

Onefish Twofish and Prospectvision joint webinar: Making the most of your online marketing for B2B lead generation

Cliff notes – 31st March 2010

The online buying chain



The 3 stages of an integrated approach to online buying:

Link all the different activities up so you're setting goals and doing online activity in all three areas:

1. Being found
2. Nurturing leads
3. Making it easy to buy when they're ready

Which social media to use at each stage of the chain:

Being found:

-**Build links and push your Google ranking higher** – social bookmarking, twitter, online press releases, search engine optimisation. Ensure your website has an easy way for people to share things they like on your site, e.g. AddThis Firefox plugin.

-**Lead people to your site** - Social bookmarking, Twitter, lead generation emails, online press releases, AdWords.

-**Monitor what other people are saying** – e.g. on Twitter, look for tweets that indicate dissatisfaction with current competitor solutions or that mention a problem your product may solve.

Lead nurturing:

-**Build thought leadership and credibility** - Blogs, commenting on blogs/news articles/forums/LI groups, become a guest blogger, host a webinar.

-**Engage with potential clients and suppliers** – Comment on blogs/news articles, set up a linkedin group, run a webinar, talk to them on Twitter if they are prolific

-**Nurture warm leads until they're ready to buy** - Email /hardcopy newsletters /LI groups. Frame the discussion around your own space.

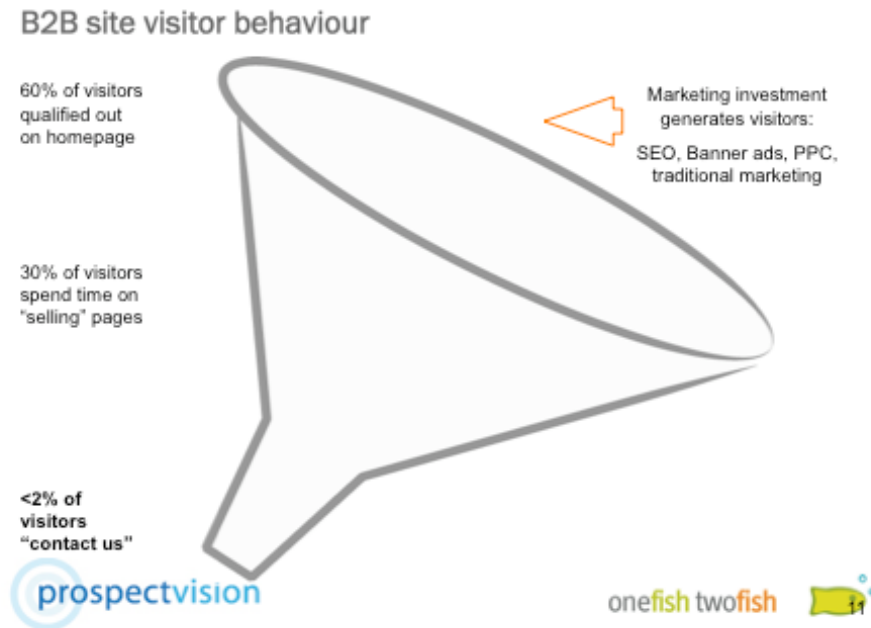
-**Find out what others are saying about you!** - Google Blog Search, Twitter, Google News, search functions on social networking sites (e.g. Twitter), Google Alerts

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Web – once people are ready to buy:

- Clear call to action – make sure it's clearly signposted where to go next
- Track registrations /downloads – to make your invisible leads visible
- Lead scoring – to check when people are ready
- Landing pages – tailored to your different audiences



Why don't people click?!

- They want to do more research and forget to come back
- They don't think you offer what they want because they didn't find it (even though you actually have a page on it!)
- Website design and content is very subjective – the site wasn't appealing to them

What can you do about it?

- Use lead scoring technologies such as Prospectvision to track when prospects are ready to buy.

Want to know more?

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