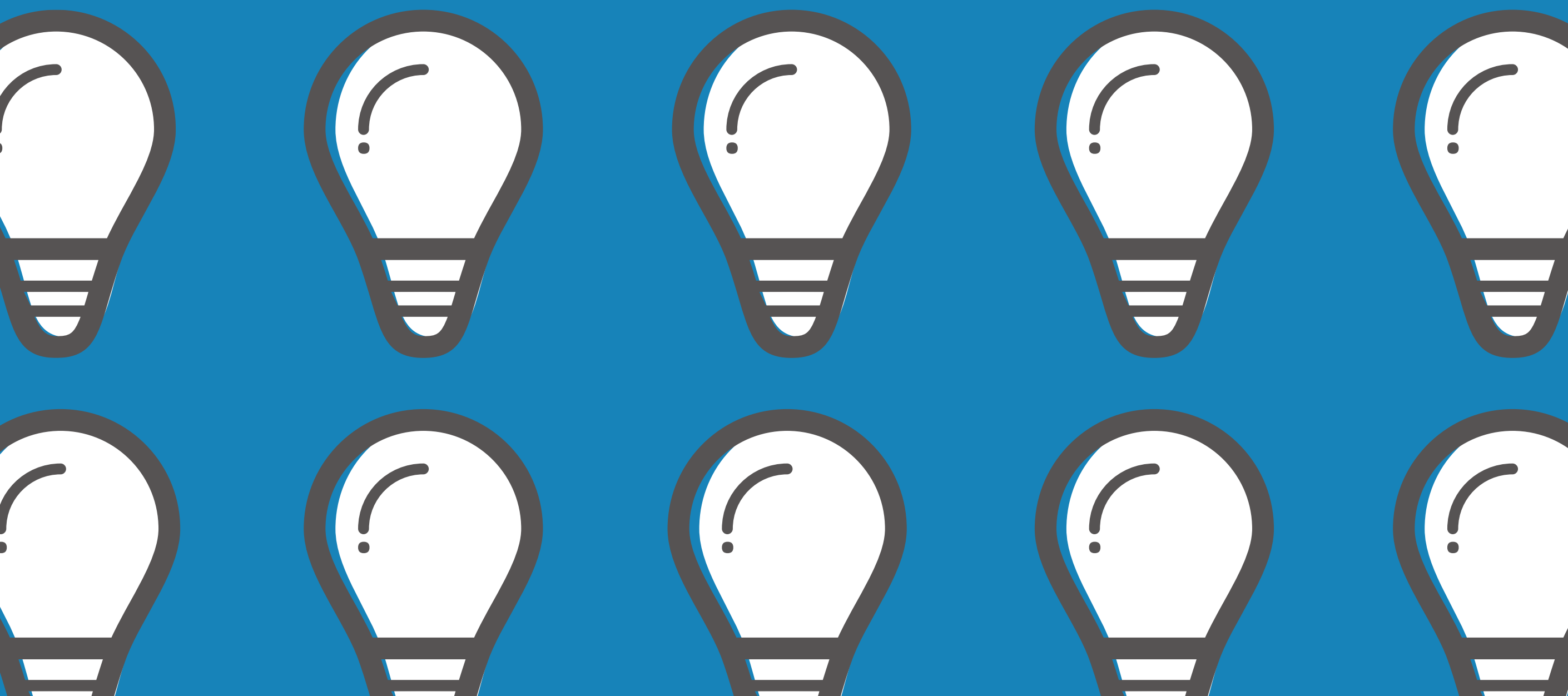


22 LEAD GENERATION TIPS

FOR B2B TECH
COMPANIES

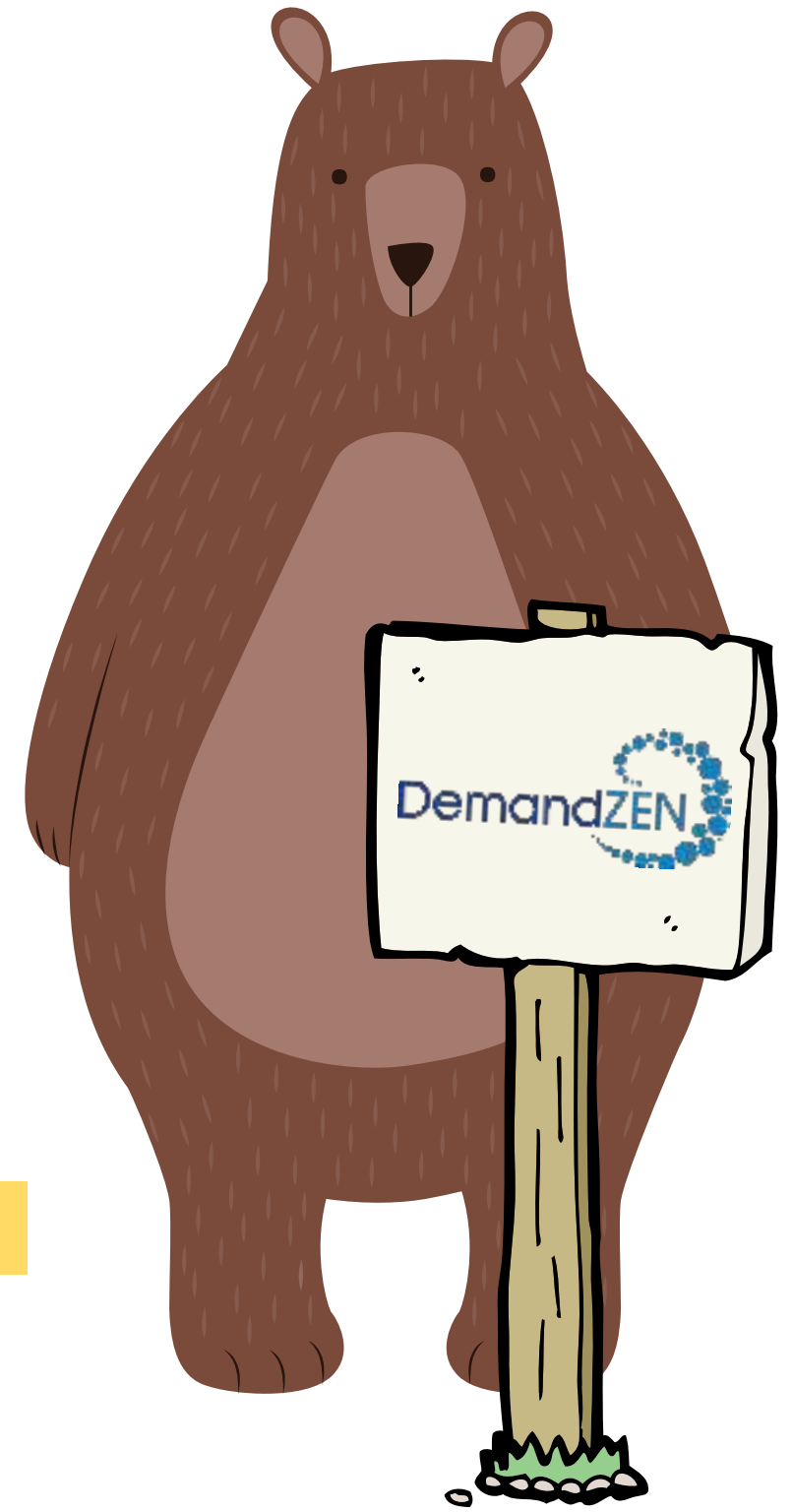


Welcome to the [lead generation guide](#) you never knew you needed.

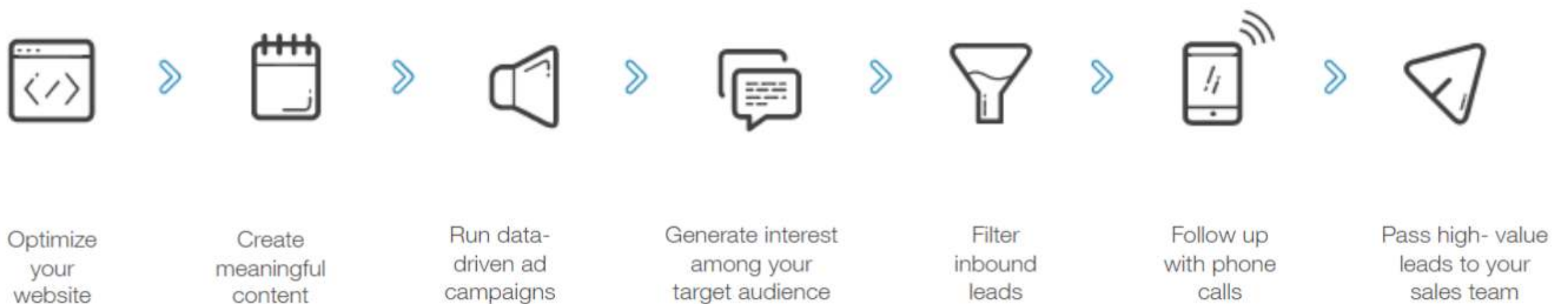
Our DemandZEN marketing team has put its minds together to bring you the very best in lead generation ideas and guidelines. This guide will walk you through the lead generation process — everything from creating compelling offers/content/calls-to-action to optimizing landing pages and forms.

But first, a little bit about ourselves. Why should you listen to us, as opposed to the hundreds of other marketing agencies out there?

We're a digital marketing agency that specializes in demand generation for B2B clients around the world, primarily in the tech industry. **This — lead generation for B2B tech companies — is our sweet spot.** Our Goldilocks zone. Where we shine. (You get the idea).



