



6 B2B STRATEGIES TO GENERATE MORE ONLINE LEADS.

Turn your traffic into leads with post-click marketing optimization.



Most B2B marketers are measured, at least to some degree, by the number of leads they generate for the sales team. And in some organizations, that measurement also includes the quality of the leads generated. So it's important to maximize every web interaction to increase the opportunity to capture a highly qualified lead. This is typically referred to as "conversion optimization"—optimizing the experience a web visitor has in order to increase the likelihood they will convert from an anonymous visitor to a lead.

How much traffic you convert into leads is largely under your control—you can take steps to ensure that every click is optimized for conversion. When applied strategically, these high-impact tactics will get the results that your organization needs: more, higher-quality leads.

Conversion optimization:

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Buyer's Guide



Everything you need to choose the right landing page platform.

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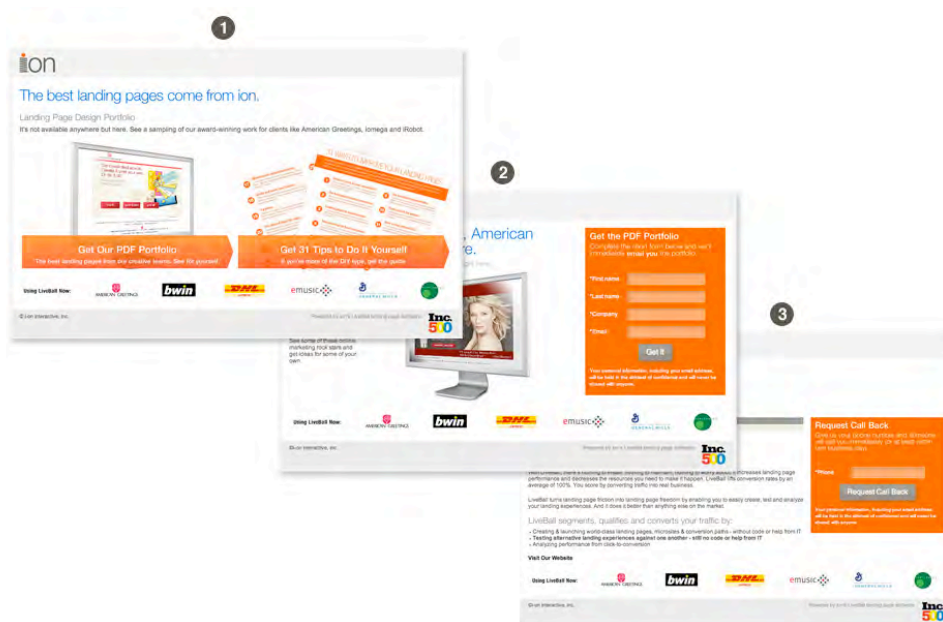


1. Start with your forms

Without a form there is no lead. Forms are a basic requirement for conversion—they are the engine of your lead machine. But for the visitor, forms represent something standing in the way of what they want—a virtual and literal hurdle. Remember, a form is work for your visitors. So take a keen editing eye to your forms and strip out anything that isn't absolutely necessary. A good B2B lead generation form balances the needs of your organization (capture as much data as possible in order to pass the most relevant leads to sales), with the needs of your visitors (convert quickly & easily without giving up too much information). Remember, when a user is confronted with a form that has 'too many' questions, they are more likely to offer false information to get over the hurdle of getting through the form to get what they want. By streamlining your forms, you make it easier for your user to convert, and for you to get better lead data.

2. Segment, qualify, then convert

A creative way to find out some more about your visitors, and get rid of some questions on your form is by using 'pre-conversion' segmentation. When visitors land on your pages from your advertising the first page they see can offer up simple choices about who they are and what they are looking for. This allows a visitor to quickly put themselves in a bucket and get started on a path to more relevant information that is targeted to them. Pre-conversion segmentation is a great way to gather information about the visitor's interests and profile without having to ask for it in a long, arduous form.



3. Don't forget your pitch

Often, B2B pages end up being paragraph after paragraph of product or solution content. Ho hum, so boring. Your pages are an opportunity to sell—make your visitors want to convert by exciting them about your content and your offer. Your page should sizzle with your value proposition and positioning. B2B buyers are human and need to be appealed to emotionally so make your pages come alive with your content.

