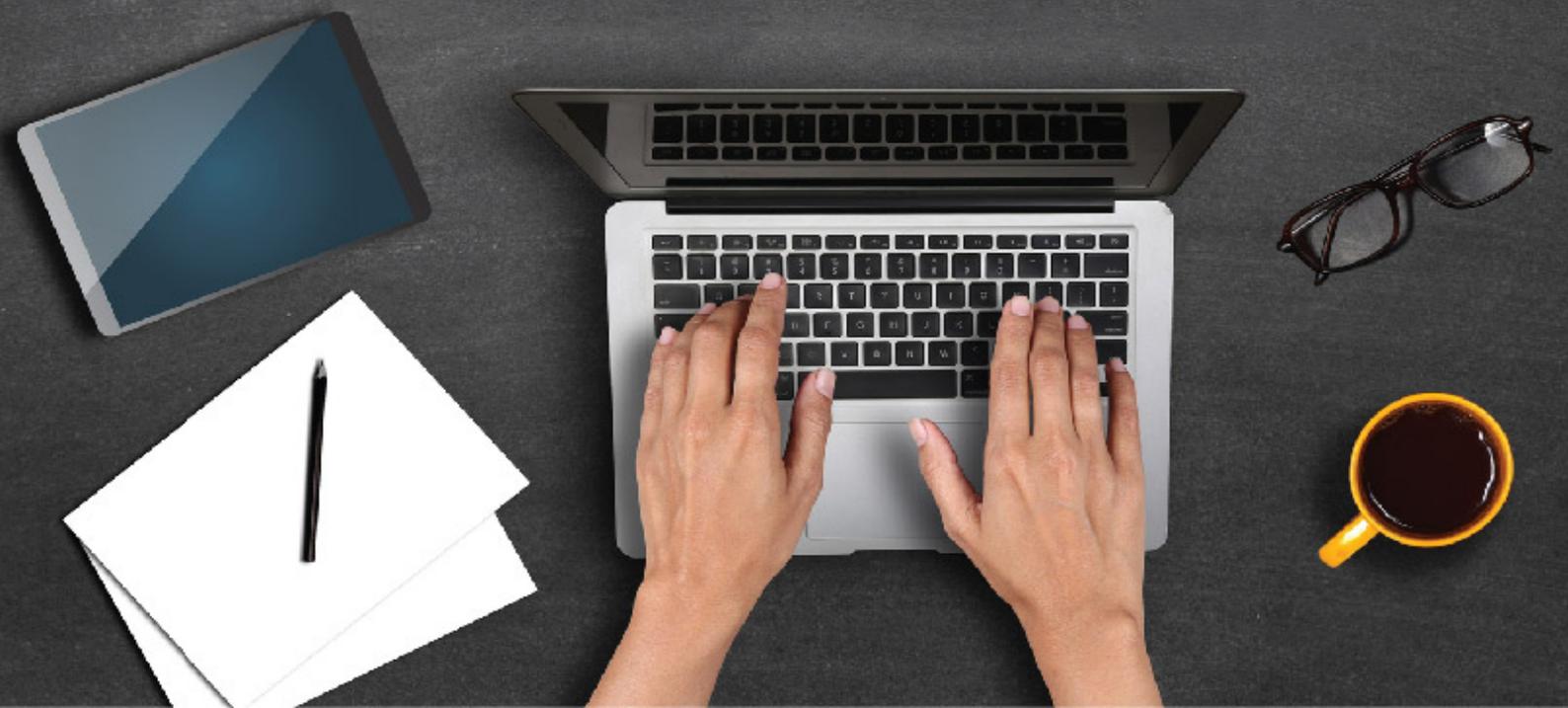


# Get More Leads & Close More Business in 2021

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## Table Of Contents

Introduction	3
Implementing Automation (Sales + Marketing)	4
Use a CRM with Helpful Technology	6
A Defined Sales Process	8
Using Inbound Marketing	11
Integrated Paid Advertising Program	13

# Get More Leads & Close More Business in 2021

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## Introduction

According to HubSpot, lead generation is at the top of every marketer's list of priorities, yet only 61% believe their digital marketing strategy is effective. While marketers have more tools and data than ever to generate leads and close more business, most struggle to combine these capabilities into practical strategies that deliver meaningful results.

