



HubSpot | rockcontent | Typeform | Webflow

An Introduction to Lead Gen

Table of Contents

03 | Introduction

04 | What actually is a lead?

Why do you need lead generation?
Different types of leads

06 | Lead generation: first steps

Define what a lead is to your business
Get to know your buyer persona
Create a compelling offer
Give visibility to your offer
Track your results

20 | The mechanics of lead generation

CTAs
Landing page
Forms

23 | Why SEO is essential to lead generation

Understanding SEO and its impact on website visibility

The business case for investing in SEO

Baseline considerations for a successful SEO strategy

Crafting an SEO strategy built for lead generation success

30 | Tools to assist you in lead generation

Content creation tools
Web development tools
Marketing automation tools
Interactive content tools

33 | How to manage your leads

Lead scoring
Lead nurture

36 | A real example of a lead gen campaign

38 | It's time to invest in your web strategy



Introduction

For most companies, finding ways to acquire customers and minimize the cost of their acquisition is challenging. With a broad range of competitors striking from everywhere and pledging their offer as the most efficient alternative, it may cause some stress around what actually works.

In most of cases, a digital lead generation strategy is the answer. Through a combined branding and lead gen strategy, companies can seek and attract people interested in their products and services, who may become prospects after a proper nurturing process.

HubSpot and **Rock Content**, two global leaders in digital marketing, have joined forces to guide you closely through the processes of better understanding lead gen. In this ebook, you'll learn what it takes to tailor-make a strategy for your business.



What actually *is* a lead?

Let's start with the basics: clarifying concepts.

A **lead** is someone who has indicated their interest in your company's product or service in some way, shape, or form. Normally, this is done by a contact providing you with their information — like their name, email, or phone number — in exchange for information about your product or educational material for your industry.

Therefore, **lead generation** is the process of capturing and converting as many strangers and prospects as possible. Then, your buyer's funnel will guide these contacts all the way to the purchase moment.

Some examples of lead generators are job applications, coupons and online content such as courses, ebooks, product demonstrations, and more.

Why do you need lead generation?

Having a lead gen strategy can help you achieve predictability for your company. Let's be honest: leads don't come out of nowhere. They are all over the digital space, but you must establish a connection in order to capture them.

In time, you will understand more about the performance of these channels and how you can forecast the volume of business that your company can achieve because of the leads conquered.

Additionally, few people might be ready to buy your products or services right now. But when you capture and nurture leads, you have a possibility to build a relationship with those people, expecting that — when they are ready to buy — your company will be the first solution on their minds.



Different types of leads

The term “lead” can be used by any company that wants to generate new business opportunities. However, different business models require different lead generation strategies. Therefore, we separate them into two groups: B2B and B2C leads.

- B2B stands for business to business, a company that sells to other companies.
- B2C stands for business to consumer, a company that sells directly to individuals.

When a company prepares to acquire a new product or hire a service, the decision process is usually left to senior managers.

Therefore, the purchase goes through numerous approvals and evaluations from different people before being carried out. If you sell to other organizations, your audience is not just the end customer, but also everyone involved in the decision process.

That’s why the B2B sales cycle is usually longer.

In contrast, B2C buying is often an individual process and can be made more impulsively and without the red tape.

If you’re interested in buying sneakers, for example, you are probably the one making the decision about it, right? You don’t **need** to consult others. Therefore, the B2C lead generation strategy focuses more on the final individual purchase decision than on convincing several people about the value of a solution.

Lead generation: first steps

Now, let's break down what a Lead Generation strategy is, what you need to build one, and the best practices to put it into action. But here's a reminder: there is no such thing as a "one-size-fits-all" strategy. Select what fits you better and apply it to your context.

1 Define what a lead is to your business

Now that you know the general definition of a lead, you need to discover what a lead is to your business. In other words, what's fundamentally necessary for your sales team, so they can evaluate if someone is a good fit or not to do business with your company?

For example, at Rock Content, we define a lead as "someone who has shown interest in any of our content or products and filled out a form with six fields: name, email, phone number, website URL, number of employees, and industry."

