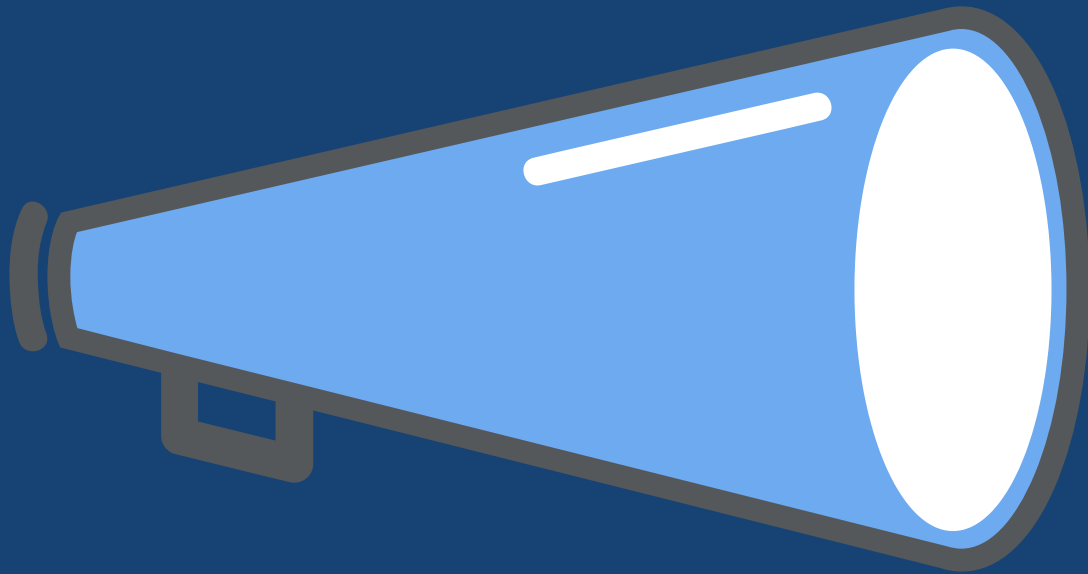


Free
Whitepaper



marketmakers



**WHAT DO MARKETERS
REALLY THINK
OF THEIR LEAD GEN?**

HELLO!



We interviewed 100 marketers at this years B2B Marketing Expo.

This not only gave us a better insight into our own market place, but provided a space for fellow marketers to share their thoughts on different marketing channels and personal pain points with regards to their lead generation.

We asked our respondents to answer as honestly as they could so we could receive data that is accurate and representative of the audience. The questions we asked were:

- **As a marketer, what is your most successful marketing channel?**
- **As a potential prospect / buyer, how do you prefer to be marketed to?**
- **How would you define your current lead generation set-up in 3 words?**
- **What is your favourite brand/ marketing campaign and why?**

THE IMPORTANCE OF LEAD GENERATION

Sometimes we speak to people who either say; that they don't do lead generation, or that they're not interested in lead generation. We find this really surprising.

Lead generation is a key priority in any marketing plan, as it ensures you have activity in place to provide a consistent pipeline of leads for sales to convert into new business and ROI. Businesses who rely on word of mouth to generate new clients open themselves up to periods of inactivity and risk affecting their business growth plans.

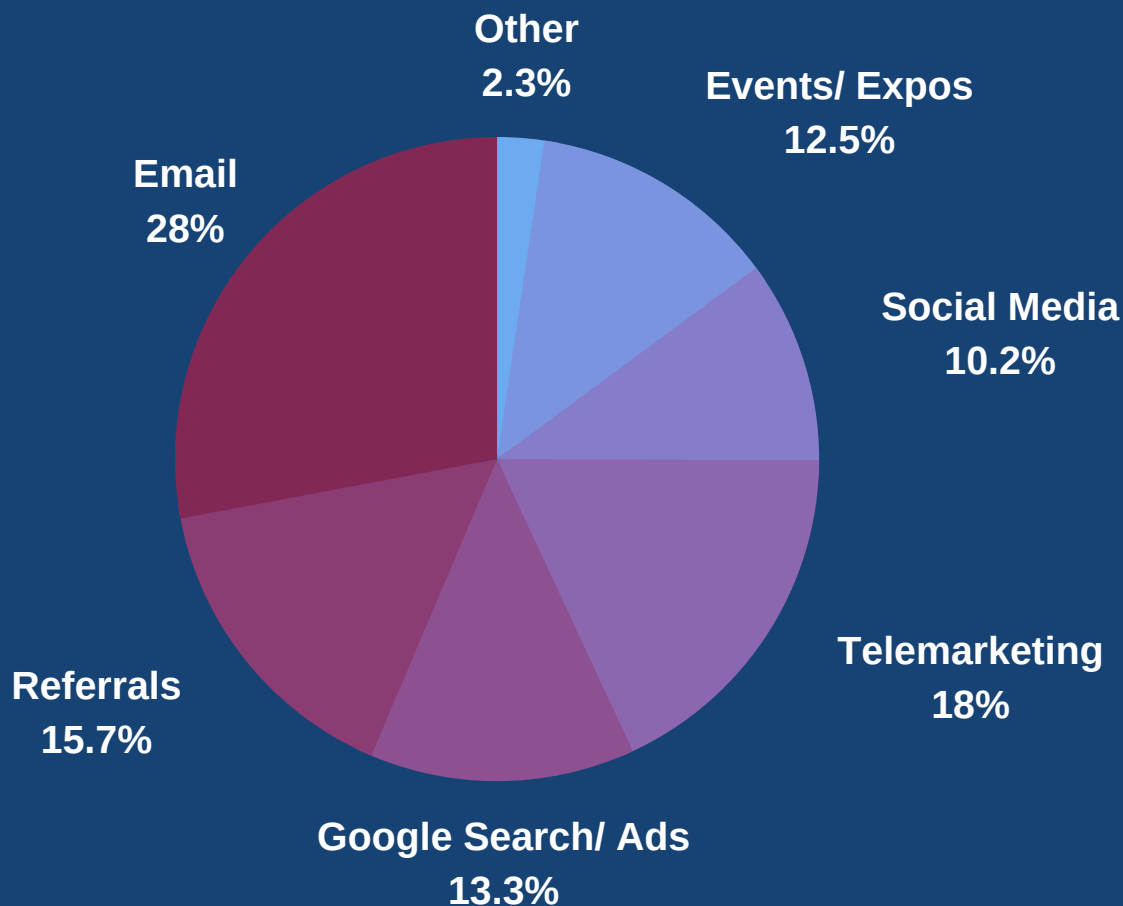
This is why we wanted to find out what marketers really think of their lead gen activity. As this is something that we do day in, day out, it's important we promote the importance of it and use moments like marketing expos to build on our knowledge of our industry.

