

Lead Generation Lessons From 4,000 Businesses

A study based on real data from 4,000 businesses



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Real Data from 4,000 Businesses

This study is based on data from HubSpot's 4,000 customers.

We analyzed the relationships between various inbound marketing activities and the volume of traffic and leads that correlate with those factors.

Factors studied include:

- Blogging
- Landing pages
- Website pages
- Facebook reach
- Twitter reach

The graphs provide index numbers for traffic and lead volume. (The index numbers are based on a base level of 100 times the ratio to the base value.) The underlying growth was calculated with median values of HubSpot's customer base.

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Factor 1

Blogging



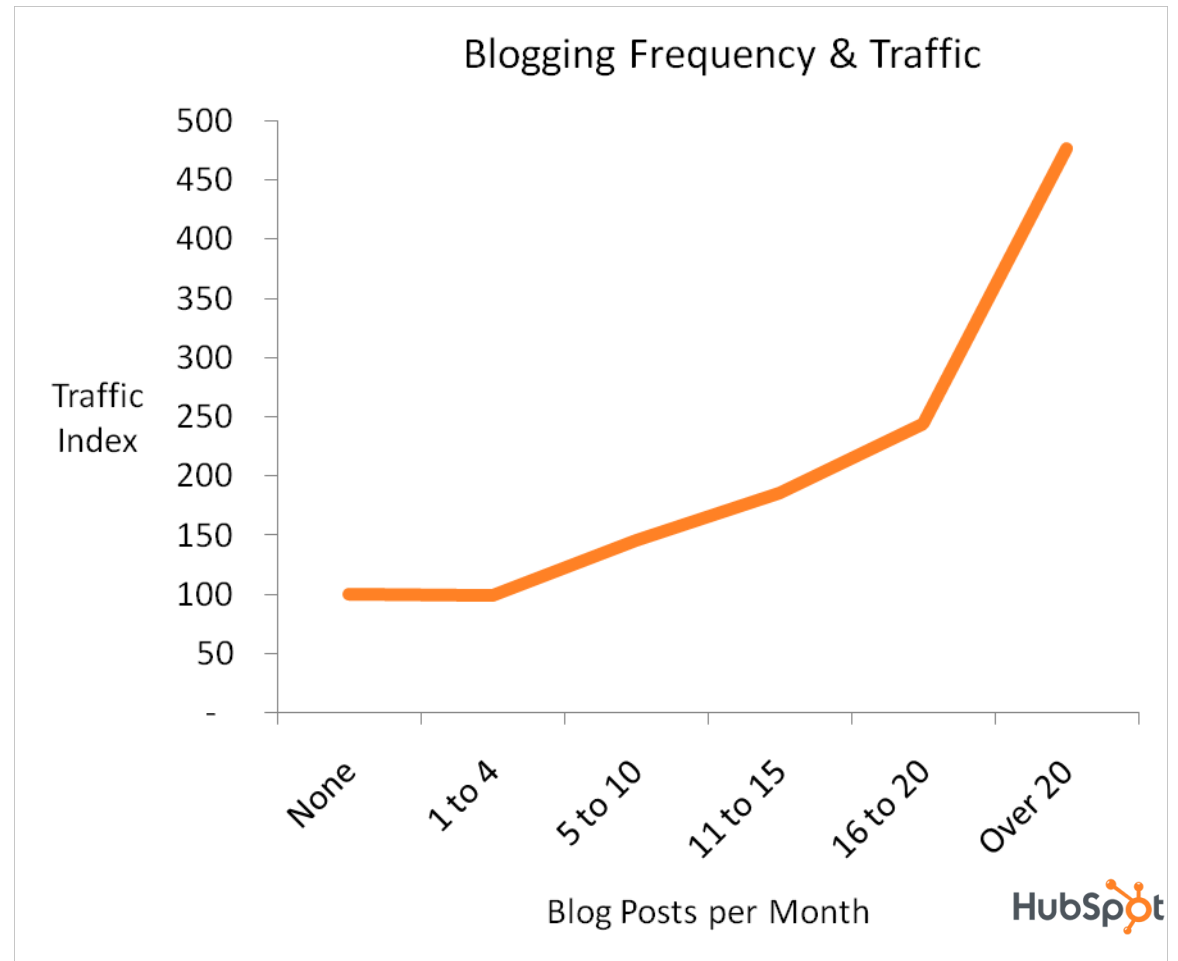
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Blogging & Traffic

The study compared blogging frequency against traffic & leads. The results showed **staggering correlations**.

Businesses who blogged 16 to 20 times per month got **over 2 times more traffic** than those who blogged less than 4 times per month.

Those who blogged at least 20 times per month had **5 times more traffic** than those who blogged less than 4 times per month.

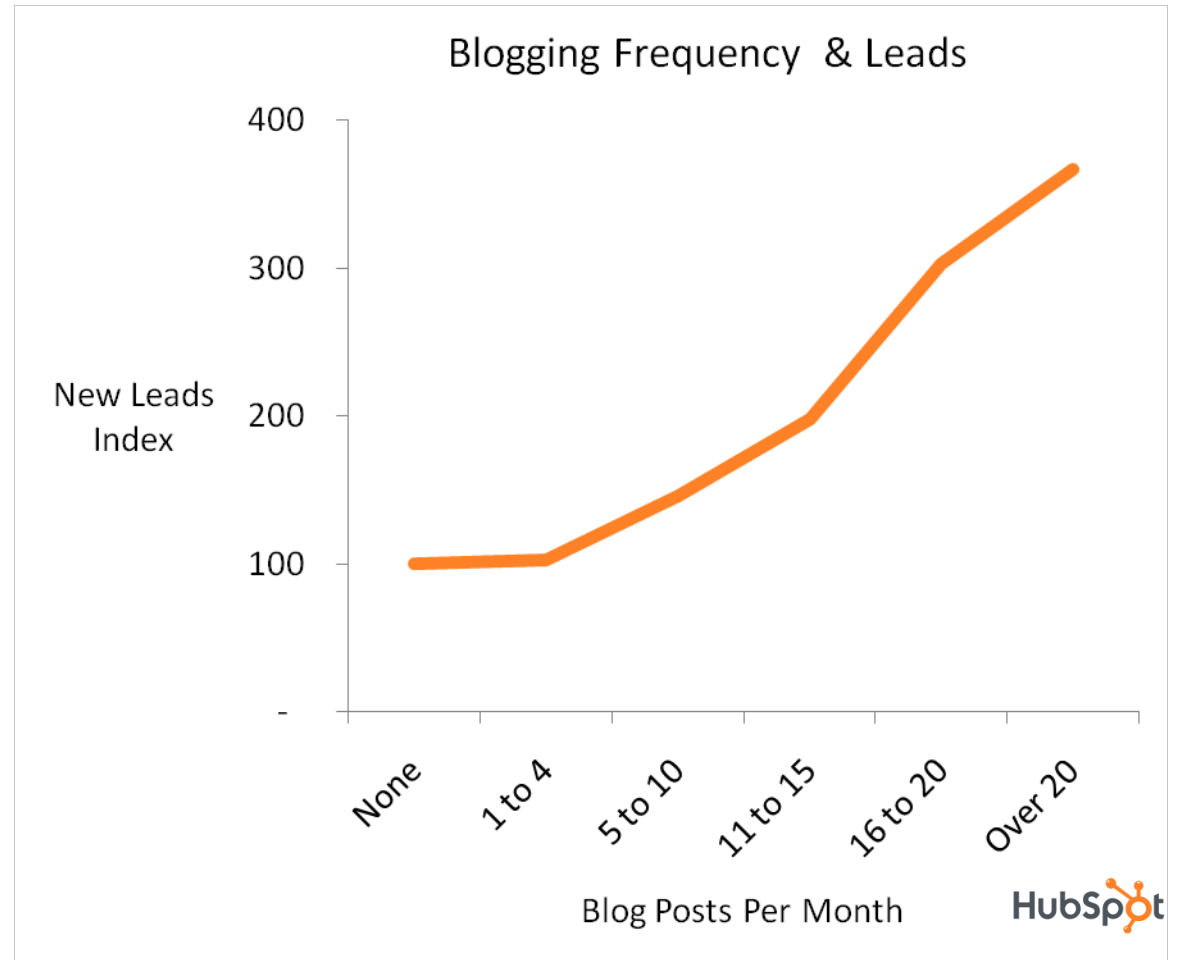


Blogging & Leads

Lead volume grew **consistently and drastically** among businesses who blogged over 5 times per month.

