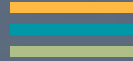


# B2B Lead Generation Marketing Trends



**2019 Results and Trends**

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# Introduction

## Welcome to the 2019 B2B Lead Generation Report!



B2B marketing is constantly being updated with new trends and tactics. Companies are always looking for the latest strategies to give them the edge over others, especially with the pressure B2B businesses receive for generating sales. With this changing atmosphere, I wanted to provide an update on the newest trends and statistics in the marketing world.

We've pulled stats and info from all over the web, using the most recent and reliable sources in order to better understand how B2B marketers are adjusting to the new challenges and strategies, and to identify new trends and best practices. I hope you find this report interesting and useful, as we'll try to cover all the critical data and trends in 2019.

Enjoy!  
Jon Gillham

# B2B Marketing

## Trend Highlights

1

Quality of leads generated still remains a top concern for most marketers and B2B businesses, however automation and new strategies have eliminated other major obstacles.

2

SEO is the best inbound lead generation tactic, while email marketing is the best outbound tactic for B2B businesses.

3

Measuring analytics, especially ROI, seems to remain the biggest challenge for marketers despite the advances in automation and outbound strategies.

4

LinkedIn has taken over and dominated as a strategy and medium for lead generation

5

Outsourcing key aspects of a business will lead to big cost-savings for businesses, while remaining effective and efficient.

# What Are The Biggest Lead Generation Challenges?

According to The State of B2B Lead Generation and What it Takes to Succeed held by Digital Doughnut in 2017, the biggest challenges for lead generation are:



- The quality of leads generated
- Getting the right processes and procedures in place to generate high quality leads
- Tracking ROI from leads

Takeaways:



- Since 2012 studies, quality of leads has always been a major challenge for marketers
- Converting leads to customers has become less of an issue in the last few years
- Tracking ROI is a new challenge marketers have encountered



# What Are The Most Effective B2B Lead Generation Tactics?



## **SEO:**

Staying up-to-date with these changes and constantly optimizing your site will lead to greater traffic.



## **Email Marketing:**

The more automation, the more leads generated.



## **Social Media Marketing:**

Over 50% of B2B marketers get clients from Facebook while LinkedIn is responsible for 80% of social media leads.



## **Other notable tactics:**

Blogs, PPC, telemarketing, trade shows, direct mail, and traditional advertising.

# What Are the Greatest Barriers to B2B Lead Generation?

80%

of marketers say that their lead generation efforts are only slightly or somewhat effective



79%

of marketing leads never convert into sales with the main cause being a lack of nurturing leads



63%

of marketers say generating traffic and leads is their top challenge



61%

blame a lack of resources, staff, funding, and time as the biggest obstacle to lead generation



