dynamicWEB®

Anonymous visitors

Traffic

Identification process

Call to action

Lead tool

Identified visitors

Leads

Boost sales with B2B lead generation from your website

White paper on how to use existing website traffic to generate more B2B leads for your sales force

Content

Legal disclaimer!

The white paper describes marketing initiatives, which may be restricted according to law in different countries. Dynamicweb recommend that you consider local rules and seek proper legal advice before implementing.

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1. Why read this white paper?

Efficient lead generation is a critical for most B2B companies and has large impact on the cost of sale. With the right lead generation formula, the marketing team can support the sales team with relevant leads and lower cost of sale.

Many B2B companies have already realized this and are using various traditional approaches in their lead generation. These activities include telemarketing, direct mails, online advertising and campaigns. There are however still some who seem to neglect the effective use of their own website, meaning that they fail to utilize the great amount of customer leads generated through the continuous website traffic. The question is whether any company can afford to neglect this in the long term?

This white paper provides an overview on how a B2B company can use their website traffic to generate up to 100% more leads from their website by monitoring the visitors in a structured way. In addition, the monitoring of the website can give B2B companies valuable insight on how their existing and potential customers are engaging on the website.

Dynamicweb has recently conducted an analysis on lead generation, based on 50,000 visitors on the dynamicweb.dk website. The analysis has shown a general pattern according to visitor identification, which we will use as empirical data in this white paper.

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Co-founder of Dynamicweb and deeply involved behind many of the go-to-market concepts that Dynamicweb is currently executing.

2. What is lead generation?

Lead generation, from your website, is basically a process about turning anonymous visitors into identified visitors.

When a visitor enters the website, the identification process starts by using two different approaches, "call to action" and "lead tool", which may function either separately or more effectively combined. The purpose of this process is to turn anonymous visitors into identified visitors, and thereby to create qualified leads to the sales department.

The lead generation process is visualized below as a funnel since only a minority of the anonymous visitors will generate actual sales qualified leads.
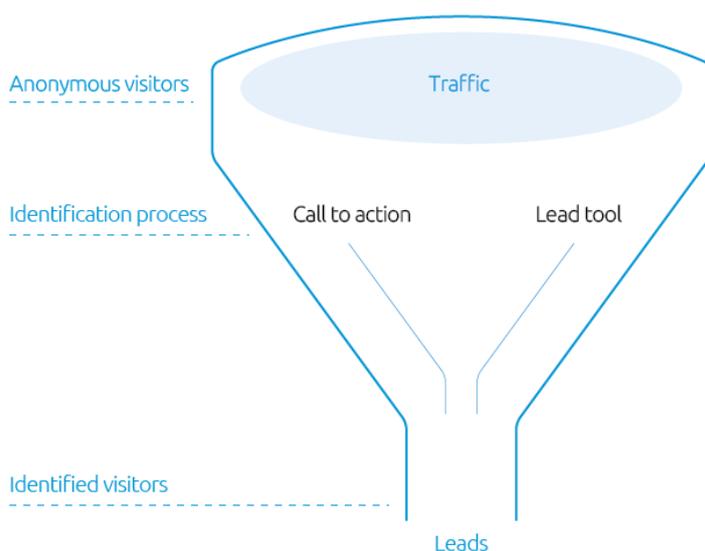
The purpose of lead generation is to turn anonymous visitors into known visitors.

Each step in the process, from regular traffic to sales qualified leads, is described in the following sections, and includes a brief description of the differences between "call to action" and "lead tool" leads. Relevant data is used to substantiate the content.

2.1 Call to action leads

The primary objective on a B2B website is often to motivate the anonymous visitor to perform a desired action, which we describe as "call to action". To convince the anonymous visitor to reveal his identity most B2B marketers are working with call to actions like:

- Landing pages with contact forms to access brochures or white papers.
- Forms allowing visitors to sign up for the company newsletter or industry information.
- Contact forms for ordering an online demo or product samples.
- Live chat to learn more about products or to get support.

Through the use of "call to action" tactics marketers are able to identify a number of sales qualified leads, which can be handed over to the sales team.

However, it is difficult and for many B2B companies conversion rates for their call to actions are in the around 0.35% of the total number of website visitors. To raise these numbers we recommend using a lead tool.

2.2 Using a lead tool

The primary objective of a lead tool is to identify which companies are visiting your website, and to notify you every time a lead revisits. The identification will generate valuable insights about visitor behavior by collecting and showing unique information regarding the searched content, frequency of visits and return visits. This intelligence will enable you to create and maintain a constant pipeline of sales qualified leads.

In short terms the lead tool will provide the following advantages:

- Gain insights on potential customers visiting your website, and receive notifications whenever they revisit it.
- Contain information on how potential customers landed on your website, what content they searched for and which pages they visited.
- Enable your sales department to engage your potential customers on behalf of the acquired knowledge regarding behavior and interests.

A lead tool is either an application which can be bought and added on to your website, or it can be integrated in your web platform. Both ways will apply, but the integrated solution will provide additional advantages allowing for more refined ways of lead nurturing.

