAmerica Marketing deplors is an empty booth: "It's so dumb to leave the booth unattended. Prospects are walking by. What are they supposed to think about your company? Nothing good! Make sure you have a relief worker scheduled, and if that person doesn't show up, don't leave—even if your feet are killing you."

—This is an excerpt from "Trade Show and Event Marketing: Plan, Promote and Profit," by Ruth Stevens, president of eMarketing Strategy.

Despite the challenges of social engagement in B2B, the rewards are obvious, noted one respondent. "Social allows potential leads to hear a company's voice and experience our personality even before meeting in person."

ABOUT CHIEF MARKETER

The Authority on Measurable Marketing: Our mission is to seek out the best in measurable marketing intelligence—and then analyze, summarize and organize it for marketing and C-level executives.

www.chiefmarketer.com | [@chief_marketer](https://twitter.com/chief_marketer) | [#chiefmarketer](https://www.facebook.com/chiefmarketer)

