

# Lead Generation Best Practices

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# Lead Generation Best Practices

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For better ROI from a lead generation campaign, a marketing consultancy should first define the target audience, use live chats, and create interactive content. Below is a detailed overview of the best practices. The findings can also be found in this [Google document](#).

## Define your Audience

- A consultancy should create [high-quality content](#) that resonates with its client's audience. By defining the audience, it is easier to understand their [needs](#) and pain points, and ultimately convert them from mere [visitors](#) to leads.
- Understanding the audience enables a consultancy to offer personalized content that address the specific needs of its clients. Research shows that [48%](#) of businesses are more likely to buy personalized content that address their specific business needs.
- In addition, research shows that [81%](#) of businesses are willing to pay a premium for [industry-specific solutions and experience](#).
- Defining the audience starts by creating the right [buyer persona](#) for the target audience buying cycles. This way, you are able to offer products that address their [specific business needs](#).

## Live Chat

- [Live chat](#) has become a great way for businesses to engage with their customers when their visit their websites.
- Businesses use live chats to [guide customers](#), answer their questions and [address their specific needs](#).
- A recent study indicated that [44%](#) of online customers consider live chats as one of the crucial features on a website.
- The use of live chats stems from the fact that today's consumers want [faster response](#), quick resolution, and [exceptional personalized customer service](#).
- Live chats help a business [improve its conversion rates](#), collect contact details from clients, and boost engagement with customers.
- A recent survey by eMarketer indicated that [38%](#) of online shoppers buy products because of the live chat. In addition, [63%](#) of customers who engaged in a live chat said they were more

likely to visit the website again.

## Create Interactive Content

- [Interactive content](#) is full of fun and helps to engage the user. It enables a business to collect [contact details](#) from customers and in return offer them with [real value](#).
- Customers are willing to give out their contact details because they get something in return.
- Interactive content stimulates engagement and prompts a customer to react. There are different types of interactive content like [surveys](#), polls, [live chats](#), games, contests, [calculators](#), assessments, [animated infographics](#), interactive video, interactive white papers, and e-books.
- In a recent survey by Content Marketing Institute (CMI), [87 percent](#) of respondents said that interactive content grabs attention. Up to [73 percent](#) said that it improves retention of branding and [77 percent](#) said that it provides improved value through multiple engagements resulting in repeat visitors.
- From the CMI study, [46 percent](#) of respondents said they have used some type of interactive content in their marketing mix.

## Research Strategy

We managed to get best practices for lead generation for consultancies from pre-compiled sources. For this question, we mainly surveyed digital marketing platforms like Acquire, Hubspot, and Business2Community.com. From our search, we mainly got sources that talked about B2B marketing, in which many consultancies fall. For the best practices, we selected those that are backed by research studies. These studies confirm the success rate of applying these practices.

# LinkedIn Ads vs. GoogleAds

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The advertising platform that provides more return investments for consultants to advertise on is Google as the platform appears to have an edge based on its popularity and the quality of its advertising tools. On the other hand, LinkedIn does appear to have a better engagement strategy than other competitors. The attached [document](#) also has the findings.

## LINKEDIN ADS

### ROI

- LinkedIn has become a [competitive platform for advertisers](#) to engage in marketing campaigns.
- A NewsCred study has shown that the RIO marketing of [LinkedIn is 17.6%](#) while those of native ads [measures in at 14.9%](#).
- The level of ROI that can be achieved on LinkedIn, shows that advertisers will [market on a lower budget](#).

### CLICK THROUGH RATE

- The Click Through Rate for ads on LinkedIn [increased by 36.7 % in Q4 of 2018](#).
- A [partnership with the Google Campaign](#) Manager allows LinkedIn ads are seen across various platforms, hence the higher probability for ad clicks.
- With new updates on the LinkedIn platform, there are more [high-quality clicks that improve campaign](#) success.
- LinkedIn has [revived its 'organic services'](#) and ads are increasing over time. Studies show that the platform had an average [CTR of 0.26%](#) in the [4th quarter of 2018](#).
- LinkedIn has now allowed for more CTR based on more relevant ads and targeted interest and there has been a [25% rise in the CTR](#).