Dynamicweb offers easy access to effective lead management.

As previously mentioned in the introduction, Dynamicweb has carried out an analysis on lead generation, based on 50,000 visitors on the dynamicweb.dk website. These results will be used as empirical data in the following sections.

We previously learned that the "call to action" account for a 0.35% conversion rate, whereas the "lead tool" will help you identify some 3.5% of the visitors on your website. The question is of course how many of the 3.5% can actually be considered sales qualified leads? We will elaborate on this question in the following section by including relevant empirical data.

3. How to use lead generation in your sales process

By combining the use of "call to action" and the "lead tool", we have identified two effective lead generation methods on the website. According to empirical data, the combined method will extend the benefit with approximately 100% more leads in favor of the companies who manage to incorporate the method in a structured and continuous process.

	RATES	MONTH
Daily visitors	1,000	30,000
Leads from call to action	0.35%	105
Identified visitors	3.5%	1,050
Leads from lead tool	0.35%	105
IMPROVEMENT FROM LEAD TOOL		**100%**

Source: Analysis of 50,000 visitors on dynamicweb.com

The aberrational percentage between the 3.5% identified visitors and the 0.35% leads from lead tool, is caused by already existing partners and customers visiting your site, who are not considered relevant according to new leads.

The question remains whether a lead generated by a lead tool is actually considered a sales qualified lead and what benefit a company can achieve from it?

3.1 "Call to action leads" vs. "lead tool leads"?

The leads generated from the "call to action" method will in most cases be considered more valuable compared to the alternative identified by the "lead tool".

The reason is that a "call to action" lead has name and contact information provided by the actual visitor himself, meaning that the lead can be handed directly to the sales team for further processing.

In comparison, the "lead tool" lead is not an actual person, but a company, which has been identified according to an IP-address or similar available information - meaning that it cannot be considered an actual lead, but rather intelligence that a given company has visited your website at a certain point.

Combining your "Call to action" strategy with a lead tool will enable an additional 100% lead generation through your website.

3.2 Combine "lead tool" leads with sales activities or telemarketing

Since the "lead tool" leads are different from the "call to action" leads a different sales approach is needed in order to capitalize from them. This is why you need to combine the intelligence from the lead tool with your telemarketing and current pipeline.

Many B2B companies use telemarketing or conduct internal sales activities. In order to support this approach, imagine, that a potential customer visits your website searching for a given product and is identified by the lead tool. The lead tool will then automatically reveal the identity of the company and what product the company has shown interest in.

This information is extremely valuable for your internal sales department or your telemarketing people as it generates more effective and timely intelligence about the potential customer. It will enable your sales reps to make contact at the most favorable time in the process, during which the customer has shown genuine interest in purchasing a product. This is why we claim that the combination of lead tool and telemarketing is extremely powerful.

Lead tool + Telemarketing = More qualified leads

At Dynamicweb this approach has been used in a structured way in a long time. The results are good and the lead tool is now an integrated part of the sales process and is being integrated with the CRM-system in order to eliminate manual work processes.

Please consider the following scenario:

The Lead Tool has always been a persistent part of having to identify the visitors on our website. It allows us to track and to utilize every sales opportunities relating to our existing customers, while also providing valuable notifications regarding potential new leads to our pipeline. This makes lead generation a central discipline in our sales process.

Brede Bjerke, VP, Sales and Marketing, Dynamicweb Software A/S

	USING LEAD TOOL	WITHOUT LEAD TOOL
Number of calls to reach one company	4	4
Time spent pr. call	7 min.	7 min.
Minutes spent pr. company	28 min.	28 min.
Number of companies to call for one meeting	10	20
Time spent to book one meeting	280 min.	560 min.
Price pr. meeting (hourly rate 50 EUR)	233 EUR	466 EUR
IMPROVEMENT FROM LEAD TOOL		100%

Source: Dynamicweb internal sales.

3.3 Integrate the lead tool with your CRM-system

To gain maximum return from the lead tool you should integrate it with your CRM-system. This will make it possible to store website behavior data from the lead tool in your CRM-system and automatically create leads in the CRM database for internal sales and telemarketing. With high website traffic, this approach will save lots of manual work and probably have a good return of investment.

However, the integration will also provide new possibilities to support your sales reps, as automatic notifications will occur every time existing and potential customers visit the website, searches for specific products, and thereby generates favorable opportunities for your sales reps to maintain efficient pipeline management.

A fully integrated sales approach with the lead tool integrated with the CRM-system will therefore be beneficial for most B2B companies.

Integrate the lead tool with your CRM-system to maintain efficient pipeline management.

