

Generate more and  
better quality leads

# **The Benefits of Post-Click Marketing:** How it can improve your lead generation

white paper

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# 1. Executive summary

## 1.1 The current situation

**93.4% of buyers use the Internet to research a business to business purchase decision - Enquiro Research**

As more of us turn to interactive channels such as the Internet to help us make decisions about what we should purchase, Marketing Managers are responding by putting more and more of their marketing budgets and efforts behind interactive marketing.

According to numerous sources, this market will continue to grow and become a \$61 billion industry by 2012<sup>1</sup>. For you, as an individual business, this could be anywhere between 1 to 20 percent of your marketing budget<sup>2</sup>. Despite the economic downturn, marketers continue to invest in this market, especially in areas such as online lead generation. The figure below from Marketing Sherpa shows that while marketers have already invested in CRM systems to manage their lead process, many of them have some way to go in areas such as:

- Measuring lead generation contribution to revenue
- Having a system for rating qualified and keep warm leads
- Having a process for nurturing leads
- Closed-loop tracking
- Having a process for handling leads back to marketing

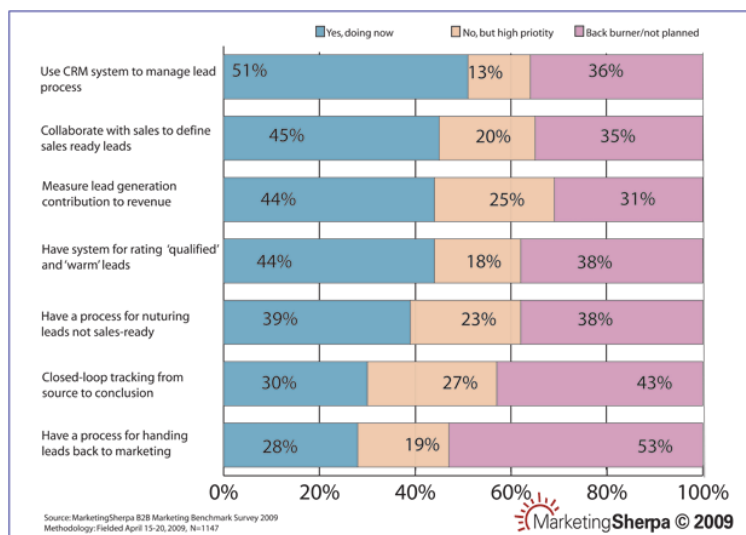


Figure 1: Lead Generation focus on marketers in 2009

Yet with increasing budgets being thrown at online marketing, there is also an increasing frustration that marketers are not getting their return on investment. Part of this reason

<sup>1</sup> Interactive Marketing Forecast, 2007 To 2012 - Forrester;

JupiterResearch forecasts US online-advertising spending will nearly double by 2012.

<sup>2</sup> CyberAtlas reports that 1-20% of marketing budgets are spent just on Search Engine Marketing.

is because online advertising is becoming increasingly competitive and expensive such as through Google Adwords. Keywords that cost just 25-50 cents a click can now cost anything from \$5 to \$10 a click<sup>3</sup>. Of these, only 2% to 5% will convert into possible leads. It is estimated that the remaining 95% or more of the people who come to your site via paid online advertising do not go on to leave their contact details such as by filling in a registration form. This equates to about 95% of your online advertising being ineffective in lead generation, and a huge loss of potential business.

Yet what if you could improve the conversion rate to around 10% or more? What if you could also tap into the "invisible" 95% of your visitors? In doing so, you could dramatically improve your ROI in online advertising.

Quite simply: why pay up to \$5 to \$10 per click, when you could be paying \$5 for a conversion with full contact details?

***"Why pay up to \$5 to \$10 per click, when you could be paying \$5 for a conversion with full contact details?" - WebleadsB2B***

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In this paper, we explain how you can improve your return of investment in online marketing using post-click marketing. We reveal the key capabilities you need to make post-click marketing successful, and the benefits it can bring you. We will focus on lead generation and find out how some of our customers have leveraged post-click marketing to double their online leads, and improve their sales results.