### ENGAGEMENT

- LinkedIn's business strategy has allowed it to [utilize engagement marketing](#) for the benefit of businesses.
- Recent studies have shown that [LinkedIn is a leader](#) in terms of user engagement through their platform.
- Pages on the platform have an ['average engagement rate' of 0.054%](#) when compared with

[49 other brands](#) across the globe.

- A HubSpot study has shown that in terms of engagement, LinkedIn has a visitor to lead conversion rate which is [227% higher than competitors](#) such as Twitter and Facebook.
- Studies have shown that more users are accessing the platform daily, as it has [4.55 page views per visit](#) and provides [more than 50%](#) of 'social traffic' to blogs and marketing websites.

## SALES

- Based on a study of the LinkedIn platform, results show that business sale targets [overlap by 55-60 %](#) and LinkedIn can target and enhance this overlap with leads and other tools.
- LinkedIn has also [developed a Sales Navigator tool](#) which performs ad-targeting to create a marketing database for an increase in sales. The tool is used to peak customer interest and assists sales personnel to find new leads.
- Studies show that LinkedIn is [66% more successful](#) at garnering potential leads to generate sales.
- Using the LinkedIn platform, clients can get a [30% response rate](#) through sales campaigns.

## GOOGLE ADS

### ROI

- Google Ads is now the [most successful and popular advertising](#) platforms for pay per click ads.
- Google's ROI [allows for quicker results](#) on marketing investments based on the quality of its advertising output.
- Google's ROI system has become more beneficial for clients as their CPCs (cost per click) have [decreased by \\$1.29](#) from [2018 to 2019](#).
- Recent studies have shown that users [make \\$2 for every \\$1](#) they invest in Adwords. Google has stated that using their ROI tools such as the Conversion Optimizer allows customers to [gain a 21% increase](#) in their conversions.
- A recent ROI study shows that [Google is a leading provider](#) in ROI for clients based on quality conversions and audience reception.

### CLICK THROUGH RATE

- A [Q4 2018 report](#) showed that Google's had a [CTR of 0.41%](#), making it a forerunner among other competitors like Bing.
- Google has a [consistent CTR for clients](#) as it provides more tools for advertisers to create more comprehensive headlines and descriptions.

- In Q1 2019, Google's CTR for ads remained at a [consistent rate of 1.52%](#), maintaining the industry standard for clients potential conversion rates.
- Google has now implemented a [Budget Planner tool](#), so that users can create a budget outline for CTR, through metrics, average spend and conversions.
- Google is also allowing users to [get a better conversion rate](#) from their spending on CPM which will work hand in hand with the CTR.

## ENGAGEMENT

- Google offers a [variety of features](#) for users to maintain an online presence through marketing and social engagement.
- These features include [Google My Business and Google Posts](#), which allows users to provide news and announcements to keep customers up-to-date.
- Google Posts allows users to [boost traffic](#) to their business and increase engagement among certain demographics and consumer segments.
- Based on recent surveys, [45% of marketers](#) stated that their audience engaged more with ads on Google than with Google's competitor Facebook.
- The survey also revealed that Google provides a [greater buyer intent rate](#) and uses targeted keywords for a specific demographic unique to the clients business.

## SALES

- Google now has [millions of users](#), particularly advertisers, who use their advertising networks to generate sales and leads.
- By [2020, it is estimated](#) that [36 cents of each dollar](#), will be expended on Google Advertising.
- Even Google's YouTube is [joining the market space](#) by providing a measurement of purchases done offline from advertisements on its own platform.
- This will provide advertisers with a [comparison between sales](#) made offline with online ads.
- The campaign measurements will be precise as Google itself will be [analyzing the data for accuracy](#) to ensure that advertisers are supplied with an analysis on their advertising campaigns.