Marketing automation is seen as one possible solution, with 68% of businesses using automation in some way. While marketing automation can accelerate lead generation when implemented correctly, 61% of companies say marketing automation's implementation process was complicated. Other marketing automation tools businesses are looking to for better lead generation are CRM, digital advertising, and inbound marketing.

In this e-book, we look at how marketers approach these tools and share high-level strategies on how to leverage them to accelerate your lead generation in 2021.

Chapter one covers sales and marketing automation with a focus on email automation, one of the most effective marketing automation methods today.

Chapter two explains why Customer Relationship Management Software (CRM) is a must-have for any business and why it should be at the core of your lead generation efforts.

Chapter three explores the role Service Level Agreements play in streamlining the sales and marketing process to generate predictable results.

Chapter four analyzes the inbound marketing revolution sweeping the business world and explores how any business can outpace the competition by embracing the inbound methodology.

Lastly, chapter five looks at integrated paid advertising programs and why combining multiple ad channels and mediums will generate better results for your advertising campaigns.

## Implementing Automation (Sales + Marketing)

### Marketing Automation Key Statistics

- Email automation campaigns are among the top three tactics used by email marketers to improve performance. (HubSpot, 2020)
- 67% of marketing leaders currently use a marketing automation platform. (Salesforce, 2017)
- 70% of the companies report that the most important benefit of automation technology is better-targeted customer communication. (Liana Technologies, 2017)

#### Is Marketing Automation Delivering on its Promise?

HubSpot reports that email automation campaigns are among the top three most popular tactics used by email marketers to improve performance. Similarly, another study found that 91% of marketers say marketing automation is very important to the overall success of their online marketing efforts.

Marketing automation is popular, but is it effective? It appears so. Moosend reports 63% of companies use marketing automation to outperform competitors. At the same time, Campaign Monitor found that automated emails have a 70.5% higher open rate and a 152% higher click-through rate than generic email newsletters.

As a marketer in 2021, these statistics strongly argue for adopting marketing automation, especially email automation. Platforms like Campaign Monitor, Moosend, HubSpot, and others offer advanced email automation tools that empower even smaller companies to deploy sophisticated automated email campaigns.

While adopting and deploying software is the easy part, the more difficult part is understanding how to map your business objectives onto these tools' powerful features. For example, if you run an e-commerce business, marketing automation should look quite different from that of a company that sells services.

As such, the takeaway for 2021 is that marketing automation is not a one-size-fits-all. Curating the right tools for your business type and creating vertically optimized automation campaigns is the single-best method to save time while maximizing lead generation.

## Strategies to Maximize Lead Generation with Automation

### #1. Map Your Lead Journey

The fastest way to begin synchronizing your business objectives to your marketing automation assets is to map your lead journey. Include all stages: Awareness, Attraction, Interest, Purchase, and Experience.

### #2. Leverage Automated Segmentation

Accelerate your lead generation qualification by using automated segmentation. In your lead capture tools, include filters that will automatically qualify and segment leads, adding them to the suitable lead capture buckets.

### #3. Personalize to Each Segment

Personalize your messaging to each segment. For instance, focus on sending the Awareness segment content that will move them to Attraction. While it may be easier (and faster) to push out the same CTA to your entire list, doing so will undermine your lead generation and qualification efforts.

### #4. Automate Multichannel Marketing

In 2021, multichannel marketers will win. To save time, use automation to target multiple channels simultaneously. For enhanced integrations, use automation platforms like Zapier to stitch together different marketing automation tools or used integrated platforms like HubSpot.

### #5. Activate Social Listening

Social listening is a powerful way of tuning into your audience's sentiments. Tools like automated social media mention alerts and canned responses can help capture leads faster and more efficiently.