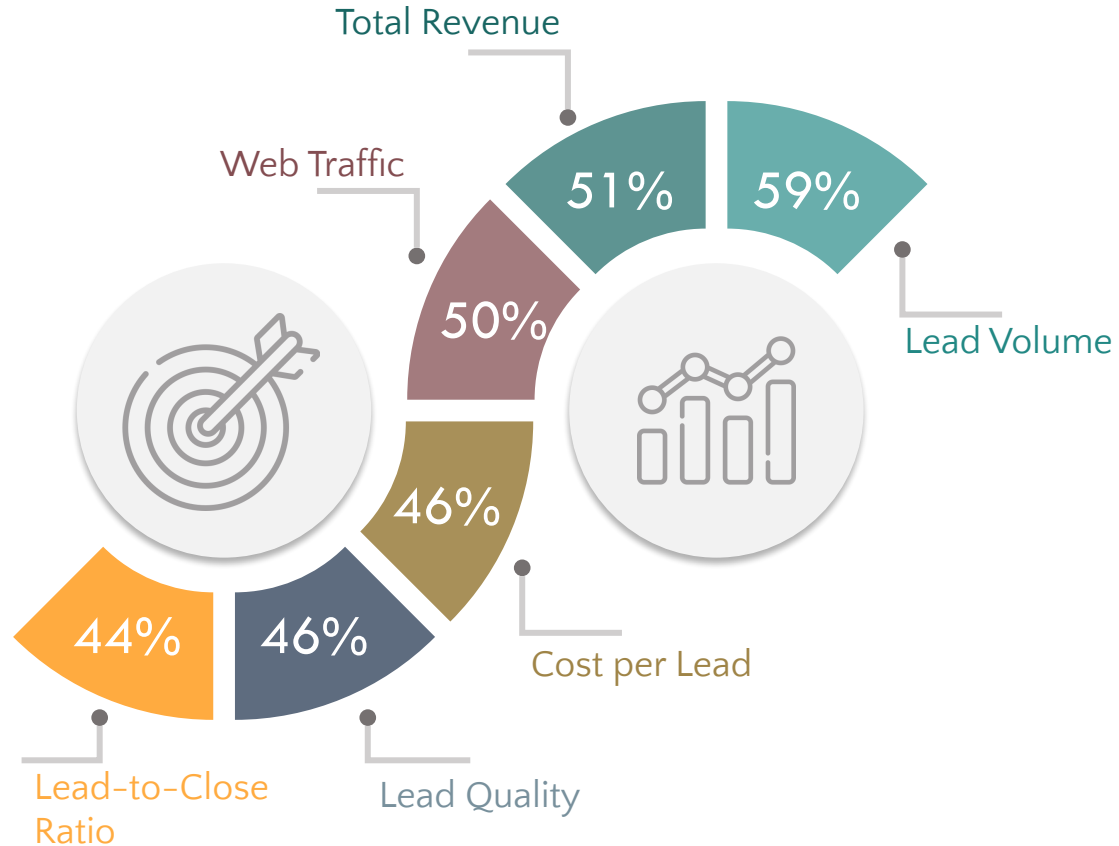
42%

of marketing professionals say that the lack of quality data is their biggest barrier



# What Metrics Are Used To Measure Marketing ROI?

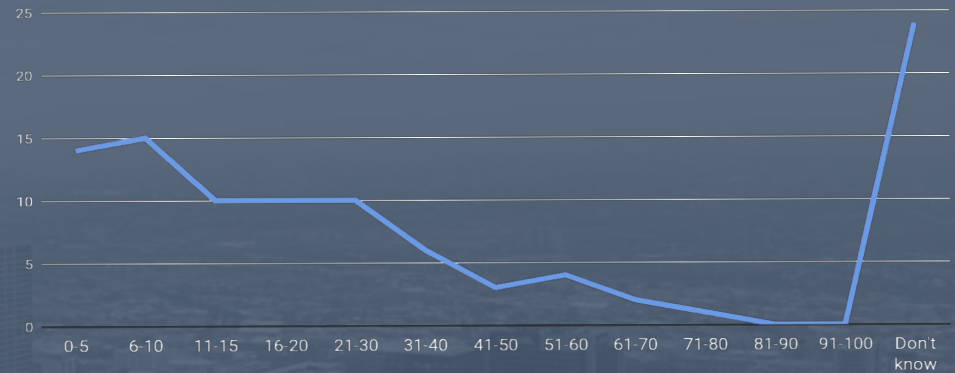
Although marketers prioritize lead quality over quantity, when measuring ROI, 59% of marketers still rely on total lead volume as their top metric. It is easy to measure, but it doesn't tell marketers much about the suitability of those leads and how likely they are to convert.