To put it simply, DemandZEN is a hybrid, half marketing team extension, half sales team extension for tech companies. We complement your existing marketing and sales efforts by generating leads, qualifying only the best ones, and even following up with them over the phone.



Whether you're a startup with limited resources or an established B2B company with an entire marketing department, our digital services can help you reach the right audience and start seeing results. Because we also have integrated telesales services that make over 1.5 million calls a year to B2B prospects, we're very familiar with your audience. We leverage best practices for lead management and optimize processes for revenue conversion.

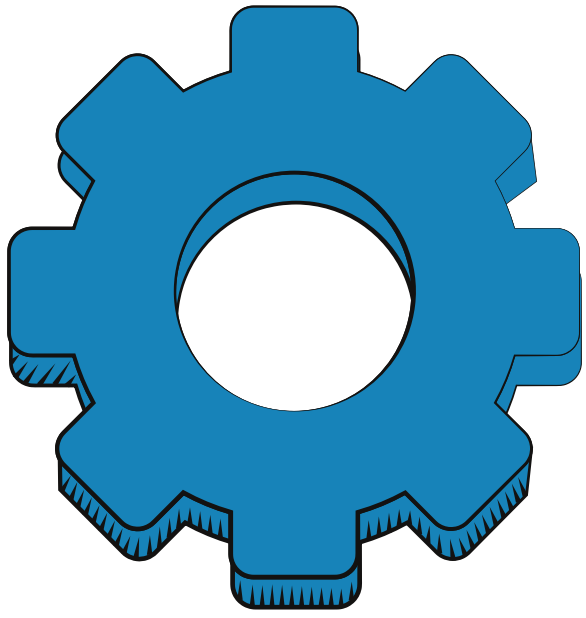
But enough about us. Let's focus on you.

