



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 to leads is largely in your control—you can take steps to take to ensure every click is optimized for conversion. When applied strategically these high impact tactics will get the results your organization needs—more, and better, leads.

Conversion optimization:

Maximize every web interaction to increase the opportunity to capture a highly qualified lead.



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.

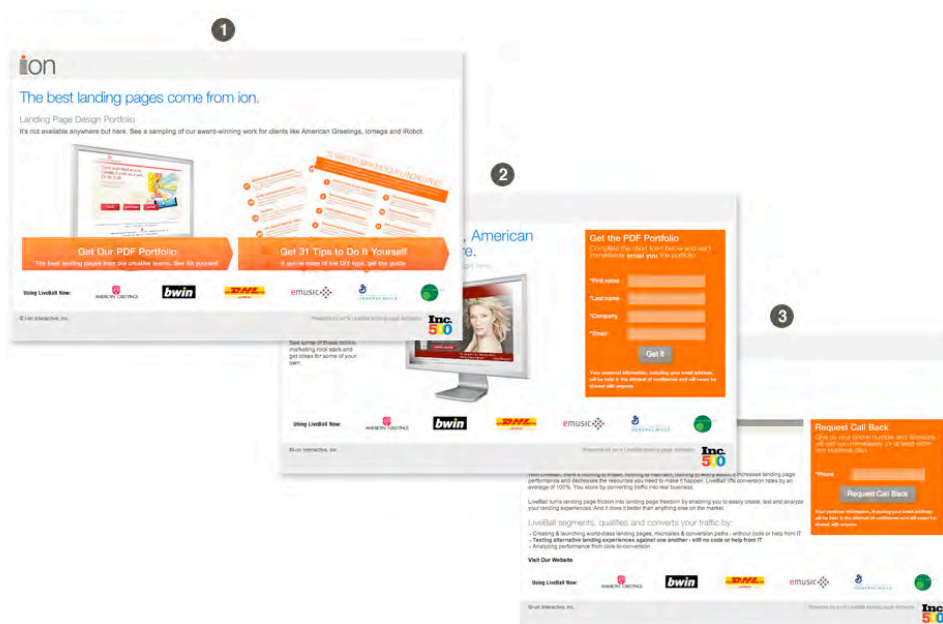
Get more leads from better landing pages.

LiveBall is the essential lead-gen landing page technology that drives higher ROI at hundreds of global brands like Cigna, DHL, Iron Mountain and InfoGroup.

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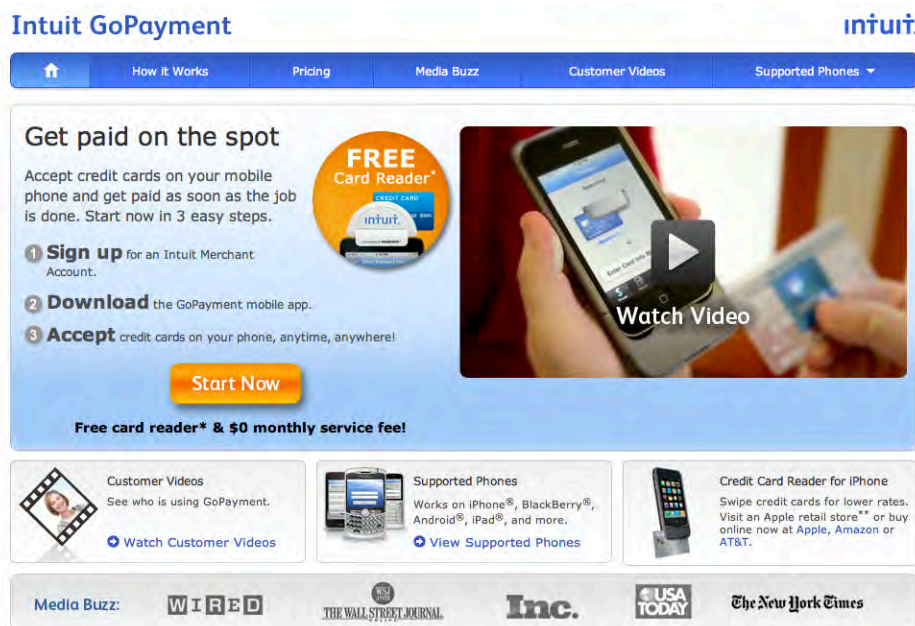
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Try video, bring in social content via widgets, [...] add some interactivity on the pages [...].

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.

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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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LiveBall is software for a whole new breed of marketer.
From a whole new kind of marketing technology company.

It's software for marketers and agencies that helps them catch more fish.

LiveBall optimizes the performance of online campaigns by delivering ideal user experiences.

With LiveBall, anyone can make & optimize conversion-focused, user experiences — without code, developers or help from the IT department. There's nothing to install, nothing to maintain, nothing to worry about.

