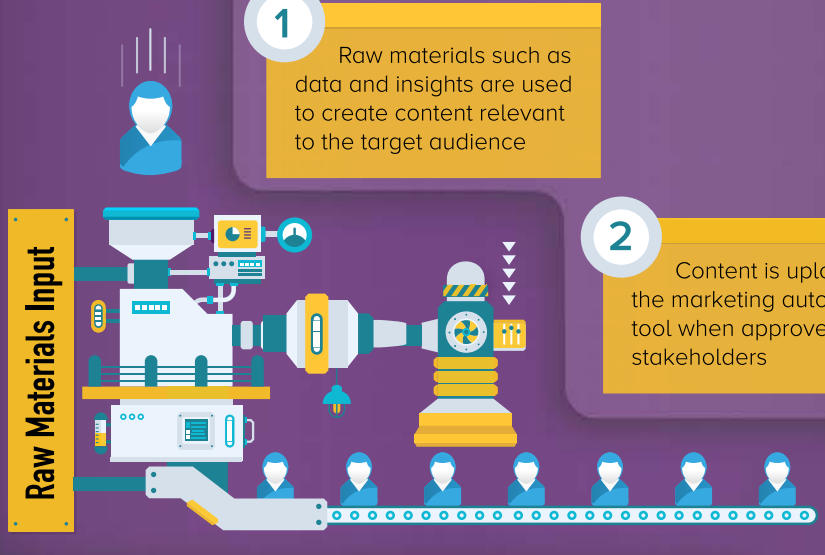
Really.

Generating B2B leads with marketing automation

Improve efficiency with automated processes



1 Raw materials such as data and insights are used to create content relevant to the target audience

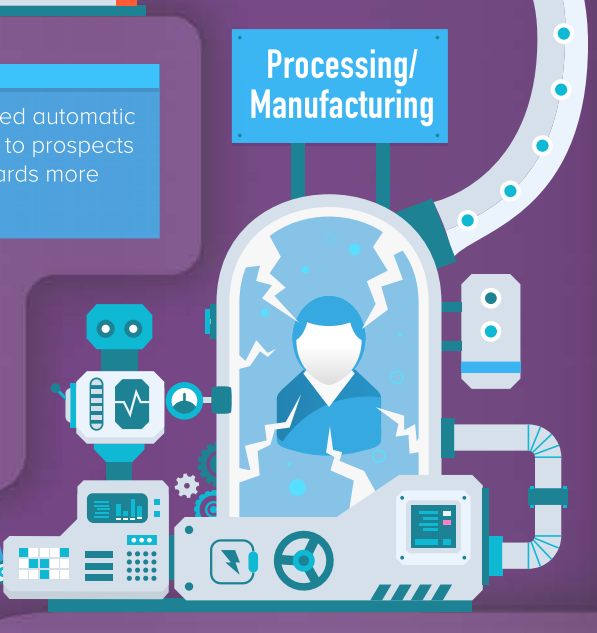
2 Content is uploaded to the marketing automation tool when approved by all stakeholders

3 Landing pages that 'gate' the content from the prospect in exchange for their contact details – or other data like 'biggest business challenge' should be created

4 Use search engine optimised blog posts to appear in results pages and generate demand

5 Post on prospects' favourite social media channels and direct them to relevant landing pages

6 Pay-per-click ads should be created with unique landing page URLs which can be generated within the automation tool



7 Pre-programmed automatic emails will be sent to prospects to guide them towards more relevant content

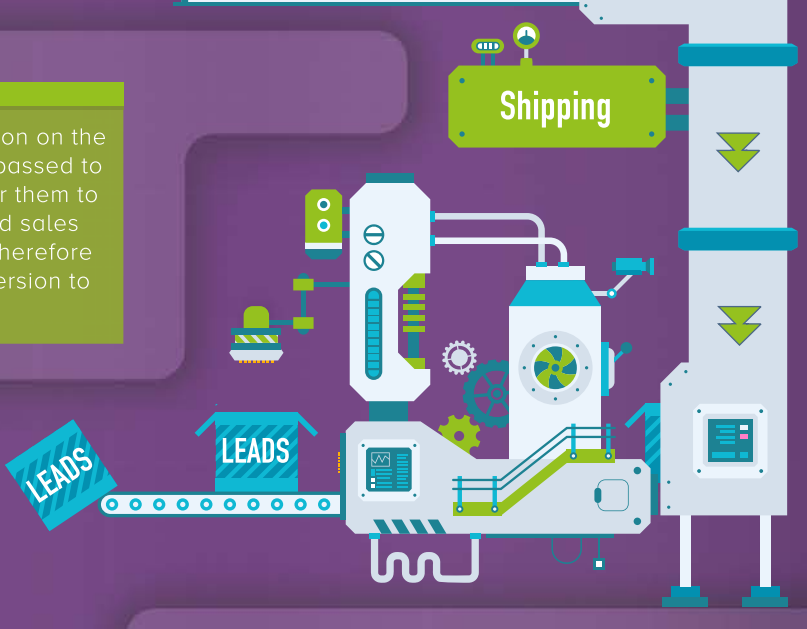
8 Leads will be allocated a pre-set number of points for each activity they carry out such as website views or content downloads

9 When leads reach the target points score, the automation tool will notify internal stakeholders

10 Hot leads should be checked to ensure they meet qualification criteria set by the sales team

11 All information on the lead's journey such as content downloaded, emails read, contacts made etc should be gathered in one manageable document

12 All information on the lead should be passed to sales in order for them to create a targeted sales conversation – therefore increasing conversion to customer rates



To learn more about marketing automation software, click here...

The B2B Marketing Automation Handbook: Generating Revenue The Easy Way