INFOGRAPHIC

# MASTER YOUR
# LEAD GENERATION MARKETING

Ensuring your sales team are always fueled with new business opportunities is essential to your business' success.

Here we explore common challenges and how to overcome them with best practices.

**Over 40%** of marketing departments struggle to generate leads from the correct audience, meaning too few opportunities survive the qualification processes.

Outline your ideal buyer criteria, and question your lead generation strategy to ensure you're maximizing the right channels for your desired audience.

**1 in 3 teams** struggle to respond quickly to lead engagement, and an equal number of marketing teams struggle to manage warm leads through their pipeline.

Solve this challenge by reviewing your KPIs, ensuring you're targeting team members to focus their efforts on pipeline weaknesses.

Though **80% of marketers** claim to be driven by data, the majority struggle to properly measure and report their lead generation success.

Prepare a pipeline report for each lead generation marketing channel, enabling your team to gather data they can easily analyze to understand where improvements can be made.

Finding the perfect team of lead generation superstars continues to pose a challenge for many teams.

Consider employing **remote workers** when looking to find a specific skillset such as SEO optimization or PPC management; don't let location hold your results back!
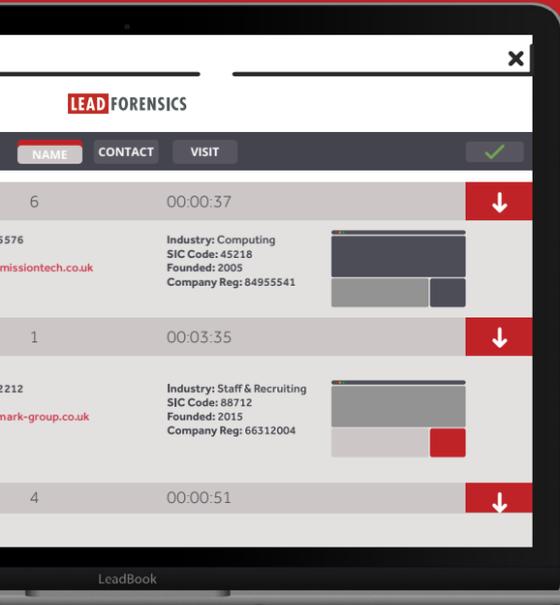
To truly master your lead generation marketing, you need the ultimate software solution.

**Discover Lead Forensics.**

Identify the businesses visiting your website and gain contact details for key decision makers alongside a full breakdown of their website visit, for instant, tailored follow up.

**REVOLUTIONIZE YOUR LEAD GENERATION MARKETING TODAY WITH LEAD FORENSICS...**

Book your free demonstration
& no obligation trial today!

GET STARTED