4. Available information from the lead tool

The lead tool offers you a web based interface, where you can access certain information on each lead identified, which is further described below.
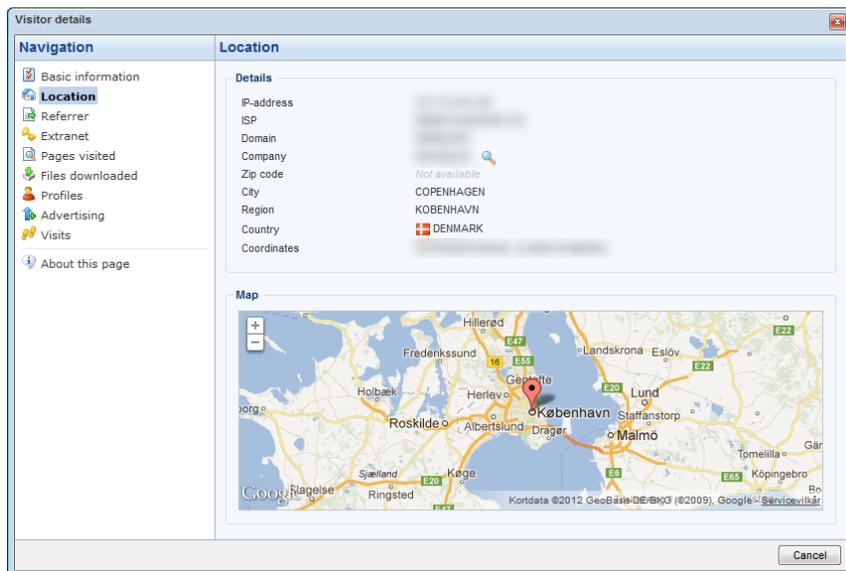
A web based interface will provide information about who has visited your website, which information they searched for and downloaded files etc.

- **Location and Company name**
  Provides information based on the IP-address of the visitor. Most importantly, this can include a company name, a domain name and a location that can be used to acquire more detailed information about the lead.

- **Referrer**
  Let you know how the potential lead found your website. If, for instance, a search engine was used, you can review the search keywords and your rank in the search.

- **Pages visited**
  Displays all pages visited by the potential lead and enables you to open any of the pages in a new window.

- **Files downloaded**
  Displays all file downloads (if any) made by the potential lead.

- **Visits**
  Provides information (such as the date of visit, number of page views etc.).

- **Advertising**
  If the potential lead was referred to your website through an online advertising campaign such as Google AdWords, then you can use the information here to identify the campaign.

About Dynamicweb
Dynamicweb is a leading software company developing products that help you grow and optimize your online business. Our All-in-One Business Platform combines Content Management, Ecommerce and Marketing capabilities to create powerful customer experiences across all channels, which increases conversions and optimizes customer lifetime value.

Today, thousands of businesses run more than 12,000 websites with Dynamicweb. We are expanding our services internationally in close corporation with 200 certified partners in 13 countries.
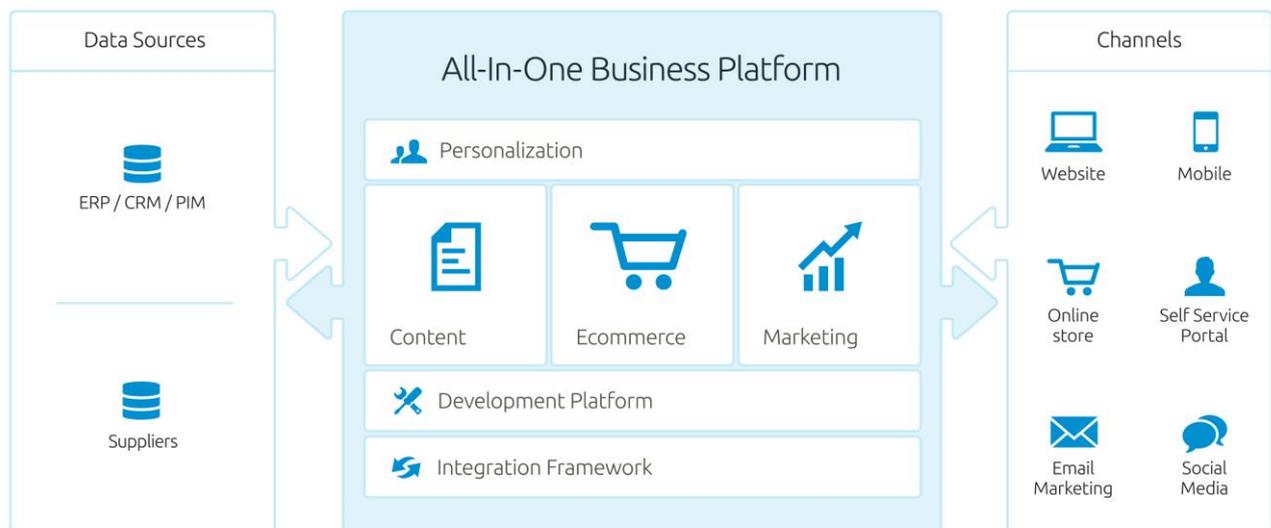
One platform for your (whole) digital world
Dynamicweb's All-in-One Business Platform brings the digital world together in one powerful platform. It empowers you to deliver great online experiences across channels.

The Dynamicweb difference means that all you need for Web Content Management, Ecommerce and Marketing is available in just one platform. With Dynamicweb, all your content can be reused and personalized – your customers get the benefit!

Find out more www.dynamicweb.com.