

Lead generation vs Lead management

**Angela Schuster
Schuster Consulting Group**

Typical lead generation tactics

- GENERATE SOME LEADS
 - Sponsor banner ads, eNewsletters
 - Post white papers, webcasts
 - Website enquiries
- THEN hand off the “leads” to the sales reps...

...and then

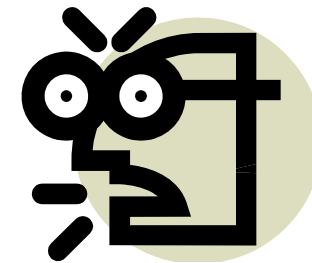


Marketing says:

“We generated x no. of leads, aren’t we great”

Sales says:

“Marketing leads are rubbish”



WHY?

Because a lead is not a lead is not a lead...

Pitfalls of typical lead generation

- 95% of “leads” are not ready to talk with a sales rep
- Sales reps typically ignore 80% of marketing “leads”
- Sales reps want **winnable** opportunities
- Marketing lead generation is not sales opportunity creation
- Questionable marketing ROI and business contribution

Principles of lead management

- **Lead generation**
- **Lead qualification**
- **Lead nurturing**
- **Lead delivery**

Principles of lead management

Lead generation

Lead qualification

Lead nurturing

Lead delivery

Helping early-stage buyers find you

- Targeted go-to-market channels
- Match the buyer's purchasing stage
- Early-stage buyers seek information, not a sales pitch
- Hold these early-stage leads back...

Principles of lead management

• Lead generation

• Lead qualification

• Lead nurturing

• Lead delivery

Understanding when prospects are sales-ready

- Goes hand-in-hand with nurturing
- Agree on qualification criteria with sales
- Ask for information in exchange for information
- Each touch gains more information

Principles of lead management

- Lead generation
- Lead qualification
- Lead nurturing
- Lead delivery

Building a relationship through information exchange

- Educate buyers until sales-ready
- Become a trusted advisor
- Build a profile on the lead over time
- Requires multiple touches

Principles of lead management

- Lead generation
- Lead qualification
- Lead nurturing
- Lead delivery**

Delivering real leads to sales at the right time

- Does it meet the qualification criteria?
- Can the lead be nurtured further or does it require a sales rep?
- Deliver the lead and profile to sales
- Close the loop – track progress

Case study

**Proving marketing's value to sales
through lead management**

Situation

- Generated a few thousand contacts... (easy bit)
- Couldn't give sales that volume of contacts
- Sales continually whinging about lead quality
- Needed to qualify, build profile and nurture (hard bit)
- THEN hand off to sales

Solution

- Offer: Third party white paper that positions client as No. 1
- Send email invitation to download paper
Include a 3 question “survey” in registration form
- Send automated “thank you” email 1 day later
- Send second email invitation for case study
Include a 2 question “survey” in registration form

Outcome



| No. | Action |
|-----|---|
| 867 | downloaded the paper (8%) |
| 169 | qualified in on survey 1 |
| | |
| 295 | downloaded case study |
| 37 | qualified in survey 1 downloaded case study |
| 25 | of those qualified in again on survey 2 |
| | |
| 206 | total qualified prospects (<i>survey 1 and/or survey 2</i>) |
| 25 | sales ready leads |

Marketing's ROI



| | Sales-ready leads | Qualified sales opportunities | Sales |
|--------|-------------------|-------------------------------|---------|
| Number | 25 | 11 | 5 |
| Ratio | | 46% | 45% |
| Value | | \$1,162,000 | 593,000 |

Marketing's ROI?

1,383%

- Lead generation
- Lead qualification
- Lead nurturing
- Lead delivery

**Four principles of
lead management**

Summary

- Lead generation

- Lead qualification

- Lead nurturing

- Lead delivery

It's not just lead generation

- One tool in the marketing tool kit
- It's what you do with them next that really counts
- Prove marketing's contribution

Questions?

Thank you

Angela Schuster
Schuster Consulting Group
e: angelas@schusterconsulting.com.au