



UNCOMMON
KNOWLEDGE

Best Practice Lead Generation.

For Marketing Professionals Volume 2



Best Practice Lead Generation

Current best practice requires a combination of elements but must always start with good data. Once your data is in good condition, you can begin to establish other key components such as a flexible marketing database which supports an interface for sales and marketing teams to develop insight, execute and automate direct campaigns - as well as providing extracts for CRM sales follow up.

When campaigns begin to incorporate more extensive data analysis, you are well on your way to creating and executing personalised engagement journeys, bringing your business closer to being truly data centric.

The following represents a summary of the key elements required to achieve good practice in the data aspects of lead generation and management.

The biggest
challenge for
61% of B2B
marketers is
generating high
quality leads.

(B2B Marketing Community)



61%

Define the business universe and the addressable market.

Gain a detailed understanding of the overall size of the business universe by using a number of independent sources.

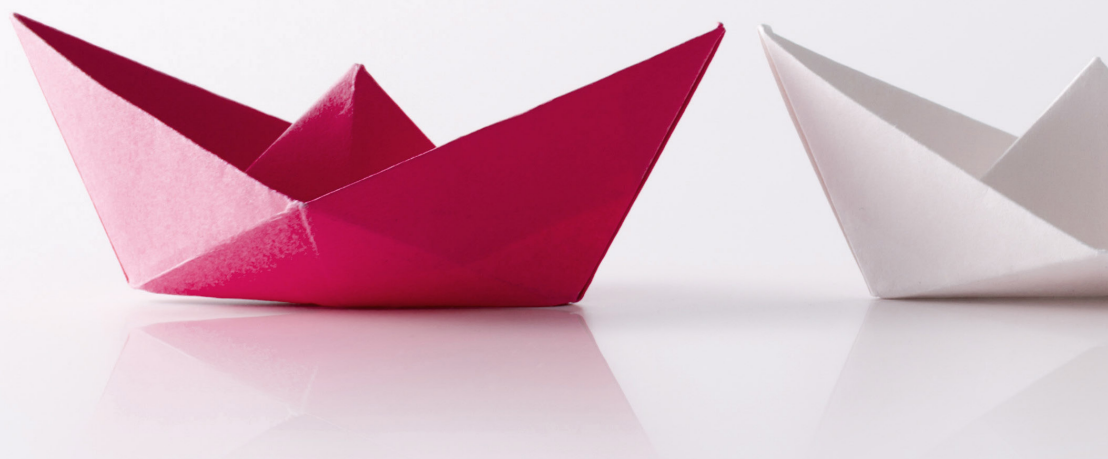
Analyse your existing customers and define the addressable universe of companies and target those that have a higher propensity to buy.

Define a Golden Record for Marketing

Define which fields represent a complete data record in order for it to be effective for all aspects of lead generation.

These should include:

- Company details
- Contact details
- Historic transactional information
- Details of current suppliers
- Existing contract renewal dates
- Privacy / preference fields
- Data to make selections and develop analyses

