

The Salesforce logo, a blue cloud shape, is positioned to the left of the word "salesforce" in white lowercase letters. To the right of "salesforce" is the word "pardot" in white lowercase letters. The background of the entire page is a vibrant, stylized illustration of a mountain landscape with a river, a lake, and rolling hills under a blue sky with white clouds. In the foreground, a brown bear wearing a white tank top and a small grey cat are standing on a dirt path, looking out over the valley. A dashed white line winds through the landscape, suggesting a path or a journey.

salesforce pardot

THE B2B MARKETER'S LEAD GENERATION FIELD GUIDE

Meet Astro and friends!

They're here to help guide you through the great outdoors (and this e-book) in the spirit of fun, adventure, and exploration. Why? Because that's what Salesforce is all about – empowering people to blaze their own trails and be part of something greater. If you want to know more, check out Trailhead, the fun way to learn about Salesforce. Get started today at salesforce.com/trailhead.



Introduction

Leads can be elusive. Easily startled, and even more easily disgruntled when disturbed by a sales call or promotional email. Rarely do you find a B2B marketer with an overabundance of leads; instead, despite the proliferation of the platforms and content that normally attracts them, qualified leads that can fill a sales team's pipeline can still be difficult to source.

From websites, to social media, to email, and mobile apps, there are an unlimited number of ways to communicate with clients and prospects and share content, and most B2B marketers have a presence on some, if not all of those platforms. Having so many ways to attract buyers may seem like a good thing – especially if you operate on nearly all of them – but if you aren't reaching the right audience, it's no better than having none at all. Think of each platform as a kind of watering hole in the desert. Yes, some leads will be drawn to each one, but without a discerning approach, so will a host of other traffic, making it even harder to locate – let alone capture – the leads you need.

So how do you attract the leads you need to grow your business? Two-thirds of B2B marketers say content is fuel across all channels, including events, social, demand generation, so getting it right should be a big part of your strategy. It starts with your offer and

your message but, as with choosing the right channel, simply creating a barrage of content isn't the answer. Your clients and prospects are bombarded on every side by communications from dozens of businesses every day. There are hundreds of emails, thousands of Facebook notifications, and a metric ton of emojis. It's enough to send any lead scurrying back into the wilds of the world wide web. Perhaps that's why there's such a strong demand for quality, useful, immediately applicable content – and such a warm response when marketers deliver on it.

Providing quality content through the right channels and platforms is important when you consider that customer experience is one of the driving forces behind successful marketing campaigns with customers 5.2 times more likely to purchase from companies that offer a “great customer experience”.

We know that the main function of content – gated and un-gated – is to drive leads, and we know that methods like lead nurturing can increase the quality of those leads and lead to greater conversion. So how does all this fit together? In modern marketing, your lead generation strategy needs to be focused on providing your prospects with a customer experience that can differentiate your brand, and meet their needs on any and every level.



Gearing Up for Lead Hunting – Creating the Right Blend of Content

According to Smart Insights, 22% of marketers feel that content marketing is the digital marketing activity that will have the most commercial impact in 2016, but in the customer experience-driven wilds of modern marketing, content needs to provide additional value above and beyond describing products and services in order to tap into its full potential.

Buyers come to you because they have a problem or a pain point, or they want additional functionality for their business. And while your products can offer them a solution, so can your content. Position your website as a resource. The content you create for it should be something like another product. It should offer your buyers a solution to problems they might have, or new ways to consider problems that their clients might have. If you aim to offer your target audience something that is, will be, or should be important to them, your content will be much more powerful in

FIELD TIP B2B MARKETER'S GUIDE

While creating content around broad topics isn't a bad thing, the more closely applicable your themes and takeaways are to the interests and industries of your preferred types of customers, the more qualified leads you'll be able to generate from it.

“Approximately 22% of marketers feel that content marketing is the digital marketing activity that will have the most commercial impact in 2016.”

Smart Insights

driving leads.

