Lead generation Implementation Guide

Simon Kingsnorth



These materials are most effective when used in association with the book Digital Marketing Strategy

DIGITAL MARKETING STRATEGY

Lead generation Implementation Guide

This guide is designed to give you a step by step guide to implementing your lead gen strategy.

Other guides are available for other digital marketing channels. To best understand how this fits into your broader strategy see the book Digital Marketing Strategy by Simon Kingsnorth.

How it works

The guide is designed to be as easy to use as possible. Each guide is broken down into simple, key steps to take to ensure your strategy is as effectively and smoothly implemented as possible. So less of this chat and let's get to the detail.

1 Understanding push v. pull

When talking about lead generation, push refers to buying or obtaining data such as phone numbers and pushing your message out to potential customers. The more modern method is to pull, or target specific profiles or individuals and build relationships.

With so much information available, prospects expect to do their own research. When they do make contact, it's because the company has been portrayed in the research positively. Push lead generation is great for marketers because all that searching leaves a trail, which can be used to further refine targeting, increase conversion, strengthen brand reputation and improve marketing metrics. AI-assisted targeting and ethical data use allow marketers to better tailor pull campaigns to individual needs while complying with privacy regulations.

2 Lead scoring

Scoring leads based on their value and likely conversion is an important part of quantifying lead quality. The score is made up of several factors and include things like where in the shopping cycle the client is (browsing, researching, buying), the prospect's relationship with your company (customer, known prospect, unknown suspect), the interaction type (email open, event visit, form completion) and how their profile fits with your target audience (exact, close, not a fit). Seems simple enough, but a prospect's behaviour isn't quite so straightforward. Once leads are valued, they need to be graded, or sorted with a much finer filter.

Factors like geographic location, job title or company sector can help determine if a lead is interacting with your company because of interest in your products or if he wants to work for you. To make scoring more predictive, marketers now use behavioral analytics—such as time spent on site, scroll depth, and engagement with content—as indicators of purchase intent. These insights can be enhanced and automated using AI and machine learning tools.

3 Using content to drive leads

Content is one of the most reliable lead generation channels, which is why developing a robust content strategy is vital. Some common methods of driving leads with content are teasing highlights of a research paper or report and requiring contact details to get access to the full text; delivering training courses where the first stages are free, but an email address is required to complete the full course; newsletter sign-ups; product demos; contests and competitions.

AI-powered personalization tailors content delivery to match a user's intent and interest level, while exclusive offers or gated access (including Web3 options like token-gated content) can drive conversions.

Your company website is ground zero for all content strategy, as it's where you're driving customers who want to find out more about you and your products. Make sure it's fast, easy to understand and well-signposted. Nothing cools a lead faster than an unclear next step.

4 Social media lead generation

At its heart, social media is about building relationships, which is what lead generation is. No wonder there are countless case studies about lead generation success stories involving social media. Each social network (LinkedIn, Twitter, Facebook and Instagram) has a different vibe and attracts different audiences. Companies that do well on Instagram would probably not get much traction on LinkedIn. The sardonic one-liners go viral well on Twitter fail on Instagram if the images are not compelling.

Social media platforms are packed with new features to facilitate lead generation. LinkedIn is leading the pack with its Lead Gen Form, which lets users see an overview of the content, but requires them to fill out a form to see the rest. This in-site data capture directs the lead straight to the company's website, further increasing conversion.

Google and social media alerts offer a wealth of information about trending topics and brand mentions. Groups and hashtags draw like-minded people together. Becoming a thought leader or the go-to person for how-to advice is authentic relationship building and works on any platform.

5 Keeping the lead alive

Once you've got a warm lead, the job has only just begun. 63% of customers directly contacting a company and requesting further information take at least three months to make a purchase.

Nurturing the prospect, usually through a series of nurture emails, keeps the relationship warm until they are ready to buy. The emails often include product updates, demonstrations, event invites and simple check-ins. These should be timely, relevant, and personalized. AI tools adjust sequences based on user behavior, allowing dynamic journey mapping. The key is to add value unobtrusively, facilitating the buy rather than trying to force it.

6 Measuring success

Once the leads have been generated, nurtured and converted, it's time to see how well the campaigns worked. The first lead gen metric is lead quality. For this metric, it doesn't matter so much if lead has progressed to the purchasing stage. What's more important is that their profile matches your target market.

Lead timeliness or conversion time is a useful metric for determining what a reasonable shopping cycle is for your products. There may be roadblocks in unexpected places, so look carefully when the cycle seems unusually long. The last metric is lead cost – determining if the time and resources invested in building a prospect relationship are worth it. Using predictive analytics and attribution to gain insights can give you vital information on not only what has happened, but why it happened.

There are several other factors to consider (what content is converting best, does time of day matter, behavioural trends of interest), depending on your overall content strategy and conversion goals.