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<sup>3</sup> Conversion of these clicks to leads can cost much more - research from Apogee Search Marketing shows that B2B Marketing Managers can expect to pay anywhere from \$85 to \$100 for each lead generated by Google marketing adverts.

## 2. Introduction

In recent years, Marketing Managers have put more and more money towards online marketing. Pay-per-click advertising, such as through Google Ads or Yahoo, has become a stable feature within a marketing annual budget, as well as investments on web banners, the purchasing of email lists, SEO, and improvements towards how web sites are updated.

By 2011, companies are projected to spend \$25.2 billion<sup>4</sup> on search engine optimization (SEO) alone. The goal of SEO is to ensure websites can be found more easily by search engines such as Google, and for the websites to consequently get more visitors.

So we are spending billions of dollars in increasing visitors to our websites, but what are we doing to convert them into leads?

Why are we investing so much in getting people to visit our websites (visible to many of us as “clicks” in our Web analytics software), yet so little in ensuring that these visitors are converted into leads?

Currently, the average conversion rate of a web visitor, attracted to your site by a Google Adwords or other online advert, is around 2% to 5%. This means that 95% to 98% of your marketing budget spent on online advertising is not quantified (other than in “click” numbers) and not leveraged for any other purpose. Post-click marketing aims to solve this by not only telling you more about the 2% to 5% you converted into a possible lead, but also giving you more details about the invisible 95% of visitors that, up until now, were unknown to you.

So let us take a first look under the covers at this 95% of your invisible visitors. Can you assume that these visitors who have spent some time reading your online web content, but who did not go on to fill in a registration form or phone you, are not interested in your product or service? The reality is that you currently have no real way of knowing how many are truly interested and potential buyers and how many are just web surfers. The most optimistic view is that all 95% of them (especially if coming to a landing page promoted as part of an online marketing campaign) are potential prospects. The more pessimistic view is that at best 10% of them are prospective buyers. In the B2B world, it is more probable that around 75% of visitors responding to online adverts are either tire-kickers or researchers. Tire-kickers are visitors who are just surfing the web and just want a basic feel for what you offer, but rarely buy. Researchers are significant because they are the ones starting to gather information for a probable future project. Often they are junior to middle managers carrying out the first round of investigation. Given that most businesses buy from vendors they have come across or at least heard of, catering for this audience is important.

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<sup>4</sup> Source: SEMPO

The bad news is that you are ignoring them, focusing instead on more typical marketing activities such as buying email list of people who have probably never heard of you and never visited your website.

Isn't this a little crazy? If you were a shop owner, which one would you focus on:

- The visitors in your shop
- Or the people out on the street who are by chance walking by?

Surely it makes more sense to pay attention to those in your shop than the people walking by.

Now consider the impact of focusing on these people in your store. Consider how your sales could benefit if these 95% of prospective buyers could be turned into leads. With post-click marketing you can focus on both your visible visitors and on the 95% of your invisible visitors and turn them into qualified leads.

### 3. The three key components of post-click marketing

Post-click marketing represents a change of focus from getting more visitors to your website, to paying more attention on converting them into leads. It's all about trying to convert suspects into leads, so that your conversion rates can be improved. It fundamentally tackles the "chasm" that many organisations suffer from, and which is outlined in the figure below.

- Better quality leads need to be passed on to Sales
- Improved intelligence about each suspect needs to be gathered to qualify them
- Clearer scoring should be used to rate each suspect
- Shared environment is needed to process possible leads before handing over to sales as qualified leads

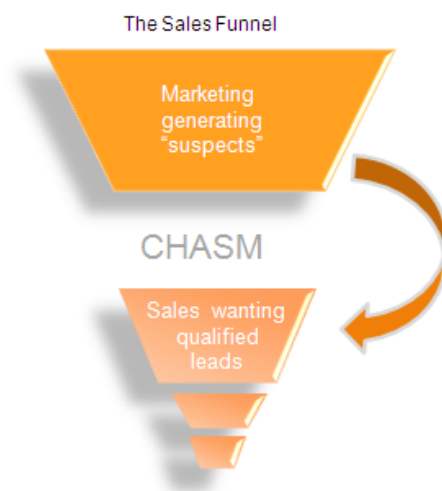


Figure 1: Focus on converting leads, not just generating them.

