

B2B LEAD GENERATION

Trends to Watch in 2021



B2B marketers never have had to change their strategies & approach so rapidly & repeatedly as they did in the past year or so. All due to the ongoing COVID-19 pandemic. They not only had to restructure their working style, but also the business goals & priorities. The crisis response made them identify several sales and marketing trends that will serve them well long after the pandemic is gone.

If you are in to B2B lead generation or are a B2B marketeer, here are some of the lead generation trends that you must capitalize on to boost both the quantity & the quality of your leads.

PERSONALIZATION USING USER DATA



of customers prefer shopping experiences tailored to their intent.

If your services, messaging, & website UI does not speak to the intent of the visitor/prospect, you will not be able to grab their attention. You must be able to tailor your landing page, rewards, offers, & offerings to foster a bespoke experience based on the prospect's industry, behaviour, and stage of purchase.

(Source: Segment)

OMNICHANNEL MARKETING



The engagement rate through the omnichannel market is up to 18.96%, as opposed to 5.4% through a single channel.

Using omnichannel marketing allows businesses to leverage different channels to engage with their prospects & also to leverage the customer data during their interaction. It will enable them to tweak their offerings based on the customer behaviour during engagement & boost their chances of making a sale.

(Source: Clickz

DIGITAL SELF-SERVICE PRECEDES PERSONAL INTERACTIONS



75% of B2B buyers prefer digital self-service over personal meetings/interactions.

Even though we are towards the end of lockdowns, many B2B leaders still prefer remote/digital engagement over any interpersonal interaction. The enduring appeal for buyers to access the services & information could easily be attributed for it & perhaps to keep it going. It would be best if you kept the digital engagement going with your prospects/clients even after the pandemic.

(Source: McKinsey)

HYPER-PERSONALIZATION



80% of modern customers are likely to purchase from a business delivering personalized offerings. It applies to both B2B & B2C.

According to a study, as few as 9% of B2B marketers are leveraging the potential of hyper-personalization for lead generating. If you do not have a hyper-personalization strategy for your marketing campaigns in 2021, you must include one.

(Source: Epsilon)

CONTENT MARKETING



Content marketing can help you generate 54% more leads as compared to traditional marketing methods.

Content marketing costs almost 62% less than traditional marketing, and yet it is one of the most effective strategies to generate leads. 57% of modern B2B marketers prefer SEO over other marketing forms for generating leads.

(Source: HubSpot)

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