

# THE B2B LEAD GENERATION MANIFESTO

## 1. CREATE CONTENT

Create remarkable, educational, and valuable content that people will be willing to exchange their personal information for.

### 5 EXAMPLES OF ENGAGING CONTENT

- Ebooks and whitepapers** 61%  
Can lead you to the acquisition of new customers by establishing yourself as an expert / thought-leader.
- Blogging:** 81%  
An active Blog with a strong CTA (call-to-action) to a landing page is a great way to acquire new customers.
- Videos** 52%  
Editing CTAs directly into the end of your videos, and including annotations or overlays on YouTube are just some of the ways to generate leads.
- Infographics** 43%  
Increase the exposure of your brand through the development of highly shareable and visually appealing assets. Include them in your Blogging strategy and link to landing pages as well to generate leads.
- Webinars** 46%  
Provide high-value, hands-on training, that people can experience from the comfort of their own home. When people want to attend a Webinar, they must part with their name and email, which means you gain a new lead for each webinar participant.

## 2. OPTIMIZE YOUR LEAD GEN PAGES

### 4 THINGS TO TEST WHEN TRYING TO MAXIMIZE THE CONVERSION RATE OF YOUR B2B LEAD GEN PAGES

- GIVE ME THE PRIZE**  
Match the value of your giveaway with that of the level of data you are asking for. (Don't have a form with more required fields than the number of pages in the eBook you are giving away.)  

- TRY BEFORE YOU BUY**  
Increase trust levels by offering an absolutely **free** preview of the best part of your content.  

- SOCIAL PROOF**  
When promoting a Webinar, show the amount of registrants to encourage others to join in and reach out for customer referrals / testimonials.  

- A/B SPLIT TESTING**  
Keep **testing** different versions of your landing page against the original to find what works best.  


## 3. POST CONVERSION LEAD GENERATION OPPORTUNITIES

### 1 FOR WEBINARS

Even if ALL of your registrants do not attend, you at least have the ability to reach out to them with a recording and invite them to the next one.



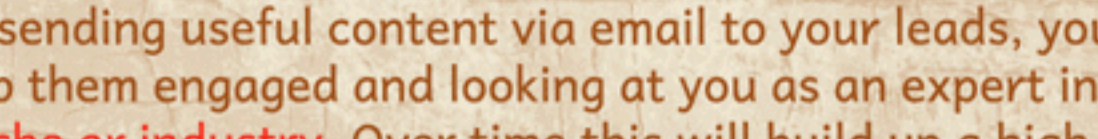
### 2 FREE VALUE

People love **free** stuff, so give them after conversion, like another eBook or whitepaper.



### 3 SOCIAL SIGNALS

While your lead is at their warmest, take advantage of properly optimizing your confirmation page with **social sharing** and following widgets.



## 4. MOBILE TIPS

64% of decision makers are reading their email via mobile devices.



In order to effectively engage them, make sure to follow these rules:

### 1 MAKE CTA BUTTONS BIG ENOUGH AND EASY TO TAP

Resizing the screen on a smartphone is annoying and this will increase your bounce rate.



### 2 DO NOT LINK TO A HOMEPAGE

Resizing the screen on a smartphone is annoying and this will increase your bounce rate.



### 3 FORMS SHOULD BE SHORT

Minimize the amount typing required.



### 4 CLICK TO CALL

In addition to the form, include a clickable phone number.

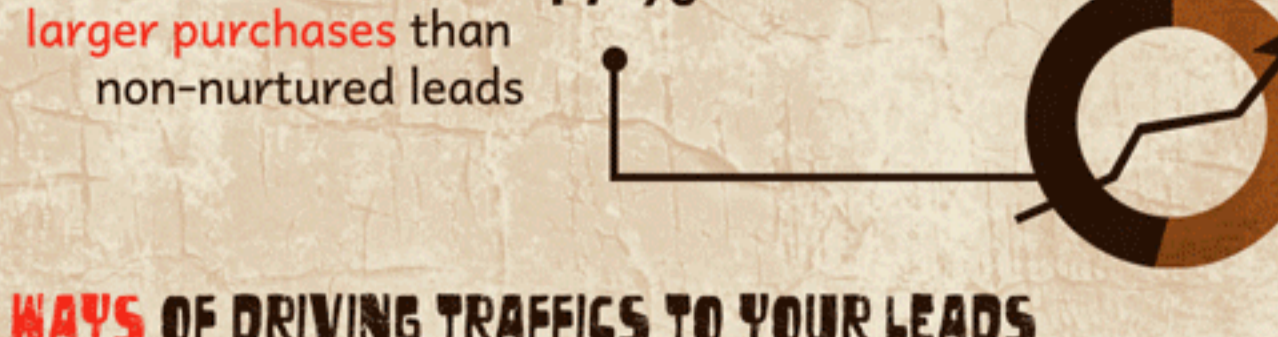


## 5. NURTURE YOUR LEADS

By sending useful content via email to your leads, you will keep them engaged and looking at you as an expert in that particular **niche or industry**. Over time this will build up a high level of trust and comfort and you will instantly come to mind the next time they are thinking about the subject matter in question.

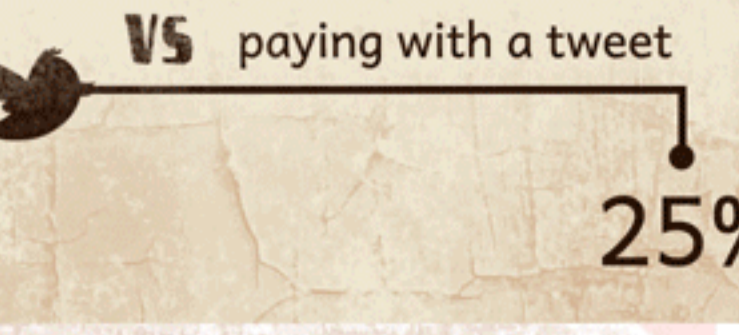
### LACK OF LEAD NURTURING

79% of marketing leads **never** convert into sales



### WHY NURTURE YOUR LEADS

Nurturing leads make **47%** larger purchases than non-nurtured leads



### WAYS OF DRIVING TRAFFICS TO YOUR LEADS

85% of people would rather provide an email for an eBook



25% paying with a tweet

Companies that use Twitter get **2x** the number of leads per month



64% of decision-makers read their email via MOBILE DEVICES



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