To resolve this problem, your lead generation process should contain at least the following three key components: capturing, investigating, and nurturing.

## 3.1 Capturing

### 3.1.1 Capturing the visible visitors

For on-line leads to be successful, visitors must be driven not to your home-page but a dedicated landing page or mini-site. Landing pages should be specifically designed to support the offer or precise online advertisement on which you visitor has clicked. Your visitor needs to see exactly what they are expecting to see, and be given a strong call to action.

Develop landing pages with strong offers that appeal to your target audience. You should also make it as easy and painless as possible to capture a prospect's contact details. Don't ask prospects to click more than once to register or you may lose them. Also don't ask too many questions – just the bare essentials. Research has shown that for every

additional question you add, approximately 8% of your prospective leads will leave your form.

Additionally, there is a lot of add-on intelligence that needs to be collected from your visitors explicitly and implicitly to yield good conversion rates. Normal conversion rates for B2B online adverts are at about 3%. With specially designed and developed landing pages, conversion rates can be much higher at 5% to 15%<sup>5</sup>.

### ***3.1.1.1 Capturing all their details***

In addition to capturing the details a potential lead provide when filling in a form on your landing page, you should aim to capture every possible detail about them. For example, what about capturing their geo location details to confirm they are who they claim to be? What about immediate check-ups to confirm if they are your target audience, or an existing customer? You can even do immediate check-ups to online resources such as Linked-In, Jigsaw, or Lead411. Capturing all this type of information into one workspace is possible, and more.

## **3.1.2 Capturing the invisible visitors**

To get the best from post-click marketing, you will also have to discover more about the 95% of unknown or “invisible” visitors to your website, and landing pages.

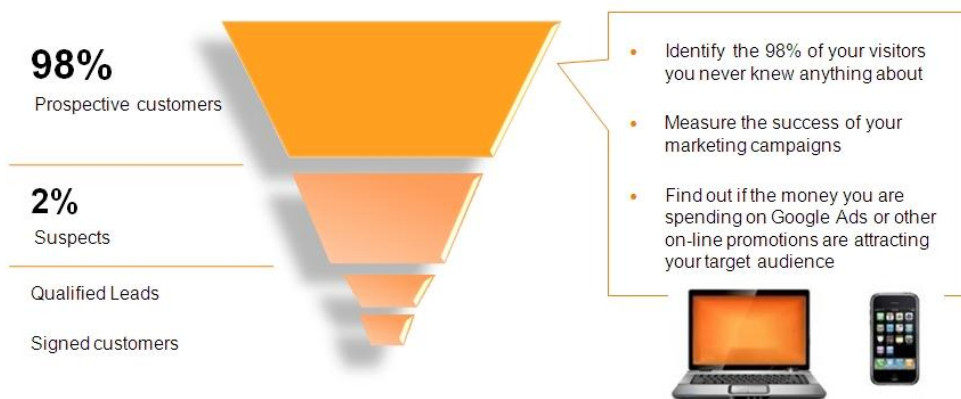
The reality is that most Marketing and Web Managers use popular Web analytics tools to help them out here, but the problem is that these tools were not designed to be used for lead generation. Instead they provide vague pieces of information when it comes to monitoring lead generation, such as how many clicks it generated.

Techniques for finding out more about your invisible visitors do exist. One method is to use IP addresses that can tell you quite a lot about your visitor. No Marketing Manager or assistant wants to take hours of their time looking each of these up, so use specialist web tools that are geared towards revealing more about your visitor and including them into the early qualification stages of your lead generation process.

Remember to focus on ways to turn these into leads. At a bare minimum, find out more about them, such as how many of them are your target audience. Ask yourself, how can online marketing campaigns, with all the money and time spent on them, be effectively measured if you know nothing about the 95% majority who have shown interest but not phoned you or filled in an online registration form?

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<sup>5</sup> Conversion figures reported by our customers using CAPTURE



*Figure 1: About 98% of your visitors go unidentified.*

### 3.1.3 The impact it can have on improving your conversion rates

A great deal of time and effort is often spent in order to improve the conversion rates of your potential leads. Just improving your conversion rates by one percent can significantly improve the results of your campaigns.

