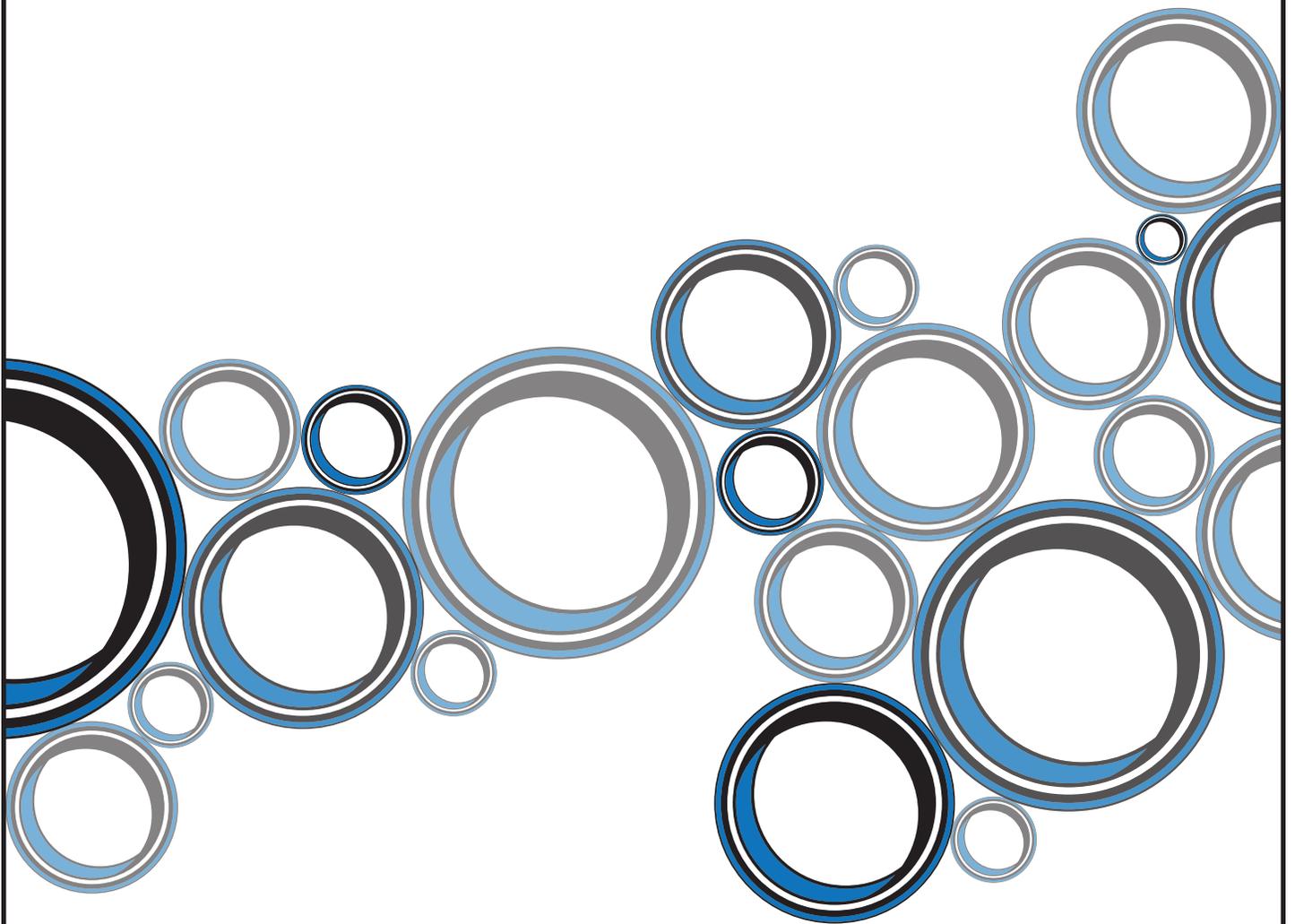


THE MARKETING SCOPE

SURVEY REPORT:
LEAD GENERATION



2015

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SITUATION

Great lead generation is a lot like making baklava: that multilayered dessert perfected in Istanbul by the sultan's bakers. Baklava is Farsi for "many leaves," an allusion to its countless ultrathin layers of phyllo pastry. The successful baklava baker assembles phyllo, sweet filling and butter, layer by layer, with the result being lighter than air yet diverse with overlapping flavors.

So what does this have to do with lead generation? Like baklava, great lead generation is achieved by skillfully assembling the right ingredients- campaigns, content, creative, and all the other tools and strategies that bring leads into the pipeline, engage them in conversation, nurture them until they become customers, and continue to cultivate them so they stay.