You know your technology inside and out. The problem is, your prospects don't. You've found your way to this guide because you're faced with the challenge of simplifying your product's complexity for your audience and attracting the right leads.

Read on to uncover the 22 best tips for optimal lead generation.



The Importance of Lead Generation



Your most important objective right now is to generate leads – high in both quantity and quality. A successful lead generation engine is what keeps the funnel full of sales prospects while you focus your energy elsewhere.

There can be a lot of moving parts in any lead generation campaign and often times it's difficult to know which parts need fine tuning. As you read on, you'll learn the top techniques to utilize in order to increase leads and revenue.

Our job as marketers is to get people to want what we're offering. What's the simple solution?

If you want to get something from prospects, you have to offer them something in return.



1

TAP INTO HUMAN NATURE

When an offer is exclusive, scarce, or in high demand, it becomes more desirable. Whether they're white papers, free trials, memberships, sales promotions, or downloads, these irresistible elements can overcome a lead's typical friction.

People need to perceive the value of your offer to be greater than what you're asking for in return. The higher the perception of value, the more enticing the offer. What is valuable to your target audience? Keep this top-of-mind as you plan your offers.

This week only! We're offering our ____ eBook completely free. Use code EFREE for instant access.

Enter your company email for a chance to win _____. One raffle winner drawn daily.

2

LET OTHERS DO THE TALKING

You've heard of the bandwagon effect. It's a natural tendency for humans to copy one another. We like to be a part of tribes and social communities, so when we notice our social circle is doing something, we tend to follow suit. How can you apply this to your marketing? One great way to make an offer more valuable is to show that other people are participating. Proof in numbers: When possible, mention the number of people who have purchased, downloaded, signed up, or donated.

Examples include:



- **Demos or webinars**

(More than 40,000 people have signed up for our webinars)

- **Blog subscriptions**

(Join over 170,000 people who get fresh content from our blog)

- **Happy customers**

(Over 750 healthcare organizations across 48 states rely on our software product)

- **Product downloads/sign ups**

(Our product has been downloaded over 4 million times)

Just make sure your claims are not only true, but believable as well. Psychology shows us that we're not hardwired to comprehend things of too high a magnitude. Words like a "billion," and concepts like "6,000 percent" can be lost on us. Your data may be impressive, but if your audience can't relate, it won't resonate with them.

3 *STAY HIP TO THE JIVE*

When something is buzz-worthy, it creates high demand. Leverage the news cycle, and tailor your offers to align with real-world events and interests.

Technology, more so than any other B2B industry, needs to evolve and adapt at breakneck speeds. Stay on top of the latest trends to appeal to your prospects. You want real people as leads, and the best way to do that is to see them as real people, rather than an abstract audience that fits your generic buyer persona. Especially in the B2B world, companies tend to forget that it's really a person making the decision — not a building. So craft your offers with people in mind, as opposed to a corporation.

4

SPY ON THE COMPETITION

Ok, maybe "spying" is too dramatic a word. Understand your competition. Especially in the tech sector, this strategy is key for setting your product apart from the competition. Your goal here is to assist potential customers with their decision-making process: are you their best fit? The only way you can do this is by knowing how your features and benefits compare with those of your competitors.

Monitor them on social media to see what they're promoting. Sign up for their newsletters to understand how they interact with prospects. Read their G2 Crowd and Capterra reviews. Are customers complaining about the lack of specific features? You can even use tools like SEMrush for advertising research and website traffic analytics.



5

FOCUS ON THE PAIN POINTS

[And benefits] What problem or question prompts your prospects to visit your site? Is their technology stack outdated? Are they experiencing symptoms that your product or service can cure? What's frustrating them about their search for a new solution?

Good marketing begins with an intimate knowledge of your prospects.