Businesses who blogged just 16 to 20 times per month got **3 times more leads** than those who didn't blog.

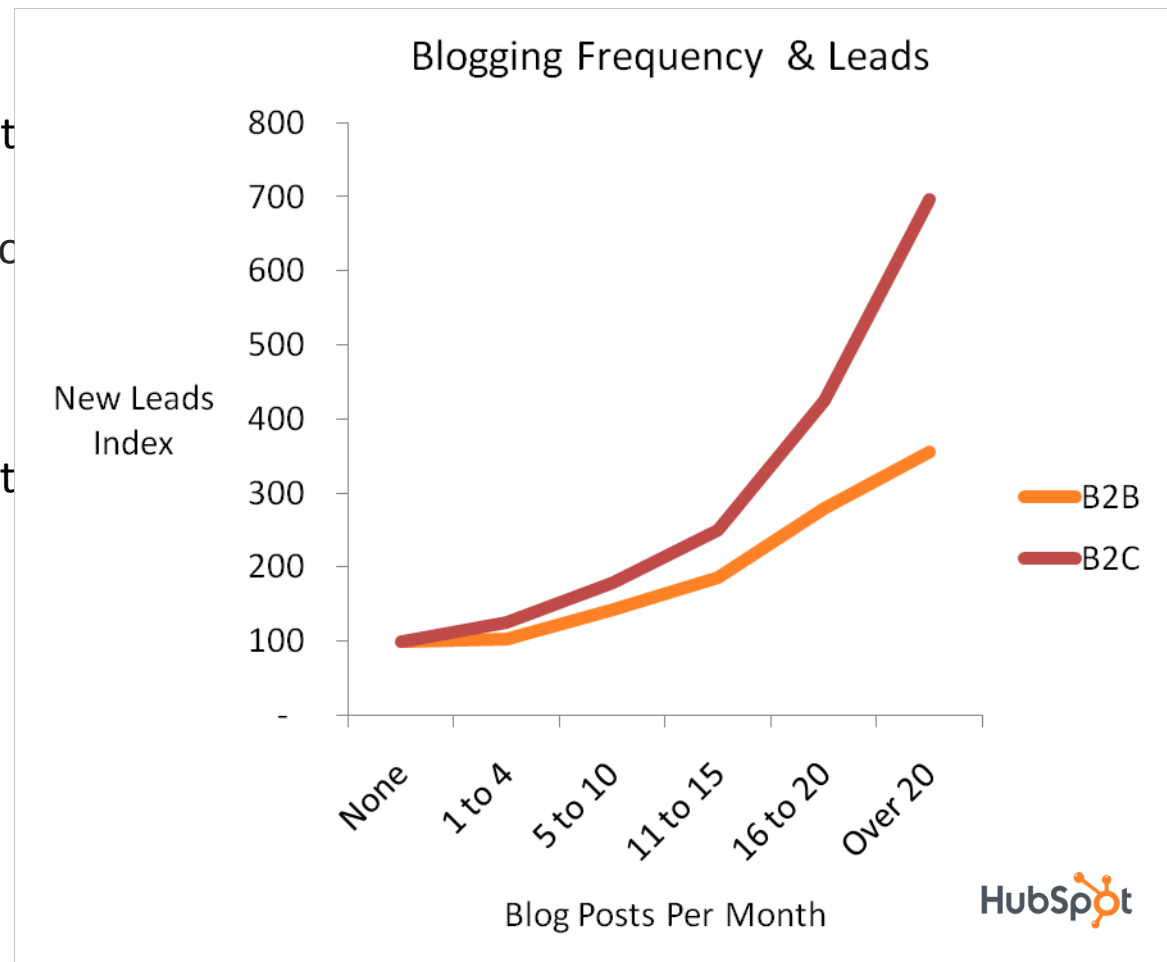
Those who blogged at least 20 times per month saw **nearly 4 times more leads** than those who didn't blog.



Blogging & Leads: B2B vs. B2C

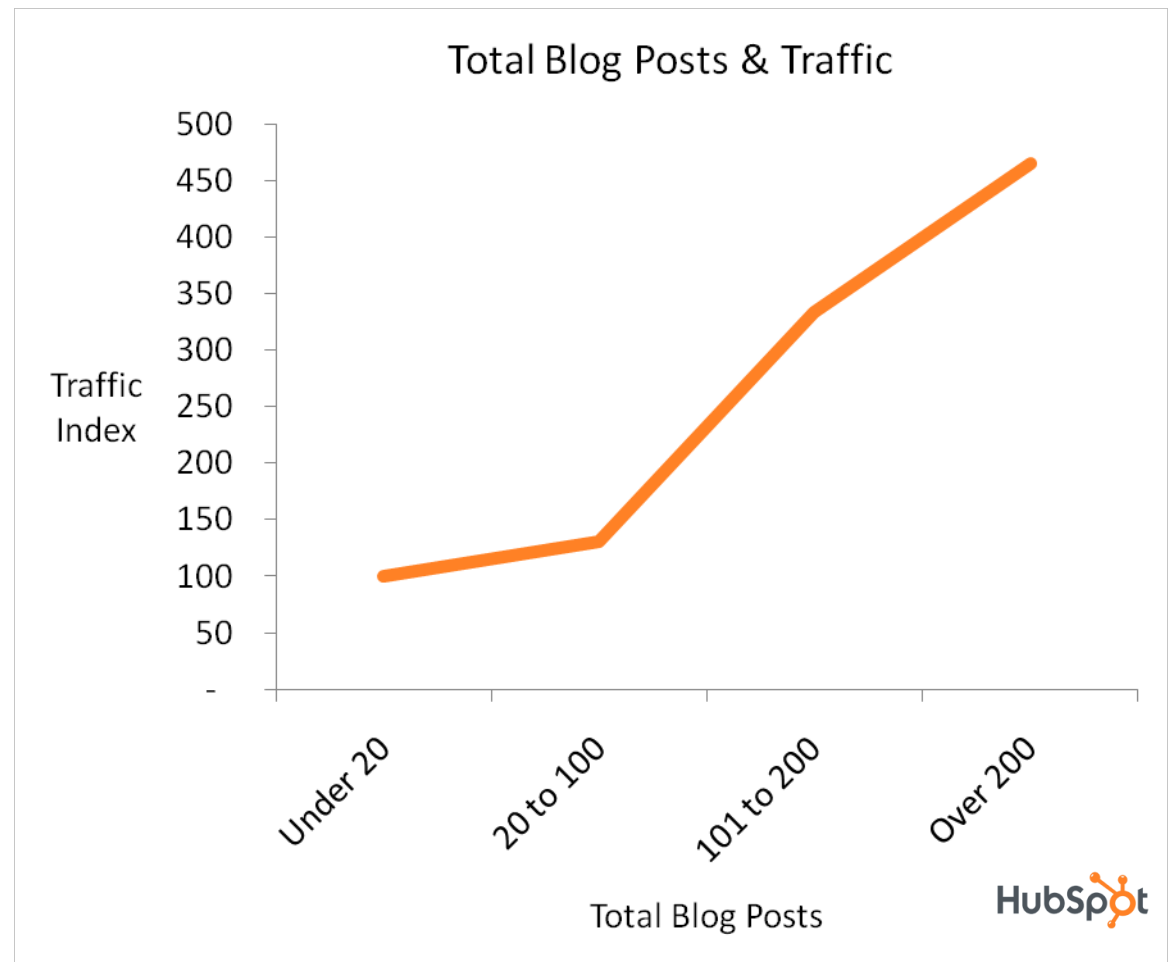
B2B businesses who blogged just 16 to 20 times per month got **3 times more leads** than those who didn't blog.

