

LEAD GENERATION

CONTENT FOR GOALS

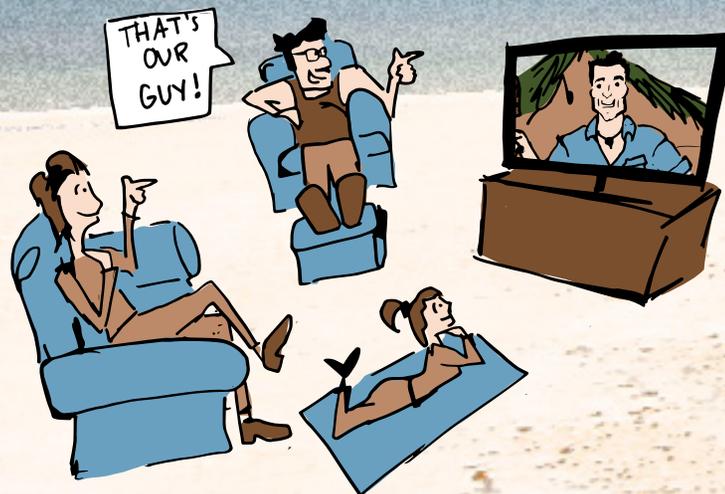


TABLE OF CONTENTS

- [04](#) WHY YOU MIGHT MAKE THIS YOUR TOP PRIORITY
- [05](#) KEY PERFORMANCE INDICATORS
- [06](#) CONTENT STRATEGY
- [08](#) CONTENT FOR LEAD GENERATION
- [09](#) LEAD GENERATION WIN



INTRO



DEAR MARKETER,

So far, we've been fairly focused on the upper portion of the sales funnel.

Let's move on down to the phase where you want customers to give you their contact information. Lead generation will look a little different for each company, but virtually EVERY company is interested in this business goal. Some core best practices can help you take the lead.

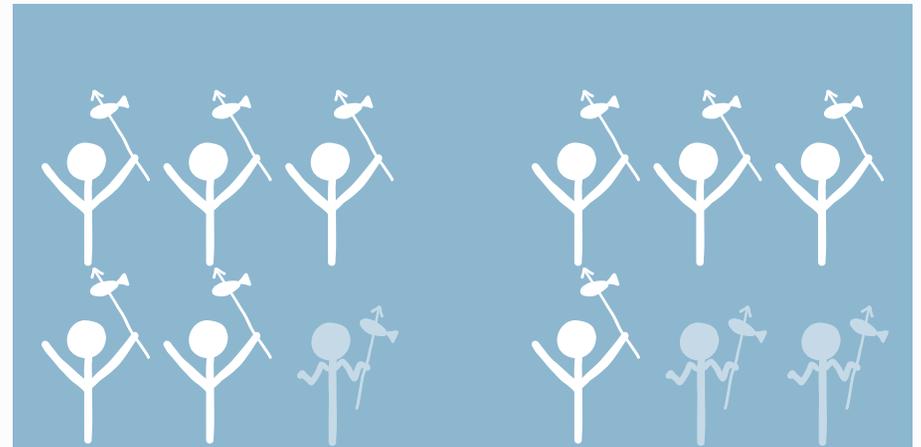


WHY YOU MIGHT MAKE THIS YOUR TOP PRIORITY

QUALIFY VISITOR VALUE: Have a popular website? Prove the marketing team's value by demonstrating these visitors are interested enough to share contact info.

SALES DATABASE CONTRIBUTIONS: Content-driven leads directly add to the contact lists for sales associates.

STRATEGY OF NURTURE VS. GAME OF CHANCE: Content-driven lead collection offers insights about what prompted a form completion. Good for sales, it's even better for marketers ready to create next-level content - that is, demand gen content.



83% OF B2B COMPANIES AND 69% OF B2C BRANDS CITE LEAD GEN AS A CONTENT MARKETING PRIORITY.

KEY PERFORMANCE INDICATORS



ONLINE REGISTRATIONS



DOWNLOADS



NEWSLETTER SIGNUPS



CONTACT REQUESTS



INBOUND CALLS

B SUCCESS STORY



BE SURE TO USE PHONE TRACKING!
BRAFTON HELPS CUSTOMERS MEASURE
CONTENT'S INFLUENCE ON CALLS.

CONTENT STRATEGY

TALK TO SALES & CUSTOMERS:



Ask sales (or current customers) what ultimately prompts people to take a call or make a purchase.

OFFER UPDATES:



Newsletters or special promos can entice users to give contact info - and they build touch points.

SHOW REAL-WORLD VALUE:



Pique interest by creating content that mirrors success prospects want to see.

GATE CONTENT:



Put select content behind a wall to collect leads for resources.

MULTI-TIER CALLS-TO-ACTION:



Capture the contact info, wherever users are in the funnel. Invite users to download a related asset, sign up for a newsletter, or make a purchase from any educational piece.



BRAFTON GIVES YOU CONTENT AND THE STRATEGIES FOR OPTIMAL CALLS-TO-ACTION, AND CONSULTS ON BEST PRACTICES TO HELP SEAL THE DEAL.



BRAFTON CAN HELP DETERMINE THE BEST WAYS TO GET TOP-FUNNEL AND LOW-FUNNEL VALUE FROM GRAPHICS. WE HELPED ONE TECH BRAND [BREAK ITS LEAD GEN RECORDS](#) IN DAYS WITH A BRAFTON INFOGRAPHIC.

CONTENT FOR LEAD GENERATION

IN-DEPTH EBOOKS: Create complete resources (behind a form) that target topics prospects can't resist.

