



LEAD GENERATION

UNLEASHED

Amplifying Sales Marketing in Staffing



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ALLIED INSIGHT

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Ask Away!

Agenda

1

B2B Market Trends Influencing Behavior

2

Crafting Compelling Offers that Convert

3

Structuring Lead Generation Campaigns

4

Metrics to Prioritize to Measure ROI



B2B Market Trends Influencing Behavior

71% of buyers in 2023 downloaded and consumed multiple assets to help with decision-making
(source: Demand Gen Report 2023)

46% of buyers increased the amount of content they consumed
(source: Demand Gen Report 2023)

89% of buyers are more likely to purchase when feeling understood
(source: Thinkific - 2023 Trends Report)



B2B MARKET DATA



B2B Market Trends

Effect

- **Greater demand** for quality/value in offers
- B2B buyers expect a **seamless hybrid sales interaction**
- **Account Based Marketing** is generating **stronger outcomes**

A woman with long dark hair and glasses is sitting at a desk, looking at a laptop. The laptop screen shows a pie chart with several segments in different colors (blue, green, yellow, orange, red). The background is a bright, slightly blurred office setting with a window and a potted plant. The text 'Creating a Compelling Offer' is overlaid on the image in two colored boxes: a green box for 'Creating a' and a blue box for 'Compelling Offer'.

Creating a Compelling Offer



How to Create a Compelling Offer for Lead Generation

2 Fundamental Requirements:

- **Must hold VALUE with your Community**
- **Must be EXECUTABLE by your Team**

CREATING COMPELLING OFFERS

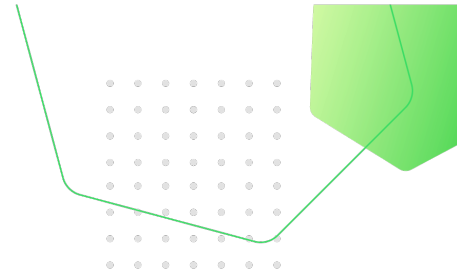


Offer Ideation and Creation

Getting Started

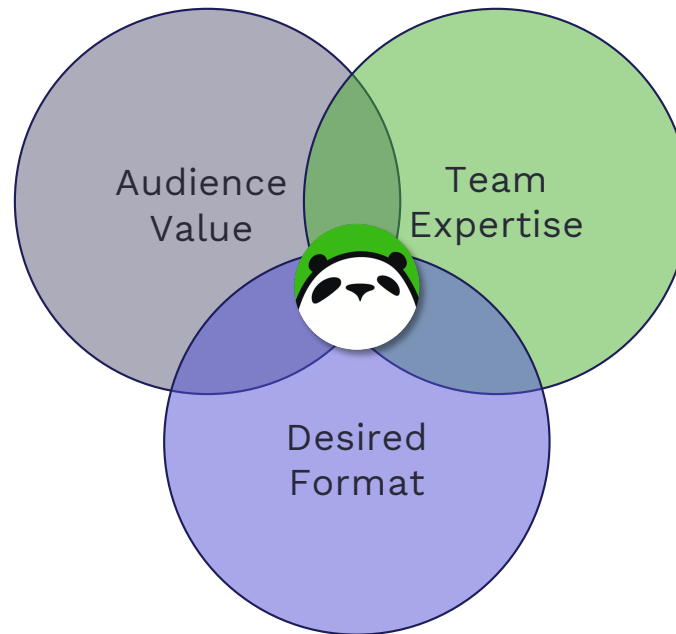
- Review 3rd party **Market Trends**
- **Survey** your front-line team
- Perform a **Competitive Analysis**
- **Review Engagement** post conversion to identify existing efforts and capabilities
- **Define Offer** Value and Interaction

CREATING COMPELLING OFFERS

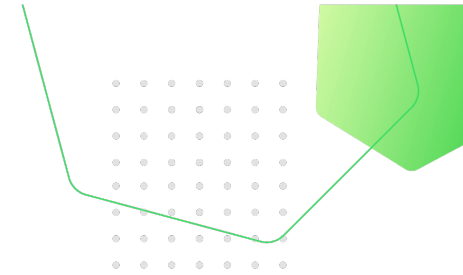


Offer Ideation and Creation

Target



CREATING COMPELLING OFFERS





Offer Access, Format and Optimization



Getting Started

Access

- Gated vs Un-Gated

Format

- Downloadable vs Interactive

Optimization

- Always include a 'More Help' Conversion throughout the campaign

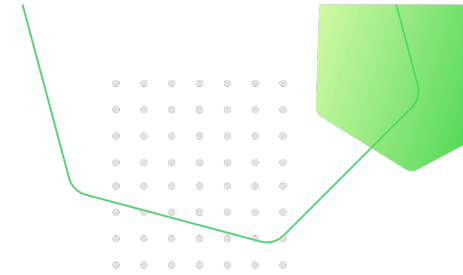
CREATING COMPELLING OFFERS

Technical Buildout

Landing Page Structure

- Hero Image
- Title and Value Proposition
- Teaser Description
- Takeaways and Learns
- Form (*connect to CRM or set conversion alerts*)
- Graphic Illustration
- Further Explanation