## Use a CRM with Helpful Technology

### CRM Key Statistics

- CRM is among the top three tools and technologies for creating personalized interactions with customers to foster loyalty and better marketing ROI. (Salesforce, 2017)
- 73% of marketers with a CRM system use it for a shared customer view between their service and sales teams. (Salesforce, 2017)
- The most popular sales tools include CRM, social prospecting, data and list services, email engagement, phone, and sales cadence. (Salesforce, 2017)

### Customer Relationship Management: The Future of Lead Generation

In 2008, only 12% of businesses used cloud-based CRM – in 2020, that figure was 87%! As one of the most popular sales tools alongside social prospecting, data and list services, email engagement, phone, and sales cadence, CRM software has become a core component of most company's sales and marketing efforts.

But you might be wondering, isn't a CRM for managing current customers and prospects? How do you generate leads with a CRM if the leads are not in your CRM in the first place?

The true power of a CRM is in its ability to capture and predict customer behavior. If you understand your current customers and their behavior, you can anticipate the behavior of potential leads and put in appropriate lead capture mechanisms.

For instance, if one of your current customer segments always seeks customer support on a specific issue, you can anticipate that a potential lead for that segment will have similar queries. By publishing the answers to those queries to your blog or knowledge base, you can include that information in your lead generation efforts and know it will help a lead's decision-making process.

## Strategies to Maximize Lead Generation with CRM

### #1. Generate Data-driven Personas

Part of the lead generation process is correctly estimating who the ideal customer is. To generate extra leads in 2021, use CRM data to create more accurate customer personas. Utilizing a data-driven approach, drill down to the finer details and refine your current personas so your marketing efforts are targeting the right leads.

### #2. Use Exit Surveys Everywhere

It is not just the people coming into your funnel that you need to analyze and understand – you also need to listen to and understand those exiting. Use your CRM to track, profile and analyze all customers and prospects who have left and use this data to optimize your conversion funnel, sales process, and products.

### #3. Connect Sales, Marketing, and Customer Service CRMs

Sales, marketing, and customer service may have the same lists in their CRMs, but they often have markedly different data. Connect all three CRMs to create a single source of truth for each customer, lead, and prospect, so everyone works towards the same objectives and goals.

### #4. Combine CRM with Marketing Automation

CRM and marketing automation are powerful as standalone solutions – combined, they can transform your marketing and significantly boost your lead generation results. Use tools like Zapier to connect disparate tools or use integrated platforms like HubSpot to ensure your CRM and marketing automation are talking to each other.

### #5. Enrich CRM Data with Multichannel Data

Multichannel data comes from social media, mobile, review sites, and more. Use this data to enrich your CRM profiles and give you a complete picture of each lead.

## A Defined Sales Process

### Sales and Marketing SLA Key Statistics

- 43% of sales and marketing people said "lack of accurate/shared data on target accounts and prospects" was the biggest challenge in aligning sales and marketing departments. (InsideView, 2018)
- 23% of salespeople said the thing they need most from their marketing team is "better quality leads," while 15% ranked "more leads" as their top need from marketers. (InsideView, 2018)
- Top-performing salespeople believe they receive better leads from marketing. Almost all (94%) of the top performers surveyed in the LinkedIn study called the marketing leads they receive either "excellent" or "good." (LinkedIn, 2020)

#### Do you Have a Sales and Marketing SLA?

43% of marketers say a "lack of accurate/shared data on target accounts and prospects" is the biggest challenge when it comes to aligning sales and marketing departments.

Information silos and disparate goals and agendas are perhaps the biggest culprits here. While sales may have a dollar amount sales target, marketing may only be working with absolute numbers of leads.

A sales and marketing SLA is a powerful tool in plugging this divide and tearing down information silos so all teams can have a common and highly visible agenda. A HubSpot report found that companies with an active sales and marketing SLA are 34% more likely to experience more significant year-over-year ROI than those companies that do not have one.