Studying a Specimen: Building a Strategy Around Your Ideal Buyer

To keep from drifting away from the profile of your ideal buyer, you should make sure that you have your personas, mission statement, or another guiding beacon written or visually represented where it's easily accessible. This way when you are creating a content plan or strategy for a new campaign, you're readily able to refer to it. It also keeps a team centered around a common goal. You should involve your sales team to ensure that your ideal buyer has all the characteristics of their ideal lead. Together, determine where there is overlap between buyers who interacted with your online campaigns and those that went on to close a deal with your sales team. This overlap is where you'll be able to find the most viable leads, and those traits should go into the profile of your ideal buyer. Examine which campaigns they interacted with and what path they took to purchase, so that you can replicate that success across your organization.

Gearing Up for Lead Hunting – Creating the Right Blend of Content

There are several ways to add tangible value to your content. You can focus on problem-solving, offering your clients and prospects solutions to other pain points they might have within their industry or role, or you can inspire them with new ideas and concepts. You can provide data for research purposes, or you can entertain them. This last option is often overlooked in B2B marketing, so it can have a particular appeal if done correctly. While the success of each depends on how well you have identified your ideal buyer, you can combine these methods to create varied, sharable, and engaging content.

Separating the Leads You Want from Greater Traffic

When it comes to lead generation, many marketers think in terms of traffic. Whole herds of visitors browsing your content is surely likely to appease sales – after all, why would anyone want less traffic? Isn't that the whole idea? The answer to that is of course “it depends,” and what it depends on is whether or not you have enough leads, and whether those leads are qualified.

Marketers tend to be excited about generating a high volume of leads, but unfortunately, reps aren't always equally excited when many of those leads turn out to be less than ready to engage in a sales conversation. So while traffic is a great thing, it doesn't necessarily mean a corresponding amount of leads. A better course of action might be to focus in your campaigns on producing a higher volume of workable leads.

The high volume of traffic, low volume of leads conundrum can also occur if you aren't leveraging the right platforms. For example, B2B marketers know the importance of social media – it really can boost your lead generation efforts and visibility. However, if you notice more valuable conversions are coming from your PPC efforts, then that is where you need to focus your investment. While marketing on all the channels, all the time can seem like a good thing, if resources are stretched thin, you can (and should) scale back your efforts to only the platforms that are generating significant traffic from qualified leads.

[Learn more about creating great content with the “Content Creation Guide.”](#)

FIELD TIP B2B MARKETER'S GUIDE

Review the data on your top-performing piece of content, and compare it to what you know about your ideal buyer. How closely did your content align with the characteristics of your target audience? Was it a successful lead driver or did it just generate traffic? Reviewing these things will give you a starting point for developing new content.

Gearing Up for Lead Hunting – Creating the Right Blend of Content

The Role of Social Media

The jungle that is social media can be a scary place for a B2B marketer. By nature, it can be harder to initially determine what content will work for companies that are selling something as complex as healthcare equipment, rather than funny T-shirts, but some of the things you can learn from B2C companies can be applied to your strategy as a B2B company.

Think about what the average person – whether they're in your target group or not – uses social media for. Research, education, entertainment, connections, and sharing are all common activities. While the casual nature of these interactions might seem like an intimidating place to insert business messaging, it's also a unique opportunity for you to position your brand as human, customer-focused, and transparent.

Social media works best when it's casual and relatable. One way to do that is to feature your people, and a behind-the-scenes look at what you are all about – it helps build trust and generate interest among their followers. Share the stories of the people who are part of your business, from suppliers, to employees, to customers. Let your buyers put names to faces and learn about your business from the people that make it great. Sure, use your social media presence as a way to push out content, but don't discount its power to portray your company as a leader, an innovator, or someone who's just plain fun to do business with.



Survival Kit – Social Media and Lead Generation

While 54% of B2B marketers say that they have generated leads through social media platforms (*Rick Whittington Blog*), navigating social media requires research and perseverance. Use these tips to organize your social media strategy.

