B2B lead generation: how modern technologies offer new business opportunities

Discover future technologies set to evolve marketing processes and revolutionize results.

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The future is now. New marketing technologies are making dreams of 25 years ago come true today.

JENNIFER RENAUD
CMO AT ORACLE MARKETING CLOUD

What will I learn?

Lead generation is vital to any growing business, providing new opportunities to win clients and promoting growth.

Excellent lead generation requires strong marketing.

As Jennifer Renaud points out above, now is the time to discover and embrace new technological advancements. In this guide we’ll delve into some of the latest and predicted technologies, uncovering the lead generation opportunities they offer and understand how they can help revolutionize your results.

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1 forbes.com
Demand generation and lead generation: back to basics

These terms can often be heard in B2B marketing and sales departments; they’re very important to your business and can have a huge impact on your success. But they are often confused as one and the same thing, when they differ in both definition and purpose...

Demand generation

The process of making people aware of your brand and catching their interest with your product/solution: in other words, creating a demand for what you’re offering. Your website is fundamental to successful demand generation. As 94% of buyer journey’s start online, it’s where the majority of your audience discover you for the first time.

Though demand generation is vital to business success, it is often difficult to properly measure.

Lead generation

The practice of turning that interest into actionable data. A lead is a new business opportunity, so capturing details to contact and work with that opportunity is the difference between “interest” and “lead”. This data capture is often via as part of a specific campaign with a targeted call-to-action, encouraging those with “demand” to convert to “lead”. Unlike demand generation, lead generation is easy to measure, offering palpable output that businesses can instantly use.

Both these processes are essential to B2B marketing and business success, fuelling pipelines with possible clients. But they don’t just happen: an end-to-end strategy and the help of innovative technology enable businesses to create both the demand and lead generation results needed for growth.
Current technologies for business lead generation

Before we kick off with the technologies of tomorrow, let’s quickly brush over the technical tools many marketers are likely already familiar with and currently using to boost lead generation efforts...

Email service provider (ESP)

Using email communication for business lead generation is still a very popular and fruitful strategy, so it’s no wonder multiple software options exist to optimize this process. Helping businesses conduct email campaigns and gather metrics for analysis, ESPs like Adestra or Dotmailer are necessary additions to any B2B marketer’s technological mix.

Data management/CRM

Marketing efforts are heavily driven by data, and when you have all that valuable lead information, you need somewhere to store it! Data management and CRM software like Salesforce or ZOHO help businesses keep track of their data, legally process and store it, and even segment it for more powerfully targeted lead generation efforts.
Website/landing page management and analysis

In our digitally driven world, a website is vital. There are already many different options available to help design and manage business websites, publish and distribute content/landing pages and offer website analysis. HubSpot for example allows users to publish new website content and curate landing pages for targeted form fills, and tools like Google Analytics offer customizable website analysis.

Social media management

As social media continues to make a positive impression on modern buyers, advancements in technology now allow businesses to manage their multiple social media platforms by efficiently scheduling posts, gathering lead data and gaining metrics for analysis. Software such as Hootsuite benefits businesses keen to relay a strong brand message on social media alongside boosting lead generation.

“Advancements in technology now allow businesses to manage their multiple social media platforms”
Why we’re the lead generation technology experts

How do we know so much about lead generation?

Simple – we make it our business to know; in fact, it is our business.

Lead Forensics is a ground-breaking software offering an advanced lead generation solution by identifying anonymous website traffic.

Every day, new business opportunities land on your website, but only 2% of them convert to an inquiry.

With Lead Forensics, you’ll never miss a lead; providing a full profile of visiting businesses, you’re able to take control of your conversion with impactful, instant follow-ups.

Lead Forensics can tell you:

- Names and locations of visiting businesses
- Contact details including phone number
- Email addresses and names of key decision makers
- Company and financial information
- How they found your site
- What pages they viewed
- Their visit duration

It’s time to revolutionize your B2B lead generation.

Book your free demo and trial today!

GET STARTED
Familiar to many marketers, automation allows you to conduct tasks effectively and efficiently, speeding up your outreach processes and benefitting campaign results. But like many advanced and inventive technologies, we are only just beginning to discover the possibilities automation can offer. Let’s unpick what automation means and how it can accelerate our daily efforts...

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What is automation?