Take the following example of 1000 visitors coming to your landing pages, enticed there by a call to action from one of your Google Adwords or other online promotions. On average, let's say 2% of these will go on to fill in your online form. That makes 20 possible new leads. Yet what about the remaining 98% who showed interest in your adverts but did not fill in the form? Looking into the identity of these unknown 98% of your visitors, and finding out a little more about them – such as “how many of them are our target audience”? - should be part of your lead generation process in order to increase the return on investment for your paid pre-click adverts. So what if you could look into this 98% and convert just 2% of them into leads?

The following diagram shows that by just taking this measure you could more than double your conversion rate, and consequently the total number of leads.



Figure 2: increasing leads – an example

Please note that these are conservative estimates. And it could get even better. Once you have identified your visitors to your campaign landing pages, you can easily tap into other data sources that include the names and contact details of your target audience to increase the number of potential leads.

### 3.2 Investigating

This is often where most online lead generation campaigns go wrong. B2B Marketing departments must go much further than just sending unqualified leads to Sales executives that contain little more than a name with contact details for those that, for example, downloaded a white paper. For this reason, it is easy to understand why so many leads go unqualified by Sales. Leads from Google, Yahoo, and other online advertisers are mostly in their infancy, and really only early indicators that corporate buyers are in need of your product or service.

For this very reason, it is very important that you investigate these suspects before handing them over to Sales teams. Your investigation should include answering questions such as:

- Are the contact details clean?
- What is their need?
- Is there a project or budget?
- Who else in the organization is involved in the decision making?
- Who else benefits from this solution?

***"70-90% of leads generated by marketing are never followed up with by Sales"***

***– Marketing Sherpa***

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Yet all too often these checks are being ignored. The result is that 70-90% of leads generated by marketing are never followed up with by Sales. While this statistic is shocking, the projects we have carried out for many of our customers confirms there is a great chasm here between Marketing and Sales departments, that represents a fundamental flaw in the way leads are generated.

In order to improve on this, Marketing Managers must ensure the following actions are taken up:

### **3.2.1 Know your leads – through enriched data**

Enrich the information you have about your visitors and online leads. Leverage modern web detection techniques to discover additional information you consider helpful in helping qualify them. For example, which keywords did they use to end up on your site? Is it a keyword that relates to one of your products or services? Does it indicate they are looking for what you provide? Alternatively, does it indicate they came to your site purely by chance?

You can also collect background information about your prospective visitor that validates who they are. For example, today there are means to confirm they are from the company and the location they claim to be from. This and much more can be automatically detected for you so that you can further validate and qualify the prospective lead.

And there is so much more that you can tap into in regard to discovering more about your potential lead. For example, are they your target audience? If you have a specific industry you target, such as financial institutions or manufacturers, and a specific role you target, such as an IT Manager or Marketing Director, these can be detected.

Equally, you might want to filter out your competitors or system integrators who you know will not convert into a lead. And what about existing customers looking at some of your new products and services you have published on your website? Wouldn't you like to know who they are and alert the relevant account managers? All this, and more, is possible at a click of a button.

### **3.2.2 Profiling**

Our customers have grown to understand that while online marketing is often more successful in generating potential leads than off-line channels, converting them into genuine buyers ("quality leads"), and demonstrating an overall positive return on

investment (ROI) on your lead generation efforts requires a more proactive approach. One of the ways we have helped customers succeed in this is by enabling them to adopt a “targeted marketing” approach. At its most basic level, this involves developing profiles for the companies or industries you wish to target, and the individuals you specifically need to target.

By applying targeted marketing measures you can much better fill your sales funnel with qualified leads, and ensure they are moving through the funnel as quickly and efficiently as possible. More importantly, Marketing Managers can gain great credibility and recognition from senior executives when they see you providing quality leads and making an impact on the revenues being generated.

### **3.2.3 Scoring**

To prevent leads from being ignored or dismissed by Sales executives, define a way to score leads. Scoring will help you decide when to make them “qualified leads” and hand them over to the Sales; when to assign them for further investigation; if you should nurture them; and when to qualify them out.