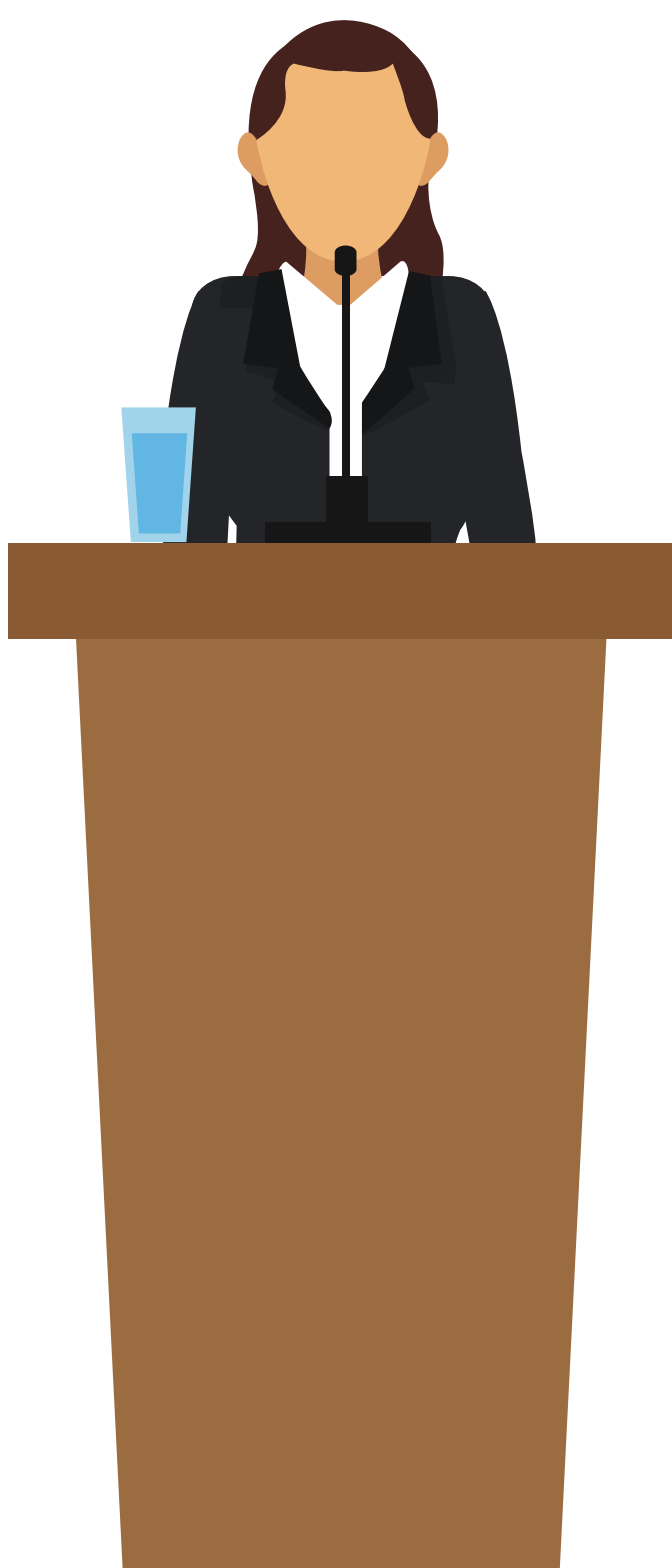
Focus on their pain points, because if they have a problem and see that you have a solution, they're interested. As you learn what your target audience needs, you can build offers that correspond with these pain points. Give away eBooks, share reports and white papers, and promote video series.

It's worth noting that your prospects aren't interested in how great you are. They're interested in how great you are...for them. Be clear. Speak to what they're interested in. Explain the benefits, the positive results they'll see, and the pain points that can be eliminated.

Rather than building your offer around a feature list of your product, build it around the results a customer would see. For example, instead of saying, "Our product offers insight into your finances," try, "Find out where your money really goes."

6

BE A THOUGHT LEADER



How can you differentiate your value from the competition? Focus on what you do differently from everyone else, and why your way is best. Tap into your most powerful resources: your team's knowledge.

You have the opportunity to provide unique value, so share what you know. Explain your product like your audience is five. Explain your product like Bill Gates is reading. You're going to reach an audience filled with people from all stages of the buying process. Some know everything, some are just starting out on their buyer's journey. What's important is that your target market sees you as a source of quality information.

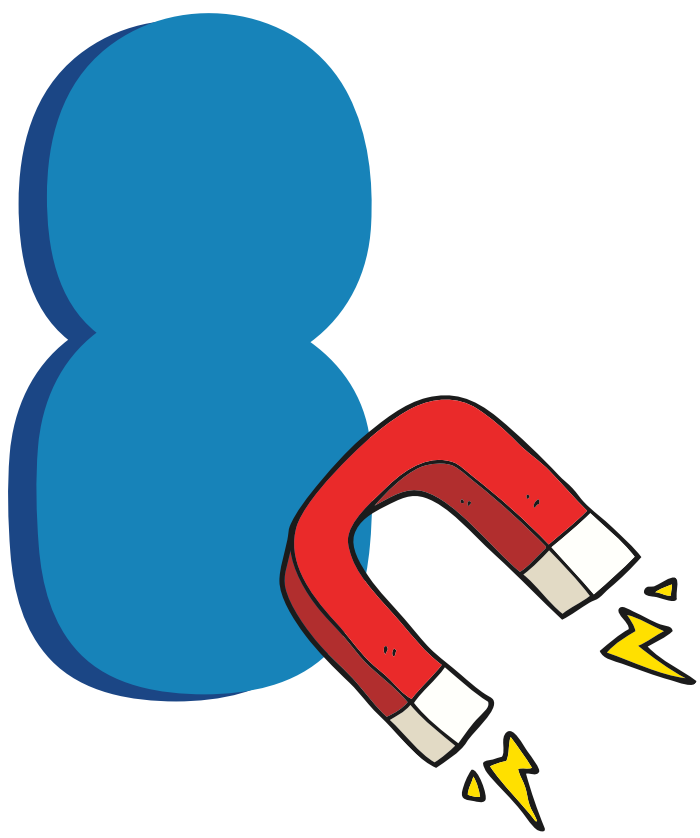
Don't simply churn out product brochures — share your thoughts on the industry, on recent newsworthy events, on pain points, on highlights, and on the future of your field. You'll build a following on social media, and if you're blogging, you'll also build an email list of subscribers this way.

