## Lead Generation

<p>Marketing and Sales shouldn’t compete. In fact, Marketing works for Sales.<p>

<p>Many companies that have enjoyed success for the last 50 to 100 years have done so with a 100% push strategy. Meaning, they have relied on Sales to take full responsibility for the consumer funnel.<p>

<img>

<p>While success has been evident, most will agree Sales finds their most enjoyable work at the bottom of the funnel. This is where they shine; working with customers and finding solutions. It is the prospecting and interest stages that can be tedious to dealmakers.</p>

<p>In B2B, Digital Marketing takes control of the top layer of the funnel by introducing a pull strategy. We use digital tools to capture the interest of potential customers.</p>

<p>After advertising captures with offers of:<p>

* Webinars.
* Downloads.
* Samples.
* Consultations.

<p>In exchange for these items, we receive their contact information’s. Thus, generating leads.</p>

<p>What is most important is the next step, qualifying the leads. Before Marketing passes a lead onto sales, Marketing should engage the lead via eMail and/or message to:</p>

<ul>

<li>Verify mailing address.</li>

<li>Verify phone number.</li>

<li>Screening the lead for more information.</li>

</ul>

When this process is done, we have an MQL or Marketing Qualified Lead. Now it is time for Sales to take over and push the prospect through the remainder of the funnel.

Chart, funnel chart

Description automatically generated

## Social Media

<p>Social Media is very important to all business, yes even B2B. While many B2B marketers will value LinkedIn and Xing over Facebook and Instagram, this doesn’t mean thee later channels should be ignored.</p>

<p>Social Media audience building is important because it allows for organic and free communication with the customer base.</p>

<p>Having a large audience means we can Impressions, Clicks and Conversions that don’t cost a penny. Essentially, if you work to build an audience of thousands, you pay nothing to place content infront of them.</p>

<p>Additionally, the targeting is done for you. The User intentionally followed your page because they want to hear from you. They already bough tickets to the show.</p>

<p>Social Media Advertising will also allow for effective Remarketing. You can use LinkedIn to garner clicks from your perfect B2B buyer’s persona. After they have visited your website, you can retarget them through other social channels that don’t offer the B2B Buyer’s Persona characteristics the “professional networking” platforms have.</p>

<p>Essentially, use LinkedIn to find them. Use Facebook to chase them.</p>

## LinkedIn Ads

<p>LinkedIn Advertising is the most effecting way to promote B2B businesses digitally.</p>

<p>When you complete LinkedIn profile you are telling digital marketers a lot about. They can use this information to target you for advertising based on:</p>

<li>Current Employer.</li>

<li>Employer size. </li>

<li>Employer industry. </li>

<li>Education level. </li>

<li>Field of study. </li>

<li>Job Title.</li>

<li>Job Function.</li>

<li>Etc. </li>

The most important targeting characteristic is Member Skills. These are skills the user intentionally added to their profile; they’re not assumptions.

Meaning if you were targeting Sean Fletcher, you would only need to target:

* Employer: ECKART
* Skill: HTML

Now apply that to other industries.

Lets say your company sells Vacuum Metallized Pigments for chrome effect coatings used by the automotive industry. Target:

* Employer: Tesla
* Skill: Automotive Design

You might be left with a small audience, but it is the right audience.

Quality over Quantity.

## SEO Results

Search Engine Optimization is important to any business. The reason, when done properly it delivers clicks and website visits that are free.

Additionally, you can’t afford to let your competitor get better search engine results than you. To even be conserved by a web user you need to be in the top 3. Google might as well not even have more than one page.

One of the best approaches to tackle the challenges of SEO is to position your company as the leading authority on your industry.

I work for a great organization named ECKART. ECKART is an effects pigment manufacturer. Vacuum Metallized Pigments are very important to ECKART. Therefore, we want to be #1 in Google’s results page… and we are.

This doesn’t happen on accident. It was planned. Every company should have an SEO Checklist. You can download mine here.

As you can see, the results speak for themselves.

Note:

Create content that address your products generically. In the case of ECKART, we have a VMP page that captures the VMP traffic, but then provides lists to specific products.

## Google Ads

Google Ads are more than just search ads. Search ads are important and the foundation of Google Advertising; you can’t afford to not do it.

However, don’t ignore display ads and video ads.

Display ads are easier than they used to be. This is because they are responsive. You make one Ad, but Google will rotate images and taglines for you. This ensures only the most effective ads are being displayed. This eliminates a lot of A/B testing at the singular advert level.

Video ads are easily understood when you realize you are paying to promote you YouTube video. Simply upload your video ad to you YouTube account and you can access it from Google Ads.

Both Display and Video ads can also be run on Google Affiliates, meaning Google Ads can be used to place your advertising in websites and apps outside of Google.

## eMail Marketing

eMail Marketing is alive and well, contrary to popular belief. Almost every CRM offers some type of eMail marketing platform.

The eMails are generally easy to build. The best part is, it is usually an interested audience; subscribers and existing customers.

The only part to worry about is the advanced Decay Rate. Decay Rate is the rate at which people unsubscribe. Which is usually 30% annually. Meaning, you need to continually offer registration to new customers and run campaigns promoting your eMail marketing (newsletter).