Many marketers will create leads and hand them off - dare we say "throw them over the wall" - to their sales team. As marketers it's our responsibility to keep a close eye on the funnel from end to end. That includes making sure the sales team has the right cultivation tools and messaging; the right online nurturing and drip campaigns are in place, and the right communication tools and training are available to help reps close, and manage the client, post closing. Each of these is an essential component of the funnel, requiring constant monitoring and adjustment. Lead generation programs that are educational and interactive in nature are proven to yield higher qualified leads that move faster through the funnel,

and in some cases, even bypass sections of the funnel to close sooner.

The need to generate leads and connect with buyers is nothing new. What is new is how marketers are doing it. Some tried-and-true methods are being revamped to align with today's more advanced and collaborative technologies, while also taking into account the various changes in how we work and new ways we consume information that have emerged over the past few years. Other tactics are falling by the wayside, replaced by fresh thinking and new methods to connect with potential new customers and existing ones. The use of print, for example, has dramatically declined for both editorial and advertising. Customers and marketers want to engage in conversations in an interactive environment, share information and form relationships, preferably in real time or near real time. In short- interruption marketing is giving way to interactive relationships.

HOW ARE MARKETERS USING THESE NEW OPPORTUNITIES TO COMMUNICATE WITH OTHERS?

Traditional marketing mediums and venues such as television, direct mail, radio and outdoor are being employed less often. These days, marketers largely use them to drive prospects toward a customized and/or interactive experience that educate and engage in a more targeted and interactive manner. Marketing communications is evolving from a broadcast channel to a personal experience.

SURVEY METHODOLOGY

During April through May 2015, The Marketing Scope in conjunction with LeadBistro, conducted a marketing industry survey with 305 respondents that focused on identifying the use of specific marketing tactics to achieve stated marketing goals.

The respondents to our survey came from all corners of the United States, consisting of a fairly equal weighting of male and female marketing professionals from over 29 different industries.

Survey results were received and compiled over the course of a 6-week period.

Survey questions were designed to uncover what key elements are being used now in marketing campaigns, outreach to prospective clients, and lead generation campaigns, and their relative effectiveness.

SITUATION & AUDIENCE BREAKDOWN

- **Audience:** B2B
- **Marketers:**
 - Managers 38%
 - Directors 19%
 - Marketing VP's & CMOs 14%
 - CEOs 5%
 - Consultants 13%
 - Coordinators/Other 11%
- **305 Marketing Professionals Surveyed**

KEY TAKEAWAYS

81% of marketers consider lead generation a top priority

72% plan to increase the number of initiatives and/or resources used for lead generation this year

TOP 8 LEAD GENERATION TACTICS RANKED BY EFFECTIVENESS

- 1.) Web site
- 2.) Email Marketing
- 3.) Live Events/Conferences
- 4.) Webinars/Webcasts
- 5.) SDR's or Inside Sales
- 6.) Search Marketing
- 7.) LinkedIn
- 8.) Virtual Events

LEAD GENERATION TACTICS B2B MARKETERS ARE MOVING AWAY FROM BECAUSE THEY DON'T FIND THEM AS EFFECTIVE

- 1.) Print Advertising
- 2.) Outdoor
- 3.) Pinterest
- 4.) Twitter
- 5.) Direct Mail
- 6.) Online Video
- 7.) Radio

INTERESTING FACTS ABOUT VIRTUAL EVENTS

A virtual event is defined as an online conference or trade show in which there are multiple spaces or rooms that might include breakout sessions, a library, expo hall etc.

94% of marketers say they have attended a virtual event

68% of those same marketers say they have participated in one from a sponsors perspective.

22% of marketers say they have managed a virtual platform through their company.

In the notes section in this part of the survey, most marketers said they did not leverage the platform on their own was because of price. They mentioned they worked with media companies or partners to participate in virtual events instead of making a large investment in their own platform.

NEW ALTERNATIVES

These are new alternatives to online events and video, and are being used now more for personal use, but expect an increase in usage for B2B over the next 12 months.

28% say they have used newer tools like Skype, Google Hangouts, Meerkat or Periscope for their online events

26% said they did not even know what Meerkat and Periscope are

A CLOSER LOOK AT WEBINARS

- How long have you been using webinars/webcasts for lead generation? Median response was 5 years.

- How would you rate the effectiveness compared to other marketing vehicles or programs? #4 out of 15

67% of marketers say they wish they could do more webinars in the future

A CLOSER LOOK AT SOCIAL

Facebook is on the rise with 51% of B2B marketers saying they are now using paid advertising on FaceBook.

