

Napier

The Lead Generation Secrets of B2B Marketers

Introduction 3

Chapter 1: B2B Lead Generation Strategy 4

Chapter 2: The B2B Customer Journey 6

Chapter 3: Best Lead Generation Tactics 10

Chapter 4: The Importance of Marketing Automation 15

Chapter 5: Speeding up Lead Generation and the Benefits of Lead Nurturing 17

Chapter 6: The Values of Leads and Calculating ROI 21

Chapter 7: The Value of Quality Over Quantity 27

Conclusion 30

Introduction

B2B marketers are the masterminds of our industry, working relentlessly to pursue the best marketing results for their company. Through different marketing strategies and tactics, B2B companies, especially within the technology industry are thriving, whilst successfully achieving lead generation.

So what is the secret to success? Napier set out to discover this. We conducted our own research investigation interviewing eleven different B2B companies within the technology industry, to discover how success is achieved through companies individual marketing strategies. We interviewed some of our own clients, including Vector, Anritsu, Beumer Group and Imagination. But we also interviewed a vary of other B2B companies including Laird, RS Components, Ad Link Technology, Xilinx, Teradata, Mouser Electronics and Mentor Graphics.

From the customer journey to the importance of marketing automation, this e-book will present Napier's findings, gathered from a varied group of B2B companies, as we uncover the valuable secrets of B2B marketers.

Chapter 1: B2B Lead Generation Strategy

Budget

A budget is essential to achieving success in any B2B company. With a financial plan in place, it can help ensure campaigns are successful, ensuring each marketing activity has the appropriate budget to support them.

To uncover the budget set for lead generation, we asked our eleven B2B companies what percentage of their marketing budget they allocate to awareness, lead generation, and engagement/ nurturing. To be successful in achieving lead generation it is likely that an appropriate budget has to be in place to support all the activities needed to achieve this.

The majority of B2B companies interviewed dedicated a significant amount of their budget to lead generation. Some B2B companies devote as much as 70% of their budget to lead generation and nurturing, as they dedicate huge parts of their budgets to ensure they achieve lead generation. The majority also use similar trends, using their lead generation budget to achieve leads through digital marketing including webinars, emails, and AdWords.

However, surprising trends continued to show themselves in our findings, as it was revealed some companies believe trade shows and events are the best way to achieve lead generation. One B2B company also devoted 70% of their budget to lead generation and engagement. However, they used this percentage of budget entirely on participating in events, believing facetime is extremely

important for generating leads. Another B2B company felt strongly about this notion, and spend the majority of their budget on trade shows and exhibitions to achieve lead generation.
Our findings showed us how B2B companies use their budget to ensure they can market what they believe is the most important marketing activity, whether it be a trade show or a campaign, they also ensure they have the appropriate budget behind them.

Customer Journey

It is important to remember that a customer can often face a long journey through the funnel, and frequently have to face many steps before committing to the final sale. This is why it is important for B2B companies to use marketing as a way to help keep their business top of mind.

From questioning a wide variety of B2B companies, it allowed Napier to discover the different journeys customers have to face when progressing through the funnel. There was a mixture of responses, with some companies lending a helping hand to their customers every step of the way, especially those who are high value. Whilst there were also companies who only offer minimal support for customers advancing through the funnel.

Chapter 2: The B2B Customer Journey

Customers can often end up paralysed within the marketing funnel. There are arguably many reasons for this, but regularly customers can remain undecided about a product, or can feel uneducated about a company and their products, and thus struggle to progress any further till they fully understand.

B2B companies use a vary of marketing tactics to help a customer progress through. For example, Content marketing is a key tactic to helping customers continue through the marketing funnel. Content marketing feeds the customer continuous new content, helping keep the customer interested and progressing onto the next steps within the funnel. Marketing campaigns are also an important aspect, as they help achieve final sales, encouraging the customer to carry on through the funnel.

