Expanding
Lead Generation
through Websites

– A B2B Marketer's Log
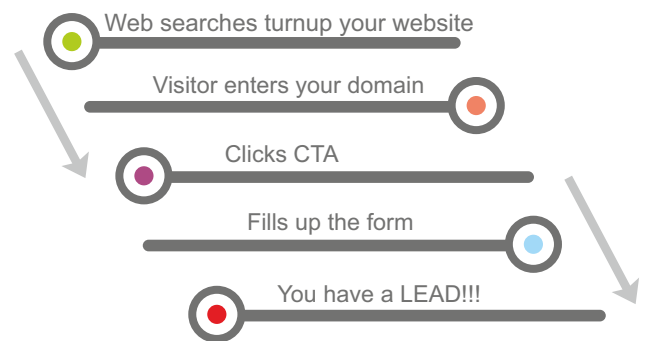
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Content

An Overview

Lead generation from a website is more than just a (Content + Call-To Action) formula. The cycle of a casual visitor becoming a form-filling lead is altogether a complex process. Without proper understanding and an organized strategy, the process might never go the full distance. That's why most websites fail in terms of profitability. Prevailing common sense is the most useful tool that can be applied while designing a website for lead generation.

The marketing perspective of website designs lack the understanding of leading marketers. As a result, only 22% of Fortune 500 companies show major breakthroughs in applications of responsive design, while 29% report average user satisfaction. (1) Ignorance might be a bliss for peace of mind, but not for profit.

It's a rabbit's trail:

Web searches turnup your website

Visitor enters your domain

Clicks CTA
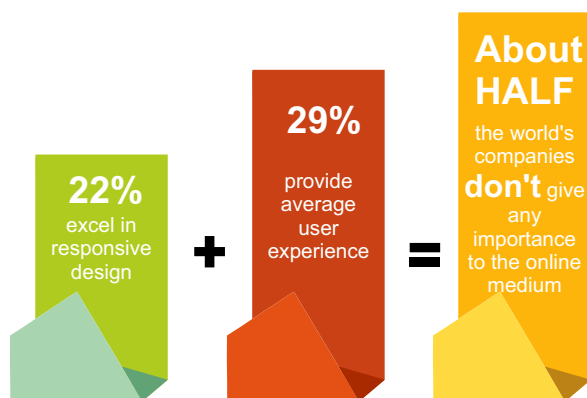
Fills up the form

You have a LEAD!!!

That's the basic layout of how the cycle works. But that sounds more like a marketer's job. So where does web development fit in? The problem begins with the fact that content is the sole soother for online visitors and the visitor will give it at the very most 10 seconds to make an impression.(2) So what instrument is in place for convincing the visitor to click the CTA? Answer: Web Development.

It's the ultimate test for the developer's smartness and tactical skills in marketing B2B content. Whether the visibility of the CTA, or the design of the content will attract the prospect – choice lies totally with the developer and his tools.

Do Developers Deserve a Place in the Lead Generation Cycle?

22% excel in responsive design

+

29% provide average user experience

=

About HALF the world's companies **don't** give any importance to the online medium

Source: HubSpot

A recent Stanford study concluded that about three-fourth of the viewers related a company's credibility in business to the design of its corresponding websites. The statistics makes more sense for B2B customers as they make 85% of their purchase decisions based on unique and confirmatory web searches.
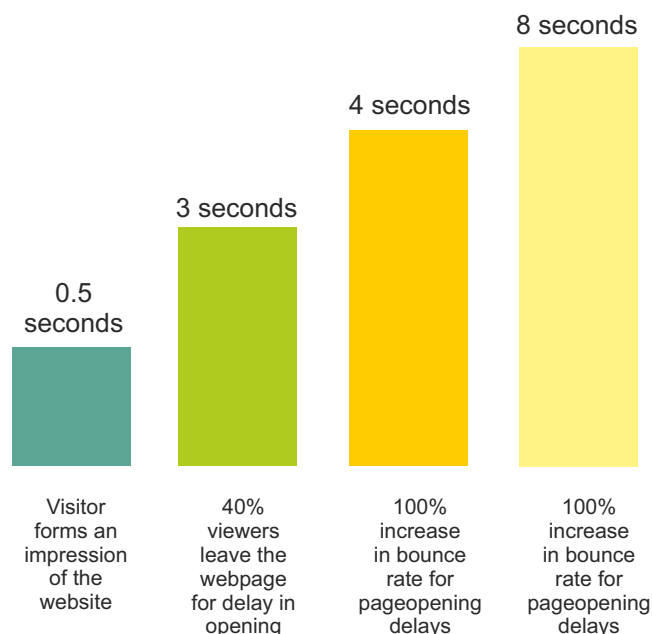
With no shred of doubt, content is the ruler in web domains when it comes to reliability and relationship building. About 69% of the North American marketers also believe that personalization through content is the best way to connect with prospects. But a picture speaks a thousand words, and that is basically the need while making a first impression about a website. Unlike in the real world, books are judged by their covers in virtual media, say online consumer behavior trends. The average viewer takes 50 milliseconds to form an opinion about a website and in the first three seconds it's generally decided whether the visiting prospect is going to convert to an opting lead.

