

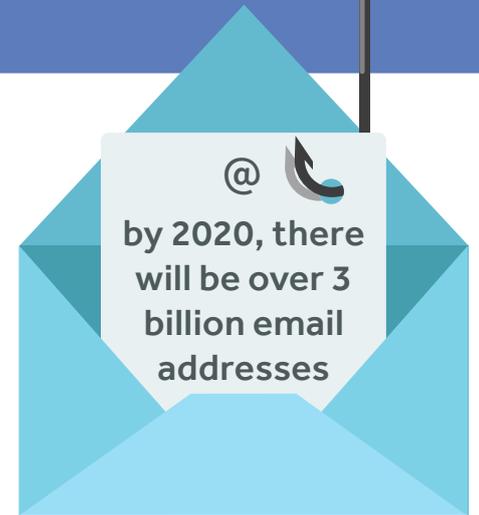
# B2B lead generation: appealing to the modern buyer

Lead generation is the holy-grail of marketing; the more leads we can generate, the more sales made – simple! Here are our top five lead generation methods, appealing to the modern B2B buyer, so you can grab their attention and turn them into your clients.

## Email marketing

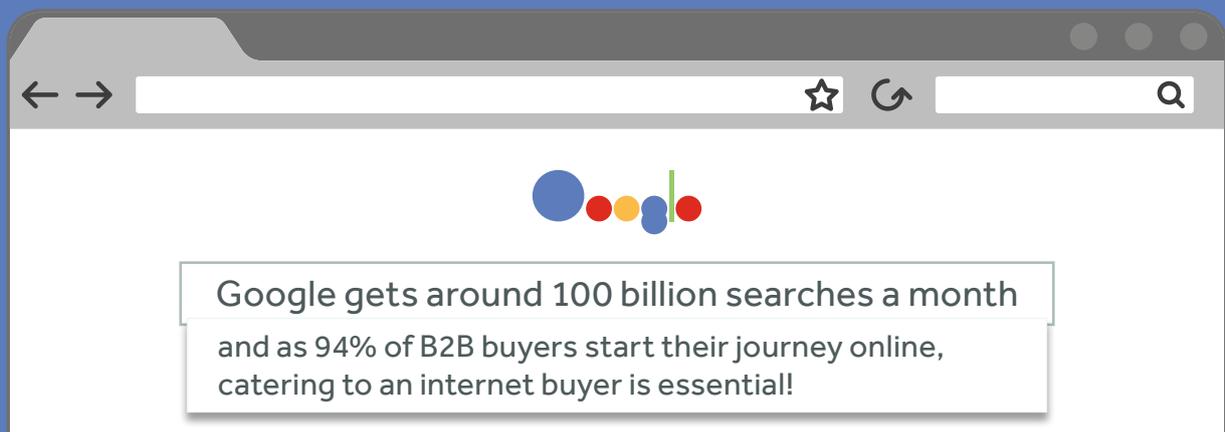
86% of business professionals prefer email communication above anything else, and by 2020, there will be over 3 billion email addresses in use – this is definitely the way to a modern buyer's mind! **But make sure your tactics are fresh – use segmented and targeted email marketing.**

Split your data into categories such as job title, industry or seniority with specific copy, and target the prospect by using their name and business name. This brings your email marketing into the 21st century, and allows companies to see email marketing generate 58% of their revenue!



## SEO

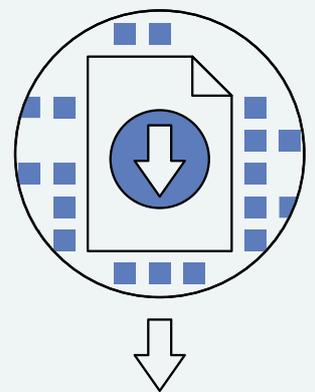
Search engine optimisation is what enables your company to rank highly when someone searches the internet for the solution you offer. Start by constructing a buyer persona of your perfect client, know what they'll type into a search bar, and feature that vocabulary heavily across relevant content and copy allowing for higher rankings (therefore – more website traffic!). 72% of marketers who employ this tactic have seen results on their rankings, so get to it!



## Content marketing

To the modern buyer, content is a vital part of the buyer journey. It not only raises your brand awareness but also allows your buyers to see you as thought leaders in your field. Content marketing hinges on giving something valuable back to your prospect through the use of blogs, downloadable assets and multimedia, so they're inclined to return the favour and ask more about what you do.

**To please today's B2B buyers, personalise your content marketing with account based marketing (ABM) and automation.** Much like email marketing, this tactic brings that touch of care and depth B2B buyers love, and you'll increase your qualified leads by 451%!



# Social media

**55% of modern B2B buyers use social media to conduct research into products or vendors**, so it's no wonder over 50% of B2B marketers who implemented social media strategies in the last 2 years saw an impact on sales closed!

**Remember the three P's** when marketing on social media – **presence, personality** and **prospect**. Be "online" always responding, be "human" bring a face to your brand, and always put the needs of your prospects first – it's not about telling them how great you are, it's about letting them know you're there to help!



# 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** for example; our software shows you which businesses are visiting your website and gives you the details needed to get in contact with key decision makers straight away.

**Not only will you get bucket-loads of new leads to call, but the software also allows you to create a tailored approach**, using the details of your prospect's website visit. See which pages they viewed and how they found you, so you can engage them by referencing the channel that got them interested and the problems they're looking to solve.



Instantly identify your anonymous website visitors and experience **turbo-charged lead generation** today with Lead Forensics.

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*Why wait?*  
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Book your **free demo** & **no obligation trial** today!

**GET STARTED**