With B2B purchases of a higher value and a higher risk, it is even more vital that B2B companies nurture their customers, helping them build trust in their brand. Napier investigated further into this, questioning B2B companies on how much attention they pay to their sales cycle length, how they would decrease this, and if it would be valuable if they halved the time it took for a customer to progress through the marketing funnel. We also inquired deeper, discovering what journey their customers have to take before reaching the final sale, and how much support each company lends to their customers when helping them advance through the funnel.

Importance of Helping your Customer's Journey

Our findings presented an interesting mixture of results, as B2B companies differ with their approaches on handling and improving a customer's journey within the marketing funnel. With the possibility of customers moving back and forth within the funnel, it can sometimes be vital for a company to lend a helping hand to their customers, to ensure they complete their journey as smoothly and quickly as possible.

For instance, Laird a global technology company, considers traditional marketing as an effective tool for convincing customers of the value of a product, and helps them focus on improving the initial contact to help customers through the funnel in the future. Interestingly, they also try to determine the high value customers, with plans to work with them every step of the way through the funnel, helping achieve important high end sales for the company.

Xilinx, a maker of FPGAs (a type of semiconductor), believe the best marketing tactic is ensuring you cover all the steps in the buying process. The customer journey from lack of awareness through to the buying process can be a significant amount of steps, and often through marketing strategies such as marketing campaigns, companies can cover the information needed to help the customer progress through. Xilinx proposed an interest of implementing opportunity nurturing within their company, which would help build the relationship with a potential customer, helping ensure an easier and successful customer journey, as the company will have already built a relationship with the customer.

Mouser Electronics, an electronic component distributor, has also considered the value of a speeding up the customer journey from awareness to opportunity. If they could reduce the time from one activity to another, the more successful the company will likely be, as the shorter the distance between the activities, the quicker a customer will complete their journey through their website, whether it be an enquiry or a sale.

It's no secret that, the importance of nurturing and building trust between B2B companies and their customers, helps improve the speed and quality of the customer's journey. Vector, an embedded software testing solutions provider, highlighted the importance of a relationship between the sales team and the customer. They proposed this concept as a way to decrease their sale cycle length, which in turn, helps decrease the customer's journey, providing both positive results for the customer and the company.

It seems the more effort that is made to achieve a trustworthy relationship between the customer and company, the easier it will be for the company to achieve final and potential high end sales.