- Get on LinkedIn, where business content is expected and welcome. Approximately 94% of B2B organizations use LinkedIn to speak directly to the buyers in their industry. (Content Marketing Institute)
- Social media moves fast. Keep up a regular cadence with your followers. You can automate this step by scheduling content to post throughout the week.
- Don't slack on content quality. Social media may seem transient and temporary, but 81% of B2B decision makers use online communities and blogs to help make purchasing decisions. (Marketing Think)
- Social media is a conversation, so make sure you listen as well as talk. Ask questions, post polls, and run giveaways and competitions – all of these techniques encourage engagement and demonstrate to prospects that you are approachable.

“54% of B2B marketers say that they have generated leads through social media platforms.”

Rick Whittington Blog

- Don't be afraid to share “personal” content. Celebrate your employees, your customers, and major milestones for your company. It humanizes your brand, and shows that you care about the people who make you successful.
- Focus on great design. Aesthetics can have a big impact – especially when so much of today's social media is visual. Create images and videos that stand out and grab your prospects' attention. These two types of content are the most shareable and the most easily accessible.



Gearing Up for Lead Hunting – Creating the Right Blend of Content

Content Techniques for Easier Lead Capture

If you are getting traffic but not traction from your target audience, it might be an indicator that you have great content, but you need to work on your overall marketing mix. Inbound marketing can be helpful for prospecting because it allows you to cast a wide net with your content. High-level educational pieces and thought leadership work well, as do blog and social media posts to highlight your brand and its values. But B2B marketers should be wary of using only inbound marketing techniques, as it's tough to move prospects through the sales funnel without the support of other, more direct marketing tactics. These mainly differ from inbound marketing in how the marketer approaches promotion, and where leads are sourced.

With inbound marketing, leads come to the marketer. For example, promoting thought leadership content through social media platforms like Facebook and LinkedIn can attract prospects as they graze on a variety of content. While this is an important step for cohesive lead generation strategy, knowing how to expand your reach by incorporating a wide variety of techniques will help you more effectively reach your target audience.

B2B marketers need to explore as many channels as possible for promoting their products and content to ensure the greatest opportunities for lead generation, and one of those channels should always be your website. But your website must evolve to suit each customer. Dynamic content and offers can be targeted to specific demographics, particularly if you use a marketing automation solution. You can customize your messaging so that you serve up one offer to, say, companies in healthcare,

and another to financial services firms. Test different types of personalization, and think about each stage of the funnel. You can promote educational content like industry-specific case studies, as well as promotional specials like a specific offer for new subscribers. Personalized experiences set your brand apart. In a recent survey conducted by Salesforce, 57% of high-performing B2B organizations reported extensive use of web personalization (2016 State of Marketing, Salesforce).

Learn how to master inbound and outbound marketing techniques with [“The Guide to Inbound Marketing and Automation: How to Build a Strong Lead Generation Strategy.”](#)



Gearing Up for Lead Hunting – Creating the Right Blend of Content

Coaxing Leads through a Gate

Putting your best content behind a lead gate is a common and accepted lead generation practice, but curating the right balance of gated and ungated assets isn't as easy as it seems. While different types of content do better in different industries, a general rule of thumb is to gate more substantial content such as white papers, reports, and webinars because those should be your best, and most valuable content. Shorter content pieces like blog posts, infographics, and explainer videos are typically not gated.

One good way to gauge this decision is to think about your content goals. If you are creating a fun infographic that's intended to entertain with a little bit of light information, you want it to be easy to share, and you probably don't want to put it behind a lead form. The goal is wide reach and awareness. That's very different than a 20-page report featuring exclusive research, which is designed to drive deeper engagement with more serious buyers. That

said, once you gate an asset, you can maximize its effectiveness by leveraging the content in the form of synopsis, teasers, social media posts, and more to both promote the full version, and generate un-gated content.