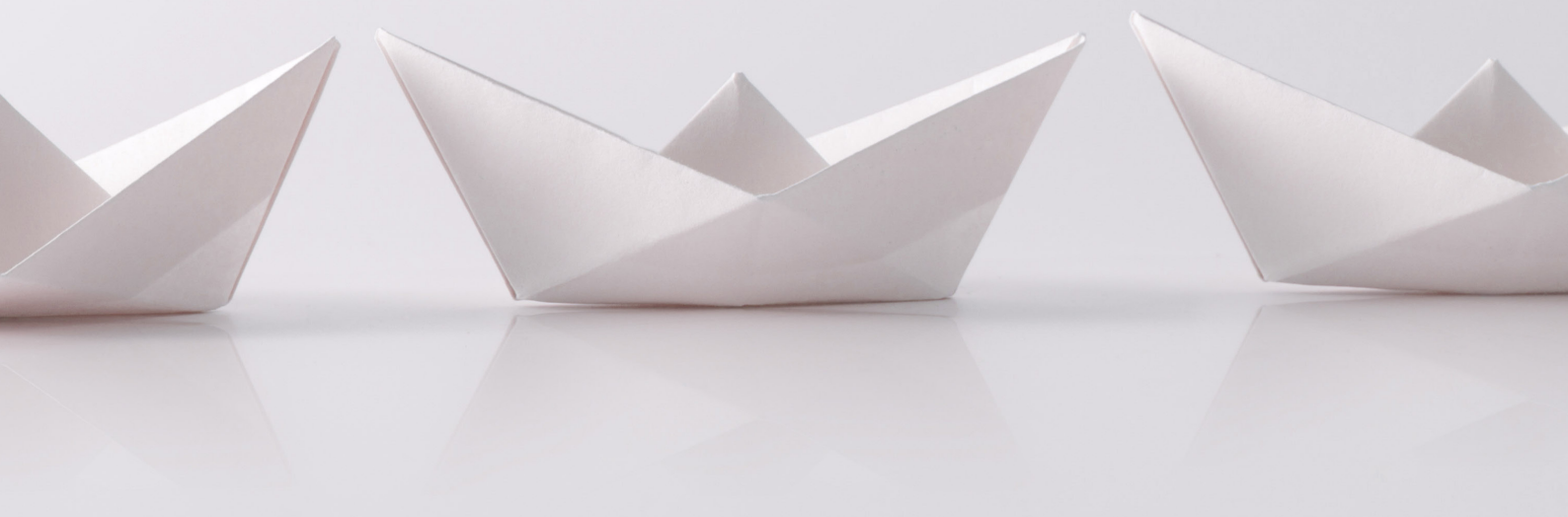


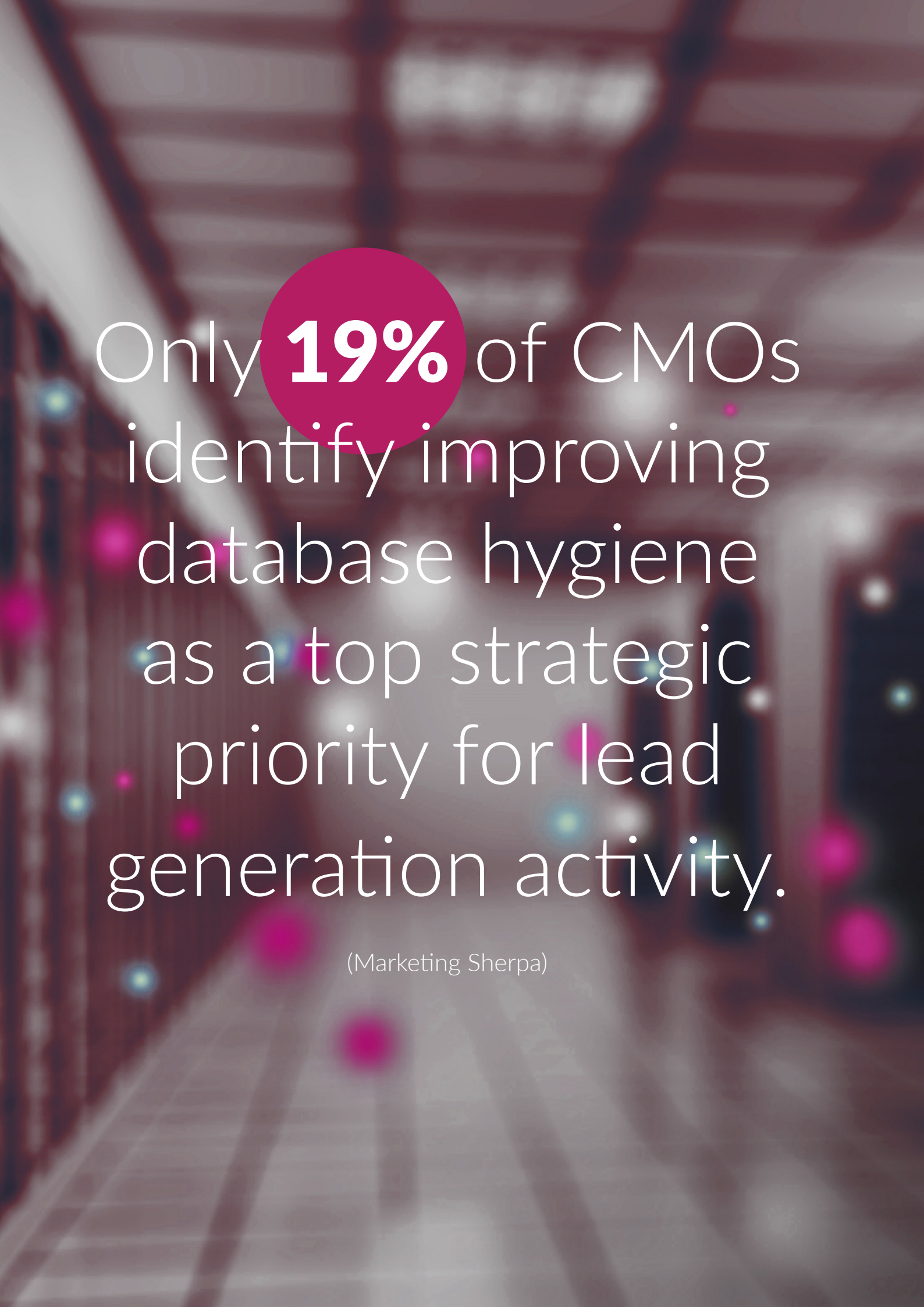
Start a journey...

