

# THE FUTURE OF B2B LEAD GENERATION

by LAKE B2B  
WORLD'S LEADER IN DATA-RESEARCH-INNOVATION

Q: What is Lead Generation?

A: A marketing process of stimulating and capturing interest in a product or service for the purpose of developing sales pipeline.



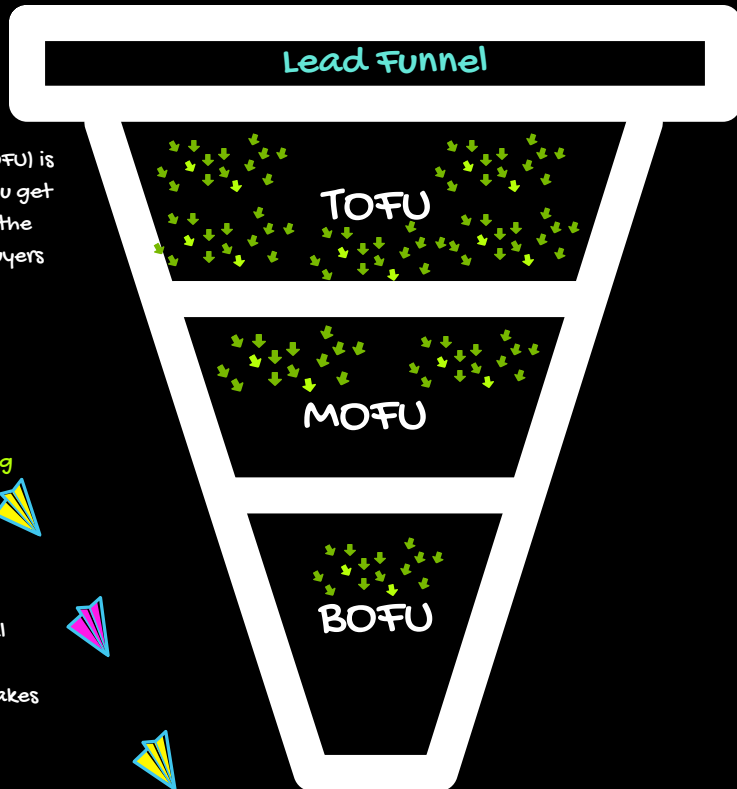
As Q4 ends, the focus again shifts to Metrics and KPIs. Lead Generation being one of the top priorities to work on.

This infographic will help you maximize lead generation potential. Also find tips, tactics, and stats to help you convert more members of your audience.

## Business' with Lead Gen

Strategy achieves 133% Greater Sales

Below are the Most effective ways of generating leads rated by B2B Marketers.



Top of the funnel (TOFU) is the stage where you get maximum leads. It's the beginning of your buyers sales journey

Middle of the funnel (MOFU) is the stage where lead nurturing begins.

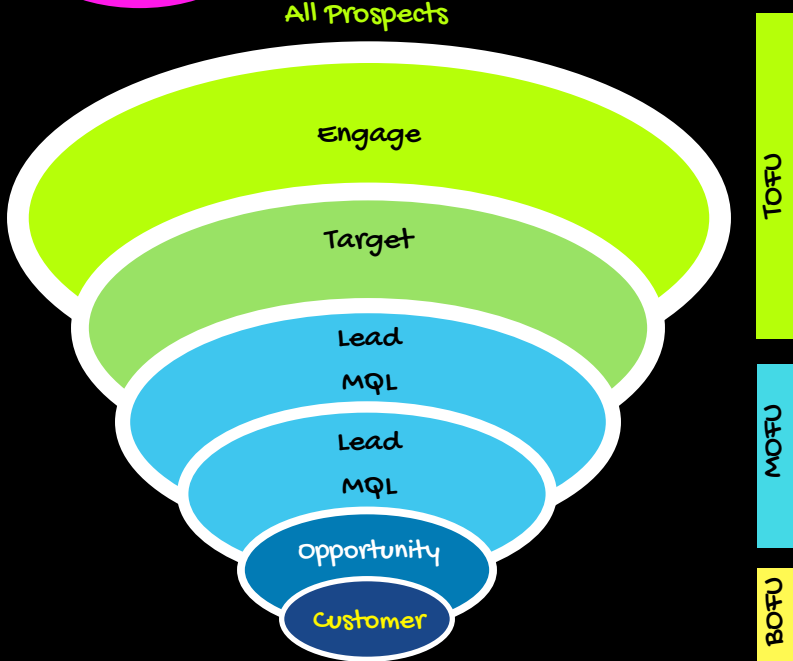
Bottom of the funnel (BOFU) is the stage where the buying takes place (Conversion).