Landing pages can help promote both gated and un-gated content by acting as a quick reference or repository of information around a particular topic or theme, or as the "gate" to a particular piece of content. Regardless of how you choose to use them, aim to make sure that they both represent the look and feel of your website, contain enough relevant information, and match buyer expectations. A good landing page can help attract leads through keyword searches and search engine results. You should take care to ensure that what's on the landing page accurately reflects the keywords that are driving there, and the content found behind the form. All of this plays into your rankings on sites like Google, and also helps create a positive experience for your audience.



Gearing Up for Lead Hunting – Creating the Right Blend of Content

Now let's talk specifically about the form itself. Long, arduous forms are unpleasant and not ideal when it comes to engaging your leads and driving pipeline. Whenever possible, keep forms short and concise, and only request the information you need so that prospects don't feel overburdened. If you're using a marketing automation solution, the process of creating forms for gating your content is made much simpler. Features like progressive profiling keep forms short, while still enabling you to gather the data you need by collecting new information each time a prospect interacts with your form.

Remember that the goal of a form is not to get every single piece of information at once, but to offer you a method of tracking individual prospects' interaction with your content. Once you've tagged a prospect with their name and job title, you can follow their activities and evaluate whether they're ready to be put into the next stage of your nurture campaign, or passed on to sales.

FIELD TIP B2B MARKETER'S GUIDE

Testing where and what type of content to gate on your website is a critical step. Some types of content do better gated than others, so when you roll out a new type of content, test it with and without a gate and compare the results. If it does well or the same both gated and un-gated, you should gate it to maximize opportunities to collect data.



Laying the Bread Crumb Trail – Attracting Leads

Feeding the Pipeline: Paid Marketing Techniques

Marketing techniques like banner advertisements, pay-per-click ads, and other outbound techniques are also a key part of lead generation. They are an effective way to reach busy on-the-go consumers who are already actively looking for a solution, or to target a certain type of customer. Taking time to research and invest in the correct channels for paid advertising will pay off in your ability to generate more qualified leads.

With paid marketing, the placement of your promotions is going to play the biggest role in driving leads to your products. As with organic traffic efforts, you should target the platforms where your leads congregate and identify the most practical options for your business. If you're new to paid marketing techniques, starting with social media platforms and search engines can give you a good amount of coverage to begin with. It's an effective way to set up targeted advertising quickly, and your efforts can be more easily scaled to grow with the pace of your business. B2B marketers are seeing the benefit of social media spending – it's the area where most plan to increase spending over the next 12 months. *(2016 State of Marketing Report, Salesforce)*

SEM or search engine marketing can help boost your SEO efforts, just as combining social media and paid advertisements can cover a much wider percentage of prospects. Creating landing pages and keyword-rich content is likely to drive your business higher up search engine results pages, but SEM can put you directly in front of prospects looking to find a solution quickly, or prospects

browsing via mobile. For many B2B organizations, search engine ads like Google AdWords are their most qualified lead source, because it allows them to reach people who are in an active buying cycle.

FIELD TIP B2B MARKETER'S GUIDE

Consider placing your paid advertisements on the platforms where you are most successful with your other forms of marketing. For example, if you have a thriving community on LinkedIn, it might make sense to pay for a sponsored post there.



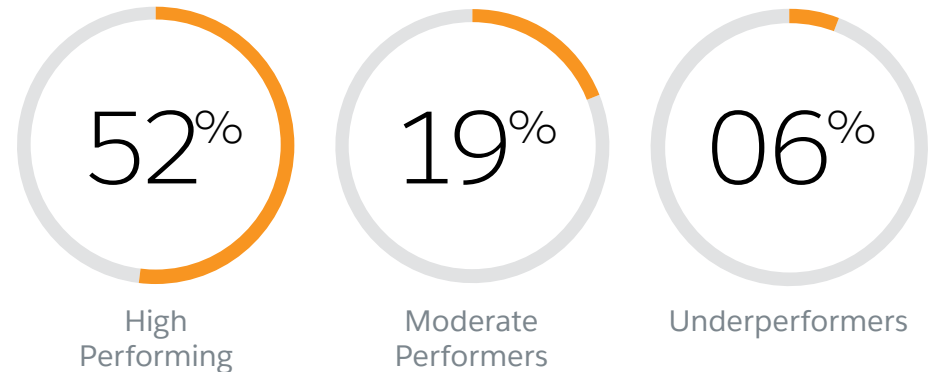
Laying the Bread Crumb Trail – Attracting Leads