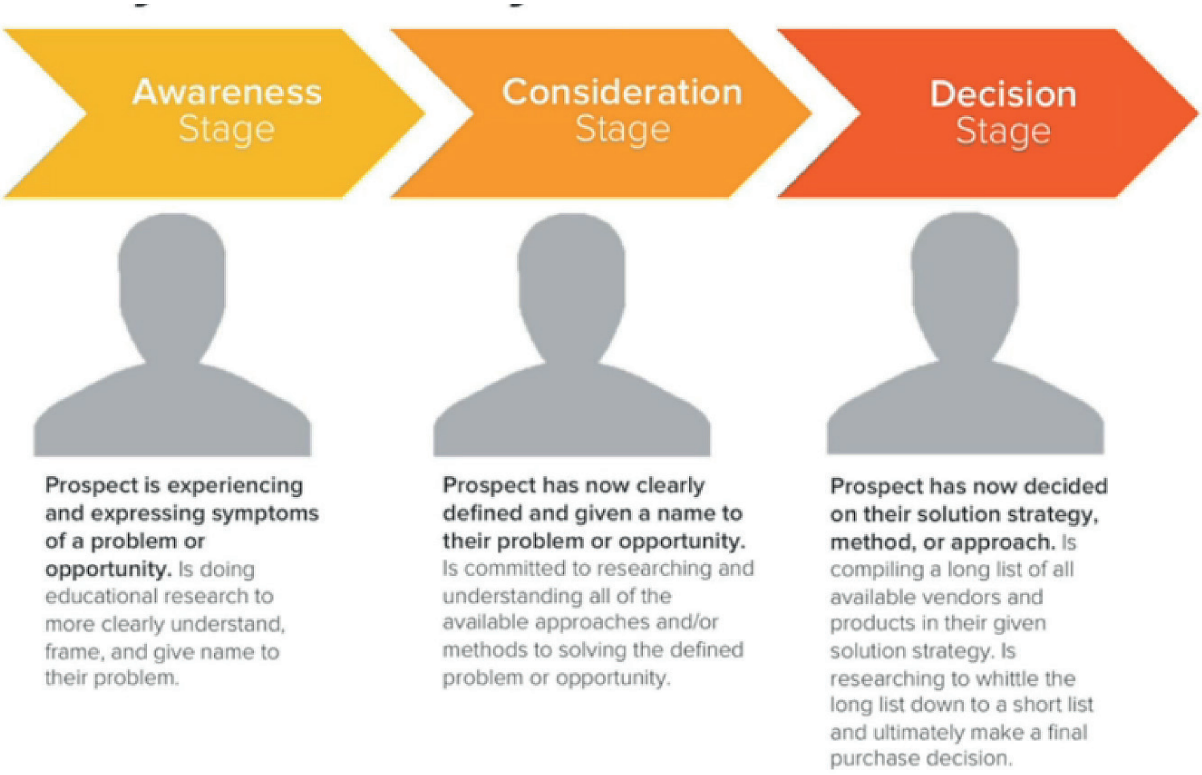
B2B companies are quickly becoming aware of this, with Teradata, a data analytics company, suggesting if the time to progress through the marketing funnel was reduced, they would discover the problems customers face sooner, allowing them to improve a customer's journey in preparation for future customers, who will then be able to progress through the funnel with fewer or hopefully even no problems.

HubSpot Best Practise

There are always new and greater ways to improve a customer's journey. HubSpot describes the journey in three simple steps. The awareness stage, the consideration stage, and the decision stage.

With B2B companies continuing to improve their customers journey through their marketing funnels. Often simple marketing strategies can help improve a customer's journey, helping a customer complete any of the stages, described by HubSpot, easier and faster.

The Buyer's Journey



Chapter 3: Best Lead Generation Tactics

Achieving lead generation is arguably a marketers most important job. Generating both a high quantity and a high quality amount of leads can be challenging for any type of B2B company. With a big percentage of budgets spent on lead generation, Napier set out to discover what marketing professionals and their companies believe are the most effective tactics to accomplishing lead generation.

As expected, the overall results were quite similar, with most of the companies using tactics such as webinars, exhibitions, and of course, digital marketing. Intriguingly though there were also unique findings, as B2B companies continue to explore new and familiar options, in order to achieve lead generation.

Top 10 Lead generation Tactics

These ten lead generation tactics, have been assembled from established marketing professionals, from a varied of different sectors within the technology industry. Napier values the opinions of marketing experts, and we have narrowed down the top ten, most interesting lead generation tactics from our interviews.
Our findings from this research presents the concept that B2B companies are doing everything they can, to not only achieve lead generation, but also improve the quality of their leads.
helping ensure an easier and successful customer journey, as the company will have already built a relationship with the customer.

1) Digital Marketing

The importance of digital marketing is easily apparent in the ever changing technology world. Digital marketing handles a number of effective marketing tactics, including email marketing and SEO. As a cost-efficient and simple tool to use, digital marketing is often the first tactic companies turn to when attempting to achieve lead generation.

2) Trade Shows/Events

As a seemingly popular way for marketers to achieve lead generation, trade shows and events are often an important way for marketers to meet potential customers. Curiously though, it seems this tactic is not seen as important as other marketing tools. Only a few of the B2B companies interviewed, mentioned the importance of trade shows.

They allow the opportunity for customer engagement helping companies qualify leads sooner, by allowing the opportunity to build a relationship with customers at trade shows or events. Through discoveries made from this research, it can argued that B2B companies are forgetting the immediate importance of trade shows/events, when in fact this is one of the most effective ways to achieve lead generation.