WHAT MARKETING CHANNEL IS MOST SUCCESSFUL TO YOU?



The first question we asked enabled us to find out the most successful channels marketers use, in terms of lead volume and ROI.

The responses showed that email, telemarketing and referrals are the most successful channels among marketers.



Out of the marketers we asked at this years B2B Marketing Expo

28%



considered email as their most successful marketing channel.

AS A POTENTIAL PROSPECT / BUYER, HOW DO YOU PREFER TO BE MARKETED TO?



We then switched the question around, asking our respondents what channels they prefer to be marketed to as a prospect/ buyer. This produced similar results with email continuing to dominate the arena.

Social media however, performed better in this question. In an age where 'customer experience' is becoming more prevalent in the B2B space , channels like social media and content marketing are creating more of an impact on the way businesses conduct their marketing online.

As a telemarketing agency, it is really positive to see that telemarketing is considered as one of the preferred channels for people to be marketed to.

Preferred marketing channels:



HOW WOULD YOU DEFINE YOUR CURRENT LEAD GENERATION SET-UP IN 3 WORDS?

After finding out what marketing channels our respondents preferred, we wanted to know more about their personal experiences with lead generation. So we asked marketers to sum up their lead gen in 3 words. This was the most useful question we asked, as it gave us direct insight into marketers' pain points and what they thought of their current lead gen activity.

If you can relate to any of the below statements, then it might be time for you to change things up and think about some new approaches to your lead generation activity.

"HARD TO CONVERT"

74% of companies say converting leads into customers is their top priority.

"HIT AND MISS"



"LACKING IN DATA"

87% of marketers consider data is their organisations most underutilised asset.

"VERY TIME CONSUMING"



"WAITING FOR LEADS" "INBOUND MARKETING CHANNELS"

In 2019 when almost every industry is becoming more saturated, it's simply not enough to wait for someone to put a contact form on your website.

WHAT WE HAVE TO SAY

As previously stated, we know that the sales process has, and continues to involve a heavy amount of human interaction, whether this be face-to-face or over the phone. Much like events marketing, *telemarketing provides you with a space to speak directly, with your prospects without the delay of emails holding up your sales process.*

Being able to objection handle instantaneously is an option that few marketing channels allow you to do. Even with instant messaging becoming an increasingly used tool on social media platforms like LinkedIn, the ball can sometimes be missed and opportunities get forgotten about when prospects don't reply.

Should you outsource?

If you're finding that you don't have the time and resources for your lead generation, outsourcing might be a useful option for you to look at. Although the upfront costs associated with outsourcing telemarketing can often seem daunting, the results, and longevity continue to prove that your ROI is maximised when outsourcing.

“Using outside professionals to help your company implement B2B lead generation gives

43%

better results than hiring in-house.”

Of course if you already have a successful in-house lead generation capability, then outsourcing to an agency is a way of boosting your lead volume and maximising your approach across a range of marketing channels.



Having trouble with your data?

Last year, we launched our data division of the business, mmData. This enabled us to promote the existing work that we do with data for our clients, and use this to support businesses who maybe don't have the budget in place for a telemarketing campaign.

Data is increasingly becoming a central focus in modern marketing, and we understand the importance rich data has on improving lead conversion. This is why we work with businesses to provide, enrich, cleanse, validate and consult with them on their data queries.

How's your conversion going?

Outsourced lead generation agencies often have strict KPIs and appointing criteria that they need to meet when generating leads and appointments for their clients. With these structures in place the quality of leads is increased, bettering the conversion rate of leads to sales.

The biggest challenge B2B marketers face in regards to lead generation is generating high-quality leads (61%)



Our Quality Assurance team screen every call that has resulted in a lead/ appointment to make sure that it meets all of the specifications needed for our clients to receive a sales ready opportunity.

IT'S NOT ALL DOOM AND GLOOM

Among the responses we have already mentioned, we also received a lot of positive feedback about marketer's lead generation activity.



"GLOBAL, FULFILLED, VALIDATED"

**"FAST, PRODUCTIVE,
CONNECTED"**

"ORGANIC, IN-HOUSE, HOMEMADE"

"INNOVATIVE, FLEXIBLE, SATISFACTION"

"TARGETED, PERSONALISED, AGGRESSIVE"

We wanted to say thank you to the visitors and exhibitors that took part in our survey, this has provided us with useful information on our target audience that we hope will also benefit other marketers.

As the UK's leading telemarketing agency, we know the power of good conversation in marketing. Conducting our survey showed us that people are more than willing to talk to other people, so to the people who say telemarketing is dead, we say that you are just not using it right!

If you are looking to speak with someone about how you can generate new opportunities for your business, then call us on 0845 468 0880 and we can make a plan for you moving forward.