B2C businesses who blogged just 16 to 20 times per month got **over 4 times more leads** than those who didn't blog.



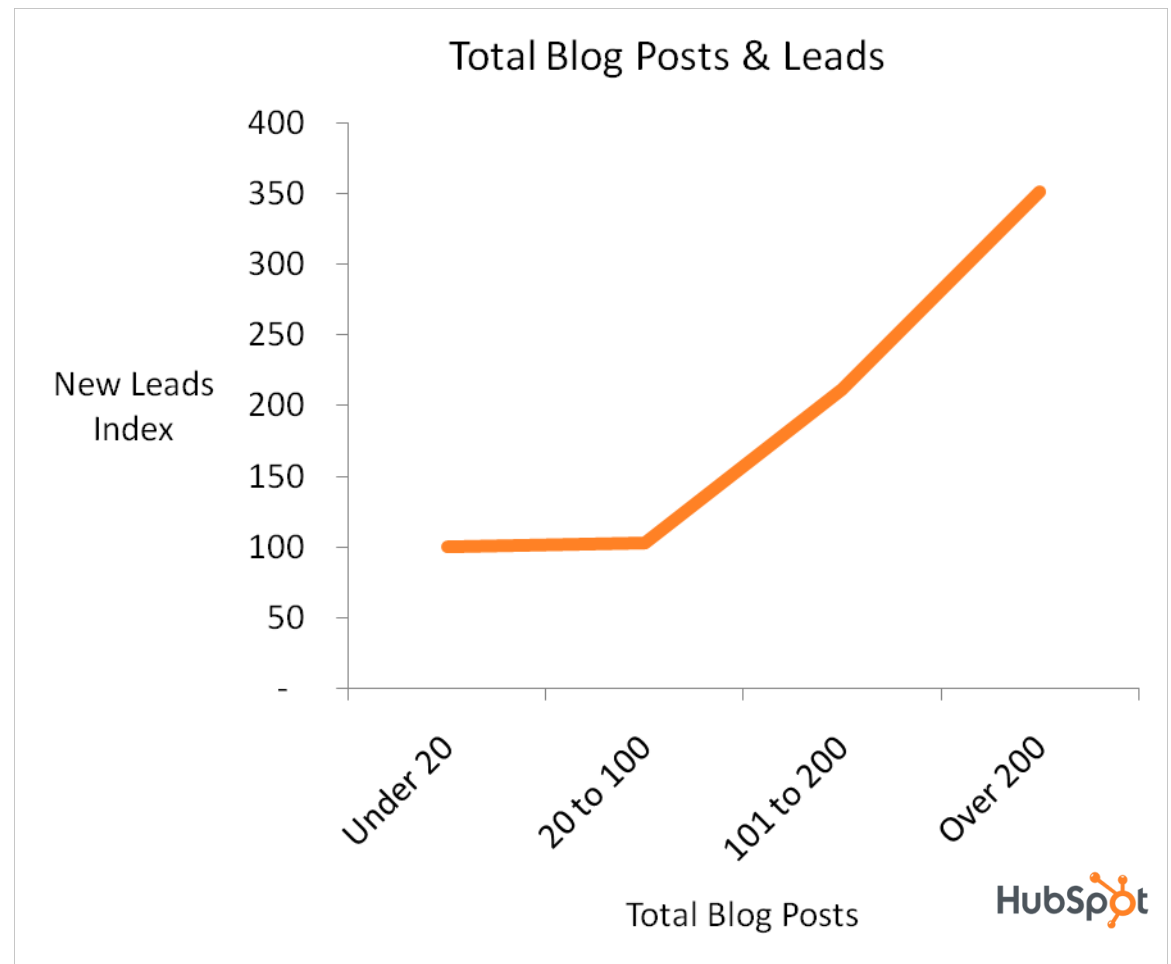
Total Blog Posts & Traffic

Businesses with over 200 total blog articles got **4.6 times more traffic** than those with under 20 blog posts.



Total Blog Posts & Leads

Businesses with over 200 total blog articles got **3.5 times more leads** than those with under 20 blog posts.



Factor 2

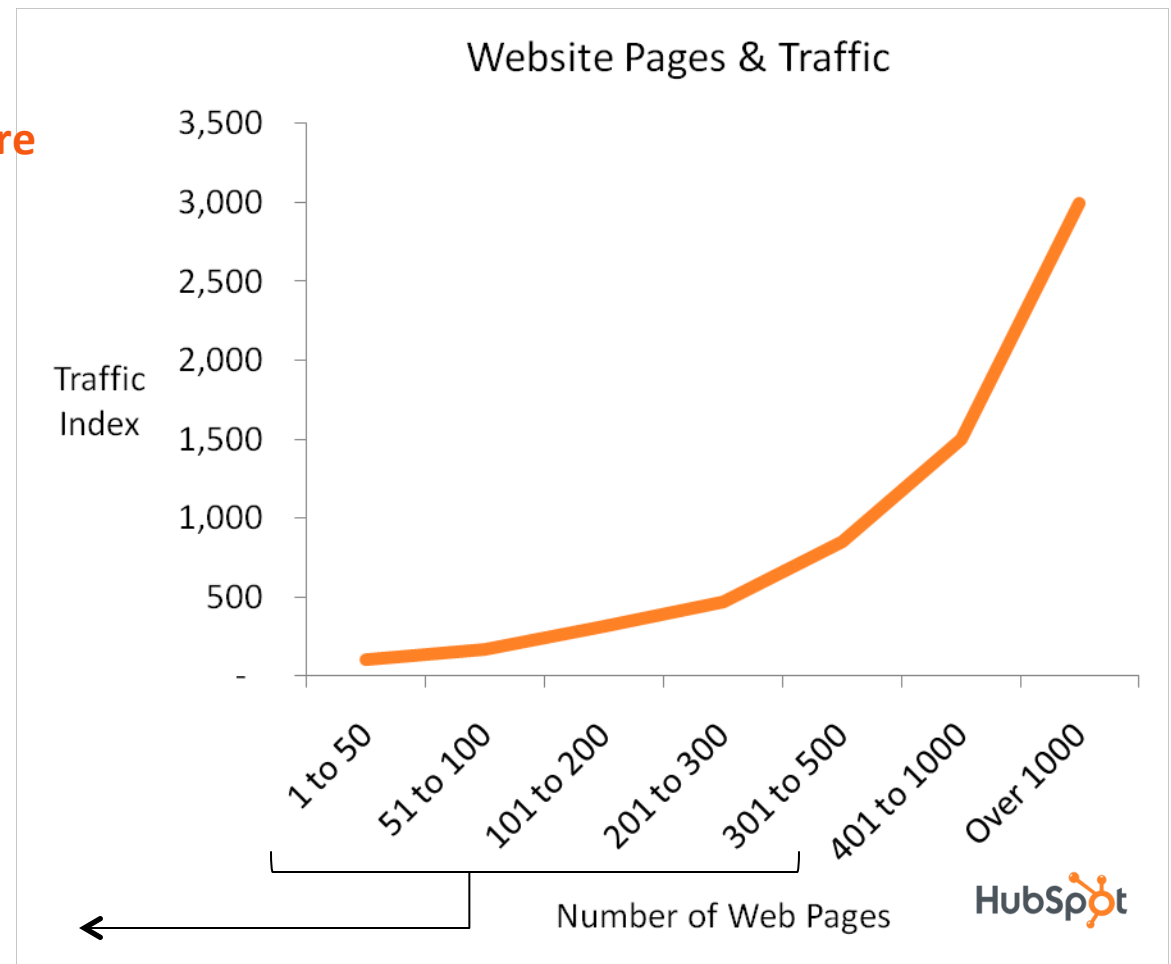
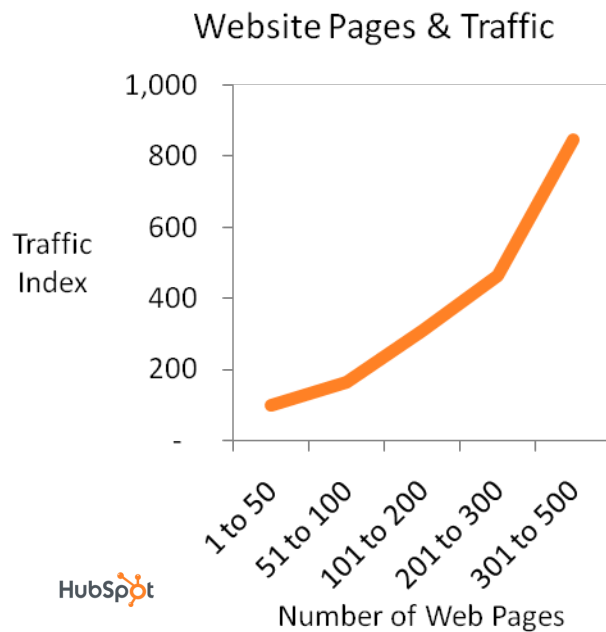
Web Pages