7 *KNOW THE INFLUENCERS*

While you invest time promoting your knowledge across social channels, you'll begin to notice several big names. These are the influencers. Listen to them! Note the subjects they touch upon, participate in conversations they start, and establish a rapport with them. Build trust and credibility, and these influencers might share your blog post, co-host a webinar with you, or collaborate at a conference down the road. Be careful, though. If you haven't established yourself as a thought leader, it'll be tough to convince them to market your product.

There are several great tools that can help you out here. Try Klout or FollowerWonk. SEMrush is another useful platform that can help you find influencers, possible third party partners, guest bloggers or speakers. They also have a social media tracker tool where you can add your own social media accounts (and various domains) so if you do end up considering a company to partner with, you can monitor the strength of their social presence.





CHOOSE BETTER LEAD MAGNETS

In order of performance, here are the most valuable lead generating offers:

- 1 eBooks and guides
- 2 Templates and presentations
- 3 Reports
- 4 White papers
- 5 Kits (bundled offers)
- 6 Live webinars
- 7 On-demand videos
- 8 Blogs
- 9 Demo requests

As a rule of thumb, you'll get more leads from an eBook offer than you will from a webinar or demo. That being said, leads who reach out for a product tour or free software trial are further along on their buyer's journey than someone downloading an infographic or guide.

9 EMPHASIZE VALUE OVER FEATURES

It's every tech marketer's compulsion to highlight their product or service's features on their landing pages.



Fully-customizable software solution! Scalable, cloud-based storage! State-of-the-art!

Features don't motivate buyers into action. Sure, these callouts are informative, but they aren't optimal for generating leads. Convert buyers by emphasizing the value of your solution. Once a lead comes in to your landing page, you need to remove any friction that could prevent them from converting.



Protect your data with minimum effort!

Automate X process to free up more time for Y!

Never waste another minute with Z!

Answer the question every prospect will have — what's in it for them? If you focus on the benefits to your target audience, your message is more likely to resonate with prospects. Take pain points and explain how your solution has the potential to improve their organization. It's less about what your product does and more about what your product does for them.

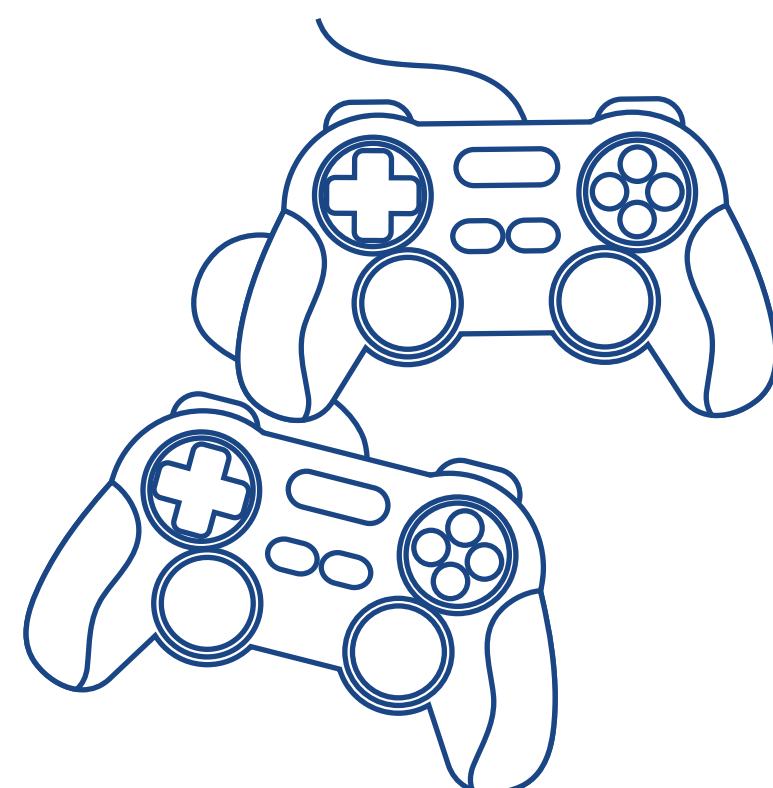
Ask your current customers how your product has changed their everyday lives. Does it give them peace of mind? Does it eliminate human error? Hone in on your clients' perceived value, and build your lead generating offers off of this information.

10 **GAMIFY YOUR LANDING PAGES**

Tech companies are uniquely positioned to transform static web pages through gamification to drastically increase lead generation. Turn high-traffic (but low-conversion) pages into an engaging, interactive delight.

Ideas include:

- Calculators
- Interactive infographics
- Quizzes
- Assessments
- "Customizable" solution builders
- Visual product tours



You can ask visitors to provide their contact information after they get started but before the item's completion. Have pop-ups appear halfway through a session, or trigger them once a prospect reaches a certain step in the interaction. Examples:

- > Enter your information to view your quiz results.
- > Provide your email address to complete the assessment.
- > Almost there! Supply your company name to view the remainder of the infographic.

11 D.I.V.E.R.S.I.F.Y

Create offers for different buying stages. You want leads to come to you. That's the beauty of inbound marketing. You can't, however, expect that every lead will fill out your "Contact Us" form. Some are in the early stages of research and interest, and won't yet feel the need to talk to a sales rep to learn about your product or service. That's why it's important to diversify your offers to fit the different stages of the buying process.

