

B2B Lead Generation – A Framework

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Land Acknowledgement



About Rochelle



What We'll Learn

- By the end of today's session, you should be able to:
 - Describe a **B2B lead generation framework**
 - List the **key elements** of that framework
 - Apply a **B2B lead generation strategy** to your organization

Agenda

- Overview of a B2B Lead Generation Framework
- Review Each Element with Examples
- Action Items & Next Steps
- Additional Links & Resources

B2B Lead Generation Framework



Define Your Target Audience – Market Segmentation

- Industry
- Location
- Organization Size
 - revenues or net profit
 - # of employees
- Transactions
 - # of transactions
 - frequency of transactions
 - value of transactions
- Usage
 - heavy, medium, light
 - complementary products / services
- Time in Business



But, who ***specifically*** is your customer?!

Define Your Target Audience – Customer Persona

A semi-fictional representation that showcases the key traits of your target **customer** (*ideally, based on data and customer research*):

- Fictitious Name & Photo
- Position, Title, Job Experience
- Personality Type
 - Introvert vs. extrovert
 - Right brain vs. left brain
 - Optimistic vs. pessimistic
- Online Behaviours
- **Pain Points / Challenges**
- **Goals**
- **Objections**
 - “Build or buy”
 - No budget
 - Not now

Define Your Target Audience – B2B Customer Persona Example

<p>DEMOGRAPHIC information:</p> <ul style="list-style-type: none"> • Age 46 • \$103,000 annual salary • BSN from UC Davis • MHA from Walden University (online degree) • Married, two kids • Worked in a large hospital system in CA after nursing school 	<p>THE PROBLEMS she has that IHI solves:</p> <ul style="list-style-type: none"> • "I need to balance cost cutting with maintaining quality and it's very complex." • "Getting adoption of best practices is slow and not uniform." • "I would love to be seen as more of a 'go-to' leader within the larger organization." 	<p>ONE DAY in the life:</p> <ul style="list-style-type: none"> • Attends lots of face-to-face meetings • Conducts office hours in ICU to give nurses and physicians time with her during the week. • Handles a significant amount of paperwork related to regulation and compliance • Has to be "on call" for scheduling and staffing issues at any hour of the day
<p>Her VALUES AND GOALS:</p> <ul style="list-style-type: none"> • Son is a junior in high school and her daughter will be a freshman next year; family prioritizing their finances to pay for college • Prides herself on staying on top of emails and being responsive to all levels of her organization and team • Strong advocate for work-life balance in the office but often works several hours in the evening except for Friday and Saturday • Attends church regularly • Encourages her staff to grow professionally 		<p>Her main INFO SOURCES and WATERING HOLES:</p> <ul style="list-style-type: none"> • SCCM enewsletter • ICU Director magazine • Office hours in departments • Hospital cafeteria • After work socialization with department staff on a monthly basis • Informal chats with former colleagues in CA hospital system • IHI Quality Innovators LinkedIn group. Hasn't posted yet; looks through ICU-relevant posts. • Member of AACN
<p>THE EXPERIENCE SHE WANTS when seeking out IHI products or services:</p> <ul style="list-style-type: none"> • Wants to be able to read comments and feedback on the IHI programs in the way that she reads Yelp reviews of restaurants • Would like to conduct a "chat" when she is deciding whether or not to sign up for a program • Wants to be recognized as a "fan" of IHI even if her attendance level is not what we consider high. She was an enthusiastic OS participant when she got her MHA in 2009. 	<p>Diane Director, BSN, MHA Director of Critical Care at Terre Haute Regional Hospital in Terre Haute, IN</p> <p>Their ROLE AND LEVEL SENIORITY in detail:</p> <ul style="list-style-type: none"> • Reports to VP of Patient Care Services. • Administrative responsibilities for a 32 bed ICU unit, 35 bed CVICU unit, and 4 cardiac inpatient units. • Has budgeting power for 300 FTE staff ICU 	<p>Her most COMMON OBJECTIONS to IHI's products or services:</p> <ul style="list-style-type: none"> • Needs cost cutting guidance; doesn't know if Bedside to Balance Sheet is for her • Wants more content on culture change that could enhance process improvements • Needs more material on how to get senior leadership behind her efforts; mobility in the ICU was treated as an experiment in the eyes of the VP of Patient Care, not a way forward. • RNs only get \$500 a year in pro. development funds for non-degree programs; puts IHI content out of reach for her staff.
<p>IHI Areas of Focus that she would be interested in: Quality, Cost, Value / Patient Safety IHI Rings she would engage in (by %): Innovate (5%), Demonstrate Results (15%), Build Capability (75%), Disseminate Knowledge (5%) IHI programs she has attended/resources used: OS courses, Rethinking Critical Care seminar, Survey Design W+A, WIHI broadcasts on ICU subject matter</p>		

Set Your Goals, Objectives, & Targets

What do you want your leads to **DO**?

