

LEAD FORENSICS

Making maximum use of your B2B digital marketing

94%

of B2B buyer journeys **start online**, a digital marketing strategy is essential to ensuring lead generation.



First address your website. Properly optimized, **you can convert 1–5% of your website visitors into leads** "Easy to use" is what 76% of your buyers crave on a B2B website – give them what they want!



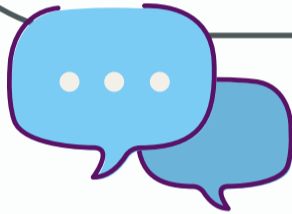
Google gets over **1 billion searches** a month

so if you're not using SEO to stake your rightful place in those searches, you won't generate leads. **Get your head around keywords** and own your SEO.

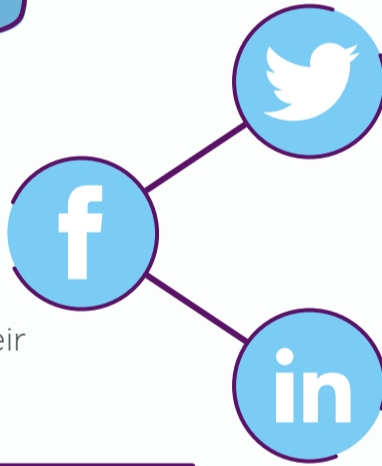


Don't forget to run a PPC campaign! You'll appear as an industry expert and your prospect will see your brand first. Done right, PPC can bring you

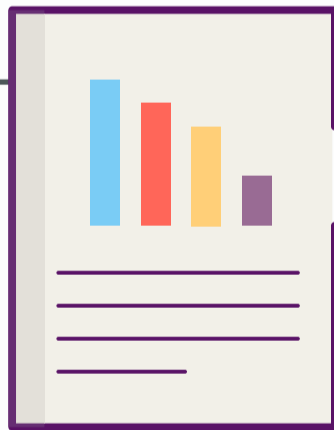
\$2 for every \$1 spent on it.



For optimum lead generation results, **connect these tactics to other channels.** This doesn't just help digital get a leg up, it can give your channels more exposure and back their message with legitimacy.



Include social media in your digital marketing strategy. This not only boosts your lead generation by **raising brand awareness** on a global scale, but also allows you to share content with a more "human" approach.



To implement a digital marketing strategy that's constant in its results, you need to **measure and analyze.**

Get the right reporting metrics in place, so you can replicate success by knowing what variables work.

If you're looking to generate more leads with your digital marketing strategy, then why not **look into a lead generation software that can tell you who's on your website?**



Lead Forensics does this and more, telling you which businesses have visited your website, including how they found you and details of their visit. See who came on your website from SEO, PPC, social media and more. With the contact details for key decision makers provided, you'll revolutionise the way you generate leads.

Claim your **free demo** and **no obligation trial** today?

GET STARTED