LEAD GENERATION

CONTENT FOR GOALS
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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.
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

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 BREATHE ITS LEAD GEN RECORDS IN DAYS WITH A BRAFTON INFOGRAPHIC.
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.

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
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.
FUEL YOUR BRAND

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