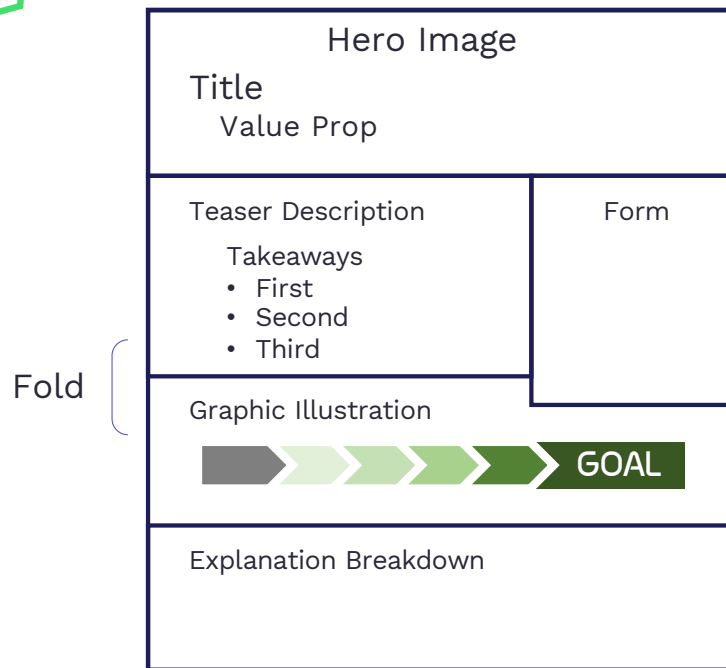
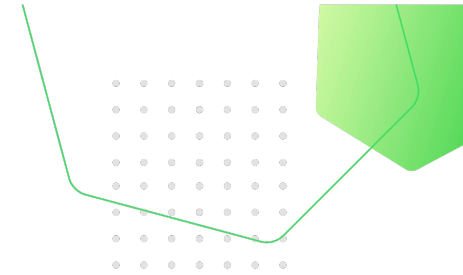
CREATING COMPELLING OFFERS



Performance Data
Team Pro Tips
Client Testimonials

Technical Buildout

Landing Page Wireframe



- Hero Image
- Title and Value Proposition
- Teaser Description
- Takeaways and Learns
- Form
- Graphic Illustration
- Further Explanation

CREATING COMPELLING OFFERS

Questions

How to Coordinate Lead Generation Campaigns

- Great campaigns are powered by clearly defined corporate initiatives
- Successful Lead Generation has strong team collaboration
- Aligned Audience Value



Coordination by Department



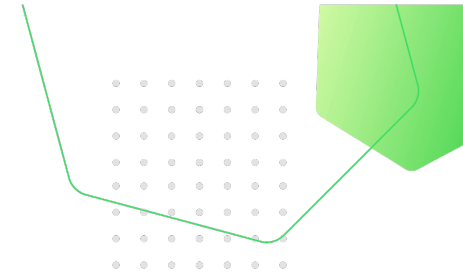
COORDINATED LEAD GEN





Knowledge is POWER

Build Transparency



Train EVERYONE

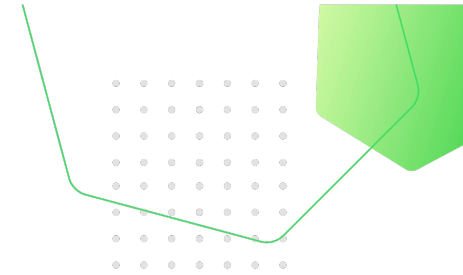
- Educate about the Resource and Benefit
- Define the Type of Lead being generated
- Share Lead Management Workflow
- Set Follow-up Expectations
- Provide Message Templates for calls/emails
- Review Kickoff Schedule

COORDINATED LEAD GEN





Coordinated Distribution Preparation

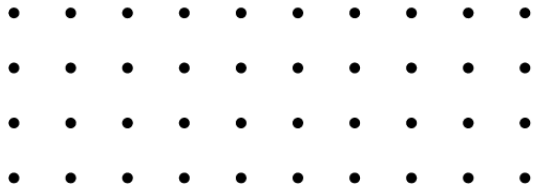


- Dormant Database Segmentation and Messaging - *Marketing*
- Organize Promotional Media & Supporting Content Materials - *Marketing*
- Publish Teasers and Schedule Core Content
- Sales Pipeline Organization and Prioritization



COORDINATED LEAD GEN

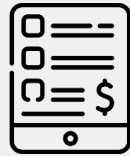
Questions



Measuring Joint Efforts & Project ROI

MEASURING JOINT EFFORTS AND PROJECT ROI

Campaign Accountability



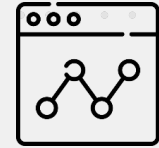
Sales

- **Campaign Initiative Support**
- **Active Client Outreach**
- **Prospect Pipeline Outreach**
- **Follow-up Timeliness**



