



Lead generation is what all B2B marketers work for. The more leads generated, the more your sales teams can work into customers, driving revenue and business growth.

As **technology advances**, so do the attitudes and needs of our future buyers – so how can we continue to generate leads in a modern world? Let's talk lead generation strategies!

Email marketing

This really is a must if you're serious about lead generation, with **86% of business professionals preferring to use email**. Emails that are segmented (by industry/job title) and targeted (by name) are the most effective for modern B2B buyers.



SEO

94% of B2B buyers start their journey online, so thoroughly optimize your website! Make a buyer persona of your perfect client, know what they'll type into a search bar, and feature that vocabulary heavily across all website content.

TOP TIP

Mobile is on the up, so you need to **plan for a mobile first approach**. Optimize your website in both appearance and functionality for mobile use and prepare for voice search SEO!

Content marketing

This strategy hinges on giving something valuable back to your prospect, allowing you to nurture leads and gain credibility. **Look into account based marketing (ABM)** and automation enabling you to personalise your content marketing, bringing that **touch of care and depth B2B buyers love**.



Social Media

55% of B2B buyers use social media to conduct research into products or vendors, so it's definitely a modern marketing strategy to make use of. Remember the three Ps here – *presence* (be "online"), *personality* (be "human") and *prospect-first* (that one's obvious!).

LEAD GENERATION SOLUTION

Of course, a brilliant way to boost your lead generation is to invest in a solution to help you. **Consider Lead Forensics...**



Our software shows you which businesses are visiting your website and gives you the details needed to get in contact with them straight away. This not only gives you bucket-loads of new leads to call, but also **allows you to create a tailored approach**, using the details of their visit. There are plenty of leads visiting your website every day, Lead Forensics is **the market leading solution that can tell you who they are**.

Why wait?

Take the **free demo** & **no obligation trial** today!

GET STARTED