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Try video, bring in social content via widgets, [...] add some interactivity on the pages [...].

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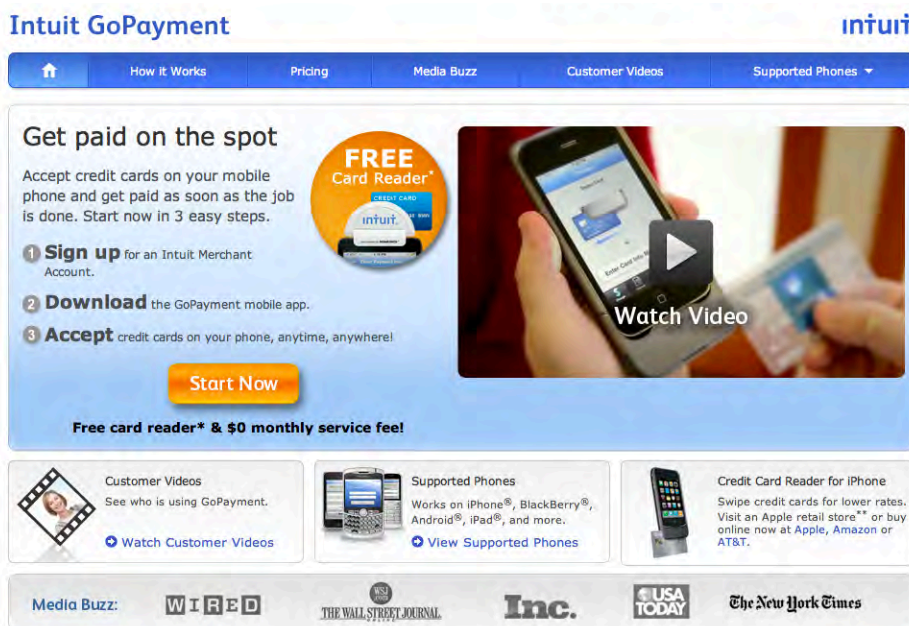
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4. Think beyond the landing page

In B2B lead generation formulaic landing pages are often used to quickly capture lead data. And while this can be effective, stepping outside of the landing page box can help you boost qualified leads. Rather than thinking about the elements on a *page* think about the entire *experience* from click through conversion. Sometimes the best experience might be a single landing page. But don't forget to try small topic-specific microsites and conversion paths—these give you the opportunity to craft a highly specific, relevant experience without having to jam everything on a single page. Make your content interesting—try video, bring in social content via widgets, incorporate an RSS feed of your blog content, add some interactivity on the pages (calculators, product configurators, etc). Get out of the landing page rut and expand your definition of what a conversion-oriented experience can be.



5. Keep it Simple

Visual clutter on your pages can lead to low conversion rates. When you put everything but the kitchen sink into your landing pages it overwhelms visitors. In fact, a page overloaded with content is like a stop sign for your visitors. And stop signs don't increase conversions. When people land on your page, ads and messages you only have a second to capture their interest. If your page is just a wall of content visitors won't be focused on the conversion opportunity in front of them. Make your landing pages a dump-free zone.

6. Testing, one, two, three

All the tips, tricks and 'best practices' for conversion can't beat testing. Testing helps you know with certainty what works and what doesn't, and a well-designed test program should lift conversion rates significantly. Start with a simple A/B test—you can vary content, offer, message, layout, call to action. Just craft two conversion-oriented experiences and pit them against each other in a real time. Once you find a winner you can squeeze even more conversions out of it by testing different headlines, images, buttons, etc.



In B2B online marketing every click counts. By staying focused on conversion you can be sure of high-value, high ROI programs that deliver great leads for your sales team, channel and partners.

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The Best Landing Pages Start with You. And LiveBall.

LiveBall is ion's web-based platform that empowers marketers to launch and test advanced landing pages without code or IT. If you're looking to grow your landing page program, check out these resources and find out how LiveBall can help.

Next steps for your landing pages:

If you want to stay up to-date on the latest online marketing trends and best practices, subscribe to the **ion landing page blog**.

Learn more about how you can improve your online marketing ROI by checking the free **webinars**, **white papers** and **presentations** in our library.

Join us for a **Live Demo** and see just how easy it is to use LiveBall to create conversion-focused landing pages.

Ready for more effective landing pages? **Let's talk LiveBall!**



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