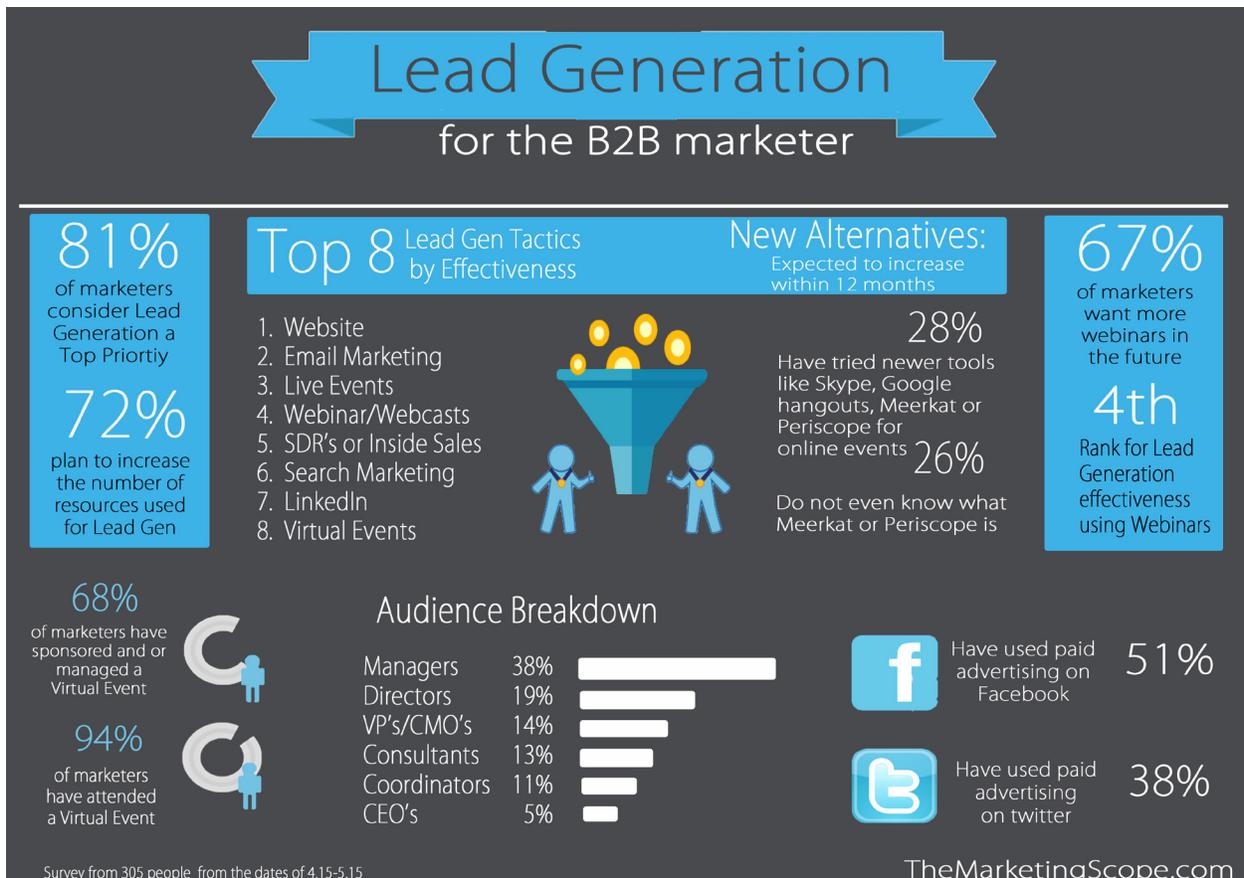
37% of B2B marketers have used paid advertising on Twitter, but almost half (47%) of that group ranked it as not that effective.

Pinterest is on the decline, but that makes sense for B2B. It's on the rise for B2C.

LinkedIn was rated #7 in most effective lead generation vehicles for marketers.

TOP 16 LEAD GENERATION TACTICS RANKED IN ORDER OF MOST EFFECTIVE

- 1.) Web site
- 2.) Email Marketing
- 3.) Live Events/Conferences
- 4.) Webinars/Webcasts
- 5.) SDR's or Inside Sales
- 6.) Search Marketing
- 7.) LinkedIn
- 8.) Virtual Events
- 9.) Press Releases
- 10.) Radio
- 11.) Online Video
- 12.) Direct Mail
- 13.) Twitter
- 14.) Pinterest
- 15.) Outdoor
- 16.) Print Advertising



THE MARKETING SCOPE

ABOUT US

The Marketing Scope provides research, best practices and articles on the latest marketing trends, technology and techniques in the market place.

While we don't claim to be a big company, we do really big things that make a difference for our readers and clients.

CONTACT US

If you have any questions about this survey report or would like to discuss how we can assist you with your next marketing initiative, please feel free to contact us at: info@themarketingscope.com

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