- Inquiry
- Suspect
- Market Qualified Leads (MQL)
- Sales Qualified Leads (SQL)
- Sales
- Customer

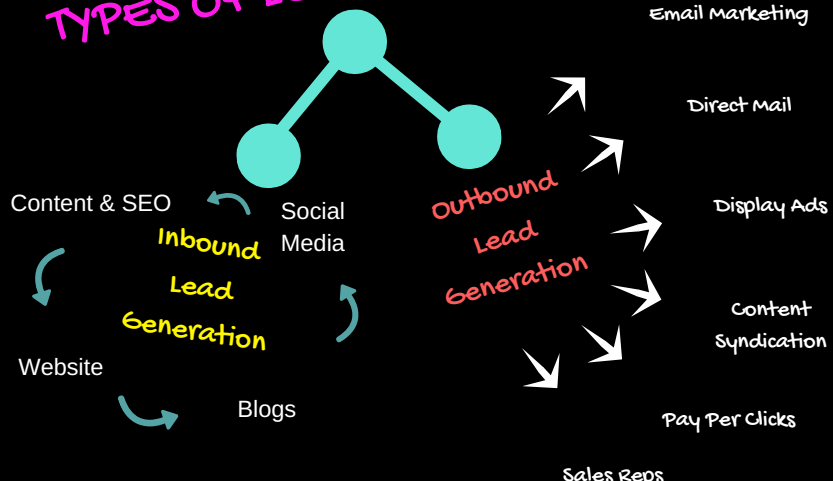
Not all leads go for a sale. Developing relationship with customers is critical.

A Lead Nurturing Strategy will help to continue build awareness and affinity for your brand while your prospect is self-educating. Through paying attention to your MOFU efforts through tactics such as lead nurturing, you can continue to have a relevant conversation with prospects long after your lead generation efforts.