3) Thought Leadership

Through the investigation taken place, Napier uncovered a distinguishing tactic to achieve lead generation. Laird, a global technology company, informed Napier of their use of thought leadership as an effective tactic to achieve lead generation.

They described the inner workings of this marketing tool as producing content for their customer's in the form of white papers and videos. However, they ensure the content is valuable and worthwhile to their customers, by perhaps answering questions on a main topic that is concerning their audience. This marketing tactic helps encourage the audience to give the company something in return, as the company position themselves as experts within the customer's mind.

4) Design Sparks

Design Sparks is an intriguing and successful lead generation tactic, created by RS Components, a high service distributor for engineers, who handle their lead generation slightly differently than other B2B companies. RS Components handle Design Sparks, their own community website, that achieves most of their lead generation. To peruse the community site, a customer must subscribe, and RS components will then have access to what a particular customer has reviewed. This allows them to achieve successful lead generation, as they can approach a particular lead with the right form of content, helping them qualify successful leads for their company.
As an unusual, yet effective marketing tactic, RS Components are able to easily control their lead generation through the use of one community site, ensuring the success of lead generation, and the opportunity for more qualified leads, this is a tactic all B2B companies should consider.

5) Promotional Competitions

Promotional competitions are a cost-efficient, simple and yet, an extremely successful lead generation tactic. Promotional competitions allow B2B companies to target a specific audience, allowing them to focus on a particular topic, helping them generate quality leads.

6) Social Media

We have previously discussed the importance of a digital marketing tool as an effective lead generation tactic. However, the value of social media as a marketing tool on its own is significantly important.

Many B2B companies, use social media to promote and display activities within their company. It is through this that they bring in the most leads, as they raise awareness of their brand, an effective marketing tactic for any B2B company.

7) Unique Content

It can sometimes be the simplest marketing tactics that can be the most effective, as B2B companies who produce unique content are bound to be successful in generating leads. Unique content is often distributed via email and social media.
Unique content can include independent thought leadership, and demonstrating unique expertise on a particular subject.

8) Webinars

As one of the most effective lead generation tactics, webinars is a common approach used to achieve lead generation. Out of the eleven B2B companies, the majority suggested webinars as an effective tactic for lead generation, as they use them to excite and interest their audience. Webinars are often very successful in helping achieve lead generation, due to their ability to reach a new audience, educate their current audience and can be used as long term content if uploaded onto a company website.

9) Progressive Profiling

Progressive profiling is a long term, yet very effective lead generation tactic. This distinct lead generation tactic, was explained by B2B company Laird, as one of their main approaches to achieving lead generation.
This allows them to slowly gather a customer's details, by asking a customer to add more information to a basic form, every time they access their website. Laird can then slowly build up a customer's profile, without overloading their target audience on first approach.

Progressive profiling is a long term, yet successful approach, as it allows B2B companies to slowly introduce the customer to their company as they gradually gather the customer's details. This lead generation tactic can also help deliver more qualified leads, as it allows a company to see whether a certain lead would be worth chasing. As an unusual lead generation tactic, this approach is slowly becoming more popular.

10) Conferences/ Business Summits

Communication between a company and a customer is vital to achieving lead generation. This is why B2B companies will often hold conferences or business summits to either promote their products or the company itself, to encourage potential leads to take an interest in their company.

Chapter 4: The Importance of Marketing Automation

Marketing automation is slowly becoming a saviour for B2B companies, as they struggle to make initial contact with every lead. Marketing automation saves a vital amount of time for both small and large B2B companies, allowing less risk of human error.

The truth is, an increasing amount of B2B companies are slowly adopting the marketing automation software, as they learn the benefits it holds for their company. Napier investigated into whether B2B companies have adopted marketing automation in order to help nurture their leads, or whether B2B companies are still relying solely on their marketing teams to handle potential leads manually.

