

# The Ultimate Guide to CONVERTING MORE TRAFFIC TO QUALIFIED LEADS

Fast-Track Leads  
CRM  
LEAD SCORING  
Measuring





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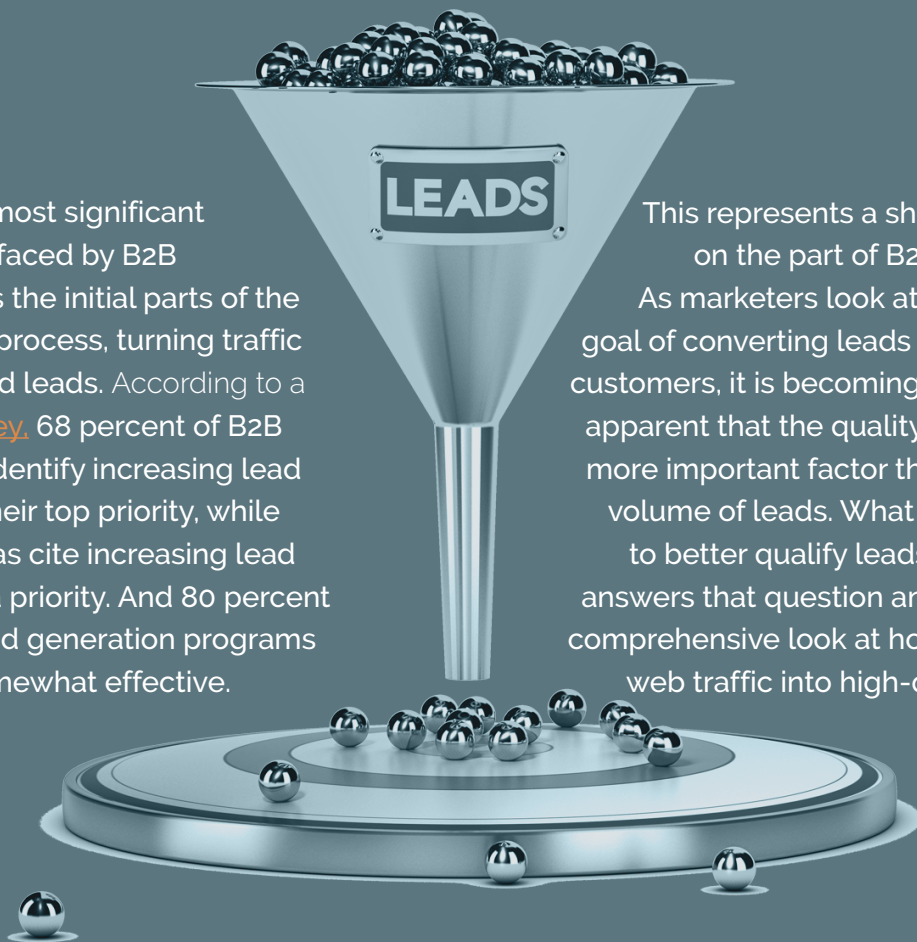
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# Overview

An effective B2B inbound marketer is a bit of an alchemist. The marketer takes website traffic, converts it into qualified leads, and ultimately into paying customers. But along the way, there are many factors that can either aid conversion or impair it.

One of the most significant challenges faced by B2B marketers is the initial parts of the conversion process, turning traffic into qualified leads. According to a [recent survey](#), 68 percent of B2B marketers identify increasing lead quality as their top priority, while 55 percent cite increasing lead volume as a priority. And 80 percent say their lead generation programs are only somewhat effective.

This represents a shift in thinking on the part of B2B marketers. As marketers look at the ultimate goal of converting leads into satisfied customers, it is becoming increasingly apparent that the quality of leads is a more important factor than the sheer volume of leads. What can be done to better qualify leads? This guide answers that question and provides a comprehensive look at how to convert web traffic into high-quality leads.