MAPPING LEAD GENERATION TO YOUR FUNNEL

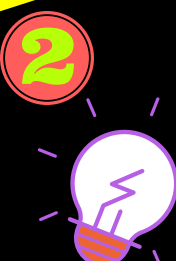
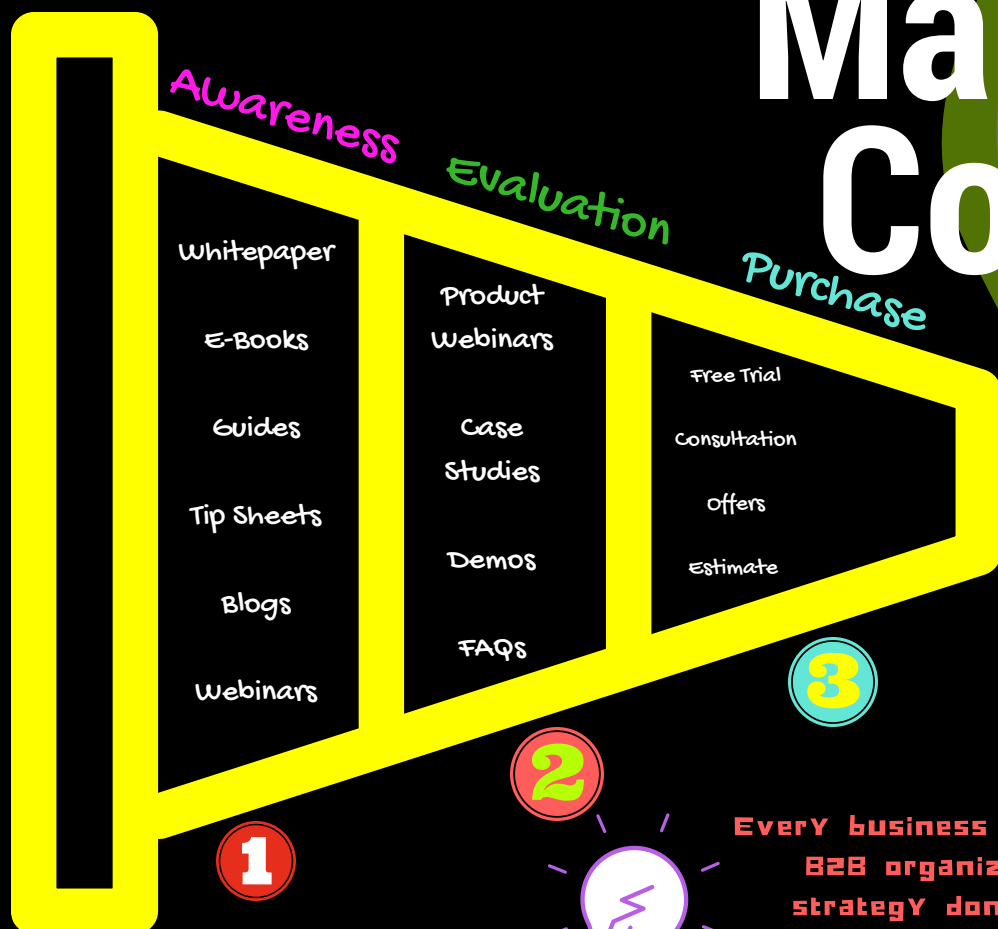


## TYPES OF LEAD GENERATION



# Mapping Content

at each buyers stage



Every business has a unique sales funnel. B2B organizations without a nurturing strategy don't have a strong sales and marketing alignment. Driving conversions at every stage of the buyer's journey are critical for business'. Nurturing is the key to impact customer and build long relationships.

## TOP 4 STRATEGIES



## 180 Days nurturing Plan: That Works!

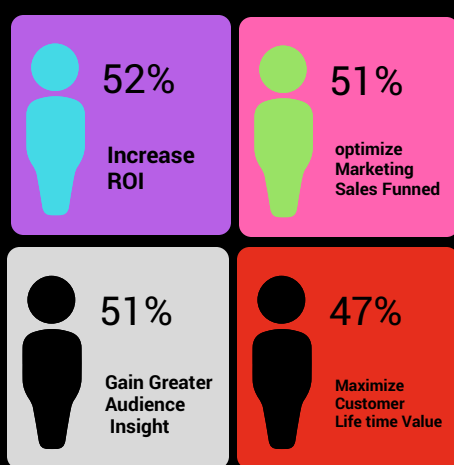
Identify your audiences' pain-points. Build a solid relationship with your leads with a customized lead nurturing strategy.

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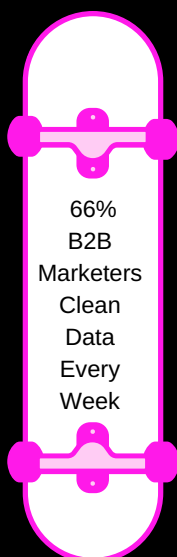
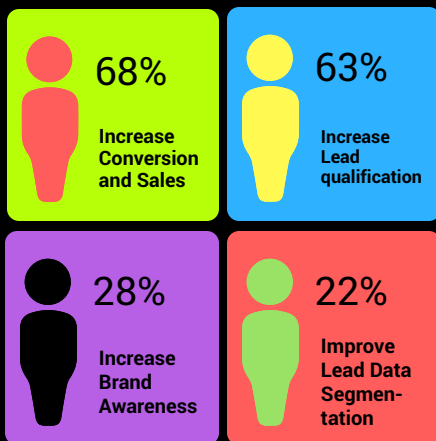
## PUSH YOURSELF TO THE LIMIT TOP 4 LEAD-GEN PRIORITIES FOR CMOs