B2B Companies and Marketing Automation Platforms

Surprisingly, only a few companies could describe the full use and benefits of a marketing automation platform, whilst other B2B companies remain more traditional, with an awareness of introducing marketing automation in the future.

A remarkable discovery made in this investigation, was the surprising result of B2B companies only using particular elements of the marketing automation tool. Imagination, Teradata, Mouser Components and Anritsu all fall under the category of using limited marketing automation, with the focus of marketing automation, mainly helping their digital domain. Teradata

explained how they use some forms of marketing automation such as email blasts, to help nurture leads. However, they also nurture leads manually, especially at events which they attend a high number of. This is similar to Imagination, who use marketing automation as a platform to help with the digital side of their company, but also have a customer management team who handle potential leads.

Anritsu's and Mouser Electronics answers further explain why these companies only use limited marketing automation. When Anritsu described their use of the software they explained that they do not use their marketing automation platform to the full extent, due to a combination of lack of knowledge, content and resources. Similarly, Mouser Electronics, use the marketing automation platform Eloqua. But due to them only having the platform for a year, they have not experienced further than using it for direct marketing within the digital domain. It seems B2B companies lack of experience and knowledge of the full benefits a marketing automation platform holds for them, making it hard for B2B companies to use marketing automation platforms to its full potential.

This was not the case for all the B2B companies however. Laird, Vector and RS Components, have all established the full use of a marketing automation platform, and have the knowledge and ability to use it to its highest capability. Laird use Pardot, a marketing automation platform, which helps them prioritise leads by identifying whether a lead matches their ideal prospect by looking at the industry, and jobs identified. Pardot also helps Laird

track a customer's activity on their website, presenting them with data on how active a customer is, and rates them A-Z on their importance.

Laird described a few benefits of marketing automation, which many other B2B companies are slowly becoming aware of. Xilinx, Mentor Graphics and Ad Link technology, are yet to introduce marketing automation into their company, as they solely rely on their marketing teams. Xilinx presented the possibility of marketing automation in the future, and with the benefits it presents, marketing automation will become increasingly more difficult for marketers to ignore.

Chapter 5: Speeding up Lead Generation and the Benefits of Lead Nurturing

The advantages of improving the speed of lead generation for B2B marketers and their companies would be highly invaluable. It is widely known that the average time for someone to progress through the marketing funnel can alter within different sectors of the technology industry, varying from 6 weeks to as long as 5 years, depending on the length of the customer's journey.

B2B companies have always accepted the time it has taken for a customer to complete the sales funnel from initial contact to moment of purchase. But recently they have begun to try and combat certain stages such as improving the speed of achieving lead generation. If companies could reduce the time from

awareness to opportunity, then lead generation could be achieved faster, helping companies introduce their products to quality leads sooner, who are then more likely to attain a final sale. We asked our 11 B2B company interviewees, if using their marketing to reduce the time from awareness to opportunity would be valuable to their company. The majority were in agreement, implying it would be extremely valuable for their companies, and were happy to explain to Napier the advantages of reducing the time from awareness to opportunity.

Speeding up Lead Generation

B2B companies are now looking for ways to succeeded in reducing the time spent from awareness to opportunity, which would allow lead generation to be achieved faster, increasing the effectiveness of the company and saving valuable time, allowing more time for opportunity's to be nurtured into quality leads.

Teradata, suggested that reducing the time from awareness to opportunity will help them evaluate the spend of their marketing activities within the funnel faster, as reducing this time will help create fresh results for their company, helping them improve an issue there and then. This is better than receiving marketing activity results months down the line, often making it too late to fix a problem for other customers currently progressing through their sales funnel.

Our investigation revealed the majority of B2B companies believed strongly in reducing time, in any aspects of the funnel.

A strong advantage mentioned by several companies was the obvious advantage that by reducing time from awareness to opportunity, the company is more likely to succeed. Both Imagination and Mouser Electronics, believed that if they can succeed in reducing their sales cycle time, then they are more likely to be successful in achieving lead generation and thus, can make money quicker.

