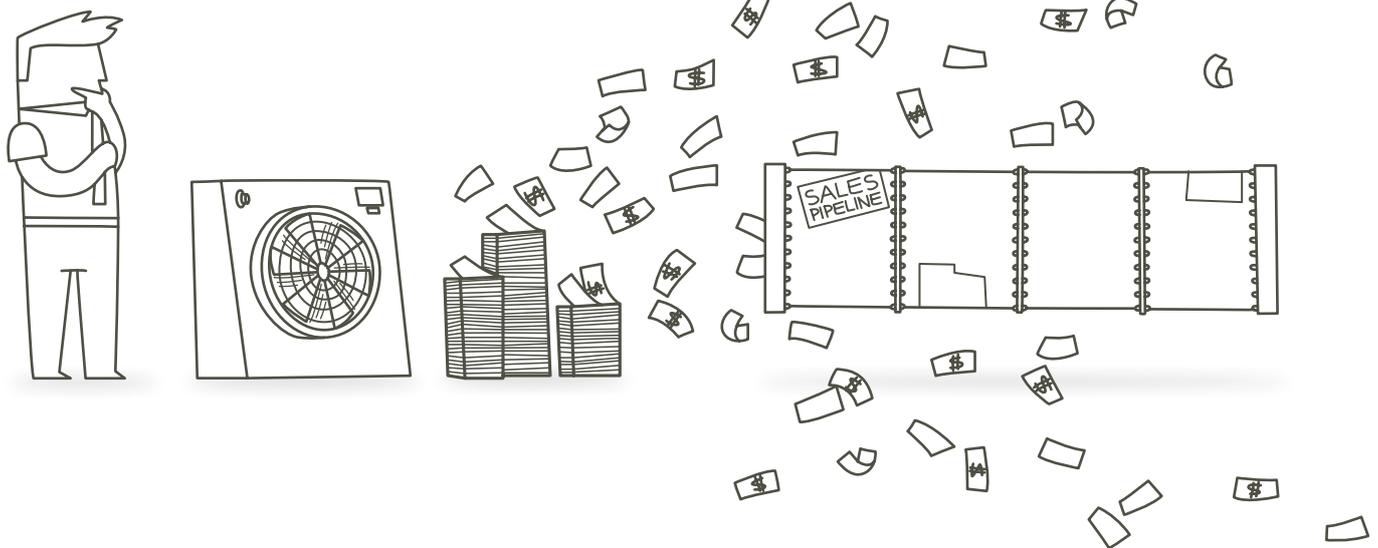


# Why do marketers fail to provide warm leads?

Many B2B companies with limited resources are struggling to meet growth demands. They are all asking themselves the same question: what marketing activities should we prioritize when we have neither the time nor the finances to do everything?



Success for marketers often means generating as many leads as possible. How can they do that in the most efficient way?

Cold calling, inbound marketing, content marketing, social selling, market automation, pipeline marketing, digital advertising – it is easy to get lost in the jungle of today's communication possibilities.

Many marketing managers within B2B are very focused on generating leads. As they should be. But only if the leads are well qualified when delivered to sales. If sales know from experience that many of the leads they are provided with from events, DM/eDM campaigns etc. are not converting into business, the lead list will just end up in a pile to collect dust. To nurture a lead, it has to be worth their while.

# 40%

of all marketing managers asked think their marketing is effective

# 9%

strongly state their marketing mix is working

A recent study made by Adobe (Adobe report "Digital Distress" 2013) shows that just 40% of all marketing managers asked think their marketing is effective, while only 9% strongly state their marketing mix is working.

We have identified a successful marketing mix to provide warm leads for B2B marketers within the IT-industry companies that have a complex sales process. We call it the Beehive Effect.

## The Beehive Effect

What successful companies do to focus on warmer leads is to use digital channels to "swarm around their potential clients like bees". These marketers are good at creating a buzz and starting a conversation with as many people as they possibly can early in the process. They are not afraid of "going around" a contact, sending invites on LinkedIn to the whole management and asking for more people to attend meetings. They swarm around the company with appropriate channels from the lead generation phase throughout the whole sales process to a done deal.

## Starting a buzz

The successful B2B Company uses smart digital channels to increase the "buzz" within the potential client's organization.