Design-Related First Impressions:

The brand's visual appeal and simpler online navigation leaves a strong first impression with the viewer. A positive first impression is the source for higher satisfaction in short and long runs, as negative ones drag you back. In a market of stiff competition, where viewers are crowded with almost identical choices, a unique design is what makes the difference to achieve higher conversion rates.

Design elements cannot be ignored as 94% of first impressions for a website is based on it alone. Consider a situation. A visitor comes to a website. He/she doesn't look at the fantastically updated facts and figures which isn't properly highlighted or charted. In another website, one big

colorful bar at the top of the page gets his attention, and then only he starts reading the content. Design played the deciding factor as it held the customer for the 50 milliseconds where the viewer formed his/her opinion.

0.5 seconds	3 seconds	4 seconds	8 seconds
Visitor forms an impression of the website	40% viewers leave the webpage for delay in opening	100% increase in bounce rate for pageopening delays	100% increase in bounce rate for pageopening delays

Source: Kinesis

The Development Angle:

An unorganized website can be another disaster. If web pages take more than 3 seconds to crawl, 40% of the viewers will leave the page. The bounce rate related to the landing page jumps to 100% when the delay is of 4 seconds. If its 8 seconds or more, the bounce rates climb to an unnerving 150%.

In case of mobile users, a separate study said, 46% of the users have interactivity issues with the web page. Simplicity in navigation was also wanted by 44% of the complainants.[1]

Websites with lesser number of landing pages face more trouble than the ones with larger numbers (>30 landing pages). It is very important to not only create great content, but also to distribute it wisely within the website. To put it in a simple formula, conversion rate is directly proportional to the number of landing pages. Interlinking loops of pages create a niche network of interests that instil extended visitor engagement and lessen bounce rates.

The 4-A's of Lead Conversion

Analyze - Apply - Attract - A/B Test: the four A's of converting a visiting prospect to a convinced lead. The trick lies in influencing self-influence, providing the viewer an illusion of self-control. By 2020, about 73% controls of a business website will lie with the customer.(5) Once this fact is settled, leading marketing officials can't shy away from sharing the choice of viewer ship with visitors in the long run. It's better to save now than be sorry later. You could short-cut your laborious supervision procedure on a simpler note.

A-1: ANALYZE (for existent web sites)

In a dynamic environment, all strategies in online lead generation are circumstantial. A steady analysis on previous campaigns and recent customer behaviors are important parameters to evaluate achievements. Constant improvement is key. Improvement of a lead generation machine is only possible through a thorough inspection of its current state. Bench marking this state, one can easily identify desired rectifications.

➢ **Evaluate your lead generation sources**

Lead generation sources on the web pages, like CTAs and landing pages, must be checked individually for performance. Then content has to be modified according to the feedback.

➢ **Confirm with internal reports**

Companies have automated reports about their web sites landing pages and click-throughs. The reports are readily available with the internal team assigned for the job. Even if the processes are outsourced, the reports can be fetched from the service provider(s) through a simple email communication.

➢ **Mark the best performing pages**

Never break the winning combination. Analysis done through evaluation of internal and external reports can be used to mark the best performing pages. And create more like them.

➢ **Mark the visitors' most-opted conversion path**

The paramount important analysis parameter is the most-opted conversion path. After all, it comes down to how many leads you make at the end of the day. The map of the conversion path starts at the preferred point of entry for the visitor and ends at the medium through which he/she ends up at the form-fill page.

A-2: APPLY

Once the analysis and reports are in place, it's time to act upon them. It is also to be noted, that to analyze and apply strategies are continuous processes, and are mutually exhaustive in nature. So, there's no stopping the bandwagon once it's on the run. There's a price for 24/7 customer reach- constant vigilance!

➢ **Capitalize on visitor interests**

Visitors have specific interests. The uniqueness of these interests support the creation of specific optimized pages. Once the customer lands on a particular page, his conversion path has begun. Highlight the conversion path chosen by most viewers, and optimize the site according to it.

➢ **Run A/B tests for enhancing visitor satisfaction**

Hard-core modifications are supported by the raw data collected from previously made reports during the analysis phase. Yet, subtle changes require finer research. A/B Testing is the best way to test finer variations on a particular page.