# DON'T QUIT

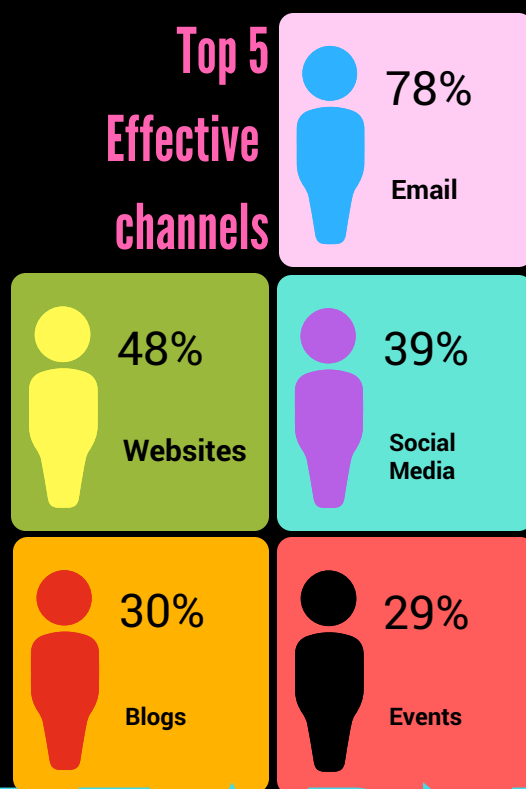
An effective lead generation strategy demands quality over quantity. The key to which lies in the quality of marketing database. Perusing clean, real-time and accurate data is the first step forward to a successful lead-gen strategy. [Read More](#)



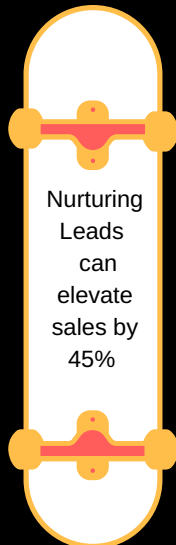
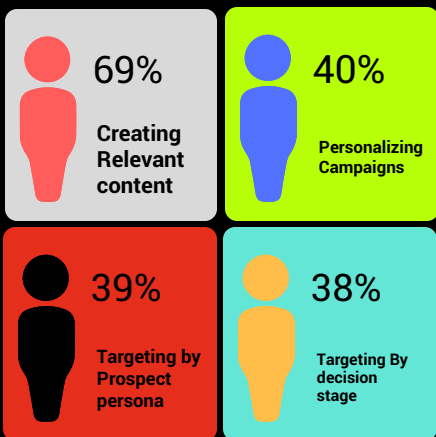
## TOP 4 B2B GOALS



## Top 5 Effective channels



## TOP 4 Nurturing Tactics



# LEARN

# CREATING

# CUSTOMER

# PERSONA

# DATA IS THE KEY.

Content Plays A Central Role In Lead Nurturing.

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DIRECT MAIL AND TELEPHONE ARE THE STRONGEST TRADITIONAL LEAD NURTURING CHANNELS.

TAKING PERSONA-BASED APPROACH WITH RELEVANT MESSAGING WILL BOOST NURTURING & FOSTER ENGAGEMENT.

Lake B2B is a leading provider of high end data solutions and management services. Our focus over the years has been on improving the efficiency of marketing campaigns, driving more revenue, and increasing profitability of sales and marketing teams across organizations.

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