## RESEARCH STRATEGY

We started this research by looking at Google and LinkedIn as advertisers and their worth in terms of investment by consultants. This led us to look at websites which provide marketing data, business websites that provided an outlook for consultants and marketing research websites for statistical information.

After through research we did not find information specific to the investment that both would provide for consultants specifically. What we did was to analyze the data in a general format. Essentially, we looked at how it would provide investment for marketers and business owners. This was because we could not find data specific to consultants or consultant agencies. We did look at business websites like the Business Insider, Forbes and The Financial Times which had articles on strategies that consulting agencies can use to help their pitches. Secondly, we looked through market research websites to find analytical data on the investment for consultants. Websites such as Market Watch, Mintel and Green Book provided information on innovative consulting agencies but did not provide details specific to the study.

Lastly, we looked through news websites such as CNN, The New York Times and Reuters but they did not provide statistical data or news reports on Google and LinkedIn as advertisement investment for consultants. We chose this strategy as we believed it would provide current news on Google and LinkedIn as advertisers. This information may not be available as existing studies may be private.



## SOURCES

### Part 1 Sources

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<https://acquire.io/blog/lead-generation-practices/>

- “It all starts with knowing your audience. To create a great product or a high-quality content that will resonate with your audience and convert them from visitors to lead, you must know them and their pain points.”

#### 2) 5 Effective Ways to Use Live Chat to Boost Lead Generation Process

<https://acquire.io/blog/live-chat-accelerate-lead-generation-process/>

- “As VtIdeaign says, 91% users, who were invited to have a live chat with any sales reps, liked live chat as it helped them in their product purchasing decision and resolve their product queries instantly. 38% of online users said that they made their purchase because of that live chat session.”

#### 3) How Interactive Content Can Help Generate Leads

<https://www.business2community.com/content-marketing/how-interactive-content-can-help-generate-leads-02249594>

- “Interactive content stimulates engagement and evokes a reaction from the end user using responsive digital media to create a two-way conversation with your brand. Different types of interactive content include: animated infographics, assessments, calculators, contests, games, live chats, polls, surveys, quizzes, interactive video, interactive timelines, interactive whitepapers, and e-books.”

#### 4) Lead Generation Best Practices: AI Capital Advisors

[https://docs.google.com/document/d/1NxCQfsatBTfcgINO5AcXIGYM3IFjqSHC34yAcISvXs8/edit?usp=sharing&usp=embed\\_facebook](https://docs.google.com/document/d/1NxCQfsatBTfcgINO5AcXIGYM3IFjqSHC34yAcISvXs8/edit?usp=sharing&usp=embed_facebook)

### Part 2 Sources

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5) LinkedIn Lets Advertisers Target Users by Interest - Search Engine Journal

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<https://qz.com/938039/linkedins-msft-enterprise-edition-for-sales-people-costs-1600-a-pop-per-year/>

10) Google Ads vs Facebook Ads: Which will get you a better ROI?

<https://www.lyfemarketing.com/blog/google-ads-vs-facebook-ads/>

11) 7 Simple Google Ads Hacks That Can Double Your ROI

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12) 10 experts explain what is a good ROI and why

<https://barnraisersllc.com/2018/05/good-roi-experts-explain-industries/>

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<http://mobilemarketingmagazine.com/google-and-facebook-are-still-the-best-networks-for-roi-report->

14) Google is right; click-through and conversion rates kinda don't matter - Search Engine Land

<https://searchengineland.com/google-is-right-click-through-and-conversion-rates-kinda-dont-matter-305329>

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<https://blog.adstage.io/google-ads-cpm-cpc-ctr-benchmarks-q1-19-archive>

16) How to Use Google Posts to Get More Traffic and Social Engagement [Infographic]

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*<https://databox.com/facebook-ads-or-google-ads>*

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*<https://adespresso.com/blog/google-ads/>*

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