Testing Your Equipment: Growth Hacking

Growth hacking is one of the most important tools in a B2B marketer's arsenal. Despite the catchy name, it's not a new concept. In fact, it is something that you've probably been doing already under the guise of test driving new content, new promotional options, and new placements. Knowing how and where to experiment across your site and consistently building a measure of this experimentation into your content and web development plans are vital for identifying new opportunities to grow your reach and further engage your target audience to drive leads.

As buyer needs and behavior continue to evolve, making growth hacking a regular aspect of your marketing strategy will help you keep up. While it may seem like changing direction too quickly will make you miss out, this agility can actually put you steps ahead of your competition. In fact, 52% of high-performing B2B companies report extensively using agile/lean methods in their marketing approach, compared to only 19% of moderate performers and 6% of underperformers. (2016 State of Marketing Report, Salesforce)

B2B companies that report extensively using agile/lean methods in their marketing approach.



FIELD NOTES FROM A FELLOW B2B MARKETER

SALESFORCE PARDOT

Growth hacking can be simpler than it sounds. Here at Pardot, we love to experiment with new ways of reaching our prospects and clients. To see if we could increase requests for demos from our target audience, we tested whether or not adding a prominent demo request button to all of our landing pages – even the ones targeting prospects at the top of the sales funnel would drive greater engagement than our previous approach of including a demo offer after the primary form complete. The result was a resounding yes, with a notable increase in the amount of demos requested.



Survival Kit –

Questions to Ask When Growth Hacking

If you're looking for ways to start experimenting, these are some questions to keep in mind.

- **What should the end goal be?** Think about what you want each experiment to specifically accomplish so that you have a metric to verify its success. Not every test will be quantifiable in terms of leads, so this is an important step.
- **How can we make this more intuitive?** Do prospects and clients flounder to find the right links and sections on your site? Is your copy too jargon heavy to draw in top-of-funnel prospects.
- **What types of traffic would this attract?** You only want more traffic if it matches your ideal buyer profile.
- **What do we want prospects to do first? Once they do that, what else can we get them to do?** When a prospect lands on the page, how should they interact with it? Looking at what you want them to do first is a good way to think through how to organize your content for people who don't see it every day.
- **Does this provide a positive customer experience?** This should be one of your ultimate goals for your site and your content, so ensuring that your testing takes this into account will help you keep your buyers and their interests at the forefront.

Track your data while testing new methods to ensure that you have a control group. It can be difficult to tell which factors lead to an increase in leads, form fills, or traffic if you have a number of different methods that you're testing, and don't forget to restore any failed experiments to their original condition before moving on to another. Keeping a file on current tests will help you stay organized and accurately represent your results.

Learn how to move your leads through the sales funnel more quickly with ["10 Tips for Accelerating Your Pipeline."](#)



Laying the Bread Crumb Trail – Attracting Leads

You can test and experiment with almost every single aspect of your content and your website, so identifying what to start with is the first step. Look for any bottleneck elements – a form that's too long, a page with a high bounce rate, a link with a low click-through rate, anywhere that you might be losing valuable leads because of a poor customer experience. Also consider missed opportunities right under your nose – where do you already have the active attention of your target audience, and how can you maximize it?

Nurturing Existing Client Relationships

Sightings of viable new leads are exciting, but there are other opportunities closer to home that marketers should also be aware of. Current customers can sometimes become camouflaged by the bright, flashy prospects filling the top of the sales funnel, but they're too valuable a resource to ignore when looking to increase engagement among qualified leads.

Current clients are even more likely to make a second purchase or a recommendation on behalf of your business. They are

your evangelists, attracting prospects to you by sharing their experiences with your brand. Their trust in you can encourage prospects to take a closer look.

