

Master your business lead generation

B2B lead generation done well, leads to sales closed, revenue gained and business growth. Putting time into mastering your business lead generation a worthy investment, and will benefit your business as a whole. Use this checklist to take your lead generation strategy to the next level, maximizing your results for incredible new business opportunities.

Use high quality, segmented data to drive campaigns

Data is powerful – it allows you to properly personalize and organize marketing efforts for maximum effect.



Find out more about business lead generation in this free eBook!



FREE GUIDE

Have a thorough attribution model in place

To properly understand ROI and make better future demand generation decisions, make sure you attribute leads to their sources properly.



Offer your audience engaging content which features your product

Carefully weave practical examples of your product application into your content, encouraging high-quality lead generation.



Remember... quality over quantity

Don't just chase a high volume of leads without considering whether they will sell, chase leads that have a genuine chance of becoming clients.



Report in pipelines

Understand your lead generation as more than just results. Plot your reports in a pipeline to fully understand how your processes can be improved.



Aim high

Don't be afraid to prospect to high profile, large organizations, especially if they've taken on new staff or merged in some way.



Don't forget to nurture

Conversion is key, but so is nurture. Ensure demand generation campaigns include product and brand information along with a strong CTA.



Return to your CRM

Your CRM holds invaluable data of unconverted leads and lapsed customers, offering further business lead opportunities.



Maximize on social media

Whether you plan to use social media channels for lead generation or not, use them to raise brand awareness and increase engagement.



Capture website information

Use an advanced tool to gather website analytics and identify website visitors for the ultimate lead generation solution. Why not try Lead Forensics...



Lead Forensics helps over 10,000 organizations revolutionize their business lead generation by identifying anonymous website traffic and providing contact details for key decision makers. Fuel your pipeline with sales-ready leads already interested in your product

Book your **free product demo** today and get started

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