

B2B Lead Generation – A Framework

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February 2021

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

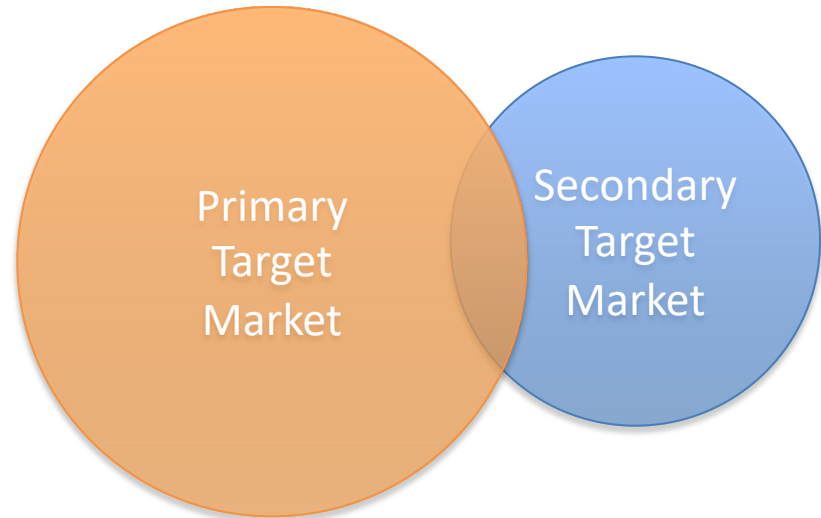
- Overview of a B2B Lead Generation Framework
- Review Each Element with Examples
- Action Items & Next Steps
- Additional Links & Resources

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

DEMOGRAPHIC information:

- 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

THE PROBLEMS she has that IHI solves:

- "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."

ONE DAY in the life:

- 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

Her VALUES AND GOALS:

- 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



Her main INFO SOURCES and WATERING HOLES:

- SCCM newsletter
- 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

THE EXPERIENCE SHE WANTS when seeking out IHI products or services:

- 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.

Diane Director, BSN, MHA

Director of Critical Care at

Terre Haute Regional Hospital in Terre Haute, IN

Their ROLE AND LEVEL SENIORITY in detail:

- 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

Her most COMMON OBJECTIONS to IHI's products or services:

- 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.

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

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

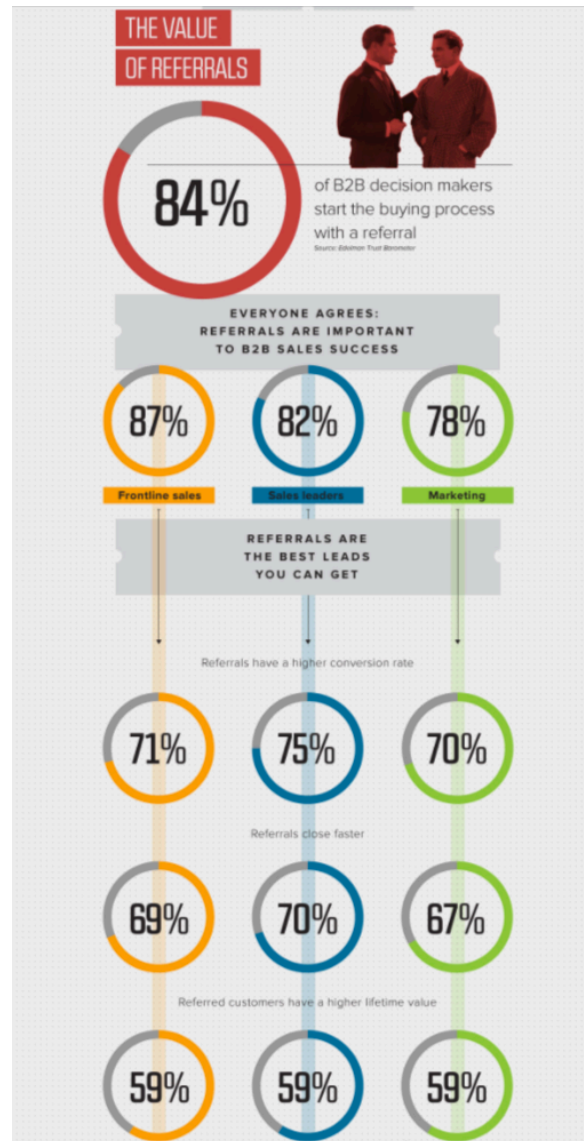
- **Educational lead magnets**
Teach your visitors something they don't already know
- **Useful lead magnets**
Provide a tutorial, calculator, or other tool with which they can solve a problem
- **Community-building lead magnets**
Create a way for your audience to build a community based on the things 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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