NEWSLETTERS: The promise of industry updates or promos can drive form completions.

GATED GRAPHICS: *Show* them a sample, then request their info for your hard work.

CASE STUDIES & VIDEO

TESTIMONIALS: Let current customers' success do the convincing.

CUSTOM GRAPHICS & CTA BUTTONS:

Make the brand look credible, and you'll be more likely to earn form fills.

B SUCCESS STORY

ONE BRAFTON CLIENT EARNED 200% MORE ONLINE REGISTRATIONS WITH CUSTOM CTAS.





SUCCESS STORY

INDUSTRY: Fundraising Technology

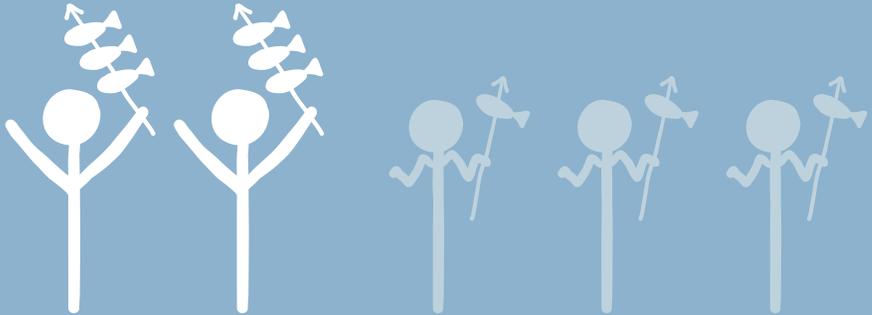
GOALS:

- More qualified traffic
- Generate leads from content viewers

STRATEGY: Gate graphics that address key pain point: targeting multi-generation donors

RESULTS:

- Hundreds of downloads
- Goal completion rate >25%



41% OF AMERICANS WHO ENGAGE BRANDS ON SOCIAL MEDIA DISCOVER NEW COMPANIES THROUGH SOCIALS ADS.

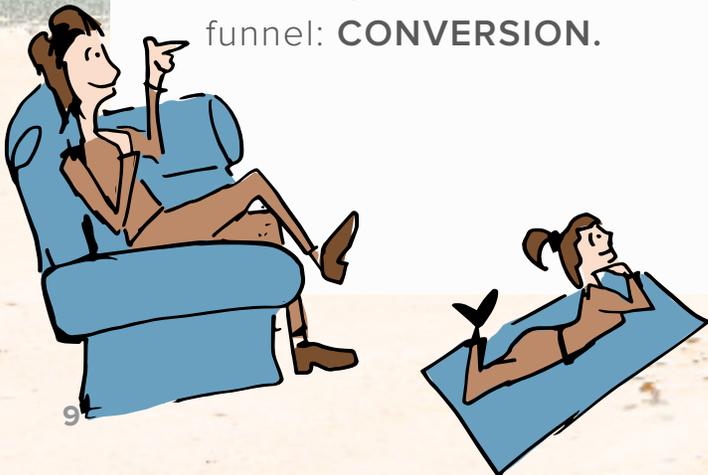
SOURCE: THINKWITHGOOGLE

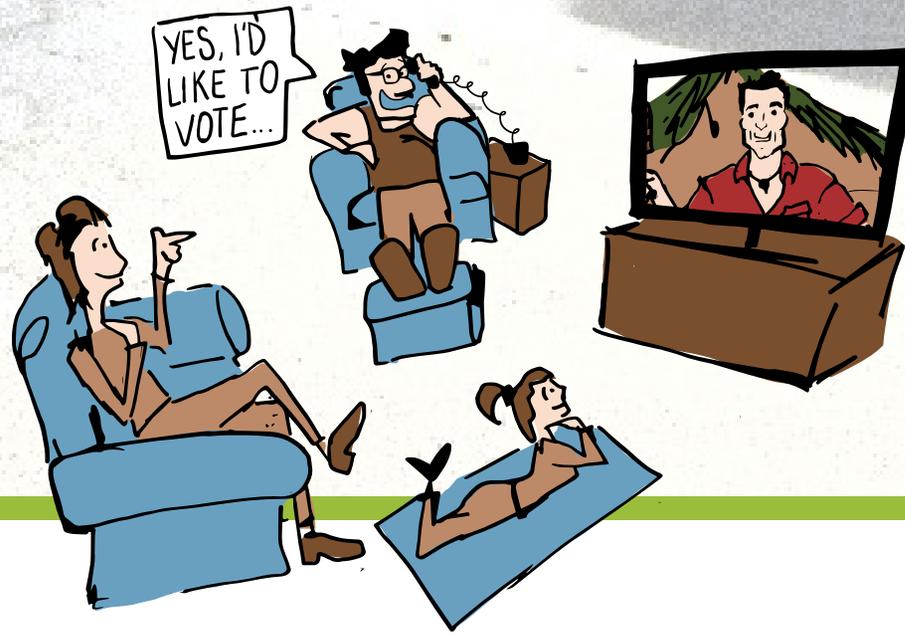
CLOSING

DEAR MARKETER,

Now that you know how to succeed in the fifth marketing challenge, lead generation, you can get your audience to provide their information.

This is essential as you move them through to the final stage of the sales funnel: **CONVERSION**.





B BRAFTON

FUEL YOUR BRAND

2 Oliver Street, Floor 2, Boston MA 02110

Phone 617.206.3040

Fax 866.272.8122

Web www.brafton.com