Supporting your current clients should be the natural progression of your marketing engagement strategy. You have much more data and insight into how buyers are using your products once they've made a purchase, so content that can help them build expertise, find new ways to apply your product, and come up with new ideas is worth investing in.

There is another reason to highly value your clients: They offer a readily available specimen of your ideal buyer. The data that you collect from customers will help you better target your ideal buyer and align your marketing efforts with their needs.



Survival Kit – Building a Content Nest for Clients

A useful option for nurturing existing customer relationships is to offer enough comprehensive information that your current clients will adopt your website as their “nest” and main resource on a particular topic or industry.

To create a “nest” for your clients:

- Let them know that they’re important by distinguishing them from prospects and other visitors, and providing a more deeply personalized service. Send “welcome” emails and mark important dates—like the anniversary of their purchase or renewal.
- Offer them a membership that will give them easier or earlier access to exclusive content, and the option of receiving a newsletter of content relevant to their specific needs.
- Show them how to unlock additional features, troubleshoot, and get their teams to adopt new strategies and technologies.
- Encourage satisfied clients to share their experiences with your brand—even if they aren’t likely to make a second purchase. They will be your best evangelists.



Working with Expert Lead Hunters – Getting Sales Involved

Identifying Sales-Ready Leads

Leads come in a variety of shapes and sizes, but primarily fall under two important categories: hot and cold. You'll want to take the time to carefully determine the difference between hot and cold leads, and all the varieties in between.

Content consumption can be an excellent thermometer for gaging the warmth of a lead, so learning to “read” it accurately is an important skill. The first step is understanding prospect behavior. Prospects that are becoming workable leads of any temperature will demonstrate their interest by engaging with a large quantity of different types of content.



They might start by downloading a white paper or an e-book, and then pay a visit to a product page. From there they might watch a video or request a demo. Spotting a behavior pattern like this means tracking a prospects activity and being able to quantify it. For example, let's say Prospect A has landed on a random page of your site. He or she downloads the white paper. If you have gated that white paper, you now know that Prospect A's name is Ann, and she is a Marketing Director for a company called LenoxSoft. At this stage, that is most likely all you know about her, so keeping an eye on her activities after this will help you gauge her interest in your product. Let's say that two weeks later, Ann has watched three videos, downloaded an e-book, and looked at your pricing page. Now, Ann has become a warm lead.

But what makes her a warm lead? From a marketing perspective, we think that Ann is sales-ready because she's engaged with several kinds of longer-form content including videos, a white paper, and an e-book. Even if she hadn't looked at the pricing page, she's filled out a form and engaged with multiple types of gated content. It's a fairly safe bet that she can be transferred to sales.

Working with Expert Lead Hunters – Getting Sales Involved

Carefully observing prospect's interactions with your content makes sense, but how can you do that at scale across your entire lead database? That's where marketing automation comes in. Marketing automation provides a more concrete method for determining the warmth of a lead by enabling marketers to assign a score and a grade to a prospect that will increase or decrease based on what content they interact with. With a marketing automation solution, Ann's propensity to buy can be more accurately determined before she is passed to sales. Then, when she is ready, she can be automatically routed to the right sales team, along with her full activity history and a handy alert to let them know about their new lead.

FIELD NOTES FROM A FELLOW B2B MARKETER

VALPAK

Using a marketing automation solution, Valpak is able to quickly identify the warmth of leads and place them into an appropriate nurture program. If a prospect identified as a local grocery in Tampa, Florida, Valpak was able to nurture them with stories of other Tampa-based businesses who had used Valpak services successfully. Beginning qualification early in the sale and automating the lead pass process has enabled the Valpak marketing team to send over more high-quality leads to its partners faster. In the first 90 days alone after the website relaunched, Valpack doubled their monthly lead volume and increased the conversion rate of its prospects to sales leads by 30%.



Working with Expert Lead Hunters – Getting Sales Involved

Mini-Guide to 3 Different Lead Species

There are many varieties of leads, but these are some of the most common:

The Not Quite Ready: This lead is interested, but has no budget, or has recently hired a new team member, or just simply isn't ready to make a decision yet. They will be, but not for another six months or so.