Let's dive deeper into the reasons why we chose those six pieces of information:

- ✔ **Name:** The basic information needed for communication with the to-be lead.
- ✔ **Email:** It will allow the marketing and the sales team to communicate with the person.
- ✔ **Phone number:** It will be used by your sales team to actually reach out to the lead and open conversations.
- ✔ **Website URL:** This will give the sales team the ability to research what the business does and how the lead might benefit from your product or service (mainly for B2B).
- ✔ **Number of employees:** After years of experience and data analysis, Rock Content came to the conclusion that our products are not a good fit for small companies. Therefore, this information serves two purposes: to identify people that work in companies with less than five employees and to understand which sales team this contact should be sent to, since our team is specialized in small or big companies.
- ✔ **Industry:** Another piece of information necessary for internal purposes, since Rock Content has a specific program for capturing marketing agencies as partners.

When deciding what a lead is to your company, you must evaluate:

- The amount of information needed.
- The information sensitivity level.
- The difficulty level to acquire the information.

If your sales team needs a big amount of information, you might need to structure your lead capture in stages, starting by collecting the simpler data and then going to the more complex, sensitive information.

In a case where you need more complex data, such as the issue they're currently facing, someone's gross revenue, or anything too specific, you might have trouble converting people into leads.

While the above examples are exaggerated, the lesson is serious: Keep things simple and order only what is really needed.

It is also important to remember that the world is undergoing a revolution in terms of data privacy. Pay attention to the legislation in force in your country. For more information, search the legislations for Canada ([CASL](#)), Europe ([GDPR](#)), Brazil ([LGPD](#)), and others.



2 Get to know your buyer persona

Defining your buyer persona is one task that can help you define the information needed for someone to be considered a lead by your company and for all the other digital marketing strategies your company has.

Buyer personas are semi-fictional representations of your ideal customers based on data and research.

Buyer personas provide tremendous structure and insight for your company. It makes it easier for you to tailor your content, messaging, product development, and services to meet the specific needs, behaviors, and concerns of the members of your target audience.

When creating yours, consider including customer demographics, behavior patterns, motivations, and goals. The more detailed you are, the better.

If you need help with this step, check out [HubSpot's free buyer persona templates](#).

3 Create a compelling offer

To attract people that might be interested in doing business with you, you must show or offer something interesting to them. But even if the offer is very good, they might be suspicious because they don't know you that well.

The secret to success here is to structure a strategy that will help you build positive relationships, and then think about doing business.

To achieve this, you should utilize an **inbound marketing** approach.

WHAT IS INBOUND MARKETING?

Inbound marketing is a methodology where you grow your business by building meaningful, lasting relationships with consumers, prospects, and customers.

HubSpot is the worldwide precursor of the notion that people don't want to be interrupted by marketers or harassed by salespeople — they want to be helped.

Inbound marketing is about empowering people to reach their goals at any stage in their journey with you.

After all, when your customers succeed, you succeed.

The inbound methodology can be applied in three ways:

Attract:

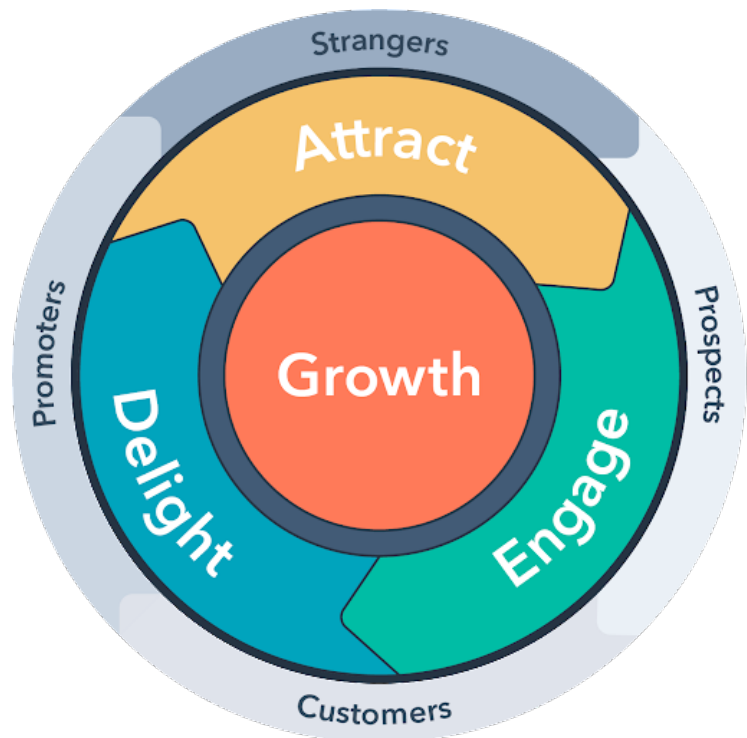
Drawing in the right people with valuable content and conversations that establish you as a trusted advisor with whom they want to engage.