## Defining a Qualified Lead

**T**he first step in getting more qualified leads is to define what your organization means by the term “qualified”. This requires a meeting of the minds between your marketing department and your sales department. A shared definition of what a qualified lead actually is serves two main purposes. It keeps your sales department from wasting its time and it helps align marketing objectives with revenue goals.

**How do you go about defining a qualified lead?**

**Here are some of the criteria for lead qualification:**

- Buyer personas that involve factors like job title, pain points, motivations, and interests.
- Demographics including geographic locations, company size, and industry.
- Signals of intent as defined by certain behaviors (such as downloading a white paper or making an inquiry).
- Clearly defining the parameters for a qualified lead keeps marketing and sales on the same page and ultimately leads to conversions that generate higher revenues.



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# Optimizing Your Landing Pages to Fast Track Leads

It's time for a reality check regarding landing pages. Often, organizations see lots of traffic to their site, and yet their conversion rates stay quite low. The [Wordstream Blog notes](#):

"When your business model requires a bit more TLC to push prospects down the conversion funnel, the lead gen landing page to capture new contacts is one of the most critical, make-it-or-break-it parts of a new visitor's journey."

While it is sad to admit, the truth is that often your landing pages are where your leads go to die. How can you stop that from happening? Here are some tips to turn your landing pages into conduits for converting traffic into qualified leads:

Use SEO tools wisely. Embedding keyword metadata and descriptions into your landing pages helps them stand out in organic search results. Every piece of content on your landing page should be optimized to improve conversion.

Revisit your forms. No one likes to fill out a long questionnaire just to get access to an ebook or white paper. Generally speaking, the shorter your form, the more likely it will be that your prospects will fill it out. While you might want to know everything about your lead upfront, that tendency could be costing you leads you can ill afford to lose. Remember that your landing page is a starting point in your relationship with your prospect. There will be opportunity later to get more information.



Deliver on your promises. If you want to lose a lead in a hurry, create a mismatch between the content that brings that lead to your landing page and the content on the landing page itself. If your lead is reading content about one product and your landing page features another, you will have an unhappy lead. Be consistent in your messaging.

Create scannable copy. B2B leads are often distracted as they look at your landing pages. Make it easy for them to quickly see what your message is by creating content that can be scanned quickly and easily. [Target Marketing Magazine](#) gives this smart advice: "Focus on concise and compelling messaging that still showcases your value. The less text you have the more likely that users are to read it."

Use compelling visuals. While large blocks of text may cool your prospects down, high-quality visual content will heat them up. Including well-designed visual content on your landing pages engages leads quickly.

Create a strong CTA. The entire purpose of a landing page is to prompt the viewer to perform a specific action. Make it clear what you want your lead to do by crafting a simple, strong call to action. Less ambiguity equals more conversions.



# Lead Nurturing Strategies for Success

**W**ithout good lead nurturing practices, your prospects will do one of two things. They will either exit your sales funnel entirely, or they will circle around at the top of your sales funnel indefinitely.

NEITHER OPTION BENEFITS YOUR ORGANIZATION.

Your top-of-funnel strategies determine whether your prospects ever get to the bottom of the funnel.

So, what can you do to more effectively nurture the leads you have? Here are some best practices for nurturing leads at the top of the funnel:

Ditch the blast emails: As far as lead nurturing strategies go, email marketing is still a top way to accomplish your goals. A recent [Venturebeat study](#) found that email has the highest ROI of any marketing channel available. However, the days of blast emails are over. B2B consumers are inundated with blast emails every day, and there is just no good way to make an impersonal email stand out.

Your emails, then, must be personalized and mapped to the customer journey. The same Venturebeat study found that personalized emails generate 6 times more sales than emails that are not personalized. Each email you send to a prospect should be in lock-step with where that prospect is in the decision-making process. Marketing automation tools can help you segment your leads for effective email drip campaigns.

Produce and distribute compelling content: B2B consumers appreciate content that is brief, relevant, and educational. However, it

is important to note that B2B consumers also want compelling content. Contrary to the widespread belief that B2B marketing should not target the emotions of consumers, all marketing is about making an emotional connection. Why is that the case?