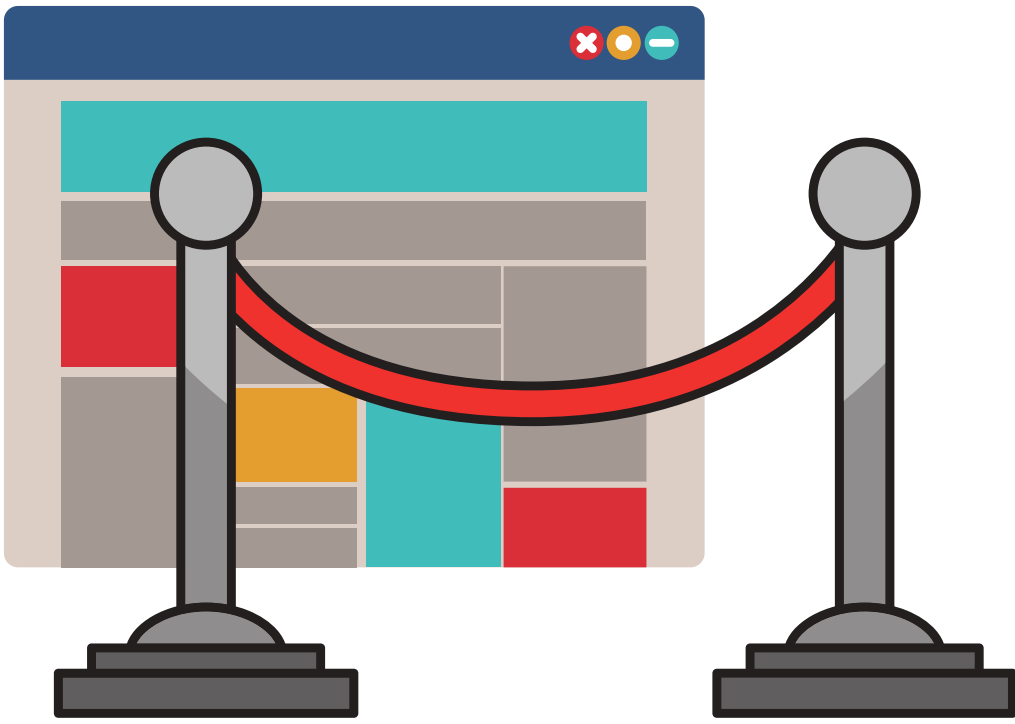
Have top-of-funnel (TOFU) offers that speak to the needs of your early-stage prospects, like guides and eBooks and infographics. Later-stage buyers might benefit from free trials or demos.

Support for current clients is important, too. Make sure that you foster a strong relationship with your customers. This can promote evangelism and solidify social verification. Not only will your clients be happy that you're building them a better experience, they'll appreciate the effort made to ensure a top-of-the-line customer experience, and thus will be more likely to promote your brand, sing your praises, and give referrals.

Additionally, having customer resources will reinforce the social verification concept we mentioned as the first tip in this guide. You're demonstrating that you have a large enough customer base to warrant a dedicated resource section.

12

CURATE CONTENT



Not everything you share with your prospects has to be written by you. In fact, if the only thing you're sharing on social media is your own content, you won't be publishing/interacting nearly often enough. Plus, if you're hyper-specialized, you won't have as large a social following. Curate your content.

Keep tabs on the tech industry by listening to Twitter and LinkedIn. Subscribe to influencers, thought leaders, and competitors. Share relevant posts with your followers, and pay attention to the data. Which posts receive the most clicks? Engagement? Use this discovery to develop your content plan.

13

REPURPOSE EXISTING CONTENT

There's no need to reinvent the wheel. Tech companies love webinars, demos, and presentations. Take a recording of a live webinar and turn it into a gated offer that will continue to bring in leads while you sleep. Market it as an "on-demand" webinar, and promote the human side to the technology you're selling. Putting a voice (or a face) to the product builds trust.

If you have old brochures and blog posts, revamp them, optimize them for specific keywords, and consider taking existing data and turning it into an infographic.

14 GUEST BLOG

Don't just think outside the box — get outside the box with your content strategy. Build relationships with (and pitch articles to) outlets in the tech industry.

