6 B2B STRATEGIES TO GENERATE MORE ONLINE LEADS.

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

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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.

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.
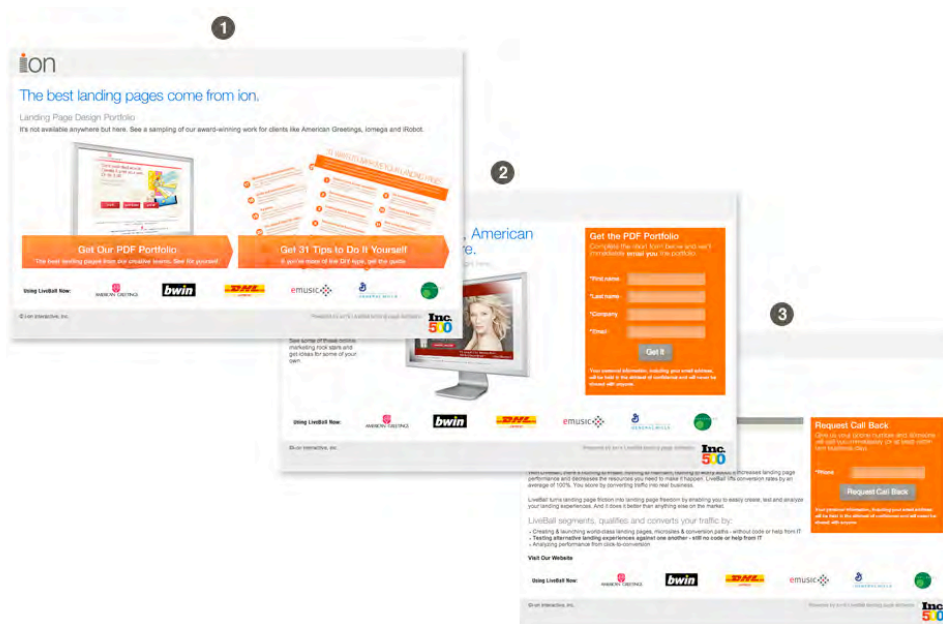
3. Don't forget your pitch

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.

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.

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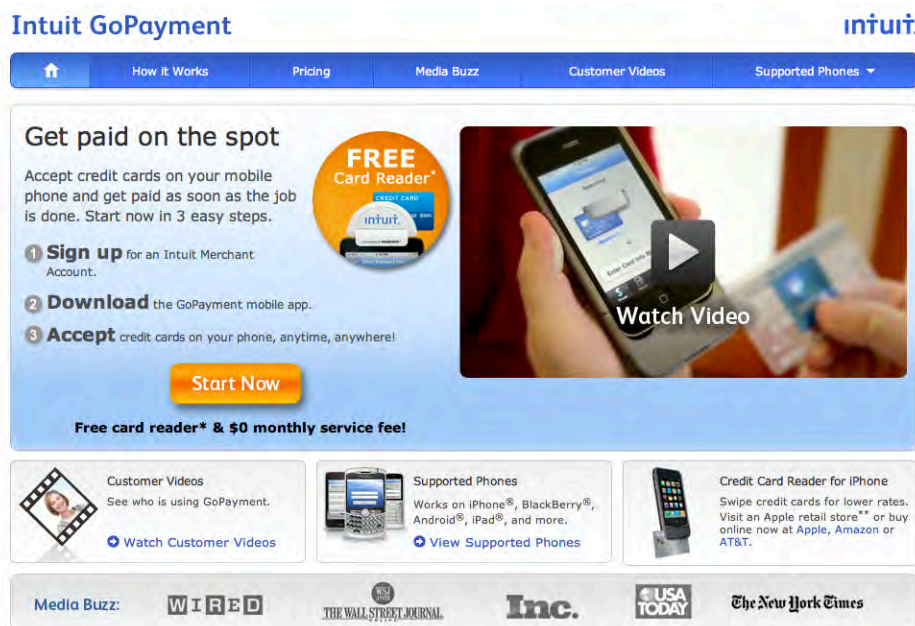
5. Keep it Simple

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.

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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Agencies powered by LiveBall share a passion for results. And have the technology to make those results a reality.

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

With LiveBall, agencies make & optimize conversion-focused, user experiences — without code or developers. There's nothing to install, nothing to maintain, nothing to worry about. Just great pages and easy testing.

LiveBall turns campaign friction into freedom by delivering enterprise-scale agility. Subscribe to LiveBall, setup client portfolios and start optimizing pages fast.

▶ **Produce & launch** client-branded multi-page campaign landing 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

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Some of ion's agency alliances…

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

You want to maximize your clients' PPC, email, social, affiliate, direct and online advertising results. You're in the right place. Our agency-focused services complement your LiveBall subscription by giving you the expertise you need to be successful.

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

Some of our typical service packages are outlined below. When you subscribe to LiveBall, let us know which services you need. Not sure? That's okay. We'll help you figure it out.

Service	LiveBall Support	Smart Launch	Post-Click Coaching	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	Personalized professional services based on your needs
Your Need	Using LiveBall	Expert help launching LiveBall	Expert guidance	Let's talk
Timeline	Lifetime of your subscription	2-6 weeks	2+ months	Based on needs
Price	Free!	$5,900	From $2,500 / month	Based on scope

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Marketing

WHITE HORSE

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LiveBall gives agencies 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 clients.

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 flexible page templates — custom-branded for your clients.

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, agency-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:

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