Engage:

Presenting insights and solutions that align with their pain points and goals so they are more likely to buy from you.

Delight:

Providing help and support to empower your customers to find success with their purchases.



When customers find success and share that success with others, it attracts new prospects to your organization, creating a self-sustaining loop. This is how your organization builds momentum, and this is why the inbound methodology serves as a strong foundation for your [flywheel](#).

Inbound marketing lets potential customers find you through channels like blogs, search engines, and social media. It's the opposite of outbound marketing — the traditional advertising method where the brand interrupts people when they aren't actively seeking that information (like when they're watching TV.)

Inbound marketing does not need to fight for potential customers' attention. By creating content designed to address the problems and needs of your ideal customers, you attract qualified prospects and build trust and credibility for your business.

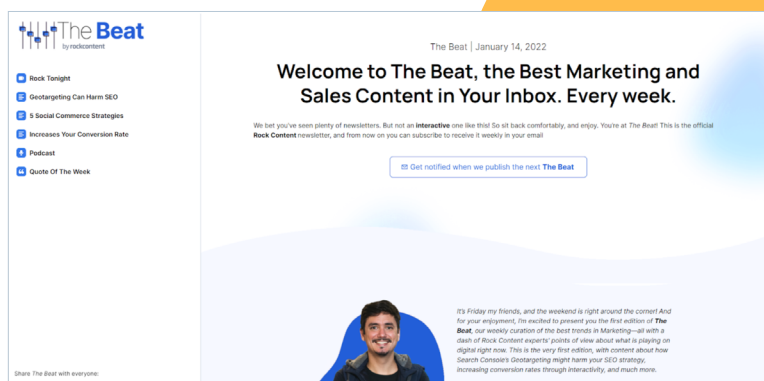


Examples of content offers and “lead magnets”

Defining your buyer persona is one task that can help you define the information needed for someone to be considered a lead by your company and for all the other digital marketing strategies your company has.

Newsletter subscription:

Usually, this is the first lead magnet of any blog. Newsletters can bring exclusive content, curate content, or just promote articles available on the blog. The secret to success lies in following good email marketing practices and having a strategy behind its use.



Ebooks:

The digital cousin of traditional books. This type of content is usually long and deep, exploring concepts, stories, and examples about a subject. They were very popular in the 2010s, and until today ebooks represent a strong asset for lead capturing. Although, there’s got to be cautious when using them, since their popularity diminished their authority on the matter. So, try to fit this format of resource into the best step of your buyer’s journey.

Do you want to create an ebook to generate leads for your business?

Get help from WriterAccess freelance writers. **Claim your free trial** and gain access to thousands of professionals who are experts in creating ebooks.



Webinars:

Webinars are events, video presentations, workshops, seminars, training sessions, or classroom lectures hosted and delivered online. They became even **more popular** after the pandemic.

The screenshot shows a webinar player with two video feeds of speakers, Pedro Lopes and Erick Bernard. Below the video is a promotional banner for 'rockcontent MARKETING PLANNING BUNDLE' with an 'Access Now' button. The main title of the webinar is 'How to distribute content to achieve your marketing results' by Rock Content. A description follows: 'Welcome to the Marketing Backstage! Our series of live webinars where Rock Content's marketers go on stage to share insights and showcase our proven strategies in action. Join Erick Bernard and Pedro Lopes, Digital Marketing Specialists at Rock Content, in this webinar where they will share valuable insights on effective content distribution tactics!'