Web Pages & Traffic

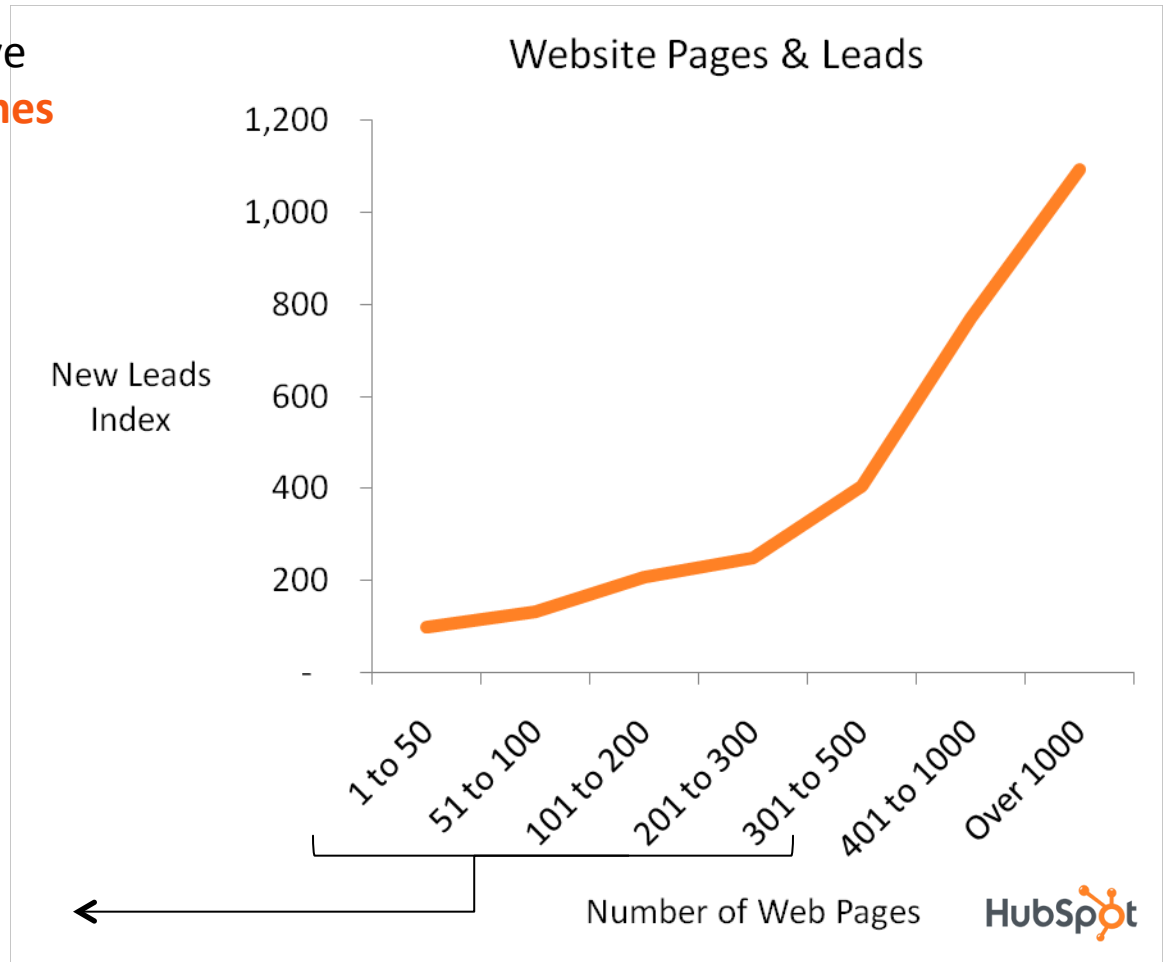
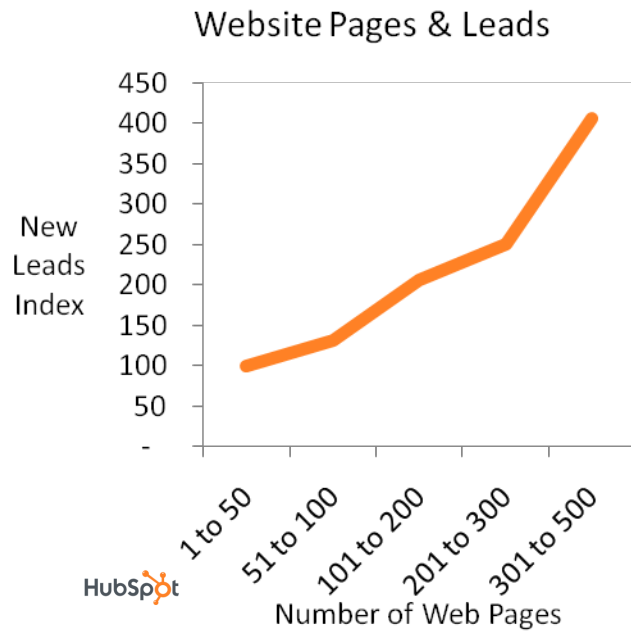
The more content you create, the **more traffic and leads** your business will see.

Businesses websites with 401 to 1,000 web pages have **9 times more traffic** than those with 51 to 100.