The simple answer is that, even though you are trying to woo an organization, the purchasing decision of that organization will be made by one or more humans. While these decision makers will try to make their choice based on logic and reason, it is nearly impossible to remove emotion from the equation.

Therefore, while your marketing message should not revolve entirely around emotion, you should still tell your brand story in such a way that it is relatable on a human level. Injecting your brand personality





at every nurturing touchpoint will set you apart from your competition and appeal to the human side of your B2B customer.

If creating new content is a challenge, you can always re-think content you already have. In many cases, old blog posts, articles, and sales presentations can be revamped with a little effort and presented in a new, fresh format. You do not have to re-invent the wheel every time content is needed. Sometimes, a simple facelift will suffice.

### Go Social:

Social media provides a rich platform for lead nurturing opportunities. One of the best uses of social media in top-of-funnel nurturing is to use it to get a 360-degree view of your prospects. Social monitoring and analytics gives you such a view.

Via analytics, you can determine with which content your audience is most engaged and the degree of engagement for each individual prospect. Armed with this intel, you can design campaigns that more closely align with customer behaviors.

Social media also provides a means of continuing a conversation with your prospects. Feeding social media platforms with a steady diet of relevant, informative material will help establish you as a thought leader in your industry and move your prospects further toward the behaviors that will indicate their status as qualified leads.





# Why Lead Scoring Matters



Think of lead scoring as the framework for tracking lead qualification. A 2013 [lead generation study](#) found that 68 percent of organizations utilizing lead scoring say that lead scoring improved revenue contribution for their organization.

So, how does lead scoring work? Lead scoring tools enable you to measure how prospects interact with your messaging and then segment your leads based on their level of engagement. Thus, lead scoring helps you identify exactly where a prospect is in your sales funnel and target that prospect with the right message at the right time. All of this is done with the intent to move the prospect through the funnel toward becoming a qualified lead, as defined by your organization.



# Connect the Dots between Your CRM and Your Marketing Automation Tools



**A**nother way to keep your prospects moving along through the sales funnel is to integrate your CRM solution with your marketing automation tools. This, in effect, bridges the gap between marketing and sales.

[The TechnologyAdvice blog](#) sums it up this way:

"A two-way integration between your CRM database and marketing automation platform (MAP) gives sales and marketing teams the ability to work from a unified pipeline and share lead intelligence. Sales representatives can see where leads originated, how they were qualified, and how long they've been active. These insights (and others) help your reps start rewarding conversations with people they already "know," in a sense. Marketers, on the other hand, can use the CRM/MAP integration to track close rates and other conversion metrics."

# Measure Everything

**O**n the subject of metrics, it is important to remember that a significant advantage of embracing an inbound marketing strategy is that you can measure practically every part of your campaign to see how effective it is. While this is extremely important with bottom-of-funnel metrics like conversion rates, it is also important at the top of the funnel.

Measuring things like click-through rates for emails, for example, can help you see where your email campaigns need to be tweaked. Sometimes something as simple as A/B testing a subject line in an email can reveal dramatically different results. Continuous monitoring and analysis of every part of your campaign will help you move more of your leads to a qualified status.

