

# Geonexus Quick Reference Guide

## B2B Online Marketing Lead Generation

**Marketing and Sales is a process.** Every Marketing and Sales activity plays a part in creating a customer. Identify each activity and improve it. You'll improve the process and create more high-quality customers.

**Marketing and Sales is persuasion.** In business-to-business marketing, you persuade by aligning the buying process and your selling process; you answer the questions of buyers whose problems you know how to solve.

### Principles:

1. **Buyer's are on a journey** from awareness of a problem to solving the problem.
2. **Create value** at every stage of the journey with answers to buyer questions and solutions to buyer problems.
3. **Cause and effect** – Ask the buyer to take action at each phase. Approach Marketing as a production process.
4. **Measure and analyze** actions and results. Test different actions and adjust. Build a system.
5. **Foster collaboration** – Show a consistent face to the customer across Marketing, Sales, Service.

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### 1. Getting Attention – Impressions and Visitors

Get the attention of people at companies that have the kinds of problems you know how to solve. Ask questions and provide information about their problems. Make yourself **findable** in search engines, ads in an e-zine, articles in trade pubs, press releases.

Whatever medium you use, it must **provide an opportunity to take action**. Ask the buyer to take action by offering an information widget that solves a problem if they contact you (article, white paper, report, software tool, etc.). Contact can be via email, a website landing page, by calling you on the phone, etc.

**Impressions:** Number of Impressions:  $A = \underline{\hspace{1cm}}$  Cost per Click (Visitor):  $D = \underline{\hspace{1cm}}$   
**Visitors:** Number of Visitors:  $B = \underline{\hspace{1cm}}$  Click-thru-rate:  $C = B/A \times 100\% = \underline{\hspace{1cm}}$  Cost of Visitors:  $E = B * D = \underline{\hspace{1cm}}$

**How to improve click-through-rates:** Better copy & headlines, higher search engine rank, higher pay-per-click ad rank, better match of your message to the buyer's problem, better or different information widget to offer, careful measurement of everything.

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### 2. Nurturing Program – Content and Subscription Requests

Buyers want to be in charge of the process. Make it easy for initial visitors to get additional education and information until they are ready to talk to you. Let the buyer use this stage to define their need, build consensus internally, and build trust with you. Use automated methods to provide information and nurture the relationship.

Information can include white papers, product and company information, tutorials on making the business case internally, case studies, testimonials, and video demonstrations. Subscriptions can include newsletters, webinar series, online education courses. Use autoresponder to send follow up messages. Give the option to opt-out.

**Content and Subscription Requests:** Number of Requests  $F = \underline{\hspace{1cm}}$   
Request to Visitor Rate:  $G = F/B \times 100\% = \underline{\hspace{1cm}}$  Cost per Request:  $H = E/F = \underline{\hspace{1cm}}$

**How to improve Content and Subscription request rates:** Information widgets with richer information that addresses buyer's problems. Automated followup with additional information on the subject. Calls to action that lead to more information and content.

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### 3. Persuasive website – Sales-Ready Leads

Tell your whole story: The problems you solve, who you work with, how you do business. Create buyer personas so visitors who have different roles, needs, and personalities can recognize their narrative in the website. Design and write pages that grab the visitor's **attention**, that stimulate their **interest**, that engage their **desire** to solve their problem, that make it easy for them to take **action**.

**Sales Leads:** Number of Leads:  $I = \underline{\hspace{1cm}}$  Lead to Visitor Rate:  $J = I/B \times 100\% = \underline{\hspace{1cm}}$  Cost per lead:  $K = E/I = \underline{\hspace{1cm}}$

**How to improve Lead conversion rate:** Copywriting that emphasizes benefits over features, writes to one person, uses the power of emotion. Show multiple ways to reduce the buyer's risk of moving forward (testimonials, case studies, customers, guarantees, explanation of pricing and contracts, customer reviews).

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**Result: increased quantity and quality of sales leads:** Marketing produces more high-quality Sales-ready leads at a lower cost. Sales spends less time qualifying poor leads, rejects fewer leads, spends more time on real sales opportunities which lowers the cost of sales and improves both revenue and profitability.