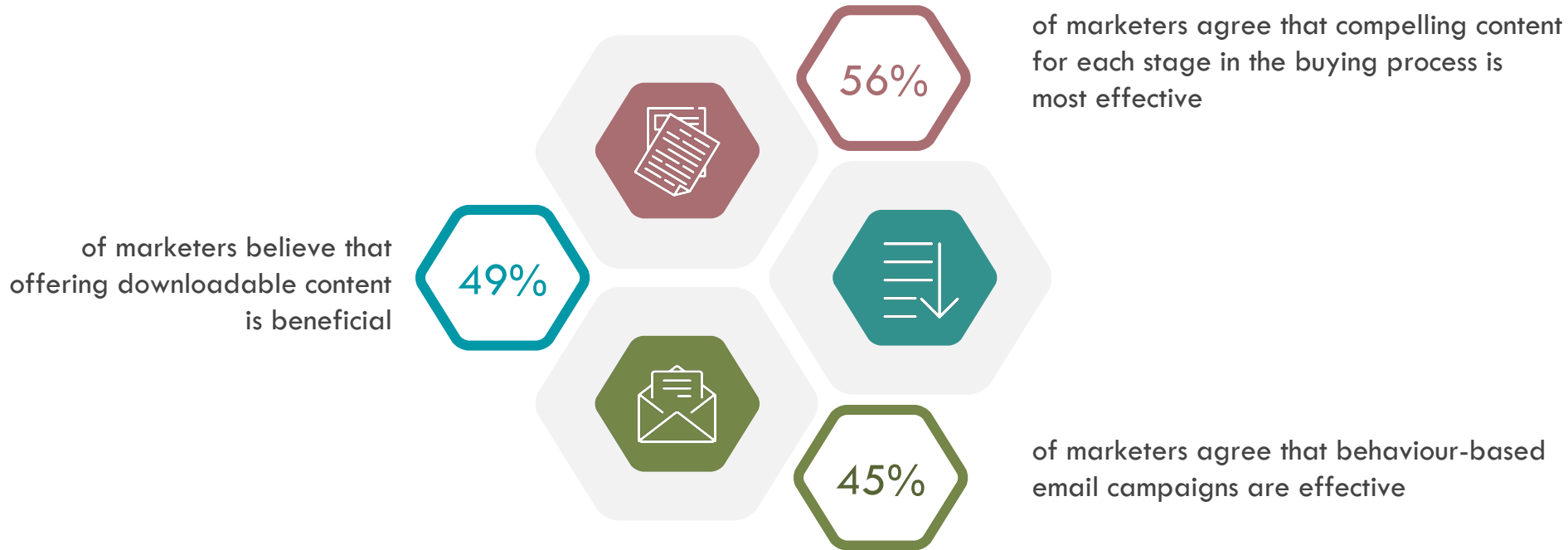
# What Percentage of Leads Convert to Closed Sales?

A shocking **24%** of marketers don't know the conversion success rate of their lead generation.

% of Leads Converted to Close Deals



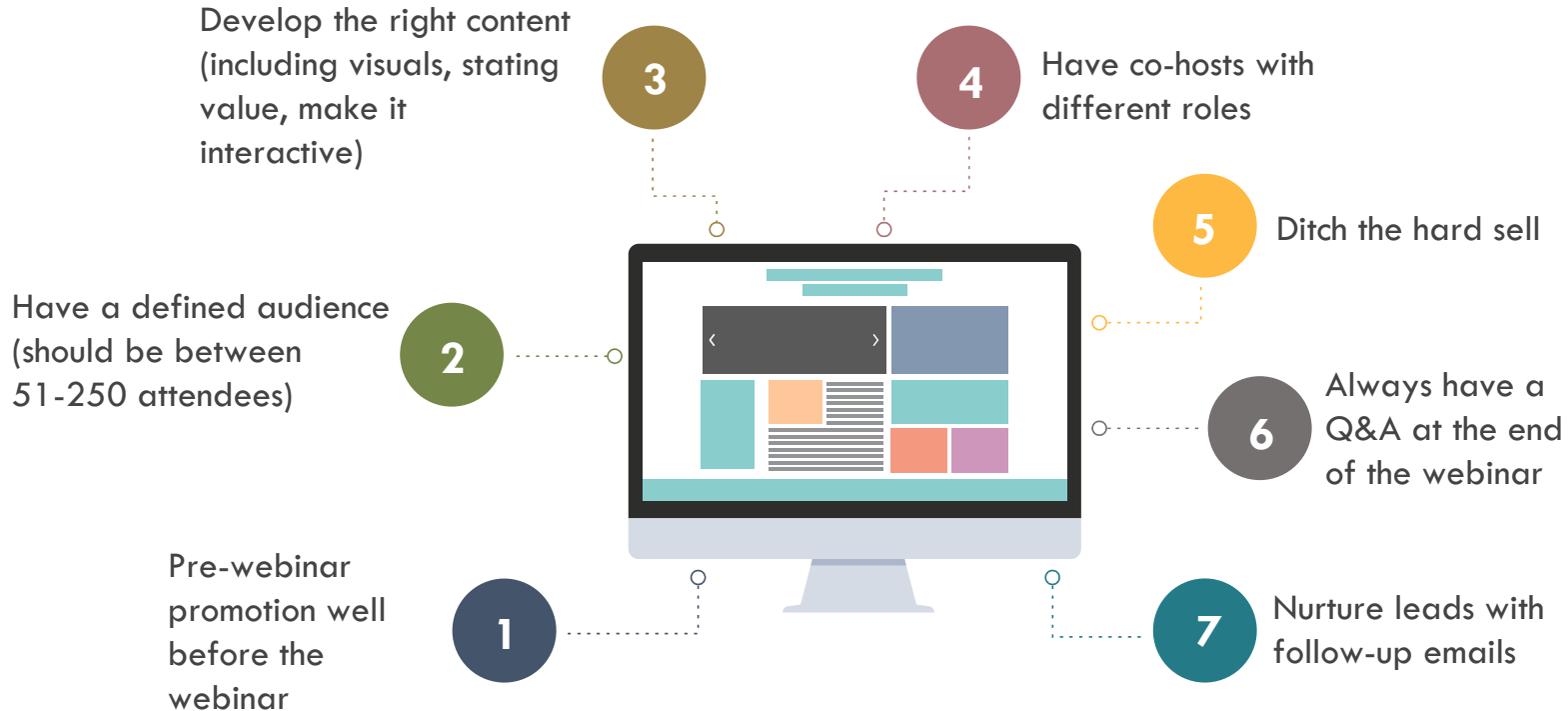
# What B2B Email Tactics Are Most Effective?