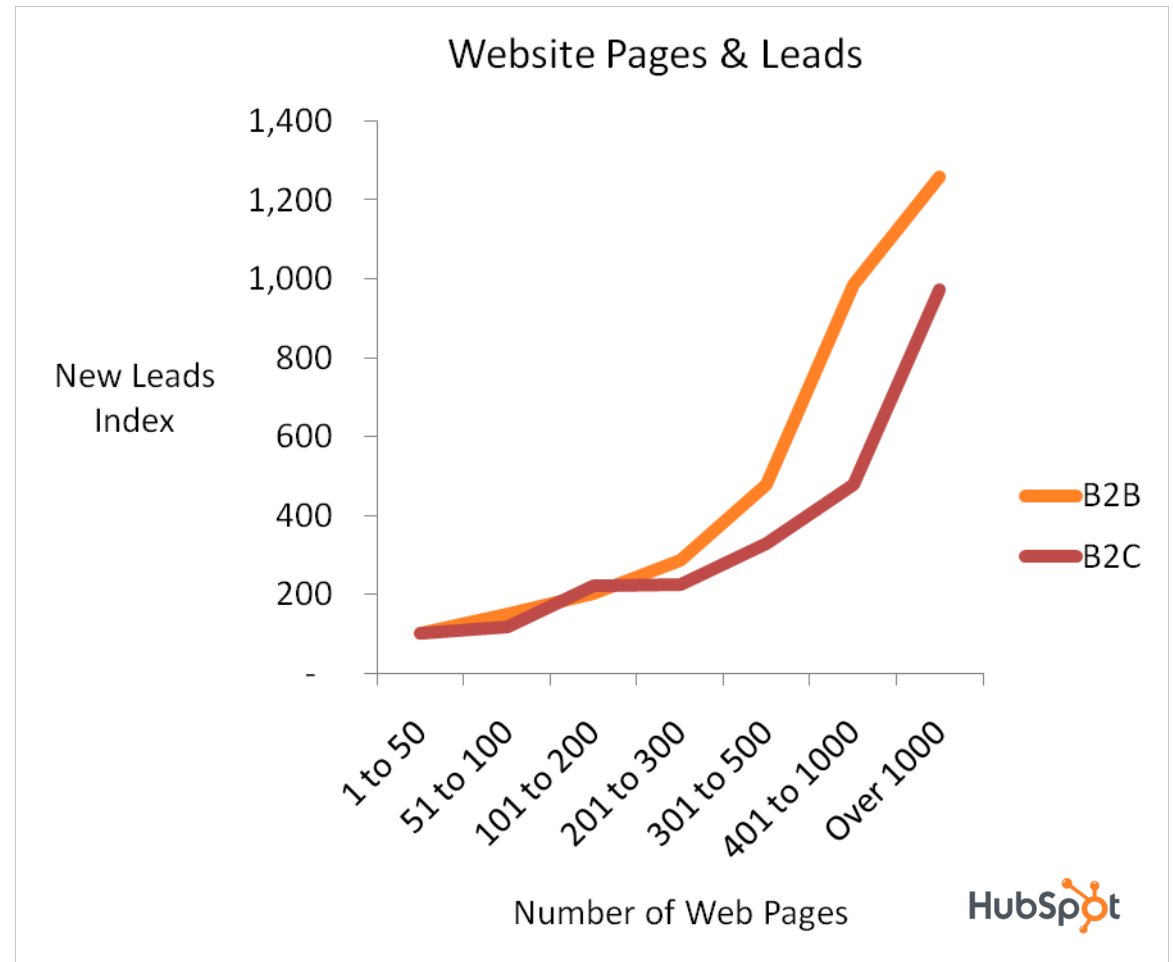
Web Pages & Leads

Businesses with websites that have 401 to 1,000 webpages have **6 times more leads** than those with 51 to 100.



Web Pages & Leads: B2B vs. B2C

Both B2B and B2C companies with over 1,000 web pages generated **over 8 times more leads** than those with only 51 to 100 web pages.



Factor 3

Landing Pages

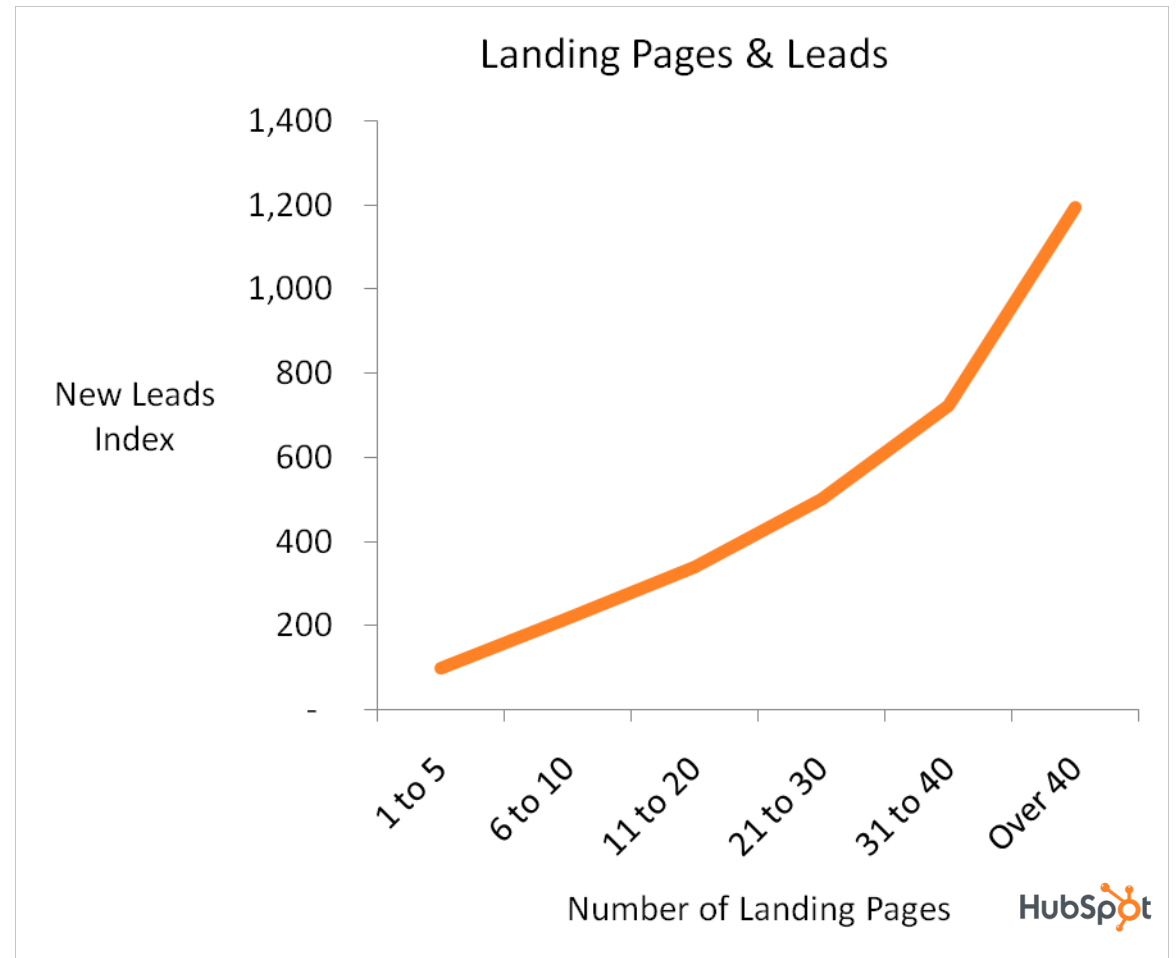


Landing Pages & Leads

The data show it's not only important to *have* landing pages; it's **important** to have **many** landing pages.

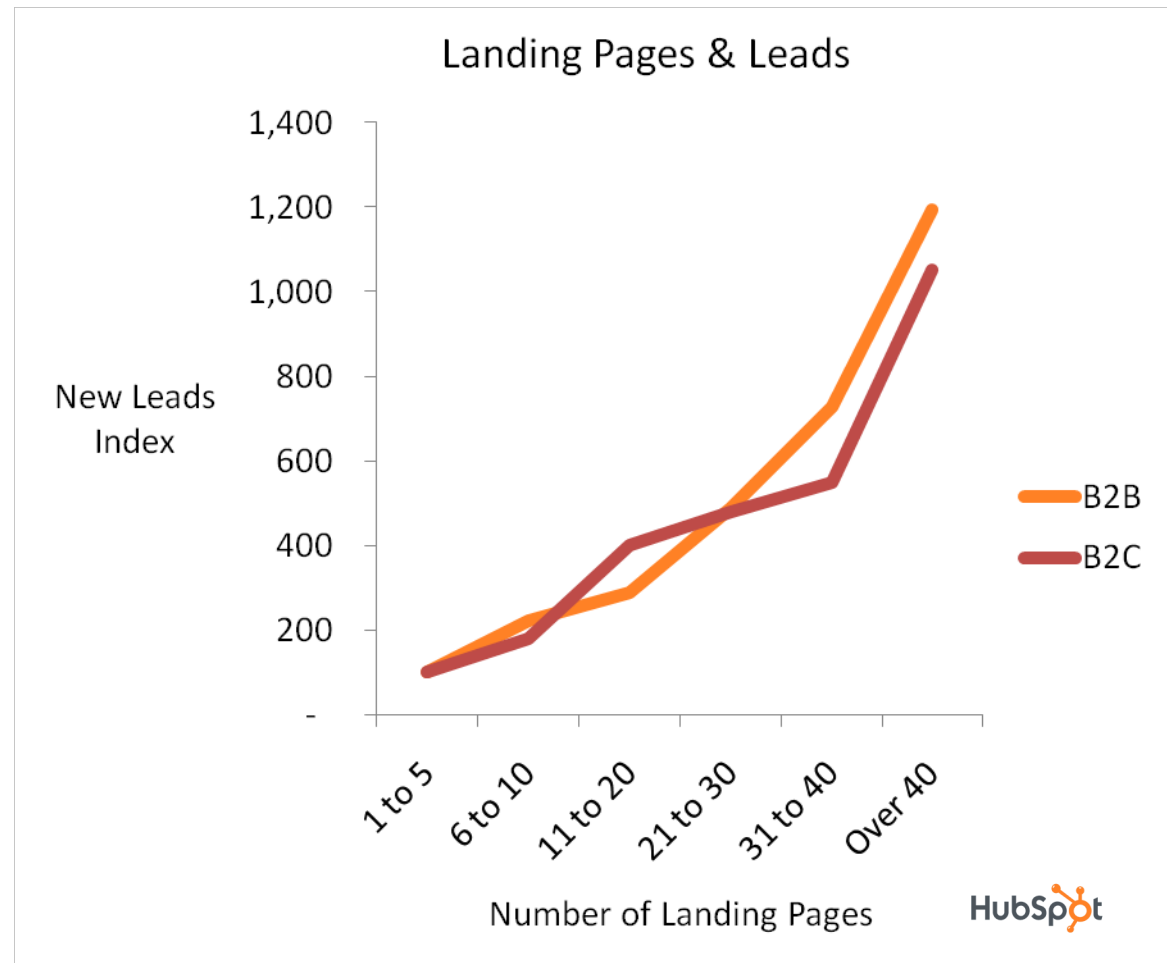
Businesses with 31 to 40 landing pages got **7 times more leads** than those with only 1 to 5 landing pages.