Automation is a process of setting up actions to occur automatically without the need for continued human intervention, saving time whilst often proving cost effective. In a marketing context, automation allows for easy communication and outreach; tasks that usually take a long time, like sending individual, personalized emails can in fact be automated. In fact, it’s believed the current technical capabilities of automation can effectively automate around 45% of manual tasks.

Marketing automation makes possible that which would otherwise be too time consuming. For example, when someone interested in your business make a specific action, opening an email or viewing a landing page, they can be automatically sent a powerful call-to-action, maximizing on their engagement. This sort of task is incredibly powerful for marketing efforts, but without automation, difficult to continually maintain.

Marketing Automation is powerful software and processes which make complex and repetitive tasks easy.

Over 40% of B2B marketing departments are planning to adopt marketing automation into their processes, many of them aiming to improve their targeted messaging strategies and boost lead generation and quality. 43% of marketers are also keen to optimize productivity, enabling their workforce to take on new tasks, improving long term planning.

1 Mautic – Slideshare.com
Can marketing automation work for your business?

If you’re unsure whether marketing automation is right for your own marketing department (like nearly 50% of businesses), then use these 3 simple steps to understand how the technology could fit your processes and business needs.

1. **Consider the number of marketing tools you’re currently using to generate new business leads.** If you use several tools already and have a number of integrations to track your prospect journey, then automation could provide some serious advantages. If however you have a streamlined, simple process that provides you with plentiful and consistent results, then automation won’t offer much improvement.

2. **Look at your buyer journey, how many steps are there between creating initial interest and converting them into a new lead.** How many steps between this new lead and a sale? If the path from brand discovery to sale is short, then automation won’t offer you much. If your buyer journey is longer or more detailed, automation will offer some incredible options to maximize your results and ensure leads have a high chance of converting to become clients.

3. **Do you have the ability, budget and resource to implement any new tools into your processes.** Automation can take time to set up and integrate, and plenty of commitment and focus to do it properly – get set-up wrong and your automation venture will not perform at its best. Ensure you have a full plan and the capability to properly embrace and run an automation software within your marketing department.
Evolve your campaigns

Automation’s true power in business lead generation lies in its ability to enhance a campaign and increase its success. Automation software working in conjunction with a multi-channel approach allows your marketing strategies to streamline the journey, improving conversion from “interest” to “lead” and overall lead quality.

Email marketing

Automation can boost email strategies by improving conversions with behaviour driven follow up communications. When running an email campaign, you want to maximize on any interest shown, so when an email is opened, or a link is followed, automation can send personalized messages referencing previous behaviour, allowing another chance for conversion.

Content marketing

Content marketing is a softer approach, sharing valuable resources to promote interest/demand. Automation again assists in the conversion from “interest” to “lead”, by presenting similar content to continue engagement and exposing calls-to-action relevant to the interests shown. Much like how Amazon recommends products similar to those you’re currently viewing, automation boosts content marketing conversion.

Website visitor conversion

With a little help from Lead Forensics, you can identify your website visitors, with access to names and contact details for key decision makers. Automation can use this valuable data to communicate with those showing an interest in your website, producing high-quality leads with a higher chance of becoming customers.

Book your free demo and trial today!

GET STARTED
49% of B2B marketing departments have started using automation to boost results, and it’s no wonder when it drives sales productivity up by 14.5%.

Advancing marketing automation

Many departments haven’t yet mastered automation, struggling to implement it into their business pipeline and process. This doesn’t mean the idea of automating actions isn’t beneficial, it just means you must think more carefully about where you use automation.

Workflows

Helping behaviour-based automation by applying a specific flow of actions triggering new events. Currently these can be time consuming to plan out and set up, so many avoid them, however as technologies advance, they will become easier to implement into marketing data capture/storage and campaign processes. Workflows have the ability to maximize audience engagement and produce more leads, of better quality. What they can offer the world of B2B lead generation is invaluable.

Integrations

As time goes on, automation software will enable cross platform benefits. Integrating with social media, CRMs and more, automation will soon be able to gather data from one platform and initiate another. This will offer huge benefits to lead generation efforts including content distribution, regular publishing and follow up communications.
It’s easy to instantly associate robots with artificial intelligence, but this technology offers so much more, allowing businesses to discover a new way of marketing. We’re on the brink of an artificial intelligence revolution as we discover what’s truly possible, so let’s prepare for the future, understand artificial intelligence and the opportunities it offers us…
What is artificial intelligence?

In essence, artificial intelligence aims to recreate human intelligence, allowing a software or tool to "think". This has of course been associated in many films with overly developed robots taking over civilization (or something similar!). In reality, the technology is far from being that advanced but can still offer some fantastic benefits to businesses.