Saving B2B Companies Money

Xilinx and Laird proposed similar benefits to reducing time between awareness and opportunity. Laird suggested that If their marketing helped reduce time, then they would avoid losing customers to competitors, as potential leads would become an opportunity faster, if the customer understood the company and their products in a quicker amount of time.

Xilinx agreed with this notion, and believes that B2B companies would get more for their time value of money. This means that if Xilinx reduce the time from awareness to opportunity, they can use their time more economically. For example, focusing on nurturing opportunities into quality leads, which helps lead generation be achieved quicker, as the customer becomes almost instantly aware of the company helping them further become an opportunity.

Xilinx also have an idea on how to achieve this, and make the most out of their time value of money. They decided on the approach of producing more demand information. This provides

potential customers with the material to understand who a company is and what they do straight away. They believe if the customer takes less time trying to understand what the company and product does, then it can shorten the amount of learning steps within the funnel, reducing the time between awareness and opportunity, and effectively saving the company money.

3 Main Benefits of Lead Nurturing

Lead Nurturing is often a main focus within B2B companies, who realise the importance of maintaining a personal relationship with leads, helps achieve success with lead generation, whilst also ensuring quality leads become buying customers. From the interviews conducted these were the three benefits B2B companies believed lead nurturing provided.

1) Helps Establish Contact Immediately

This is key for B2B companies establishing a personal relationship with potential leads. A potential lead is more likely to remember a company who 's initial contact with them was quick and memorable, hopefully helping B2B companies close more leads.

2) You can learn about your leads

By establishing a relationship with potential leads, you can learn more about a particular leads interest or expertise. This allows the opportunity to design specific email blasts for more accurate targeting, constructing an improved approach to narrowing down which potential leads can be transformed into qualified leads.

3) Nurturing can help a customer travel through the sales funnel faster

If a company nurture leads to their full capability, they can help produce the correct content at each stage the customers face, helping the customer progress through the sales funnel quicker, and in return, helping achieve lead generation faster whilst also getting more time value of money.

Chapter 6: The Values of Leads and Calculating ROI

The importance of understanding a value of a lead, in order to calculate ROI, can sometimes be hard for B2B companies to understand. To produce correct, and reliable results of a B2B company's ROI, the value of a lead has to be accurately calculated in order to understand what marketing activities, are producing the most profitable successes for the company.

This is why it was surprising to discover that many B2B companies, in fact do not calculate the value of their leads, and therefore many do not calculate the overall ROI for their company. Out of the 11 B2B companies Napier interviewed, only a few selection of the companies, actively measure their marketing results in terms of value of lead and ROI. This being said, many of the interviewees highlighted their determination and plans to begin measuring their marketing activities in terms of ROI.

Understanding the Value of a Lead

Intriguingly, the results from the investigation presented most of the B2B companies as unaware of the value of a lead to their company. With low value and high value leads, an accurate measurement of the company's marketing results relies on companies calculating the correct value difference between low value and high value leads.

On the other hand, a small selection of the B2B companies questioned, recognized the importance of understanding the value of each lead. With each marketing activity within a company, producing an individual lead cost, depending on what is needed to achieve the particular marketing activity, more and more B2B companies are understanding the importance of calculating the value of a lead. Napier discussed this concept with one B2B business, enquiring into what their leads are worth to the company. Their reply highlighted the differences in cost between marketing activities. For example, in this specific B2B company, their experience has led them to believe a tradeshow lead cost is much higher than their web lead cost. This would then highlight the trade show lead cost, as a high value lead, which they calculate by factoring in space, booth design, production, materials cost, promotional costs, and dividing this by the number of leads generated.

This important calculation helps companies understand which marketing activities produce high value and quality leads, helping them achieve further success, as they understand which type of

lead will have a more positive effect on their company, as they gain more profit from particular leads.