How to Capture Them: Add these leads to nurture campaign that provides educational material and keeps your business top of mind. If they are actively engaged, it's okay to include things like new product announcements and personal notes from their sales rep.

The Option Considerer: This lead is looking at one or two of your competitors as well. They haven't decided who they'll go with, but they're ready to make a purchase decision as soon as they do.

How to Capture Them: These leads will benefit from a special nurture that feeds them information about how your product edges out the competition. Send them product-focused emails or content, stories about the success of similar businesses, and an invitation to test drive your product. Make sure these interactions are personalized as closely as possible to demonstrate your commitment to their success.

The Cold One: This lead is cold. Perhaps they don't think they need your solution, or they aren't convinced it can do what they want. Perhaps they have given up on their search for a new product. Regardless, this lead has been transferred back to marketing to be released back into the wild.

How to Capture Them: If you still think this lead might be a good fit, instead of releasing this lead, you can attempt to turn it back into an opportunity for sales. Cold ones can be warmed up with a nurture campaign that educates them and relates to their pain points. Be careful not to be intrusive, and keep the content helpful, entertaining, and very high level. No overt pitching! It's important to get the cadence just right with this type of lead. If done successfully, they stand a strong chance of re-engaging as warm, sales-ready opportunities.



Working with Expert Lead Hunters – Getting Sales Involved

Passing High-Quality Leads to Sales

Wouldn't it be easy to accurately identify warm leads if there were some sort of lead expert who could tell you exactly what to look for? As it turns out, every B2B marketing team has in-house experts who do just that: your sales team.

Sales teams spend their days wrangling leads, so they are your best resource for determining what a warm lead looks like, and should play a significant part in your efforts to capture more of them. Before any steps are taken to increase lead generation, B2B marketers need to speak with their sales teams and identify the characteristics they should be looking for in prospects who will become viable leads, and at what point those leads should be transferred to sales.

There will be differences in workflows and how each team prefers to wrangle leads, but the process by which a lead changes hands should be the common ground. The faster marketing can transfer warm leads and their corresponding data to sales, the sooner sales can begin building relationships and closing the deal.

🗨️ Approximately 67% of B2B marketers that use lead nurturing see a 10% or greater increase in sales opportunities throughout the funnel; 15% see opportunities increase by 30% or more. 🗨️

Iconsive

And the conversation shouldn't end at the handoff – speak to your sales team and find out what processes are in place, if any, to transfer cold or dead leads back to marketing for nurturing. Nurture campaigns can be designed to manage unique groups of cold leads. Whether it's deals that have fallen through, or prospects who have simply fallen by the wayside, nurturing can warm cold leads and give sales another opportunity to close the deal. 67% of B2B marketers that use lead nurturing see a 10% or greater increase in sales opportunities throughout the funnel; 15% see opportunities increase by 30% or more (*Iconsive*), but these campaigns need feedback from and open communication between sales and marketing teams to be the most effective.



Working with Expert Lead Hunters – Getting Sales Involved

Working together with your sales team is vital for building trust with buyers who want a streamlined customer experience. It's not enough to simply provide a product that solves a problem, instead, brands must strive to align with buyers' interests, pain points, industries, and attitudes in order to collect the data that they need to be able to successfully drive leads into their pipeline.

Lead generation, capture, and nurturing need teamwork between sales and marketing and a deeper understanding of not just how to reach the buyer but what to give them beyond just products and services. The more you can offer by way of customer experience, the better the response from your buyers will be.

FIELD TIP B2B MARKETER'S GUIDE

Speak to your sales and customer success teams about efforts to maintain relationships with current clients. These relationships can be nurtured into secondary or even tertiary sales, so keeping up with them should be part of your strategy. Speaking with current customers is also a great way to remain close to the needs of your target audience. Most customers are very willing to provide feedback on why they chose your solution, the problems they were hoping to solve, and their progress toward their goals so far – good or bad.