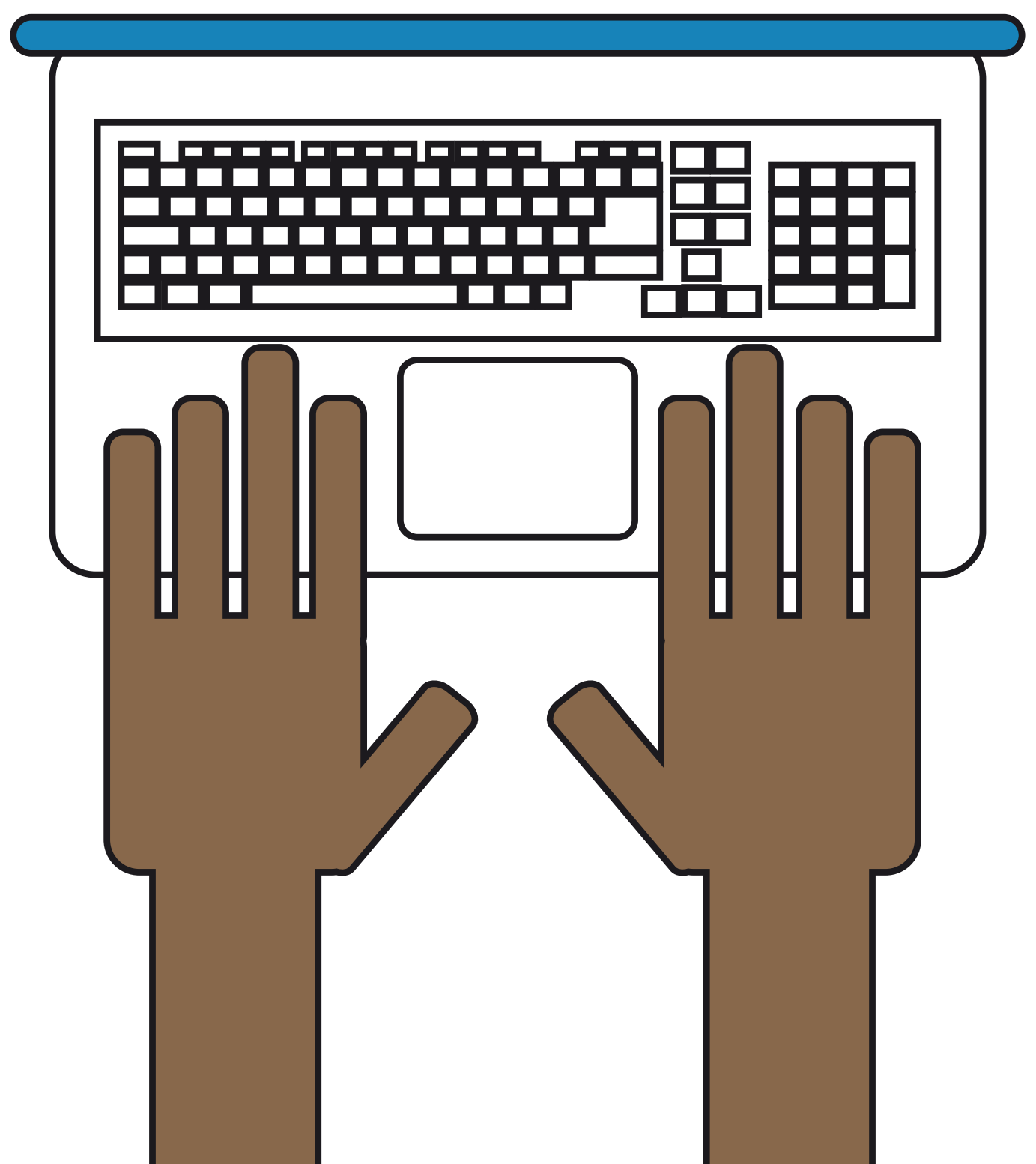
You'll reach a much wider audience than your website's blog alone. Add a call-to-action at the end of each guest post encouraging readers to visit your website.

You'll boost traffic, increase subscribers, and improve your odds of a lead converting since they're clearly interested in what you have to say.

When guest blogging, always make sure to:

1. Link back to your website to drive traffic
2. Have some type of lead capture (form, blog subscription, etc) on the page that you'd like the incoming traffic to land
3. Make sure the offer on this landing page is related to your guest post in some way

Guest blogs are great for networking, too. Use this opportunity to build a community, establish relationships, and get your voice heard by the masses.



15

PARTNER WITH VENDORS / ISVs

Increase your visibility when you team up with integration partners. This is critical for B2B SaaS companies, but can be applied across the tech industry. Reach out to existing partners (or create a relationship with companies that have complementary products) and establish joint promotions. You'll have a bigger budget and a larger audience to target.

Examples of partnership promotions include:

- > Webinars
- > Trade shows
- > Conferences
- > Social media shout-outs
- > Link sharing across your websites
- > Email/newsletter blasts



16

PUBLISH CONSISTENTLY

According to Ironpaper, **B2B companies that regularly blog generate 67 percent more leads than those who do not.** If you publish consistently, you'll grow traffic to your website and build a library of quality content for your target audience. Blog about improving efficiency, reducing costs, enhancing business operations. Address innovative solutions and provide educational content. Post behind-the-scenes content to humanize your brand — employee spotlights, company events, a day in the life at your organization, and client success stories.

Cover content important to IT decision-makers in the early stages of their buyer's journey. Write articles about specific product features. Craft "how-to" blogs. Put your software head-to-head with the competition. Evaluate vendors.

It's important to devote resources to publishing blogs consistently. Target keywords your prospects are searching for and build clusters of content around relevant technology topics. Search engines, with the help of AI, recognize these topic clusters and boost your visibility as a result.

Blogging alone generates traffic, not leads. To get prospects to convert, add a call-to-action to your post. For example, if you write a blog about the usefulness of a product feature, link to a conversion landing page where the prospect can download a brochure or request a demo or read a more in-depth white paper.

17 *SHOW YOUR TECH IN ACTION*

Leverage video. According to Google, 70 percent of B2B buyers watch videos during their buyer's journey.

"Video content is powerful and flexible," writes Rob with BlueLeadz. "Nearly half of B2B buyers consume 30 minutes or more of it." He's right. A well-made video clip could convert leads better than a blog post.

(See Tip #8)

Show your software in action. Explain your service in a one-minute overview video. Tech companies have plenty of content to work with, here.



18

IT'S ALL IN THE TITLE

Create an irresistible title. We hate to admit it, but yes ... people do judge books by their covers. And studies have shown that 8 out of 10 online readers never make it past the headline. Since your goal is lead generation, you have to draw people in — the more the better. Spend time figuring out how to brand your offer because first impressions are important.