72% of business leaders believe artificial intelligence in its current form offers serious “business advantage”. The emerging technology has many forms and offers varying solutions, but the most popular among marketers is website chatbots/webchat functions, personalization features and electronic copywriters. The ability to “think” like a human means that with the right amount of data fuelled “intelligence”, AI software can create something as a human may have.

By 2020, 57% of business buyers will depend on companies to know what they need before they ask for anything.

“ Much like automation, artificial intelligence can save businesses time and money, but it offers something more in its ability to make the impossible now possible. As the technology grows, investors put more stock into AI advancements. It won’t be long before the solutions we dream of now become an AI reality.

The money invested in AI start-ups has multiplied sixfold since 2000.
How artificial intelligence will help your business lead generation

It’s exciting to learn what this advanced technology has in store for marketers and B2B lead generation. Whilst not all of the following are currently available, the possibilities they will offer are revolutionary, so we should start preparing.

Predictive analysis

This is something we’re very excited about! As the success of lead generation so often hinges on appropriate and thorough analysis of previous results and metrics, having the ability to predict results is an invaluable. Artificial intelligence will soon offer us the opportunity to forecast and analyze the results of a campaign before it has happened, helping us ensure we make the correct changes and don’t hinder ourselves by adding/removing anything vital. This opens a whole new way of planning and strategizing.

Speak to more people

Both demand and lead generation take time, finding your audience, gathering data and communicating your message with impact and persuasion can be lengthy and sometimes difficult tasks, but artificial intelligence can, of course, make it all a little easier. AI fuelled online chatbots allow audiences to interact with your brand, find answers to their questions and get the information they need, without you having to seek them out as prospects for marketing communications. As these chat functions can “think”, they help your audience along to conversion; their quick response time means leads are 4000% more likely to convert – it has a powerful effect.
Cut your costs

The power of artificial intelligence continues to save marketing departments money, as tasks become streamlined, headcount can be focused on new areas. Organizations who have taken full advantage of current AI have seen costs cut by 60%, and webchat functions alone are due to save businesses $174 billion over the next few years.

The technology’s ability to process information like a human allows businesses to delegate processing tasks, letting AI cover the present, whilst the actual humans continue to focus forwards.

Personalization

A personalized marketing message is powerful; over 80% of buyers won’t interact with a marketing communication if it doesn’t use their name. Though many marketers already use some sort of personalization in their campaign efforts, artificial intelligence will allow for a personalization optimization.

Emerging technologies are making it possible to fully personalize online content and it will soon be possible to make incredible first impressions thanks to AI.

“77% of marketers say real-time personalization is crucial; however 60% report it’s a challenge to execute.”

1Adobe.com
Retargeting

Many marketers already conduct some form of retargeting, contacting unconverted leads in the hope of a second chance. Artificial intelligence will not only make this process easier but will make it much more impactful. Understanding how unconverted leads re-engage with a brand, AI can spark up timely conversations with “old flames” and avoid sounding sales-y – you don’t have to lift a finger! Retargeted ads currently fuelled by artificial intelligence have a 30% average success rate, which is impressive for any marketing venture!

“46% of marketers believe retargeting is underused”

Lead filtering

Lead quality is as important as lead generation; better quality leads are more likely to sell but sourcing them is no easy feat. Currently, many businesses put leads through a qualification process to ensure they’re right for the product in question and sales-ready, but AI is soon to lift this burden. With its “thinking” ability, new AI software will be able to filter leads based on quality, helping businesses easily discover the leads that matter most to them, improving overall response time and conversion results.

Why not discover how Lead Forensics can revolutionize your search for new business leads with advanced website visitor identification? Find out more...

Book your free demo & trial today!

GET STARTED
B2B lead generation is something all growing businesses need to consistently deliver. But nothing is constant, especially in business, so you must keep up with the changes. What are the technologies can we expect to hear more about, and what should we be focusing on to ensure we can adapt and work with change?

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Augmented reality in marketing

An exciting emerging technology, augmented reality allows us to see artificial images placed into our reality – it’s not a whole new world like virtual reality, it adds to your current surroundings. Imagine you’re browsing the web on your mobile, looking for furniture to suit your new office expansion: augmented reality would use your camera to provide images of your possible new furniture laid across your office, so you and your staff and see it’s impact.