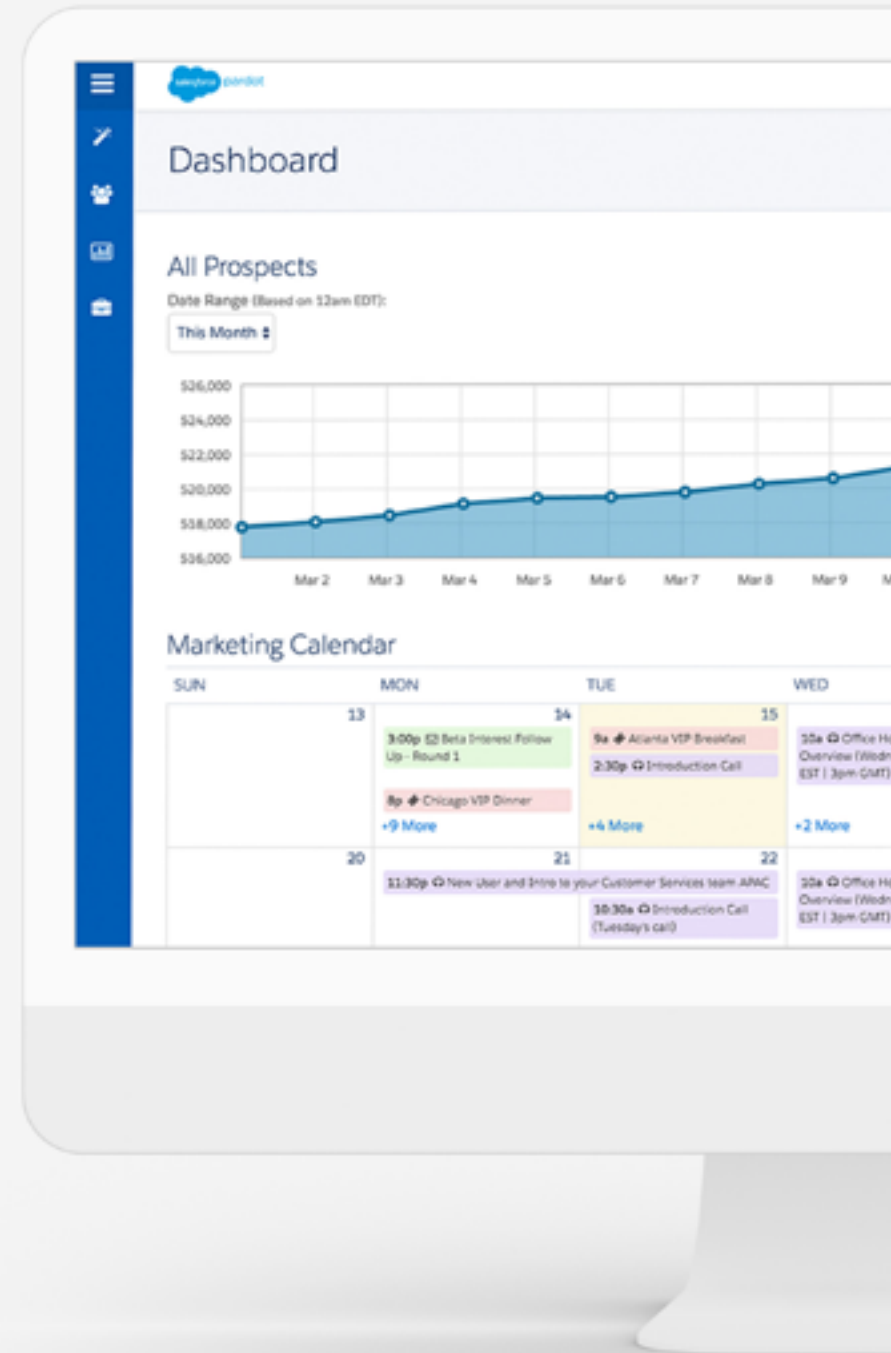


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