The objective is to start a journey to create this kind of 'all encompassing' record for all customers and prospects by using information from a number of data sources – internal and external – prioritising those within your addressable universe as these will be the records that your marketing will be focused on.

Identify Key Data Sources

Document and audit what data already exists within the organisation for customers and prospects at a field level and identify which systems will provide the best data. Create a process to acquire missing data from third party suppliers or through manual research. This will be a process that takes time to achieve.





Only **19%** of CMOs
identify improving
database hygiene
as a top strategic
priority for lead
generation activity.

(Marketing Sherpa)

Data integration and Quality

Ensure that you have the tools, skills, rules and processes to create a single view of customers and a single view of prospects, on a repeatable regular basis, from the specified feeds of internal data source systems and from the external providers – based on persistent company and contact unique reference numbers.

Set objectives for data quality and completeness and produce a dashboard illustrating KPI's on data quality and completeness for active management.

Data Management

The integrated customer and prospect data should be held on the same marketing database. This will enable data analysis, mining and visualisation, along with KPI and regular management reporting, data maintenance, as well as campaign selection and management and recording of all outcomes.

The marketing database or Data Staging Area (DSA) receives inputs from the systems defined and provides outputs to the CRM and marketing automation systems.

Develop Models

Propensity models should be developed and maintained regularly to predict behaviour and prioritise communications activity.

A behavioural segmentation – particularly for SoHo (Small Office/Home Office) and SMB (Small to Medium Business) will facilitate the development of propositions and improve outcomes – provided it is practical and actionable.

Using personas can also assist provided that they are also attributable and selectable.

Businesses that
use marketing
automation to
nurture prospects
experience a
451% increase in
qualified leads.

(Annuitas)



Privacy and Preferences

Legislation regarding privacy and preferences is changing. Falling foul of legislation can result in very large fines and therefore it is essential that the legislation is fully understood. Establish processes to ensure that due diligence is undertaken on all of your suppliers of third party data – as well as documented evidence of your own compliance.



Customer Lifecycle and Contact

Engagement, lead generation, conversion and customer nurturing are all points along the customer lifecycle.

It is important to take an integrated view, creating life cycle journeys for the key segments and aligning personalised communications to the key moments along the journey. Contact strategy can be optimised based on segment and potential value or propensity to buy.

A suitably scaled, full and ongoing nurture programme using digital, content and personal contact is the goal - requiring sophisticated, ongoing data integration and analysis to measure every interaction.

A hand is shown holding a white computer mouse. A white cord extends from the mouse, arching over the top of the frame. The background is a solid, vibrant magenta color. The text is overlaid on the left side of the image.

Companies that
automate lead
management see
a **10%** or greater
increase in revenue
in 6-9 months.

(Gartner)



Evaluate and Optimise everything

Measure every interaction and all campaign activity and produce performance dashboards. Use this information to refine models and segmentation to optimise their performance.

Where using a number of call centre partners, ensure that outcomes are all recorded in a consistent manner.

Target sales and call centres on data collection and verification.



Organisation and Strategy

Create a marketing organisation that is clear, logical and integrated with clear leadership, putting the customer or prospect at the centre and orientating resource accordingly.

This requires a dedicated data function and a clear definition of who at 'C' level is responsible for data and data governance.

Develop, agree and communicate a clear strategy to all of the team and regularly review.



of companies
using marketing
automation
outsource all
or part of it.

(Ascend2)



Uncommon Knowledge has devised an actionable and robust model of best practice that scores every important element and sub element of best practice to benchmark how your organisation performs. It also identifies the specific elements to refine in order to optimise performance - getting the most bangs for your marketing bucks.

To find out more about how this could work for you contact Simon Lawrence at **simonl@uncommon-knowledge.net**

t: 07710 139696 | e: simonl@uncommon-knowledge.net
| w: www.uncommon-knowledge.net

THE MEASURABLE DIGITAL MARKETING AGENCY