Other findings from this investigation, also highlighted the importance of understanding the different values of each lead. Other B2B companies were also in agreement of web lead costs being low value. As a quick yet successful way to achieve leads, the leads themselves are often not worth huge amounts of money. The B2B companies emphasized the wish to produce more expensive leads, who will be dependent on a particular product, highlighting the importance, once again, of knowing the true value and worth of each individual lead.

Another B2B company also revealed their calculations of discovering the value of a lead, by calculating the value of an average sale by opportunity. They suggested the value of leads vary depending on the particular sector within the technology industry, as the price of an average sale could increase or decrease. Therefore, if the company know which sectors produce the more valuable leads, they would put more effort into nurturing leads of a higher value, helping achieve a higher percentage of ROI.

Understanding the value of a lead is crucial to calculating ROI, helping a company justify their marketing spends. With many B2B companies unable to define the value of a lead within their company, they are also struggling to calculate their ROI.

Importance of Calculating ROI

ROI is essential to measuring the efficiency and success of marketing activities, presenting accurate results in how well activities or campaigns are succeeding within the company.

Most of the B2B companies questioned, are attempting to calculate ROI each year, however there were still a few companies who are yet to begin to calculate their ROI. Some B2B companies do not believe in the importance of ROI, choosing to not use ROI metrics, but measure their marketing results in different ways instead. For example, for a particular marketing campaign, they may look at bounce rates and the amount of new subscribers and un- subscribers, to determine the success of the campaign.

ROI Calculations

There are a few ways ROI can be calculated, as B2B companies take different approaches to achieving their overall ROI. A couple of B2B companies Napier interviewed, explained how they used the traditional calculation of ROI.

They use their ROI results to help their budget allocation toward specific programmes. This company uses the traditional calculation of:

Expenses + Budget vs Revenue

B2B companies take the budget allocated towards the particular campaign, and the expenses of the cost of a lead versus the

revenue generated. They determine how many leads are wins, that close a sale with the company and then define the cost of particular leads, concluding if they received more revenue than what was spent on generating these particular leads.

From this calculation, B2B companies can determine an overall ROI result for each marketing campaign. This helps them decide whether to increase or decrease their budget allocation to specific marketing programmes. Without an ROI metric in place, B2B companies can miss this important step of budget allocation. Without accurate results determining the most successful marketing campaigns, businesses can waste money, in areas that are not succeeding within the company.
Another B2B company Napier interviewed, highlighted two ways they calculate their ROI.

The first:

Cost of activity vs return of target audience

And Secondly:

Amount of sales vs profit of promotion

Similar, to the previous calculation, both of these ROI metrics, help determine the success of a marketing campaign or marketing activity. Calculating the cost of the activity, against what has been returned by qualified leads from the target audience, is helpful, as for example if the company has succeeded in producing

qualified leads and thus final sales, this helps determine whether the company has made more money than the original cost of the activity. Also the calculation of the amount of sales versus the profit generated by promotion is viewed as vital, as it helps calculate whether the amount of sales has created any profit for the company after the cost of the promotion. Both these calculations help B2B companies discover the overall ROI of each activity. With marketers using ROI metrics for both revenue and profit, these particular metrics, help present the overall ROI percentage for profit gained from individual marketing activities.

Calculating ROI is slowly becoming companies top priority, with many having plans in place to begin using ROI metrics soon, whilst others have turned to marketing automation platforms to help them. One B2B company described their use of the marketing automation platform Pardot which calculates ROI for them. They are also trying to improve ROI, through a new improved digital budget cycle, looking into what helped convert a customer and bringing in specialised members of staff.

It seems ROI is now an upmost priority for B2B marketers, as companies have set out to not only begin using ROI metrics, but also investigate how to improve the overall ROI of any marketing campaign.

Chapter 7: The Value of Quality Over Quantity

Two of the companies we interviewed- Beumer group, an international manufacturing leader in intralogistics, and Imagination, a company that license semiconductor IP were particularly focussed on higher valued customers.