Those with over 40 landing pages got **12 times more leads** than those with only 1 to 5 landing pages.



Landing Pages & Leads: B2B vs. B2C

Both B2B and B2C companies with over 40 landing pages generated **over 10 times more leads** than those with only 1 to 5 landing pages.



Factor 4

Social Media Reach

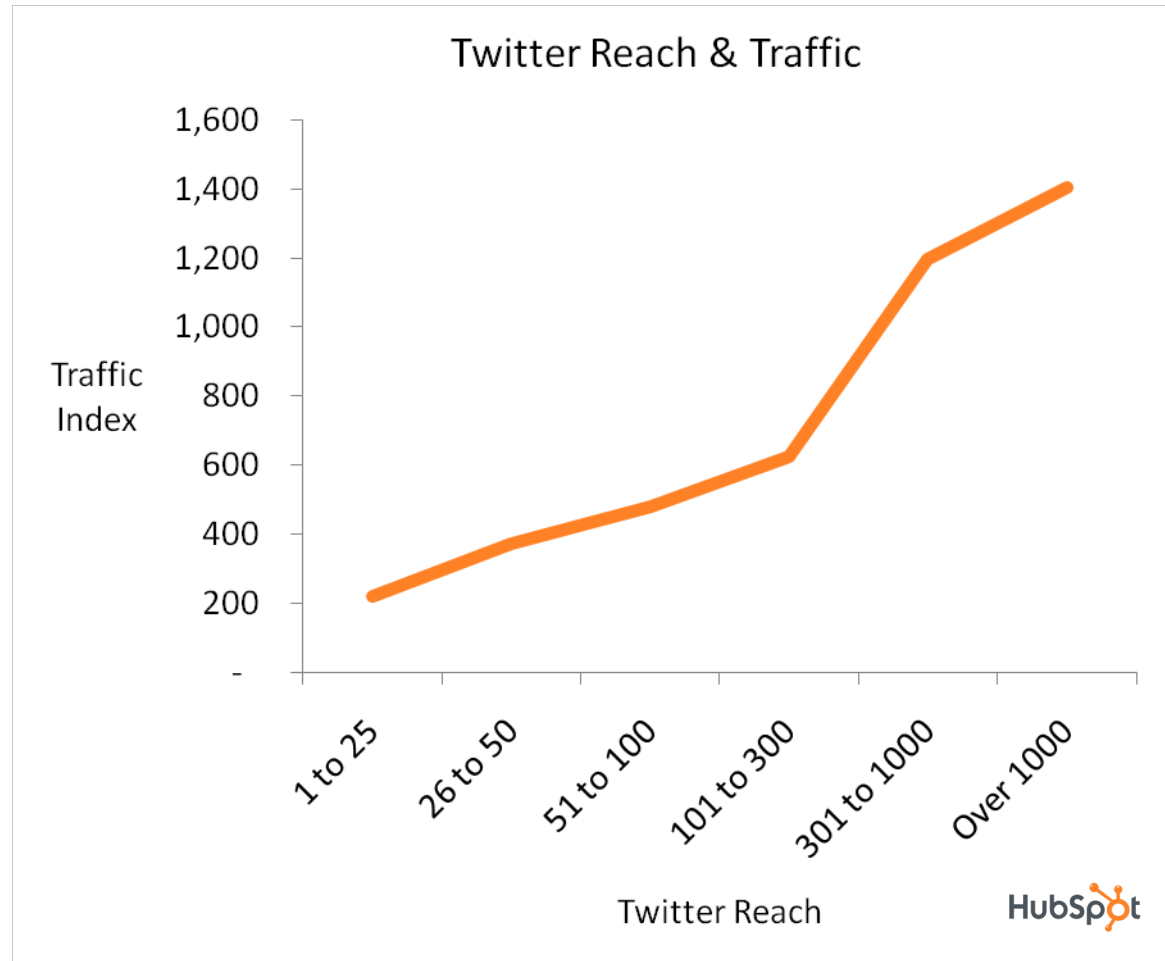


Twitter Reach & Traffic

The businesses' social media reach had a **strong correlation** with traffic and leads.

Businesses with 301 to 1,000 Twitter followers had **over 5 times more traffic** than those with 1 to 25 followers.

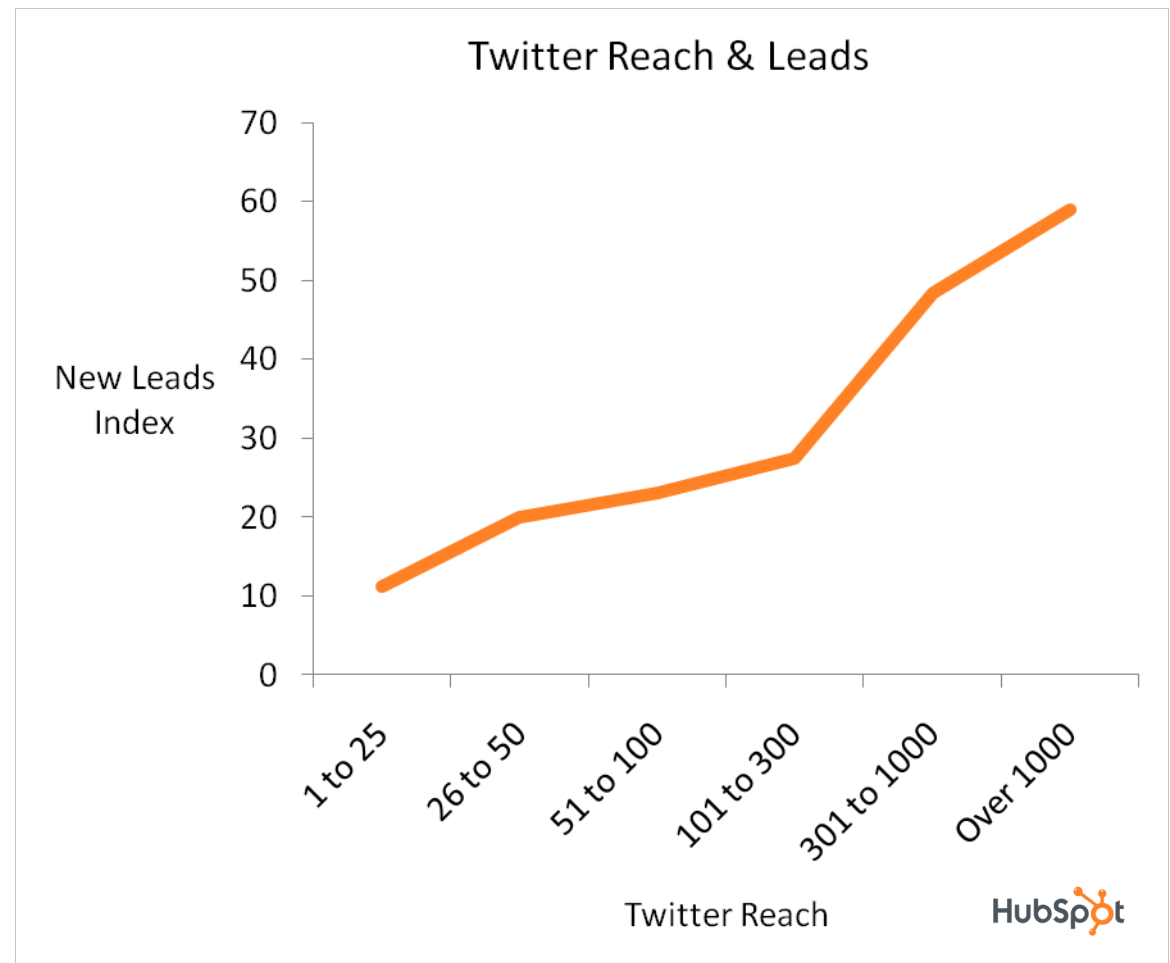
Businesses with over 1,000 Twitter followers had **over 6 times more traffic** than those with 1 to 25 followers.