LiveBall turns post-click friction into freedom by delivering enterprise-scale marketing agility. Subscribe to LiveBall and start making and optimizing post-click campaigns.



- **Produce & launch** brand-standard multi-page post-click experiences — microsites, conversion paths & landing pages — without code or developers
- **Target & track** content, offers and forms with codeless segmentation & conditional rules
- **Test & optimize in real time** using instant, integrated A/B and multivariate methods



"As soon as we get statistical significance on a test, we drive immediately to a champion in real time. On Mother's Day alone, the real-time change in traffic splits resulted in over \$45,000 in incremental revenue."

Tessa Fraser
Interactive Marketing Manager, AG Interactive, Inc.

...and services to ensure your success.

You want to maximize your PPC, email, social, affiliate, direct and online advertising results. You're in the right place. Our services can help you get the most out of your LiveBall subscription by giving you all the expertise you need to be successful.

ion has been delivering technology-driven online marketing services since 1997. We're passionate about helping our customers achieve success. From implementation to optimization, our team will help you make LiveBall an integrated and productive piece of your digital marketing program.

When it comes to post-click marketing, we've got your back—and your ROI.

Some of our service packages are outlined below. When you subscribe to LiveBall, let us know which services make sense for you. Not sure? We can help you figure it out.

Service	LiveBall Support	Smart Launch	Post-Click Coaching	Full Service	Custom Engagements
Description	We train & support you	We do the initial work to get you off on the right foot	Strategic and tactical guidance to maximize results	We manage & execute your post-click programs	Personalized professional services based on your needs
Your Need	Using LiveBall	Expert help launching LiveBall	Expert guidance	Ongoing landing page management & testing	Let's talk
Timeline	Lifetime of your subscription	2-6 weeks	2+ months	4+ months	Based on needs
Price	Free!	\$5,900	From \$2,500 / month	From \$12,200 / month	Based on scope



"I love LiveBall. We use it to convert our paid search, email marketing and even online quizzes to leads. Our SEM conversion rate is up to over 15%, our leads are higher quality and we've reduced our spend by two-thirds."

*Sally Lowery
Internet Marketing Manager, Bronto Software*



LiveBall gives marketers the power & freedom to optimize.

For marketers. By marketers.

Point, click and change it. Change what? Everything — forms, text, images, Flash, links, brands, page layouts, SEO controls — you name it.

Testing without code or IT

Test it all. LiveBall delivers sophisticated testing without code or developers. Launch A/B or MVT in three clicks.

Industry-leading forms

LiveBall includes an agile, flexible, sophisticated no-code forms engine. Make flexible, world-class forms all by yourself.

Unparalleled SEO features

Nine ground-breaking features that make LiveBall the most search-friendly post-click platform.

Clear, actionable reporting

Effortlessly get meaningful, real-time reports as HTML, PDF or Excel XLS and automatically send them to colleagues.

Mobile optimization

Every user deserves an ideal experience. LiveBall keeps that promise by optimizing for the latest mobile devices.

Flexible, branded templates

'Template' is no longer a dirty word — not even in the most creative circles. LiveBall includes proven, flexible page templates — custom-branded for you.

Flexible conditional logic

Design your own if/then statements for advanced logic — trigger actions from 31 different conditions — code-free.

Asset management

LiveBall centralizes images, Flash, fulfillment, forms, email responders, tags and templates, so it's easy to reuse them.

Seamless data sharing

Export to Salesforce.com, post to a form, send email, a delimited or vCard file — LiveBall gets your data where you need it.

Flexible open integration

LiveBall customers mix and match components in their own loosely coupled architecture to attain best-of-breed status in each key sales & marketing area.

LiveBall usability

LiveBall gets out of your way — saving you time & resources at every step. Even the training is fast.

LiveBall is cloud-based, marketer-friendly and scalable.

Enterprise-class software-as-a-service (SaaS) is reliable, easy to buy and easy to live with. With LiveBall, you simply order your solution, we provision it and get you started, you just log in and use it. You pay based only on the number of unique visitors you send to your LiveBall pages — from 10,000 to millions per month — starting at \$1,295 per month.

- ◆ **Content management** — make all the pages you want
- ◆ **Testing** — powerful A/B and multivariate testing
- ◆ **Reporting** — real-time analytics at your fingertips
- ◆ **Hosting** — go live in minutes
- ◆ **Support** — high-touch service from nice people
- ◆ **Users** — everyone in your company can use it
- ◆ **Quick start** — everything you need to get started fast
- ◆ **Unlimited seats** — everyone can use LiveBall
- ◆ **Unlimited pages** — create and launch all the pages you want
- ◆ **Unlimited visits** — multiple visits from a unique count as one
- ◆ **Unlimited testing** — run all of the code-free tests you want
- ◆ **Unlimited support** — via phone & email — for one user



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Look who's powered by ion's LiveBall platform:

