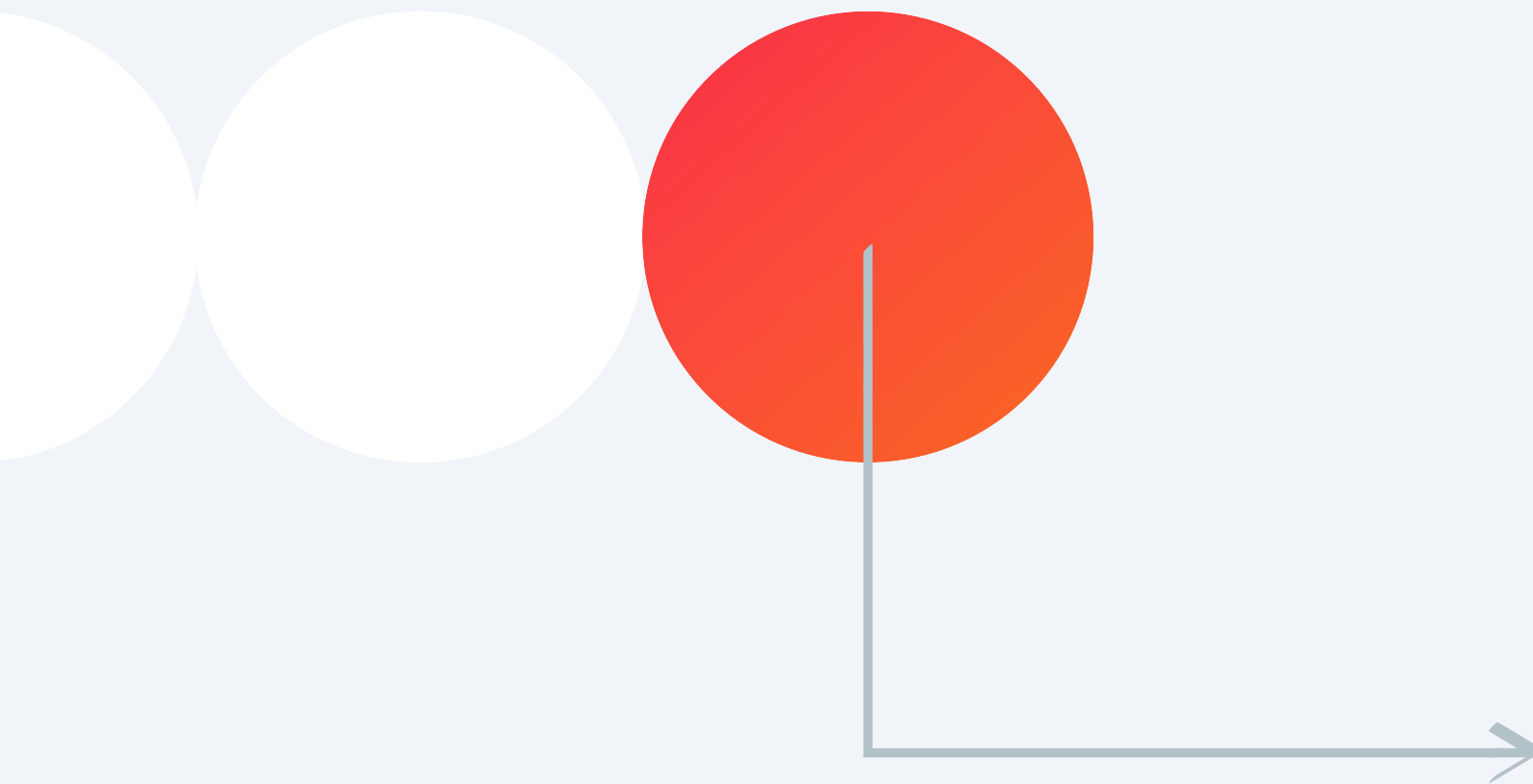# The ultimate guide to generating leads that actually convert.

This ebook will support your sales and marketing team in recognising, executing and growing their lead generation strategy.

Leadinfo

Content

What you'll learn.

Enter the world of successful lead generation!

In this ebook, we explain in detail how to identify more leads and convert them into meetings in your calendar.

How do you learn to understand your target audience and talk to them? Learn strategies that will help you transform your website into a magnet for potential customers.

We talk about diving into visitor behaviour to optimising your communication for maximum results.

Learn how to deliver the right message at the right time and how to build a lasting relationship that results in long-term loyalty.

In this guide, you will learn:

- How to reach leads at the right time.

- How to build a winning lead generation strategy.

- How to interact with leads at the right time, on the right channel in practice.

Ultimately, sales and marketing teams will be able to approach leads in a more consistent, effective and efficient manner, thus generating more revenue.

How do you reach your ideal client?

Why cold emails no longer work.

The average response rate to cold emails is less than 1%. This means that the traditional first e-mail usually does not resonate with the recipient.

How do sellers prevent their emails from being ignored? Simple: by writing relevant and compelling emails tailored to recipients (personalised emails) and sending them at the right time.

Research shows that highly personalised emails to the right audience lead to better results, such as a higher percentage of positive responses and more meetings being scheduled.

Email with high personalisation

"I saw that you are [taking action].

Are you worried about [challenge]? We have helped [type of company] like [similar example client] to achieve [result]. Do you want to know how?"

VS

Email with low personalisation

"I saw you [taking action] and thought maybe we could get into a conversation..."

Reach the right lead at the right time.

To achieve optimal results, it is essential that sales and marketing teams have a deep understanding of their target audience.

Understanding the needs and priorities of leads forms the basis for developing an effective lead generation strategy.

Here are the key tips to achieve this and turn website visits into initial meetings and eventually closed deals.

1 Recognise clear buying signals within different segments.

2 Target the right decision maker.

3 Build a process to target these leads at the right time.

1

Recognise clear buying signals within different segments.

Not every website visitor is the same. Much depends on where they are in the sales funnel and how high their buying intention is.

A buying signal indicates how likely a company or person is to make a purchase. You can often derive these signals from the engagement and behaviour someone displays on your website.

By analysing these signals, you can categorise leads into different categories or segments and tailor your follow-up actions accordingly. Examples include spending time on the pricing page, requesting demos, viewing product pages in detail and more.

Low	Medium	High
- View content - New management - New funding	- Interested in specific product - Looks at reviews - Views case studies - Is receptive to phone calls	- Start a free trial - Fills in a form - Check pricing / request information

2

Target the right decision maker.

It might surprise you: **it's your leads that determine the content of your emails**. At Leadinfo, we use insights on website behaviour, job title and industry, among other things, to define our target audience.

Leadinfo's database contains around 50 million different job titles. With so many job titles, it was difficult for salespeople to determine whether they were reaching the right people with their emails.

To solve this problem, we developed a machine learning classification model. This model ranks each job title according to seniority and in one of 13 job categories. This allows teams to easily select which decision-makers are a perfect fit for the company, making it easier to send the right e-mail to the right lead every time.

```
        Leadership
          Sales
        Marketing
         Finance
           It
          Legal
     Human Resources
            …


     Not classified
```
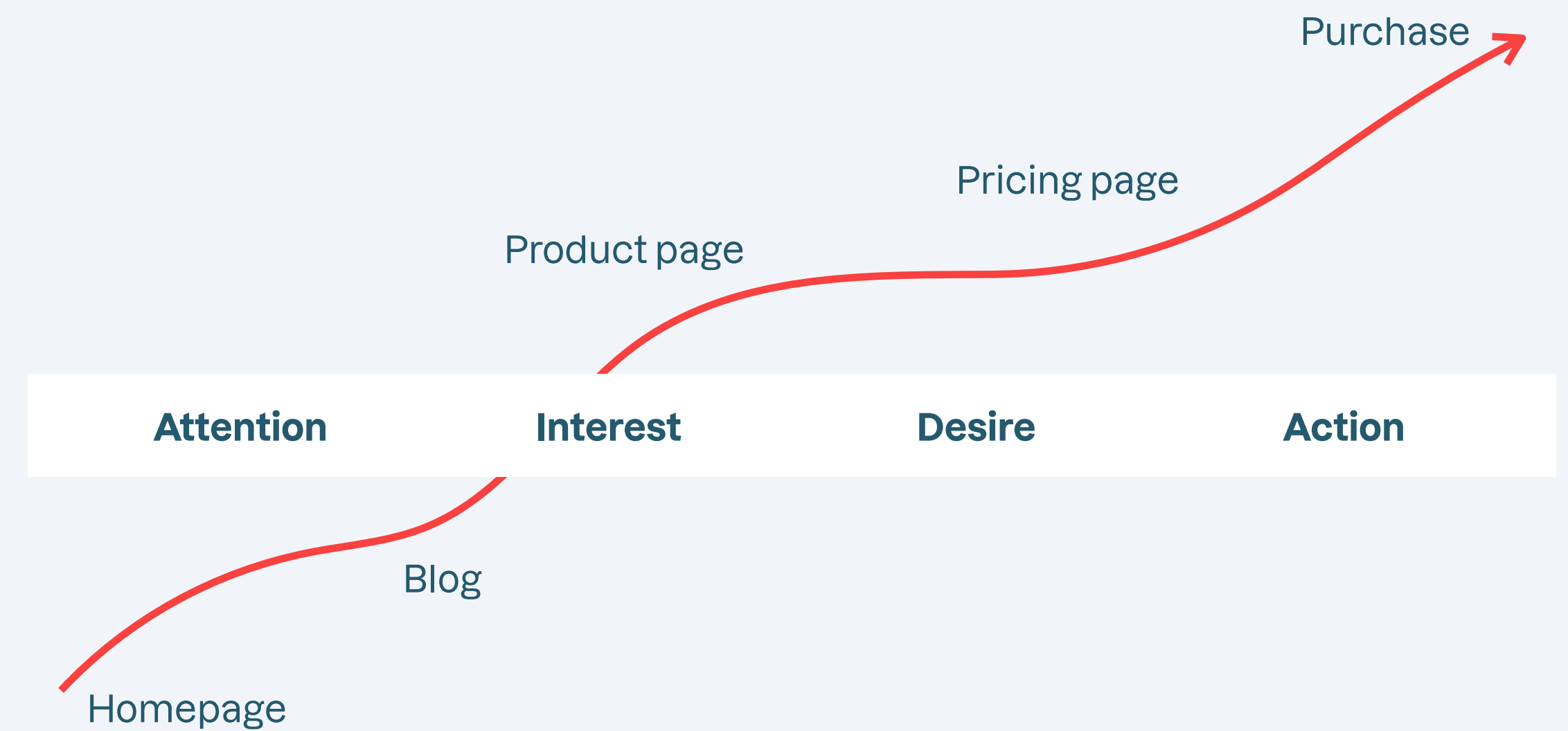
3

Build a process to target these leads at the right time.

The difference between making or not making an appointment with a lead lies largely in timing.

When you reach this step, you know exactly what a lead's intent is and where they are in the sales funnel. Moreover, you have selected your decision making unit (DMU).

By handling this appropriately and tailoring your communication to the stage of the funnel (e.g. AIDA), you can send better content and messages than your competition.

Purchase

Pricing page

Product page

| **Attention** | **Interest** | **Desire** | **Action** |

Blog

Homepage

How do you build a winning strategy for this?

Personalising communication is not new, but many teams do not do it well because it takes up a lot of time. On average, they spend 21% of their day writing emails.

With the right technology, sellers can now quickly understand leads' behaviour and engagement, allowing them to launch appropriate communications much faster.

Here's how teams can leverage technology to streamline their approach and interactions with leads.

1 Use the right personalisation specific to your recipient.

2 Create a roadmap of campaigns for your prospecting.
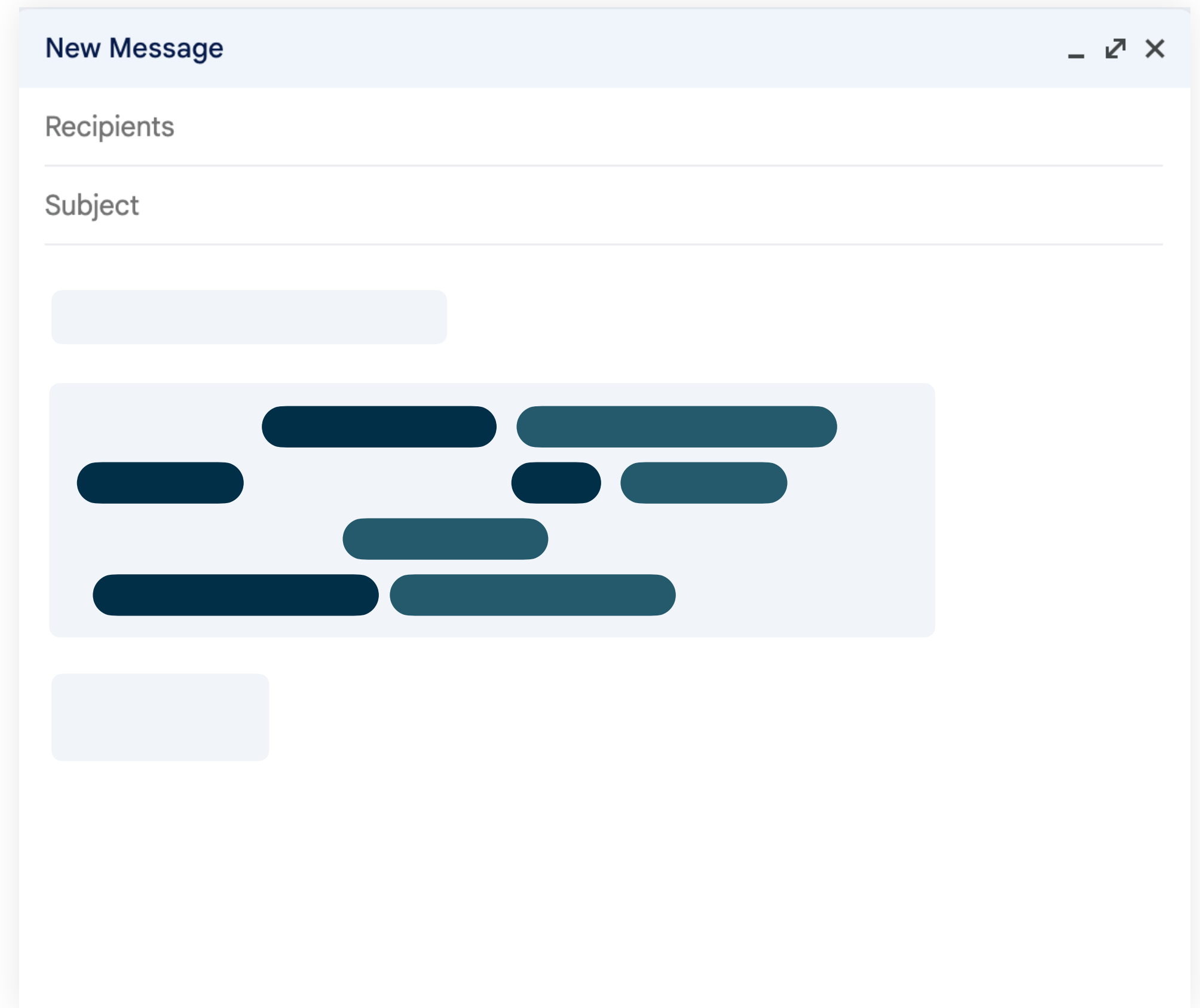
3 Use data to measure and scale up success.

1

Use the right personalisation specific to your recipient.

A platform like Leadinfo makes collecting data on your leads easy. Think recent company figures, collecting buying signals, and crucial details about employees, all available without any manual effort and presented clearly.

This information allows teams to personalise their communications with relevant facts about the lead, company or industry, making their interactions more effective.

With automated features like Leadinfo's, teams can focus even more on the hottest leads and therefore make more qualified calls, increasing productivity (and revenue).

New Message

Recipients

Subject

2

Create a roadmap of campaigns for your prospecting.

Campaign roadmaps contain proven methods to convert your leads into qualified prospects. With scenario-based campaigns and contextual messaging, they help sellers get follow-up actions with leads faster.

The campaigns in a roadmap give your team specific templates of actions, such as sending emails and LinkedIn activities, so they can act faster.
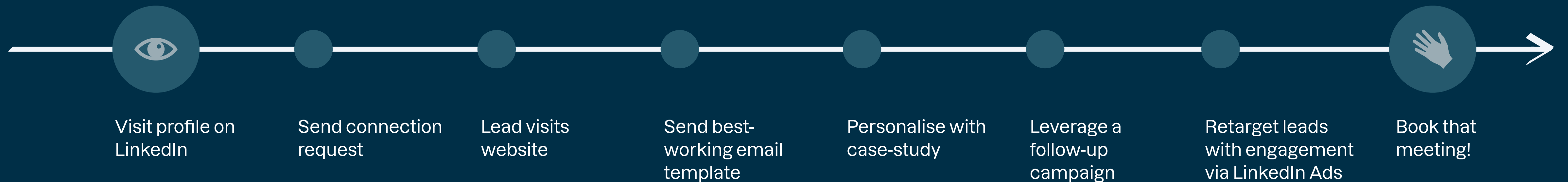
Visit profile on LinkedIn

Send connection request

Lead visits website

Send best-working email template

Personalise with case-study

Leverage a follow-up campaign

Retarget leads with engagement via LinkedIn Ads

Book that meeting!

2

Create a roadmap of campaigns for your prospecting.

Here are some examples of campaign steps and how you can use them.

Opening emails:
Most of the power of a campaign is in the first email and the corresponding reply emails (more on reply emails later). A great first e-mail increases the effectiveness of the rest of the campaign; the more attention you get at the beginning of a lead, the more effective the rest will be, even if you don't get a response initially.

Middle emails:
Write emails that are general enough to use with all leads, make your value proposition clear and ask for a meeting at the end, for example.

Social media:
The more unique channels you use to approach someone, the better. If your leads use LinkedIn, that's a great channel. Sellers can send messages via a LinkedIn connection request, LinkedIn InMail or LinkedIn profile view.

The goodbye email:
When a lead reaches this point in a campaign, it's time to try something else. Here, more than anywhere else, you want to attract attention. Ideally, you want a positive response, but any response is better than nothing.

There are a few common strategies are:

- A funny e-mail.

- An unusually direct e-mail.

3

Use data to measure and scale up success.

Taking into account buying signals and intent helps sales teams improve campaigns and roadmaps. By analysing responses from leads, from positive feedback to even unsubscribe rates, teams gain valuable insights into the effectiveness of their approach.

It is important to look not only at the response rate, but also at the content of responses to better understand the progress of your campaign and sales process.

This analysis enables sales teams to determine the best next step in the sales funnel, leading to a more targeted and successful sales strategy.

How to translate this into practice?

Let's take a look at how to convert more leads on autopilot.

Attracting website visitors is essential, but converting leads is just as important. Sales and marketing teams have limited time, so they need to work efficiently. This is the only way they can focus on their core tasks: converting deals, more each time than in the previous period. If you keep focusing only on lead generation, you can never increase productivity and are creating a bottleneck.

By following a sales process based on the insights from the previous chapter and applying it in practice, your team gains confidence that they are taking the right actions. In other words, they use proven best practices to create more leads, close more deals and meet their quota.

Let's take a look at how to do this.

Time to scale

Do you notice that a particular part of your flow is making a big impact? Seize this opportunity and turn it into an automated campaign that the whole team can use. That way, you can continually optimise your funnel for even greater success.

Choose detailed segments for each seller or funnel stage.

To win more deals, sales and marketing teams need to be able to quickly identify the best leads and prioritise the opportunities with the most potential. It is crucial to know which leads have the highest chance of success so that you can use your time and resources efficiently.

How do you distinguish the good leads from the best and take the right actions to improve your results? It all starts with correctly categorising your leads. By properly organising your leads, you can target them more effectively and tailor your strategy to their needs and behaviours.

Here are the filters for segments with different buying intent:

Choose detailed segments for each seller or funnel stage.

First visit with initial intent

When **all** of the following rules are true:

| Branch | is one of | Computer and netwerk … |

| Total visit time | more than | 2 | min | 0 | sec |

| First visit |

Visitors with high intent

When **all** of the following rules are true:

| Page URL | contains | pricing |

| Medium | is one of | LinkedIn Ads |

| Repeat visit |

| HubSpot: deal exists | No |

Set up a specific trigger for each decision maker.

You don't always know exactly who visits your website, but that doesn't mean you can't take actions on these accounts. With a platform like Leadinfo, which has information on the employees of almost every company, you can easily find this person.

Simply specify which department normally becomes a client of yours, and Leadinfo does the rest. The platform looks for the best possible match within 13 different job categories. If you are still in doubt, you can set up a targeted campaign to reach the right person. After all, you know for sure that there has been a visit to your website.

Decision making unit ⌄

Administration
Business Development
Consulting
Customer Service
Finance
Human Resources
Information Technology
Leadership
Legal
Marketing
Operations
Project Management
Sales

Build a campaign depending on the buying signals.

This is where the real magic begins. In just 5 minutes a week, you can easily reach all the leads identified in the previous steps.

A campaign can consist of email and LinkedIn steps and is designed to gradually build a relationship with recipients. This helps build trust and ensures you stay top-of-mind.

Depending on where your lead is in the funnel, you can scale up this communication and become more direct, for example by requesting a meeting.
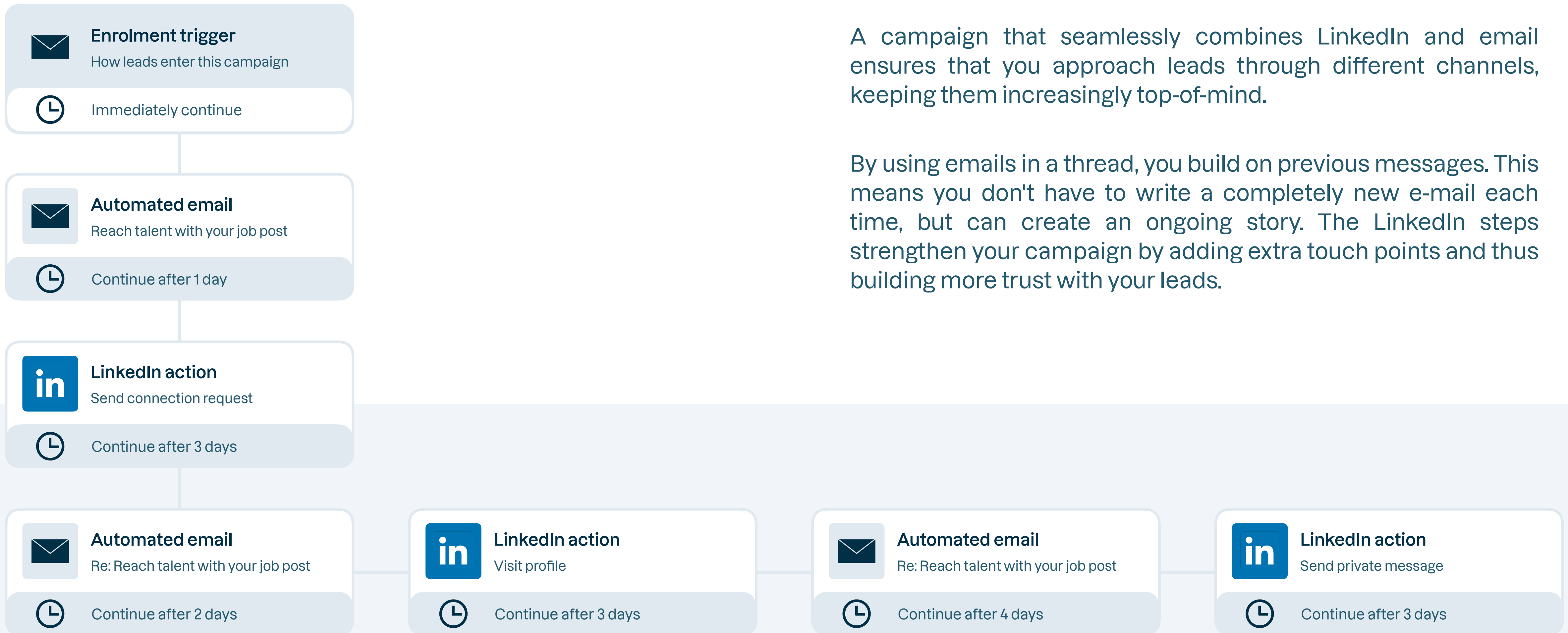
An example of a campaign with 59% open and 65% click-rate:
N = 550

Build a campaign depending on the buying signals.

Enrolment trigger
How leads enter this campaign

Immediately continue

Automated email
Reach talent with your job post

Continue after 1 day

LinkedIn action
Send connection request

Continue after 3 days

Automated email
Re: Reach talent with your job post

Continue after 2 days

LinkedIn action
Visit profile

Continue after 3 days

Automated email
Re: Reach talent with your job post

Continue after 4 days

LinkedIn action
Send private message

Continue after 3 days

A campaign that seamlessly combines LinkedIn and email ensures that you approach leads through different channels, keeping them increasingly top-of-mind.

By using emails in a thread, you build on previous messages. This means you don't have to write a completely new e-mail each time, but can create an ongoing story. The LinkedIn steps strengthen your campaign by adding extra touch points and thus building more trust with your leads.

P.S. We can't say this enough:

Making sure the right stakeholders and decision-makers (DMU) are involved is crucial to gaining real support and closing more deals.

Why Leadinfo?

Leadinfo is the leading platform that helps teams efficiently generate more leads and predictably close more deals. From identifying leads to engaging with them, our platform uses automation and artificial intelligence to support sales and marketing teams in increasing the efficiency and effectiveness of all their go-to-market activities throughout the entire sales cycle.

Leadinfo is the only company to offer all these functionalities in one integrated platform, resulting in better sales results with more simplicity. More than 5,500 customers, including Brother, StepStone, Heineken, Coca Cola, rely on Leadinfo to drive their lead generation. Leadinfo is a privately held company based in Rotterdam, the Netherlands, with offices worldwide.

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