Twitter Reach & Leads

Businesses with 301 to 1,000 Twitter followers had **over 4 times more leads** than those with 1 to 25 followers.

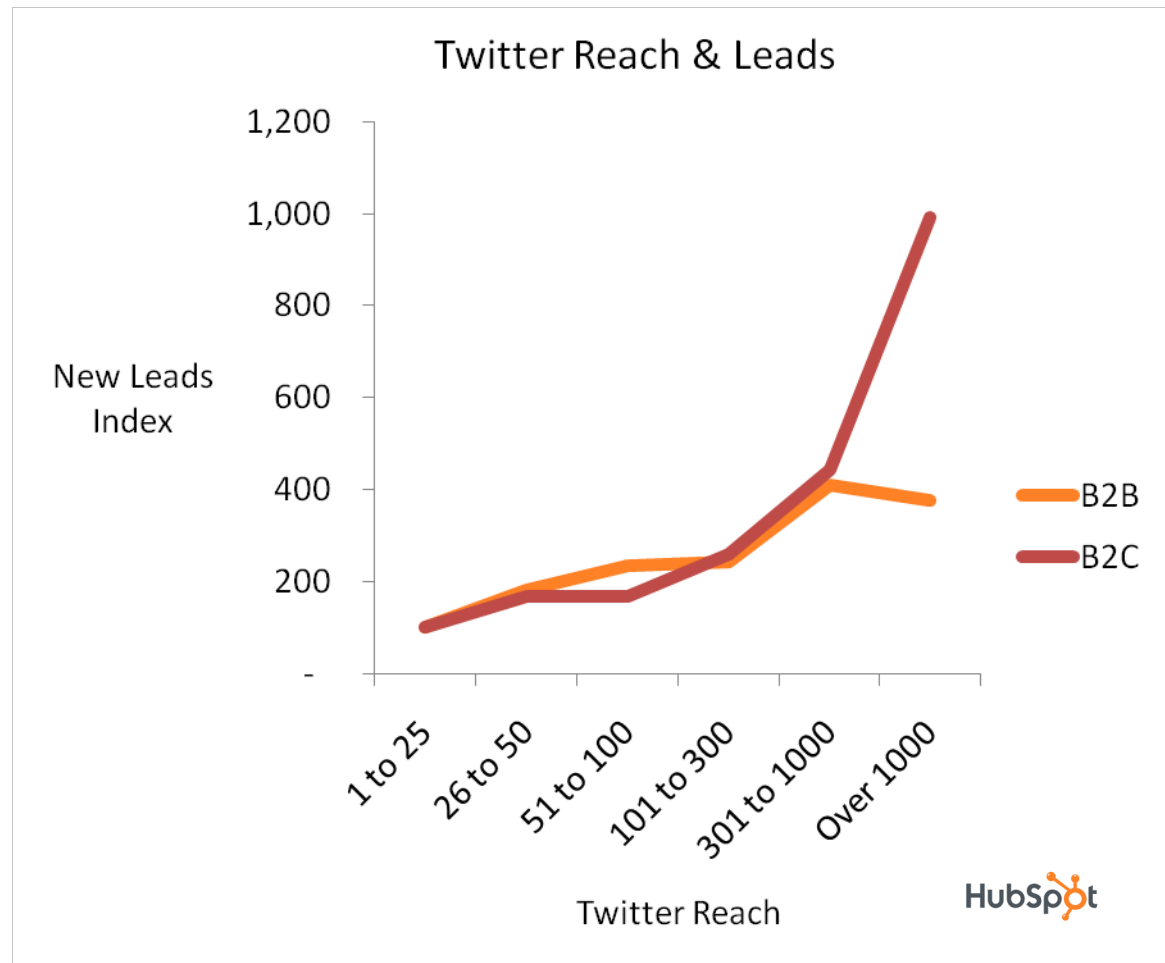
Businesses with over 1,000 Twitter followers had **5 times more leads** than those with 1 to 25 followers.



Twitter Reach & Leads: B2B v. B2C

B2B and B2C businesses with 301 to 1,000 Twitter followers got **over 4 times more leads** than those with 1 to 25 fans.

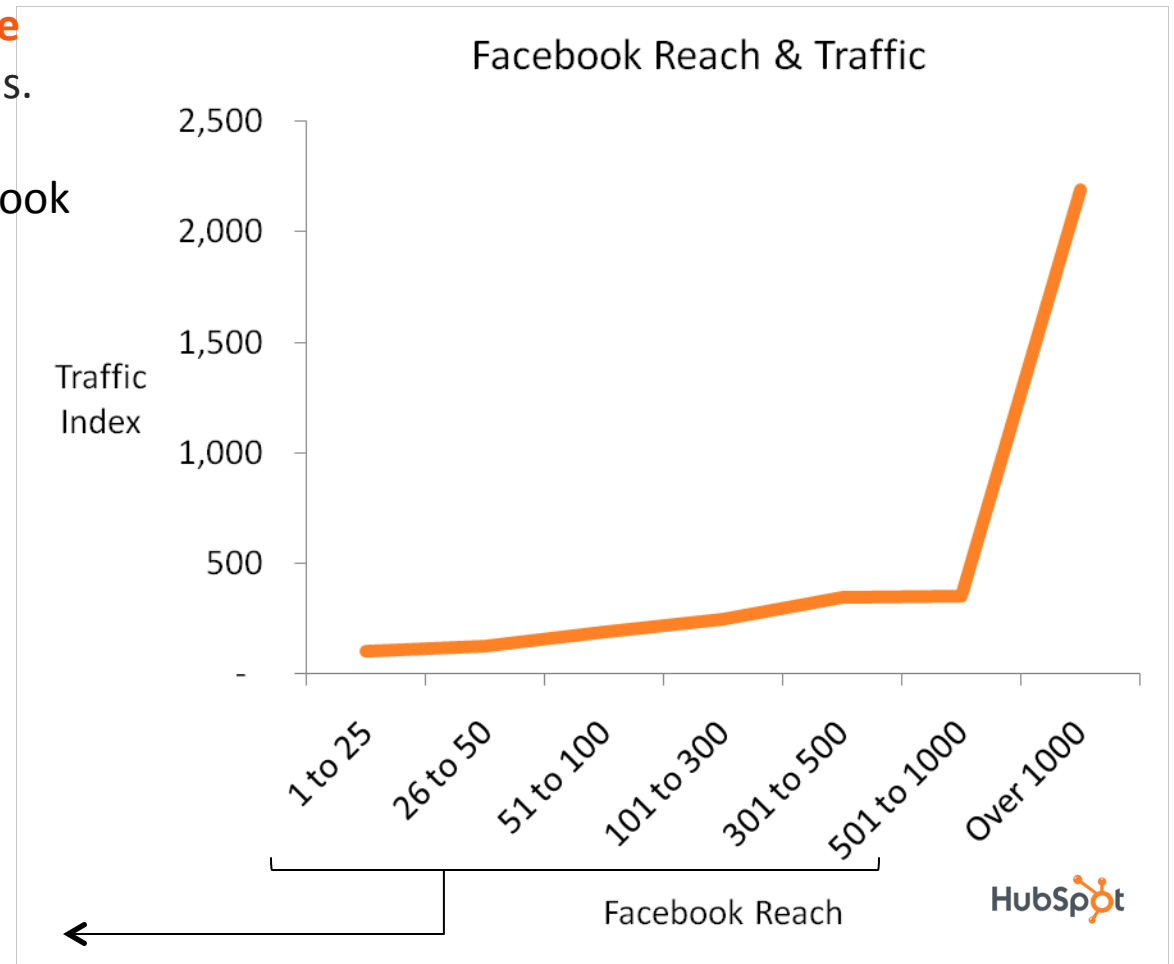
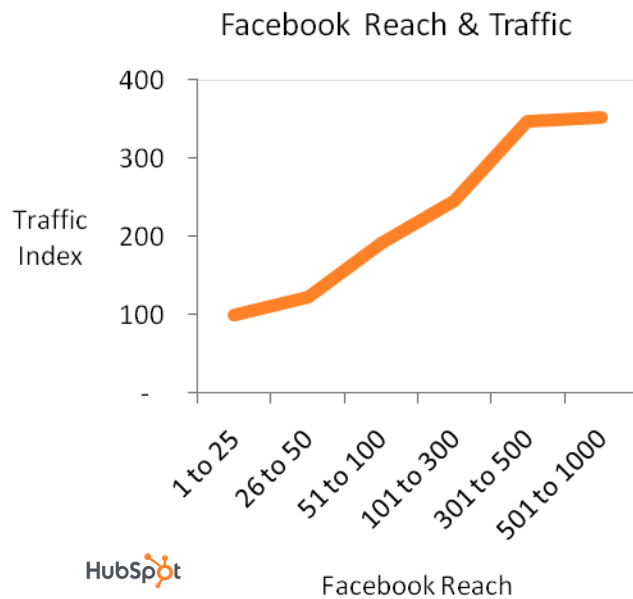
B2C business with over 1,000 Twitter got **10 times more leads** than those with 1 to 25 fans.