Templates:

They can be in a document, spreadsheet, or slide format. If there is something complex or repetitive that you can help your audience do correctly, or in a faster way, then this offer can bring in a lot of leads.

The document shows three email templates with placeholder text in curly braces.
Email 1: Post Sales; NPS Evaluation, How-to information
Subject: Can I call you my friend now?
Text: Hi (First Name)!
We are really happy to have you with us! Everything we create here at ((Your Company Name)) aims to make your life better ((or another adjective that may fit your product/service better)).
If you need support of any kind, feel free to reach us through ((Your Company's Email)) or ((Your Company's Phone Number)).
To keep delivering amazing experiences, we'd love to have you answer this 1-minute survey! All you have to do is check the option with which you most identify.
((insert here your customer satisfaction survey)).
Best,
Email 2: Follow-up; User experience check
Subject: How is your experience going, (First Name)?
Text: Hello!
It's been a while since you received ((or another verb that may fit better your product/service)) your ((Name of Your Product/Service)).
Are you enjoying the experience so far? If you reached customer services, did you have the support you needed?
To amplify your usability ((or another verb that may fit better your product/service)), here are some resources that will help!
((Share blog posts, e-books, videos, or any type of material related to their purchase that can add more value to the experience)).
Let me know what you think!
Best,
Email 3: Exclusive opportunity for customers; Upsell;
Subject: I made this for you, (First Name). I hope you like it!
Text: Hello there!
To prove how special you are to us, we're here to show you some big deals!
((Using a more friendly tone, share firsthand anything that helps your customer increase their experience with the product/service previously purchased. It can be a page with exclusive

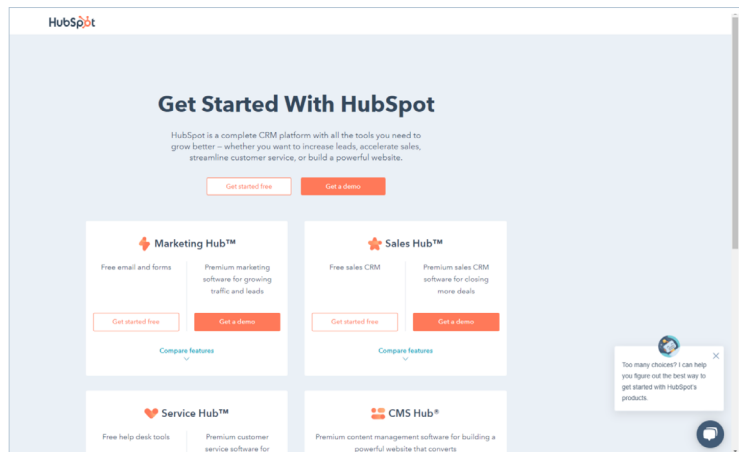
Infographics:

An infographic is a visual representation of information and data. It's excellent for educational purposes. In the virtual world, the **interactive versions** manage to attract more attention and even allow the capture of data regarding the consumption of infographic information.



Product Demonstration:

Demos are considered a decision-stage lead magnet. Anyone who shows interest in seeing a demonstration of your product is probably on the market, looking out for a solution. Demos will likely attract a small number of people, but they will also be your sales team's favorite contact type.



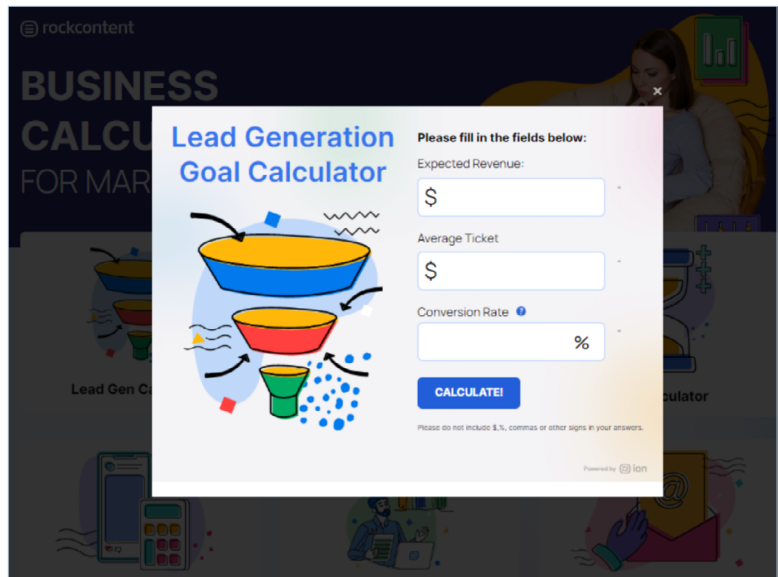
Survey reports:

Surveys are long and complex projects. They involve the collection, organization, and analysis of a lot of data.



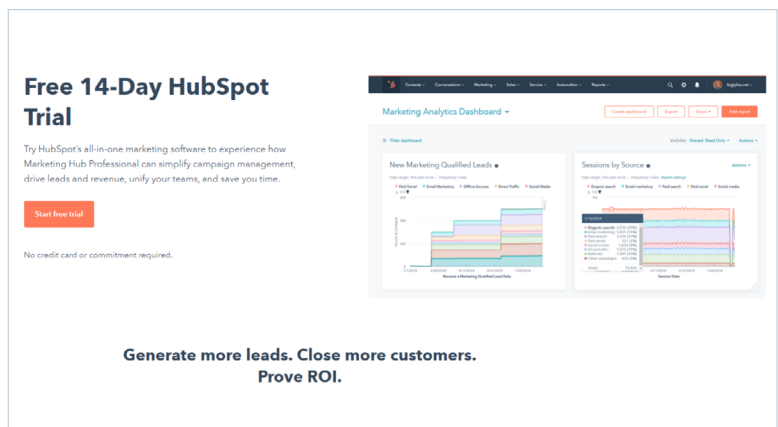
Interactive tools:

Tools like **calculators** or quizzes are great for capturing leads. Furthermore, in theory, through technology, any template can become a beautiful interactive tool. The positive point of the tools is that they capture and store data that can later be shared with the sales team.



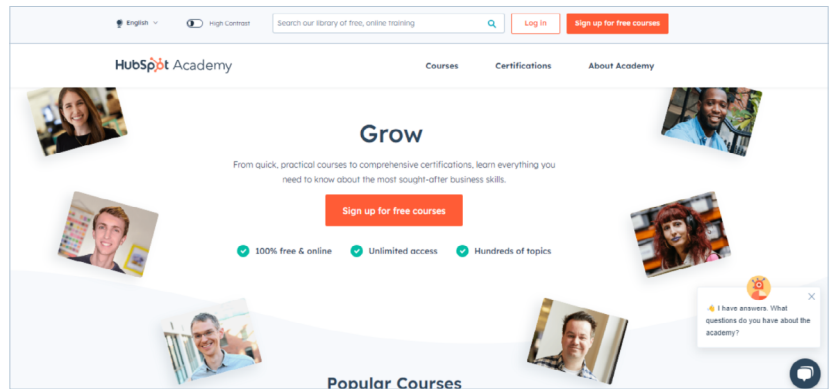
Free trials:

This type of offering is great for innovative, complex or expensive products. In this way, future buyers can **try the product** or service without fear and only then decide if they want to buy it.