For marketers, this is exciting! The opportunities this technology offers to increase product value and improve lead generation are endless. As we continue to mould our societies around mobiles and “on-the-go” tech, advancements like augmented reality give businesses a new spring board to share their brand message and product with the world.

It’s expected the augmented reality market figure could reach $61.39 billion by 2023, and it’s easy to see why when 7 out of 10 buyers want to see more augmented reality in digital marketing. When used well, the tactic is hugely effective and allows business to show a streak of uniqueness; it’s certainly something we should all prepare for and embrace.

“40% of buyers would pay more if they could test in AR first”
Future-proof website analytics

An important part of lead generation is analyzing website metrics to better **understand online audiences and marketing campaign success**. Many businesses use website analytics tools to gather the data needed for this analysis, and the future is set to turbo-charge these tools allowing them to offer even more useful and accurate results.

The cookies are crumbling...

**Web analytics tools are working on new ways to track visitor movements**, as the public become steadily more aware of cookies tracking their visits. In Q4 of 2017, 64% of common cookies were blocked or deleted, and this number is due to increase making it increasingly difficult for businesses to perform accurate website analysis. For successful, future-proof web analytics an update to tracking techniques is a must!

“

**60% of buyers want to see a “Do Not Track” law, preventing websites collecting their information”**

Putting people first

Another key development we can soon expect in web analytics software is an increased level of understanding of the people visiting your website. **Website analytics tools will shift from measuring visitors to understanding visitor intention**, discovering the “why” as well as measuring the “what”. This is currently guess work for many, but tools aim to provide more sturdy and reliable information, increasing accuracy and benefitting lead quality.

Lead Forensics for example can identify anonymous website traffic helping users understand their online audience. Fuel your pipeline with high-quality business leads.

**Book your free demo & trial today!**
Improving ROI

Whilst lead generation is a priority for marketing departments, so is gaining a return on investment. As technologies advance, the fear is that the latest and greatest software becomes expensive and taking risks on such new tools could backfire. As most marketers want to see ROI on new tech investments within 6 months, those developing new technologies and software are keen to improve results whilst ensuring a promising return on the investment.

However, the responsibility of improving ROI doesn’t just lie with those creating new tools for business lead generation, it lies also with the businesses using those tools, ensuring they have the capacity to use them properly. Adapting to change is important and as marketers we’re all familiar with the ever-moving evolution of processes and trends, however this needs to extend fully to your sales team too.

75% of marketers investing in automation software see ROI within their first year.

To see the best results in both lead generation and return on investment, you need to prepare your team for changes now, so when the technologies arrive at your business’ door, you’ll be ready to get maximum results.

We can’t just expect to get a new tool and instantly see the magic, we all have to work for it.
The future is now. New marketing technologies are making dreams of 25 years ago come true today."

JENNIFER RENAUD
CMO AT ORACLE MARKETING CLOUD

B2B lead generation technology: what have we learned?

Renaud is right; the tools and software we use now for lead generation is far more advanced than marketers of 25 years ago could have dreamed, and we’re on the brink of discovering so much more. This promise of exciting, new discoveries makes marketing exciting, but reminds us that we need to stay ready.

As Charles Darwin observes “it is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change.” This is infinitely true; those resisting Martech advancements will soon start to feel the effects. The future is now, and we need to prepare for a serious shift in how we interact with technology daily to ensure we’re not left behind.

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Master your business lead generation

BLOG:
Business lead qualification:
12 questions you need to ask

INFOGRAPHIC:
Can modern technologies offer new business lead generation opportunities?

TOP TIPS:
Ensure your business leads are top quality

BLOG:
12 tips to achieve outstanding results from demand generation

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1 forbes.com | NB: Vectors in this guide are sourced from Flaticon / Freepik and Vecteezy
Lead Forensics are proud to be the market leaders in business lead generation software, offering **the ultimate solution for discovering new business opportunities**. By identifying anonymous website visitors and providing accurate, insightful information, you can effectively conduct tailored follow up approaches for revolutionized lead generation.

Using reverse IP tracking and the largest database in the world of business contacts, Lead Forensics provides the names and locations of businesses visiting your website along with contact details for key decision makers and advanced website analytics. Take control of your website conversion and B2B lead generation; follow up your engaged website visitors with instant, impactful communications.

"Lead Forensics has ultimately allowed us to stop wasting time trawling through endless piles of data, and go for good, solid leads."

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DUNCAN STEWART
ABC IMAGING

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