# Get More Leads & Close More Business in 2021

## **An effective sales and marketing SLA should have the following components:**

### **Clarified, Shared Goals**

Clarified, shared goals introduce sales and marketing alignment, so both departments have aligned expectations, objectives, and goals.

### **Definitions**

Introduce standard definitions for terms like a lead, prospect, Marketing Qualified Lead (MQL), Sales Qualified Lead (SQL), lead generation, and more.

### **Lead Qualification**

Considering that 23% of salespeople said that what they need most from their marketing team is "better quality leads," ensure you have a unified lead qualification process with buy-in and consensus from sales and marketing.

### **Lead Hand-off**

Define what triggers a lead hand-off and the process of transitioning a lead from marketing to sales.

### **Lead Nurturing**

While marketing and sales may each have a lead nurturing system in place, synchronizing the two will ensure a better aligned nurturing process.

### **Lead Management & Sales Enablement**

On the sales side, define the lead management and sales enablement process and steps. Providing marketing with this data will also create a positive feedback loop on the lead qualification process.

### **Key Performance Indicators (KPIs)**

Generate KPIs for sales and marketing. While they may be different, map them all onto a central objective that cuts across both departments.

## Strategies to Maximize Lead Generation Through SLA

### #1. Standardize the definition of a Lead

Create a standardized lead definition that draws from your customer personas. As much as possible, ensure the definition has no ambiguity and provides an image that sales and marketing can understand.

### #2. Map the Lead Generation Process

Does your lead generation process involve phone calls, ads, content marketing, or a combination of all three? Map out the process, so there are clear expectations across the team on what efforts to prioritize.

### #3. Outline How You Will Measure Success

Document what success looks like for your company. While ultimate success is a sale, consider setting graduated success metrics like lead qualification success, lead nurturing success, and lead closing success.

### #4. Invite Sales and Marketing to Help Draft the SLA

No sales and marketing SLA is complete until both parties sign off on it. Since each department is bound to the other's efforts, successes, and failures, it makes sense to combine their feedback in the SLA.

### #5. Schedule Periodic Reviews

Your SLA should be a living document that gets reviewed periodically. During the review, update areas like the lead generation process and the definition of a lead with any new data you have collected since the last review.

## Using Inbound Marketing

### Key Statistics

- 70% of marketers are actively investing in content marketing. (HubSpot, 2020)
- 24% of marketers plan on increasing their investment in content marketing in 2020. (HubSpot, 2020)
- Nearly 40% of marketers say content marketing is a very important part of their overall marketing strategy. (HubSpot, 2020)
- 77% of companies say they have a content marketing strategy. (SEMrush, 2019)
- 94% of marketers use social media for content distribution. (SEMrush, 2019)

### Become an Inbound Organization

Inbound marketing has been around for a long time but mainly as a subset of a broader marketing framework. Today, 70% of marketers actively invest in inbound marketing (content marketing), and organizations that want to win in a world where customers have attention-fatigue must transform into an inbound organization.

### What is an Inbound Organization?

The inbound organization embraces the inbound methodology at every level and across every department. Instead of primarily utilizing outbound marketing methods like cold calling and cold emailing, it focuses on creating what HubSpot calls the Inbound Flywheel: Attract, Engage, and Delight Customers. Deloitte predicts that in 2021, consumer trends will continue shifting away from a business-driven marketplace to a consumer-driven one, with issues like trust, purpose, participation, and ecosystems gaining prominence. In this environment, businesses must become more agile at adapting to current and future trends.

The answer to thriving in such an environment lies in transforming into an inbound organization that focuses more on being helpful and less on pushing out products and services and hoping to “convince and convert” leads into customers. The organizations that will succeed in this new race will do so through inbound strategies like content marketing, social selling, customer experience management (CXM), and chatbot marketing.

## Maximize Lead Generation Through Inbound Marketing

### #1. Value Relationships over Revenue

Inbound organizations understand that relationships are the real source of revenue, not marketing, and sales efforts. Drive more leads in 2021 by prioritizing relationship-building through being helpful, even though there is no clear revenue outcome.