➢ **Add simple yet contrasting CTAs**

Call-To Action (CTA) is the virtual-world equivalent of a product on a website designed for lead generation. And like all products, it should instill customer confidence. Design-wise, CTAs should contrast the website but without offending the prospect. Content-wise, it should be relevant, catchy and harping interest-points.

➢ **Increase the number of landing pages**

Landing page is the first page in your domain that the

customer lands into. Surveys show that web sites with more than 30 landing pages generate 7-times more leads than web sites with 1-5 landing pages.It's scientifically proven! Diverse landing page content not only has a personalized approach but also provides a unique feel for return visitors.

A-3: ATTRACT

Like customer retention in a real-world outlet, arresting the reader's attention is the sole purpose behind creating a website. Of course, A B2B dealer won't be wasting that much time there anyways. But the requirements are also very less. The website needs to hold him long enough so that he ignorantly fills his details while going out - much like the pointless lucky-draw slips outside home appliance stores.

➤ **Personalize your content with highlights and colors**

Content should be engaging. Engaging instantaneously! Time is a matter of concern and the first few moments are decisive while bonding with a client through a website. The impact of the design should be so that the reader is overwhelmed to find out what is next. Is the design good? Test it on yourself! The developers present you the layout. See whether it strikes you similarly at the first go.

➤ **CTAs should be personalized**

Monotonous text is outdated. A dynamic content that is more graphic in nature is the most acceptable to users. The CTA should be an organic part of the design - not just an urgent plea to register. Nobody likes a pushy salesman! A relevant personalized CTA can convert prospects with 42% more conviction.(3) Rap the nerve of expectation and get the prospects clicking!

➤ **Add a link in the Thank You page - extend the engagement**

The conversion cycle ends with the visitor filling up his/ her relevant details in the designated form. Or does it? While acknowledging receipt of the asked details, marketers can choose to add a resource link in the Thank You page. The surprise incentive invokes customer loyalty on one hand and spikes the click-through and open rates of the linked page. The process can be taken forward through a Thank You email also. This way, the newly entered email ID can also be verified.

A-4: A/B TEST

The website is up. All pawns are at play. Time to rake in the leads! But your job doesn't end there. Just as we discussed earlier, analysis and apply go hand-in-hand for online businesses. Apart from the regular time-to-time testing, one final round of brush-up analysis is required once the website has become fully operational.

➤ **Re-test all your theories in action**

Prepare a check-list of all the strategies applied during the whole process while setting up the website. Confirm from earlier reports. Take the help of a paid analysis tool to start testing the results.

➤ **Apply A/B split test and try variations, depending on your feedbacks**

Take in the feedback and try subtle variations to change outcomes of troubled ends. Split your viewers to the old and new versions of the page. Check the result of your modification(s).

➤ **Nurture the leads**

When leads start to pour in, the next step is to convert them into ready customers. This can be achieved through lead nurturing. On an average, only 25% of normally generated leads are ready for sales. Lead nurturing increases this percentage to grow by 50%. And that also at much less cost! Regular follow-ups and updates keep the leads 'warm' until they are satisfied to become willing customers.

Normal Sale-Ready Leads **25%** + Lead Nurturing = Sale-Ready Leads **>37%**

Source: HubSpot

Conclusion

The Profit Engine

Trying to build a strong customer base is not an easy task. Especially, in its starting phase. Once the engine is running, business survival is all about accepting change and adapting to new trends. Behavior dynamics of leaders decide the fate of their businesses. In the long run, customer faithfulness reaps in profits and self-sustains the brand's image.

Connecting online is the new way to build business.

- It transcends geographical and cultural barriers
- Reduces customer hassles
- Quantifies business objectives, and
- Regulates performance parameters on a real-time basis[6]

Website is the online face of the company. It is visited by a much bigger amount of prospects than in all the real-world outlets combined. The company receives mentions in markets that could never be reached otherwise. Time has come that its profitability is also accounted for.

About 70% marketers around the world are already gathering viable information on website optimization to boost their business. Leading marketers need to earn their deserving shares of the online advantage to stay ahead in the competition. Clock's ticking!

References

(1) HubSpot Blog: 17 Compelling Stats that Make the Case for Smarter Web Design

(2) Ironpaper Article: Web Design Statistics for 2015

(3) HubSpot Article: 5 Simple Ways to Optimize Your Website for Lead Generation

(4) Kinesis Article: The Truth about B2B Web Design and Why You Should Invest in it

(5) Hub Spot Marketing Statistics

(6) B3Net Blog: 5 Must Know Reasons Why Your Start-Up Needs a Website Now

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