



9 Quick Tips To Generate More Leads For Your B2B Company And Lower Your Client Acquisition Costs

There are plenty of tactics available to generate leads for your business services company.

You've probably even used some of the following yourself:

- Print advertisements
- Tradeshows networking
- Direct mail campaigns
- Telemarketing
- Pay-per-click (PPC) ads
- Email list rentals



Of course, there are plenty of other tactics too, but which ones give your business the most value? What if you could get more (and more *qualified*) leads for less cost?

Here are nine quick tips to start generating more leads for your B2B company today, while also lowering your new client acquisition cost:

Quick Tip #1: Specify Your Target Personas

Your client acquisition cost is lower – and your marketing efforts are more effective – when you focus your tactics on a small group of people. But to reach such a niche, targeted audience, **you need a fictional buyer persona that outlines your perfect customer.**

Then, leverage all of your marketing dollars on having a meaningful conversation with that specific buyer persona. Remember: Even B2B customers don't buy from *businesses* – they buy from *people*.

Quick Tip #2: Harness Cheaper Channels

Not all marketing channels are created equal: Direct mail will always involve postage and printing costs, and tradeshows will always involve travel and lodging expenses. Yet, channels like **social media and email marketing have very little cost and a very high return on investment.**

A study by Voltier Digital showed that new social and inbound marketing channels cost 62% less than traditional or "outbound" marketing channels. The study also uncovered these facts regarding client acquisition rates via social media:

- 41% of B2B companies have acquired a new customer through Facebook
- 57% have acquired a new client through the company blog
- 42% have acquired a new client through Twitter

http://www.

Quick Tip #3: Optimize Your Website Images

When generating leads from your website landing pages, it's critical to make sure every detail is optimized to increase conversions – even the less obvious details, such as making sure your pages load quickly. HubSpot even conducted a study showing the correlation between faster load times and increased conversions.

So what's the fastest way to increase page load times on your website? Optimize your website images for correct sizing and faster loading. When image file sizes are too big for your landing pages, your conversions, and therefore your leads, diminish proportionally.

Quick Tip #4: Master Mobile Marketing

You've heard it again and again, "This is the year mobile will take off." The truth is, it may not take off *this* year for your specific business or industry, but mobile is steadily growing for every channel. You need to be prepared with mobile-specific strategies and tactics to generate new leads who aren't finding your site via desktop computers.

Double-check that your site is optimized for mobile conversions in the following ways:

- Simpler, smaller calls-to-action (CTAs) for mobile views
- Keep all copy concise and front-loaded with lead-generating links
- Make sure your contact phone number is clickable for easy dialing
- Consider a lead nurturing campaign via SMS text message

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Quick Tip #5: Increase Your Conversion Opportunities

Don't just leave your website conversion opportunities to chance – instead employ **a conversion strategy that's proven to deliver leads**.

The following three tactics have been **proven to increase site conversions in the business services industry**:



- **Create more content offers overall** (with associated landing pages) – The more educational content your site has, the more leads you'll generate.
- **Target your offers to specific buyer personas** – It's likely your business has more than one ideal buyer, so create pain-solving content that's targeted to each of your personas individually.
- **Provide content for different stages of your sales funnel** – Have no-risk offers for initial prospects, low-risk offers for leads in the consideration stage and creative direct business offers for brand-new customers.

Quick Tip #6: Build A Responsive Website

Remember tip #4 about mobile marketing? **A responsive website is important** enough to merit its own tip, so pay attention. When your company's website is designed responsively, it appears on all devices (laptops, tablets, smartphones) in the most ideal and personalized way for visiting prospects.

However, responsive design isn't just about aesthetics – it's about **getting leads for your business**. When visitors see and navigate your website easily on any device and have a personalized experience, they're more likely to convert into leads for your business.

Quick Tip #7: Collaborate With Sales

Traditionally, marketing and sales were separate departments in most businesses, but in order to compete in today's economy, **you need a different approach**. Start by asking your sales team what issues, pains or questions are most frequently voiced by potential (and current) customers. Then, collaborate with the sales department to create specific content that solves those pains and questions.

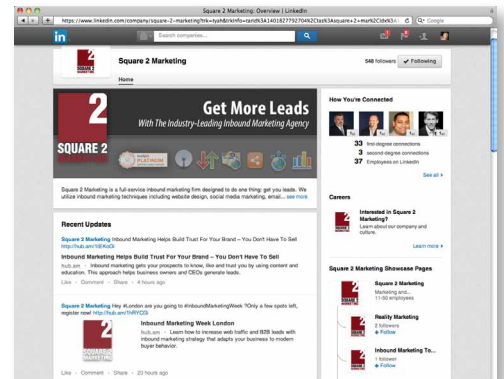
As you test out different content offers, **emphasize the content that leads to the most closed sales**. With your **marketing and sales departments continuing to work together**, you'll see revenue increase accordingly.

Quick Tip #8: Use LinkedIn For More Leads

In the B2B services industry, LinkedIn is the most important social network for your company to actively participate in, since it appeals directly to business professionals who are looking for answers to their company's pains and problems. If your company is actively answering people's questions and providing content that helps them solve their pains and problems, you'll be generating new, qualified leads in no time.

The best LinkedIn tactics to employ include:

- Setting up your company's page
- Posting your regular blog content through LinkedIn updates
- Adding showcase pages for any specific product or service offerings
- Creating a group for other professionals or thought leaders in your industry
- Joining other industry groups and sharing your content in their forums

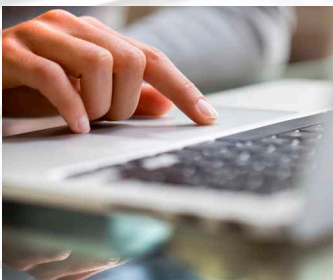


Quick Tip #9: Utilize Lead Nurturing

Instead of spending all of your time or budget hunting for *new* leads, **start nurturing the relationships you already have with your current leads**. With fewer, higher quality leads, you work more effectively to finalize new customers, so a lead nurturing campaign is worth the investment.

If a lead has engaged with your emails, content offers and social media posts, he or she is more likely to become an active customer, but you have to nurture that relationship to close the deal.

While there are many ways to generate new leads for your business services firm, using the most effective tactics and tips ensures that you're spending your time and budget wisely. Put these nine tips into practice for your B2B company and you'll not only generate more leads at a lower cost, but you'll also acquire more clients to build your bottom line.



Want to generate more leads and lower your customer acquisition costs? [Click here to speak with a Marketing Strategist at Square 2 Marketing](#) and start a conversation about creating your own Marketing Machine™ to drive leads and close sales for your business.

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We've helped a number of businesses just like yours craft powerful inbound marketing strategies that generate leads, boost conversions and drive revenue. To learn more about how Square 2 Marketing helps turn your marketing efforts into a seamless, fully integrated revenue engine, give us a call today at 215-491-0100, or visit www.square2marketing.com.