Most companies will have their own view of how to score leads, but it is important to capture both visible and (normally) “invisible” data about each possible lead to help in the decision process. Combining what the prospective lead has provided you, and what you have additionally gathered about them - such as, are they a returning visitor?; what did they download?; are they already in the sales funnel? - can be very useful in determining the quality of the lead.

In addition to scoring, ensure that you can assign leads to the relevant person in the lead generation process. In doing so, you can help ensure there are follow-up actions carried out before the prospective leads go cold.

## **3.3 Nurturing**

As you enrich the data on your lead with background information, you may decide that they are only researchers or simply too early in the purchasing cycle. Nevertheless, they are part of your target market, so the value of keeping them on your radar is worthwhile.

These types of prospects should not be passed on to Sales. Why waste their time and risk the possibility of alienating the prospect with a premature sales call? Sales Managers do not have the time nor the inclination to investigate “maybe” leads. Instead, they want leads that express a need for your solution, and have a budget and a project. So ensure you have a nurturing program in place that enables you to identify them and keep them in touch, whether this is through your next marketing promotion, or your next Web seminar. As long as you have additional content and events, you should be able to obtain a little more about your prospect each time.

As you nurture these prospects, you will find that some may become qualified leads within a short space of time, while others will be late adopters or laggards who need more time before they purchase. Naturally, you will also find those that will never buy and just want more information. Simply remove the ones that you see no value in nurturing further, and pass on to Sales those that mature into qualified leads.

By nurturing you will ensure your prospects will receive the appropriate follow-up actions and never disappear from your radar only to reappear later as a prospect for your competitor. One day, they may well be purchasing, so do not ignore them.

## 4. Adding post-click marketing to your lead generation process

It is surprising how many organizations continue to process their leads manually rather than using automated or dedicated tools for this purpose. To validate if a potential lead is a possible buyer; or a name already in the pipeline; or someone who has already been qualified, marketers often have to sort through a number of Microsoft Excel files or contact other colleagues who are not always available.

In particular, early, yet time-consuming, lead generation processes can be streamlined and automated in a number of ways. A basic system for filtering leads, for scoring them, and assigning them to the next relevant person in the lead generation process can do wonders in ensuring actionable follow-up actions are carried out. Once they have been confirmed as a true lead, they can then be entered into the CRM system and handed off to Sales to focus on until they become hopefully signed deals.

Today, best in class B2B companies are investing in technology and services that cover the three key capabilities mentioned above in this paper, and incorporating them into their lead generation process. In doing so, they can not only nurture leads that are not yet ready to pass on to Sales Managers, but they can also manage the volume and quality of the leads from their origins (perhaps from a clicked on Google Ad, or an event they attended) right until their completion as a signed customer, and thereafter. Today, Marketing Managers have the means to track down each signed deal right down to each pre-click marketing dollar they spent on it. As a result, they can get a much better measure of the return on investment of each lead generation campaign. Integrate it with your existing CRM system and you can truly get a complete picture of the whole lead generation process from start to finish.

## 5. So what's the next step?

Post-click marketing can have a profound impact on helping you improve lead generation. By focusing on both visible and invisible visitors, and incorporating the three key capabilities of post-click marketing (capture, investigate, nurture) you can follow the steps of the best in class B2B companies and improve the revenues which are the life-blood of your organization.

You now understand the advantages of post-click marketing, and recognize the importance of improving the way you capture leads, enriching them with data to help you qualify them, and ensuring they are followed up. You also understand that you are missing a huge opportunity with your website visitors and want to tap into the invisible 95% of these visitors.

Simply contact us and we'll do the work for you. We'll find the solution that meets all your needs as outlined in this paper. Our software as a service model means your post-click marketing efforts can be running immediately, dramatically improving your conversion rates, and delivering better ROI for your marketing campaigns.

### **About WebleadsB2B**

WebleadsB2B enables marketing and sales executives to improve sales by providing B2B lead generation solutions that identify, capture, and convert both visible and invisible visitors. Delivered as an online service, our solutions combine the ability to single out your target audience from the many who visits your websites, with a rich state-of-the-art user interface.

# Contact details

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