Marketing

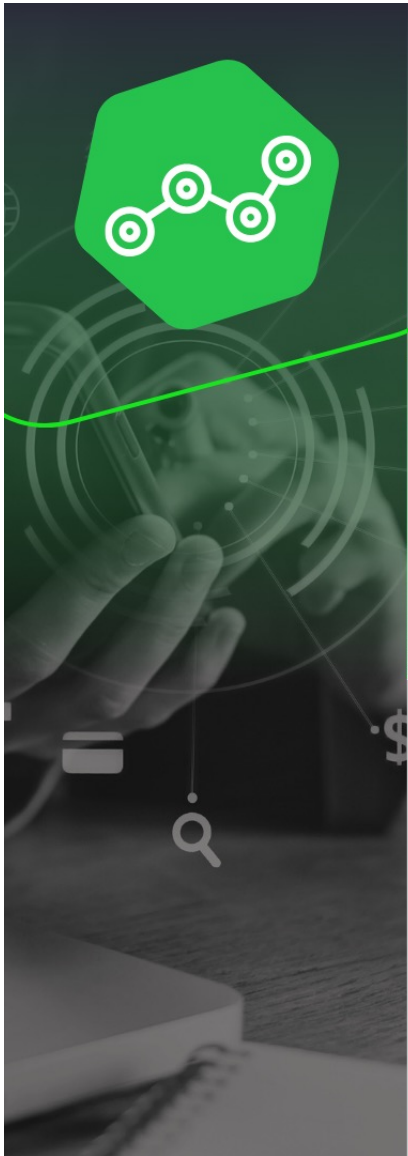
- **Resource Development**
- **Team Training**
- **Promotion**
 - *Website*
 - *Social*
 - *Dormant Database*
 - Deliverability by segments
 - Open
 - Click
 - Conversion
- **Feedback Responsiveness**



Mktg Ops

- **Staging**
- **Testing**
- **Responsiveness**

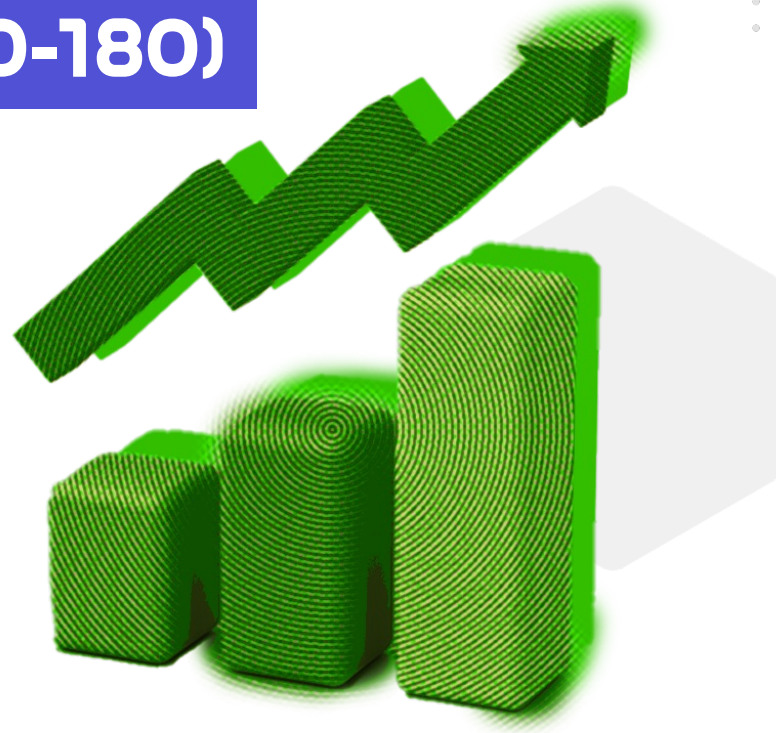
MEASURING JOINT EFFORTS AND PROJECT ROI



Campaign Outcome Metrics

(30-60-90-180)

- **Reach**
Conversion
- **Leads**
Follow-up
- **Connects**
Meetings
- **Revenue**



MEASURING JOINT EFFORTS AND PROJECT ROI

**Pro
Tips**



Sustainable Structure



Quality over Quantity



Assess friction from
the prospect's view



First one is the worst one



Campaign Review

Get Expert Advice

- We'll review one of your campaigns together **to identify areas of opportunity to improve positioning, delivery, reduce friction, and improve ROI**



Q & A

#ALLIEDINSIGHTS



Jeff Pelliccio

ALLIED INSIGHT - CEO



allied insight



thank
you!



Scan to Get a
Campaign Review

For Attending

Lead Generation Unleashed:

Amplifying Sales Marketing

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