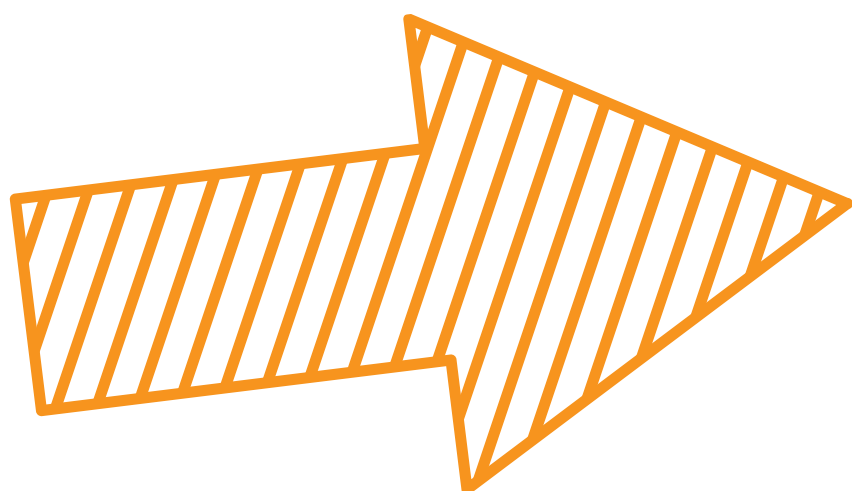
Remember, AI spam bots aren't your target audience — humans are. Alright, so what makes a title irresistible? Alliteration, persuasive language, clear value, and low word count. It should be easily digestible and catchy.

Speak to your audience's pain points and use the offer title to tell them what they'll get out of it. Pique someone's curiosity. Sprinkle in strong adjectives like "clever," "simple," "essential," "ultimate," ... you get the idea.

Studies show that, in order, people are most drawn to:

1. Numbers (lists, steps)
2. Addressing the Reader (name the audience, the way we did for this asset, or if it's a more general offer, add "you" to the title)
3. How-to articles (or an "ultimate guide")

You have about eight words to grab a lead's attention, demonstrate value, and convince them to trade their contact information for your offer. Make them count.



19 TEAMWORK MAKES THE DREAM WORK

Team up with a demand generation agency so you're not going alone. It's more than just marketing. Demand generation agencies combine marketing expertise with a sales mentality.

As a B2B tech company, promoting your products and services isn't very different from marketing other industries. It's important, however, to stay informed. Know what your prospects are looking for when it comes to online content.



Psst — this is where DemandZEN can help you. We literally wrote the (e)book on lead generation for B2B tech companies!

20

LEVERAGE CHAT BOTS

Make your site more user-friendly by adding chat bots. This technology helps start sales dialogues, increase on-page lead generation, and make your sales team more accessible to your prospects and customers.

Most chat bots integrate with your existing marketing tools, such as HubSpot and Slack.



21 OPTIMIZE YOUR SITE FOR LEADS

Optimize your website for conversion. You know the power of SEO. Done right, you can increase the traffic to your site and generate leads in your sleep. But don't forget to optimize your web pages for lead conversion.

Once you've tackled SEO* and start to see visitors pouring in, it's time to capitalize off of the increased organic traffic. Focus on the visitor experience:

- > Make forms highly visible/navigable
- > Strategically place CTAs on all pages to make it easy for a lead to raise their hand
- > Design a defined path for leads to follow
- > Use buttons! A person's eye is drawn to contrasting colors and a clickable object
- > Make all CTAs mobile-friendly. You're a tech company, after all!

*Check out our blog for up-to-date SEO best practices. If you're a tech start-up or have little time to optimize both your content and your website, it's worth investing in an agency with SEO experience. Don't skip this step!



22

REMARKET TO EXISTING CUSTOMERS

Reach out to your existing customers. They're a great resource as you look for leads. Craft an enticing referral program to incentivize your customer base.

This lead-generating avenue is often overlooked, though it can be one of the highest performing ways in which technology companies can increase revenue and find promising leads. If you have a program in place to facilitate client referrals, remarket to active customers, and offer additional features, services, and products, it'll pay off — big time.

Build a customer portal

Create a virtual location that answers your existing customers' burning questions, puts them in touch with representatives, and offers information about extra products or services that addresses all of their pain points. In this way, you're not only increasing client retention (by providing excellent customer service), you're also able to upsell or cross-sell to them.

Design a nurture program

Just because a customer has purchased your product or service doesn't mean you should close out the sales process. Funnel your customers into an email nurture program, where they receive occasional updates, newsletters, and important information. Your company will stay top-of-mind, and you can potentially get a referral this way (or benefit from upgrades). Remind existing customers why they chose your solution in the first place, and incentivize them to share their experience with a referral program.



We hope you've found these **lead generation tips** useful!

Lead generation has the power to transform your marketing. Promoting great offers across multi-channel environments using the tips found in this guide can reduce your cost-per-lead (CPL) while delivering higher quality prospects to your sales team.

These tactics are only the tip of the iceberg. Continue to tweak and test each step of your inbound lead generation process in an effort to improve lead quality and increase revenue.

If you don't want to tackle this alone, we're here for you. Learn more about our lead generation services on our website — or, if you're looking to strike up a conversation, reach out to us. We'd love to chat!



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