Facebook Reach & Traffic

Businesses with 501 to 1,000 Facebook fans had **3.5 times more traffic** than those with 1 to 25 fans.

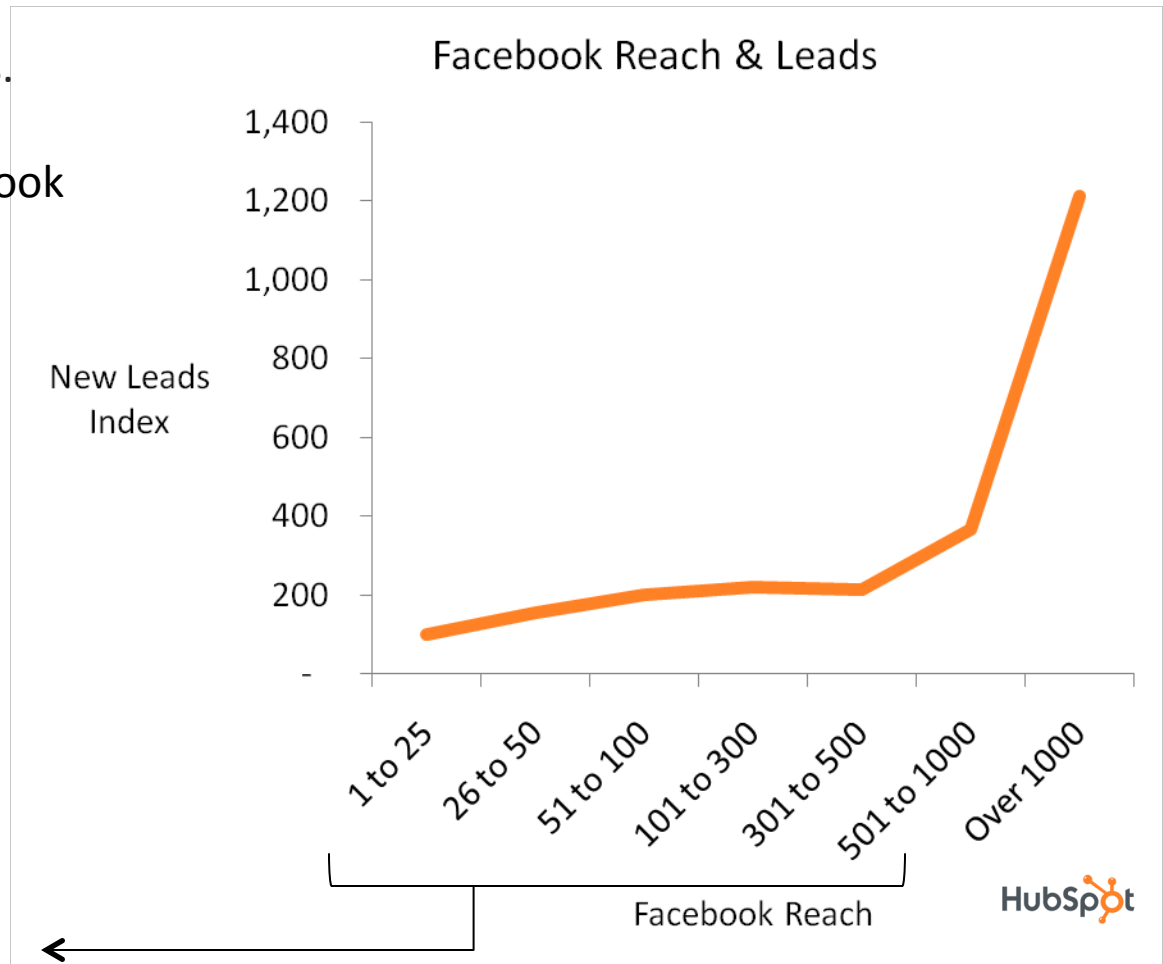
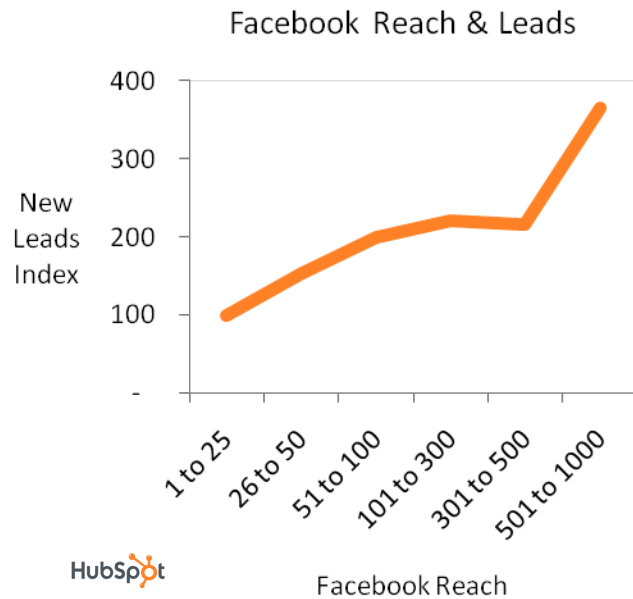
Businesses with over 1,000 Facebook fans had **22 times more traffic**.



Facebook Reach & Leads

Businesses with 501 to 1,000 Facebook fans had **4 times more leads** than those with 1 to 25 fans.

Businesses with over 1,000 Facebook fans had **12 times more leads**.



Facebook Reach & Leads: B2B v. B2C

B2B businesses with over 1,000 Facebook fans got **6.5 times more leads** than those with 1 to 25 fans.

B2C business with over 1,000 Facebook fans got **16 times more leads** than those with 1 to 25 fans.