- Low frequency targeted digital advertising to increase the "buzz" and awareness of your brand early in the lead generation process
- Use existing content for video-ads, live rss-feed ads and article-ads
- Focus communication on:
  - Problems/headaches,
  - References from the customer's own industry
  - Market leadership
  - Knowledge (articles, films, infographs)



- Small ads on LinkedIn, easy to start with a small budget
- Make sure to have your basic industry search words in place
- A relevant landing page with one clear call-to-action

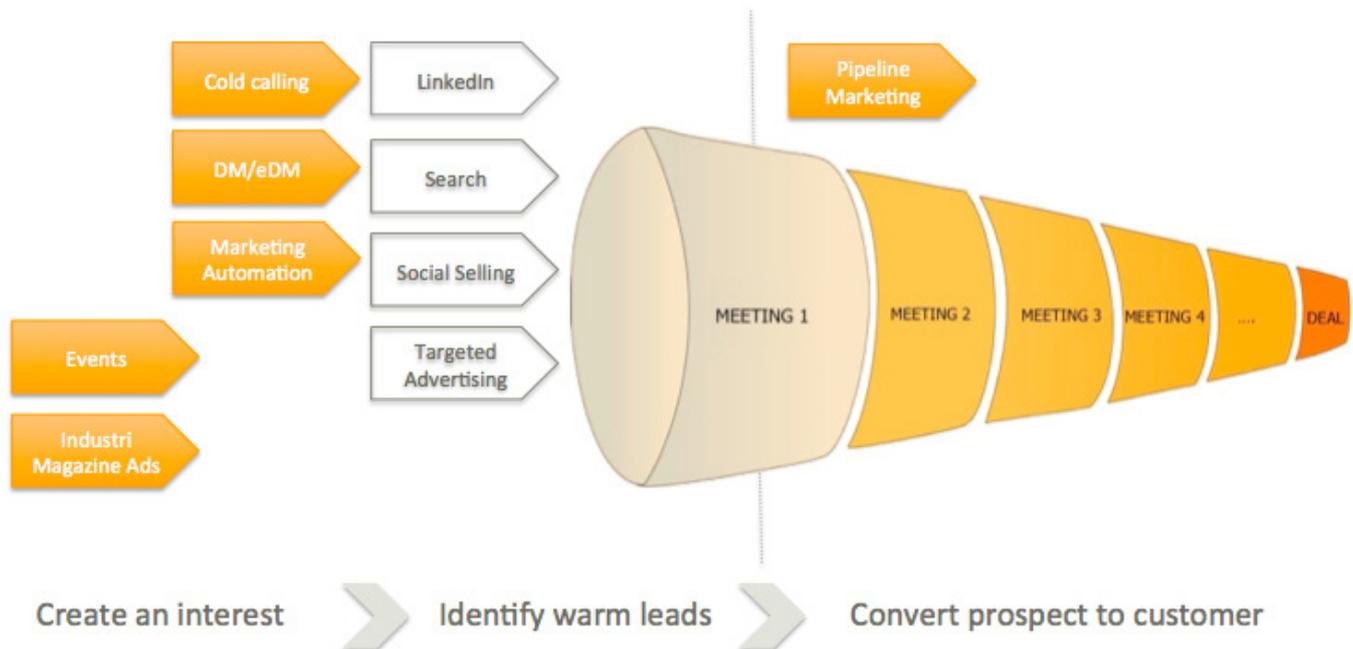
The advertising should be executed with a low frequency, so as not to blow the whole budget before you have identified where the warm leads hide.

### Start the swarm

As soon as the warm lead is identified the swarm begins. By identifying which leads respond to the advertising, you can filter the market and help focus sales resources on those prospects most likely to become clients.

- Targeted advertising towards the specific companies that have shown an interest, frequency is increased.
- LinkedIn connections and discussions:
  - Visit the profiles
  - Add the profiles with a more personal invite
  - Ask a short and engaging question
- Follow employees on Twitter

Management is asked to connect on LinkedIn and followed on twitter. The industry relevant article that is used in the ad is also pushed out in social media. Management receives a personal email from sales talking about role- and industry relevant challenges that they can help solving.



Now, with the Beehive effect in action, the sales person picks up the phone and starts booking meetings.

Company Targeted Advertising used in the right way, with relevant content, starting with a low frequency to identify where the interest lies in combination with LinkedIn, Twitter and Search, has proven to work very well. For many sectors, from IT-companies to financial services to corporate services all with higher order values, selling to target companies in many different countries.

This rich and dynamic content mix helps marketers to filter the opportunities and provide hot leads to a happy and efficient sales team.

Vendemore provides targeted digital advertising to complex selling B2B companies to increase the sales pipeline, lower percentage of lost sales and to increase revenue from existing clients. The concept is called Pipeline Marketing. Our clients are mainly large and medium sized companies with complex sales processes like Microsoft, IBM, AMEX, IFS, Siemens, ABB, SAP, Oracle, Tieto, F-Secure and over 400 others in 9 different countries.