### #2. Embrace Human to Human (H2H) Commerce

Whether you are B2B or B2C, one thing is sure – you do business with other humans. Become an inbound organization by embracing this reality and treating even your largest customers as fellow humans who deserve dignity and sincerity.

### #3. Humanize Your Organization

One thing leads look for in a company is humanness, or the ability to show empathy. Become an inbound organization by rethinking your corporate culture and embracing a more human-centric ethos across your departments.

### #4. Focus on Helping, Not Harassing

While you need to promote your business, focus instead on pushing out helpful information instead of badgering leads to buy/click/subscribe/share/etc. With most consumers today tired of endless marketing messages, useful messaging will help you cut through the noise.

### #5. Tear Down Silos and Foster Synergy

To master the inbound flywheel, you need to integrate your entire company, horizontally and vertically, into an inbound organization. Commit to marshaling an organization-wide inbound push that has everyone rowing in the same direction.

## Integrated Paid Advertising Program

### Paid Advertising Key Statistics

- 68% of marketers stated that paid advertising is "very important" or "extremely important" to their overall marketing strategy. (HubSpot, 2020)
- 33% of marketers use paid advertising to increase their brand awareness. (HubSpot, 2020)
- 24% of marketers use paid advertising to impact direct sales. (HubSpot, 2020)
- 78% of salespeople engaged in social selling are outselling their peers who are not. (LinkedIn, 2020)

24% of marketers use paid advertising to impact direct sales, while 68% of marketers stated that paid advertising is "very important" or "extremely important" to their overall marketing strategy.

In 2021, organizations will continue driving meaningful results through advertising, but only those that implement the right strategies. According to HubSpot, Facebook and Google Search advertising still reign supreme in delivering the most bang for advertising bucks. However, YouTube and LinkedIn will generate significant results for industry-specific campaigns. Simultaneously, factors such as programmatic advertising, ad types, positioning, and audience targeting will play a crucial role in generating maximum results from each network.

### Combining Advertising Channels and Mediums

15-30% of multichannel customers spend more money than single-channel users. As such, businesses that combine multiple channels like Facebook, YouTube, and Google and mediums like display and search to find the right "advertising mix" will see significant marketing ROI in 2021. Businesses that focus on leveraging one channel at a time will lose out to those with a multichannel strategy, as combined channel performance will outpace single-channel performance.

One area you will need to be careful about as you pursue multichannel advertising is ad optimization for each channel. Video ads running on YouTube, for example, will need to be optimized to run on Facebook and Instagram, respectively. Similarly, results on one platform will need to be incorporated into other platforms to generate a unified cross-platform advertising framework.

## Maximize Lead Generation Through Advertising

### #1. Combine Advertising Channels and Mediums

As mentioned earlier, combine advertising channels and mediums to get better results than when you focus on just one channel or medium. Yes, mastery is vital, but omnipresence is better.

### #2. Integrate Social Selling

78% of salespeople engaged in social selling are outselling their peers who are not. Add social selling to your digital advertising toolkit to win more leads in 2021.

### #3. Leverage Trending Content Types

Customers are more willing to click on ads that seem relevant and familiar. For example, trending memes are an excellent opportunity to jump on a viral streak and push out relevant ads. To achieve this, stay current with trends and ensure all ads pass a thorough editorial review before being published.

### #4. Do not Forget Post-Ad-Click Optimization

Many high-performing ads fail at the post-ad-click stage by sending a customer to a generic homepage instead of a landing page or a relevant web page. In 2021, ensure all your ads are pointed to relevant and optimized pages to reduce the post-ad-click bounce rate.

### #5. Test, Test, Test

You've heard this one before, but it must be repeated. The only way to make your ads work and deliver quality results in 2021 is to keep testing and optimizing. Even when you hit your lead-gen target, keep testing and optimizing to ensure you are getting the most out of your ad spend.