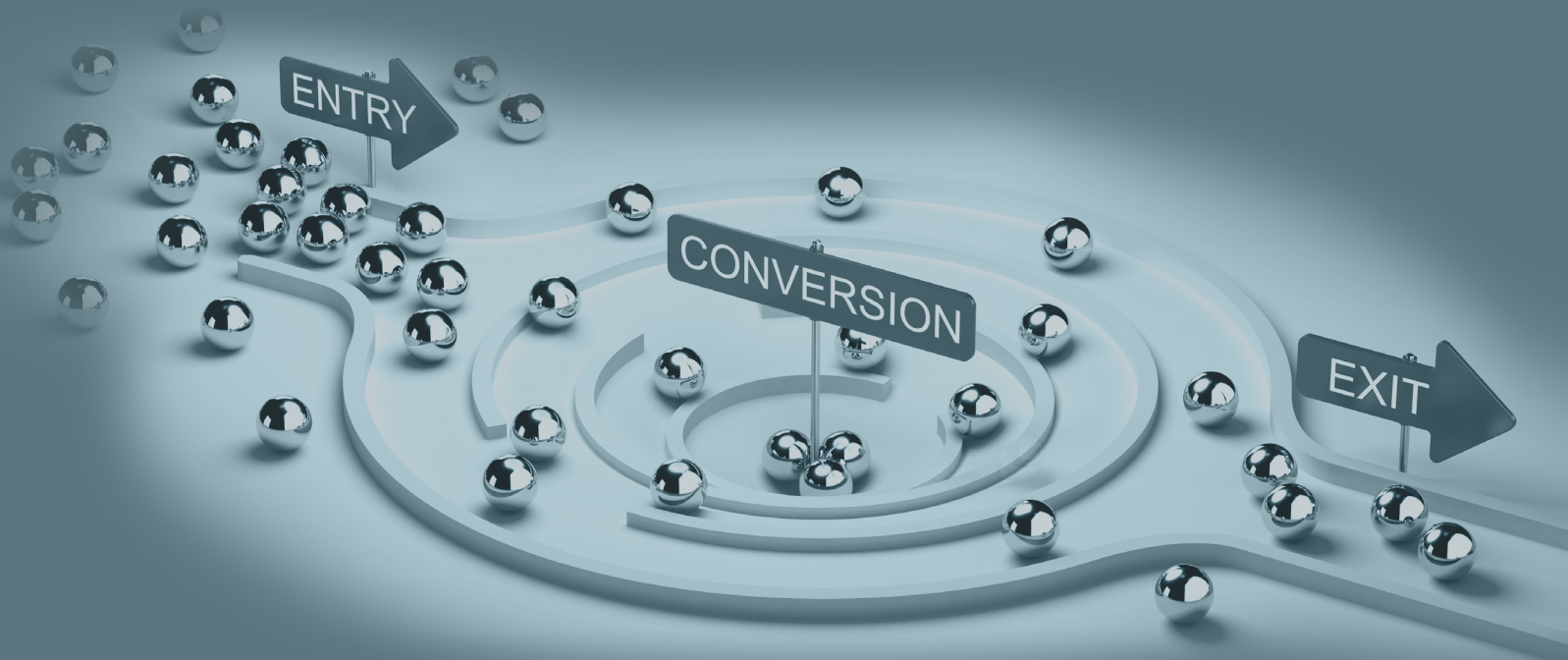




# Conclusion

Every stage of the conversion process is important. Once you achieve an acceptable level of traffic, the next steps you take determine whether or not that traffic matters. By getting on the same page with your sales department regarding the definition of a qualified lead, you set your marketing and sales teams up for success

Then, optimizing your landing pages, nurturing your leads as they progress through the sales funnel, and utilizing lead scoring will all help you achieve inbound marketing success. Finally, measuring each step of the process informs your future strategies. In all these ways, you can help prospects and web traffic turn into qualified leads.



# About Inbound 281

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## WHO WE ARE

We are a digital marketing agency dedicated to helping our clients navigate the digital landscape, connect more meaningfully to their customers, and inspire their audience with purposeful content. We do this by leveraging inbound marketing and web design strategies for business, corporate, and enterprise marketers.

## OUR MISSION

Our mission is to use our inbound approach to develop leading-edge digital marketing plans, perceptive strategies, and valuable solutions to help you engage your customers with more two-way conversations and personal interactions to support revenue generation.

## READY FOR A CONVERSATION?

If you are interested in a comprehensive plan that combines website design, email marketing, social media marketing, content development, and automation – or if you'd just like to learn more about how an inbound marketing plan can complement your established branding and communications strategies to meet your organization's unique needs, reach out and have a conversation with us.

**TALK TO US**



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