

# Cut your cost-per-lead

In B2B marketing, we're all keen to know our cost-per-lead (CPL). Knowing how much each lead has physically cost provides valuable insight towards return on investment. A low CPL means a better ROI – so let's get started on cutting it down! Tick off these easy steps to gain a lower CPL...



## Start by downloading our free ROI calculator

You'll need this to know where your CPL stands, and how much work is needed to cut it down and keep it low.



## Know where it should be

The average CPL for companies with \$250,000 – 10M in revenue is \$26-50 per lead – how does yours measure up?



## Look to the past

To cut your CPL, you need to see what campaigns you've run before and what effect they had – what worked, and what didn't?



## Now look to the future

Now you know what your CPL is and why, what do you want to change? Get a discussion going and bring about improvement.



## Refine your buyer persona

To up your lead generation (and cut your CPL!) – know your perfect buyer; get into their head and plan your marketing to match their needs.



## Make the most of low cost options

Some marketing channels are naturally low cost (or free!) – so boost these. Social media, organic search and website to name a few.



## Do your research

Are you investing your money in the most cost effective tools and solutions? Research the market and be sure you're getting the best deal!



## Make sure you're measuring

Now you know where your CPL stands and how to lower it – keep track of it regularly and use it to your advantage. Let it help you improve your marketing!

Using Lead forensics to identify anonymous web traffic helped Scottish Business Awards achieve

an ROI in excess of

# 2500%

Book your **free demo** and **trial** today!

**GET STARTED**