Both Beumer Group and Imagination produce high value products, whilst being experts in many fields allowing them to easily distribute their products around the world. These companies only need to achieve a small amount of sales per year, to generate a high amount of revenue. Through targeting high value customers, Beumer Group and Imagination aim to achieve more quality high end sales, rather than worrying about the quantity of sales they achieve.

Napier asked the same set of questions previously asked to the other B2B companies, and we were interested to discover how their approaches, and inner workings of their companies differ from more traditional B2B businesses.

Beumer Group

As an international manufacturing leader in intralogistics, in fields of conveying, loading, palletising, packaging, sortation, and distribution technology, Beumer Group supply their services to a number of industries worldwide.

Beumer group explained, how their company aim to achieve very high quality leads, rather than a large quantity. They pursue only 20 projects this year, and a lengthy process is behind choosing the correct project for the company to take.

Opportunity leads will be transferred over to a sales manager, who takes time investigating the company/product to decide if the customer will fit into their version of industrial technology. Often potential customers will approach Beumer Group, asking them to bid on a certain product. With pursuing only around 20 projects a year, Beumer Group consider this decision carefully, and if they believe the product is not right for them and their specific category of clients, they will refuse.

With their main project surrounding baggage handling systems, it can sometimes be a long journey to completing the final sale. Beumer Group explained on average it can take 1 to 5 years for a customer to progress through the sales funnel. This is due to the individual steps a customer has to take to ensure Beumer Group that they fit the specific client category, in order for the company to achieve successful high-end sales.

Imagination

As a global leader that touches the lives of billions of people throughout the world, Imagination value their customers, assuring a personalized relationship with them, helping them through every step of the funnel to ensure a high-value sale from quality leads.

Imagination use a large percentage of their budget for lead generation, as every marketing activity they execute, is done with the aim to achieve leads. Similar to Beumer Group, Imagination have a more intense focus on achieving high quality leads, that can lead to high value customers, rather than worrying about the quantity of leads they generate.

Imagination explained the most direct impact they have on potential leads is through hosting their own summits or conferences that promote themselves and their newest products. This ensures they reach the correct, specific target audience, that can guarantee a high value sale for the company. Similar to Beumer Group, Imagination focus heavily on building a relationship with their customers, as with the nature of their business and target audience, Imagination handle credible leads in person, to ensure their relationship is primarily personalised.

An interesting approach Imagination takes to their clients, is the ability of solving a problem for them. They believe the most important thing to do is to make sure you listen to the customer and always return to them with a solution. Imagination aim to solve the hardest problems, ensuring they find a better solution than competitors, helping them achieve more high end sales, as they create themselves an exceptional, positive reputation.

Conclusion

Napier set out with the aim to uncover the secrets of B2B marketers, discovering whether successful B2B companies are good at lead generation.

There were surprising results, such as the lack of B2B marketers who calculate ROI.

Whether B2B companies have similar or completely different marketing strategies, they all seem to have the same aim, to achieve as many quality leads as possible. Although different B2B marketers take diverse approaches in helping a customer's journey, it was clear that B2B companies place a high value on the relationship between themselves and a customer, as they aim to increase the speed of prospects through the marketing funnel, by solving problems more quickly, and ultimately achieving more high-value sales.

From conventional to unique marketing tactics, B2B companies are forever growing, and looking to expand the ways they achieve lead generation. As the technology industry continues to grow and develop, B2B companies must find ways to beat their competitors, by continually improving their lead generation process.

Napier

Launched in 1984, Napier was one of the first agencies in Europe to specialise in the electronics market, subsequently expanding to help clients in a range of B2B technology sectors. Initially a PR agency, Napier responded to the clients' need to manage information across every element of the marketing mix by bringing together a team of multi-talented and multi-lingual engineers, linguists and technical journalists as well as PR and marketing professionals.

t: +44 (0)1243 531123
f: +44 (0)1243 779070
e: info@napierb2b.com
w: www.napierb2b.com

Donnington Park
Birdham Road
Chichester
West Sussex
PO20 7DU
United Kingdom