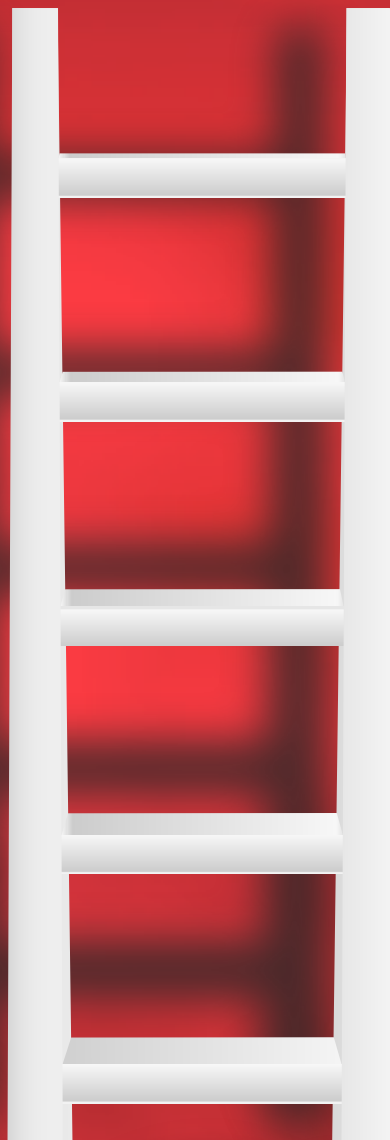


HOW TO **GENERATE** **HIGH QUALITY** **LEADS**

By:

 **SOCIALANDER**



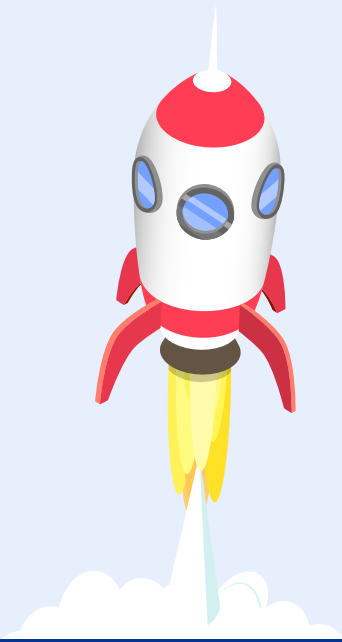


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Introduction



B2B marketers should improve their lead qualification process to capture high-quality leads that boost conversion. Generating high-quality leads requires marketing to work alongside sales to collectively identify what qualifies as a lead in the first place, and tuning their demand generation strategy with the most important customer characteristics.



Definition

There is a misconception with the word “High” in high quality leads. First, high doesn't mean rich when defining a high quality lead as a business.

High-quality leads are **ideal prospects that have a high propensity for conversion**. For you as a business to be able to grasp this you need to understand who your ideal prospects are.

A good way to classify leads as high quality is by attributing values to the characteristics or actions taken by them, such as job role, budget authority, interest in marketing content, and match to your ideal customer persona.

How to determine your ideal customer



Who should you target?

This is the first question you should ask in order to determine your ideal buyer. Recognizing your ideal buyer personas will take you a step closer to defining a high-quality lead for your business.

Lay out the characteristics of your ideal customer

By describing the most relevant attributes for your business, such as job role and decision-making authority, and implicit attributes that describe the desired online behavior.



Set up certain yardsticks

that a lead must reach in the buying journey to qualify as a high-quality lead that's ready to become a paying customer.

Build out your ideal buyer profiles from previous conversion data

or check your newly defined attributes against past sales records to ensure you are not off the mark.





Steps on how to generate high quality leads



1. Determine where your ideal customers are

Use marketing channels that have the best chance of capturing high-quality leads. These are usually the websites or platforms your target buyers spend the most time on when completing buying tasks. E.g. of **channels**

Facebook & Instagram

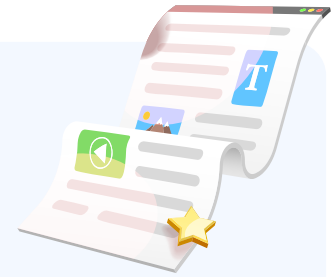
This platform has an equal demographic of older and younger audiences with detailed targeting options that allows businesses to reach their target audience even up to their marital status and monthly income.

LinkedIn

This is the best lead generation platform for a B2B business due to the user demographics of professionals on the platform.

Google

2. Determine your ideal content types



Identify which types of content have a high correlation with your previously completed purchases. Content downloads alone aren't enough to qualify a contact as a high-value lead. You must identify high-performing content types and place them where their ideal customers are likely to find them. Here are some tips to creating the right content for conversion



Create targeted content in clear, task-focused language

Resist the temptation to add broad content and instead break it down into smaller content pieces specific to different buying tasks.



Make content that challenges widely held beliefs, pain points, or doubts

Create content on a disruptive idea that teaches customers about their industry or business is most likely to attract attention. When a prospect engages with content that questions current practices and presents a solution, it indicates customers' openness to change.

3. Lead Scoring



Customer intent data captures different behavioral information of an individual or company such as the sites or pages they visit, reviews they read on third-party platforms or the content they spend time browsing. By collecting intent data, you can target customers when they are actively looking for your solutions.

4. Good marketing & sales equals high conversion rates



Your business can struggle with poor conversion rates if they aren't aligned with a quality sales team and process. Effective lead generation begins with marketing and sales co-developing lead qualification strategies, straight from defining a high-quality lead to determining lead scoring strategies and making iterative improvements.

5. Test and measure the effectiveness of your lead generation



Increase in the quality of leads means rejecting the objective of delivering as many leads as possible. The goal is to limit leads to just high-quality ones, with higher conversions, your metrics for measuring and reporting should also focus on that.

This platform enables businesses to reach customers with high purchase intent through their various channels like Google search, YouTube, and Display advertising.

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