# What Are The Best Performing Offers & Calls To Action?



# What Are The Most Important Aspects of a B2B Webinar?



# What **Social Media Tactics** Are Considered To Be Most Effective?

- 45%** of marketers agree that posting content on a company blog is the most effective
- 44%** agree that engaging in online conversations with audiences and building strong relationships with bloggers is important
- 42%** invest effort in community moderators and social influencers
- 63%** of marketers' rate LinkedIn as the most effective B2B platform for lead generation

While LinkedIn is the most popular, B2B marketers have expanded their social media strategies to include other platforms, with 89% using LinkedIn, 88% using Facebook, 83% using Twitter, 55% using YouTube, 39% using Pinterest, and 26% using Instagram



# What Are The Most Effective Tactics Used to Optimize Marketing Automation?

75% of marketers say they are currently using at least one type of marketing automation tool. However, not many marketers utilize multiple tools to the extent they are able to (only 35%). Here are some of the most effective tactics used:

Customer experience mapping (53%)



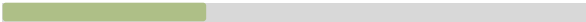
Personalized/dynamic content (51%)



Prospect/customer re-engagement (40%)



Landing page and form CTA (35%)



AI and predictive modeling (34%)



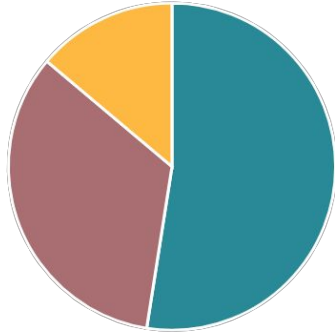
A/B or multivariate testing (28%)



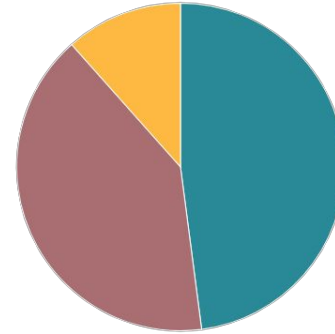
Auto-responder and drip (28%)



# What Percentage Of The Budget Is Allocated to Lead Generation?



**53%** of marketers say half or more of their budget is allocated to lead generation, while **34%** say less than half of their budget is allocated to lead generation (**14%** don't know their exact budget breakdown)



**58%** of marketers say their lead generation budget will increase in the coming year (up from 49% compared to 2012), **36%** report no change, while **6%** say their lead gen budgets will decrease

# What Tactics Are Currently Being Outsourced by B2B Companies?



**IT Services** - businesses are becoming increasingly reliant on the use of information technology and the ability to interact 24/7 is required to succeed. Doing this in-house can be costly and outsourcing is an efficient and cost-effective way to deal with this.

**Accounting** - this is absolutely essential to any company and outsourcing it can be cost-effective when trying to run a lean operation.

**Digital Marketing** - this can arguably take up the most time, depending on how much effort you want on marketing efforts and outsourcing, if done properly, can be more effective and efficient than in-house. SEO and email automation efforts are two of the key tactics used here.

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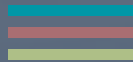
**Human Resources** - staying on the right side of the law and keeping employees happy requires an HR department. With affordable HR agencies available for outsource, more companies are choosing this option.

**Sales Development** - B2B businesses need outbound strategies if they want to be successful and outsourcing this tactic can lead to hyper-targeted lead generation. Having a company or outsourced team filling your funnel while 1 or 2 manage processes in-house can be very valuable and effective for sales.

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