- **Primary conversions**
 - Purchase
 - Donate
- **Secondary conversions**
 - Sign up / provide contact information
 - Trial
 - Webinar / Demo
 - Newsletter
 - Downloadable content, e.g., whitepapers, research, etc.
- **Specific KPIs and Targets**

Develop Content / Lead Magnets

A “**lead magnet**” is a free item or service that is given away for the purpose of gathering contact details.

Types of Lead Magnets

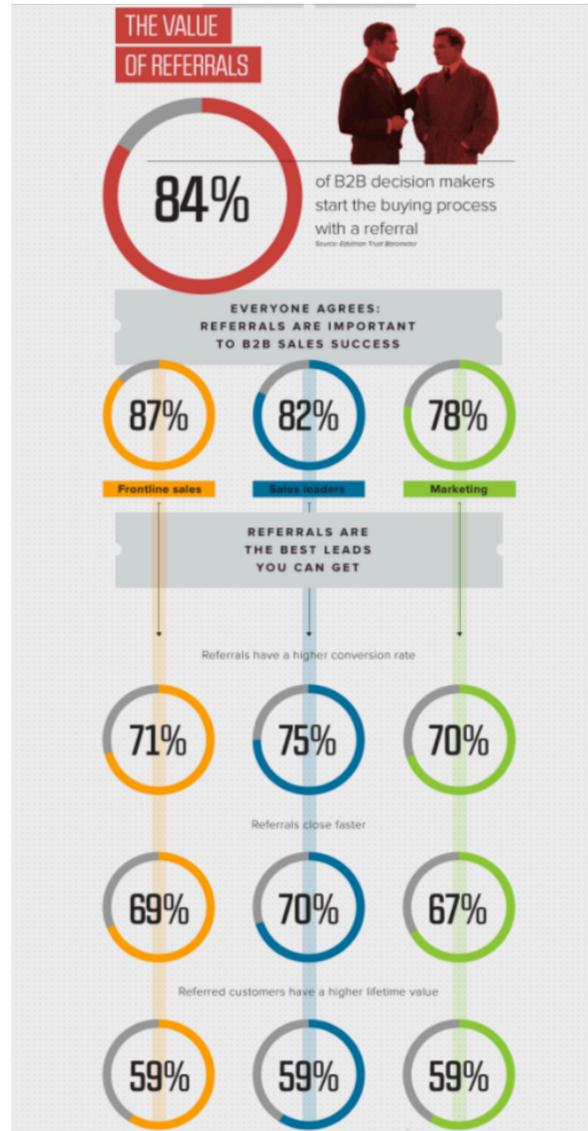
- **Educational lead magnets**
Teach your visitors something they don't already know
- **Useful lead magnets**
Provide a tutorial, calculator, or other tool with which they can solve a problem
- **Community-building lead magnets**
Create a way for your audience to build a community based on the things they have in common, e.g., direct challenges and group forums
- **Entertaining lead magnets**
Inspire or entertain your audience, e.g., quizzes
- **Bottom of funnel lead magnets**
“Push” the visitor from lead to customer, e.g., free trial, discount codes, free consultation

Nurture & Close Your Leads

Lead nurturing and closing is a key component of your sales activities. The following recommendations are just a few ways to nurture and hopefully close your leads.

- **Targeted content**
Tailor intriguing, entertaining, and delightful content to target audience members so you can identify the most-qualified leads.
- **Multi-channel lead nurturing**
Reach and nurture your audience where they are — on **multiple** channels! Don't just stick with one channel.
- **Multiple Touches**
Boost touches with a mix of content types and channels to increase your interactions and engagement among target audience members.
- **Timely Follow Ups**
Follow up with your leads in a timely manner to keep them engaged and interested as well as keep your brand top of mind.
- **Personalized Communications**
Personalize your emails (and all lead nurturing tactics, when possible) to promote customer conversions.
- **Lead Scoring**
Implement a lead scoring strategy to help you determine which leads you should focus your time on.
- **Sales and Marketing Alignment**
Align sales and marketing teams to improve your lead nurturing tactics and boost customer conversions.

Get Customer Referrals



Source

Get Customer Referrals

The key to referrals is to **ask for them!**

Here are a few types of referrals to consider:

1. Word-of-Mouth Referrals
2. Online Reviews
3. Social Recommendations & Sharing
4. Email Referrals
5. Incentive-based Referrals

B2B Lead Generation Framework



Action Items & Next Steps

1. Define your target audience: **identify your primary (and secondary) market(s)**, and develop **detailed customer personas**
2. Set your **lead goals, objectives, and targets**
3. Think about the **types of lead magnets you can offer** for your target audience(s)
4. Review your **lead nurturing and closing strategies**
5. Develop or improve your **customer referral program(s)**

Additional Resources

- [How to Conduct a B2B Segmentation](#)
- [Video] [Buyer Persona Creation for B2B Business](#)
- [What is a Lead Magnet? – Definition and Guide](#)
- [12 Lead Nurturing Software Options for Your Business](#)
- [80 Referral Program Examples](#)

Thank You!



Any questions or further ideas? 😊

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