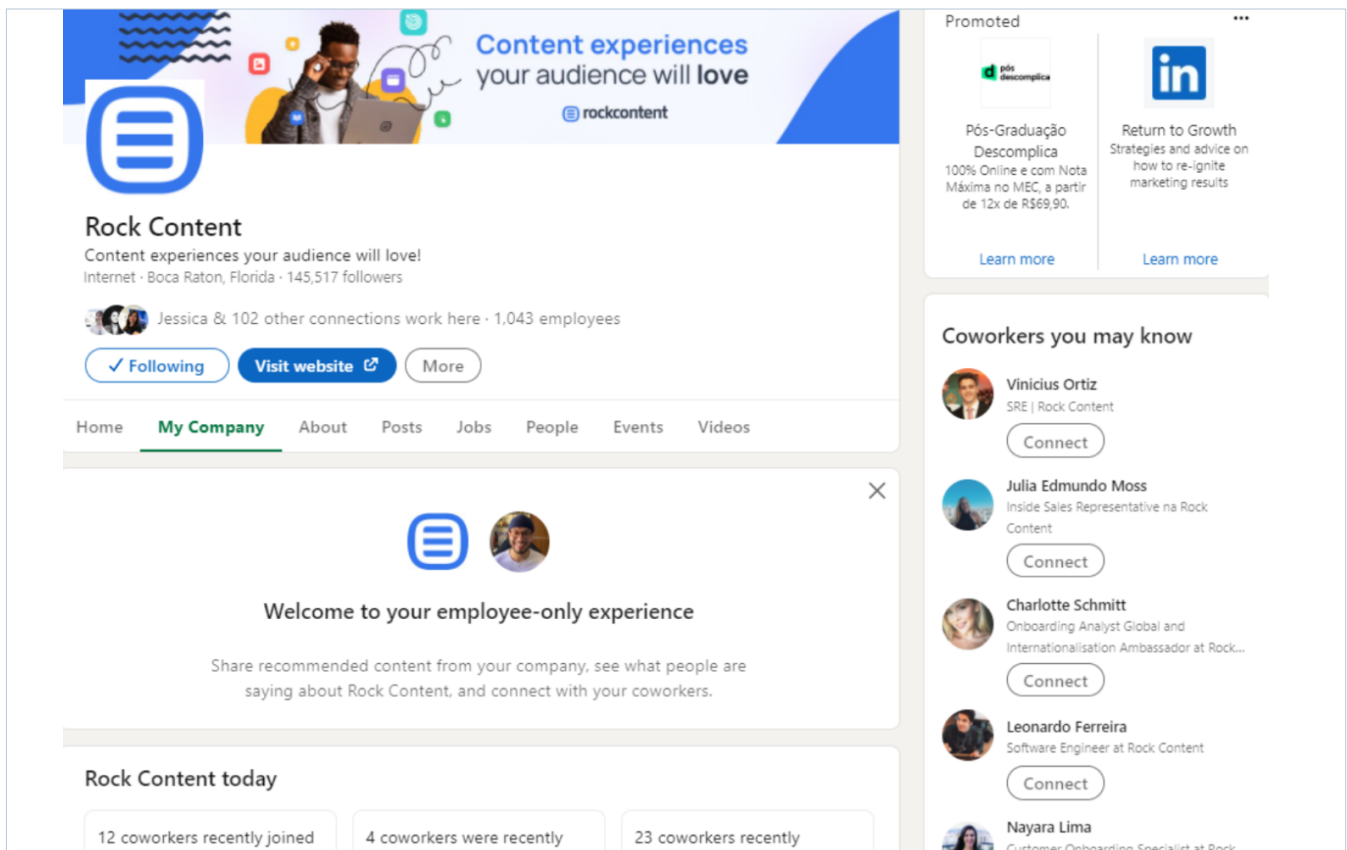
Courses:

Courses can be delivered via text, video, or audio. Choose your audience's preferred format and share your knowledge. They are powerful in terms of building relationships



Access to closed communities:

Forums, Facebook groups, LinkedIn groups, Slack channels — there are several communities that allow networking and access to privileged information. If your company has such a community, you can use it to hook potential customers.



4 Give visibility to your offer

Once the offer is created, get to work on promoting it. Ensure visibility across all channels that resonate with your audience. And you can do it two ways:

More volume, less depth

More depth, less volume

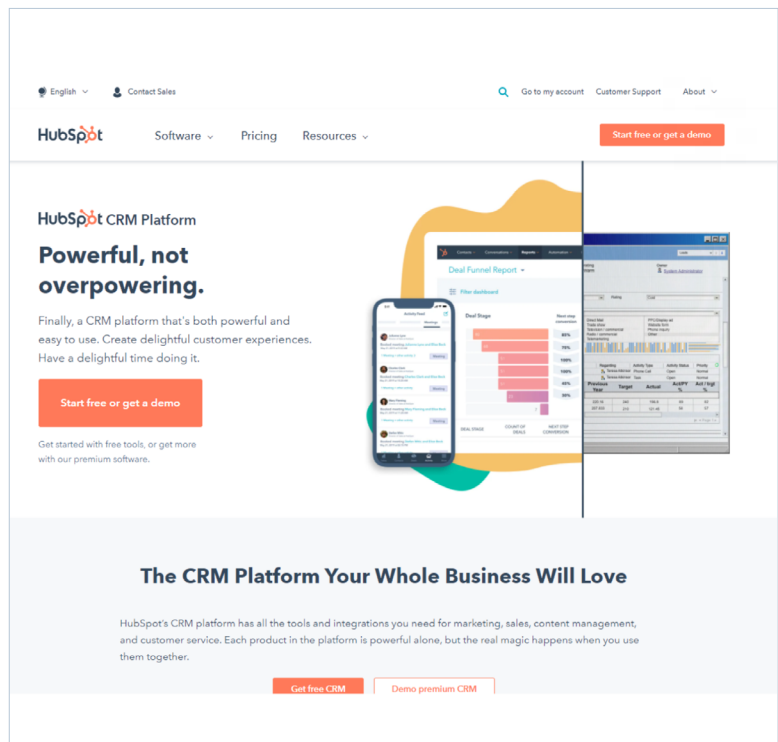
You can spread the news all over the internet promoting your lead gen offer, letting multiple channels reach out to your content, or you can create a more tangible narrative, as a success case, for instance.

Here is how it would look like in practice:

Website Pages:

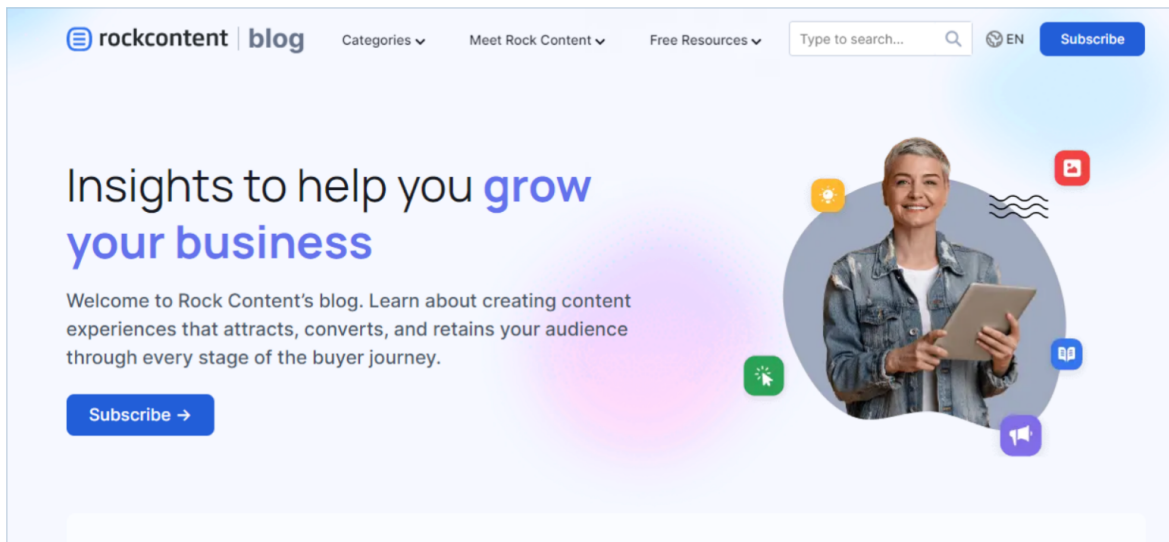
Mastering digital channels is basically mandatory for all sorts of businesses now. Having a website to guide the audience through your experience can work as a very effective landing page. Throughout the pages, connect some of your lead-gen offers to boost the value of what you've been talking about.

Several companies have a “resources” tab inside the menu of their website. It's a great place to list ebooks, webinars, templates, and courses.



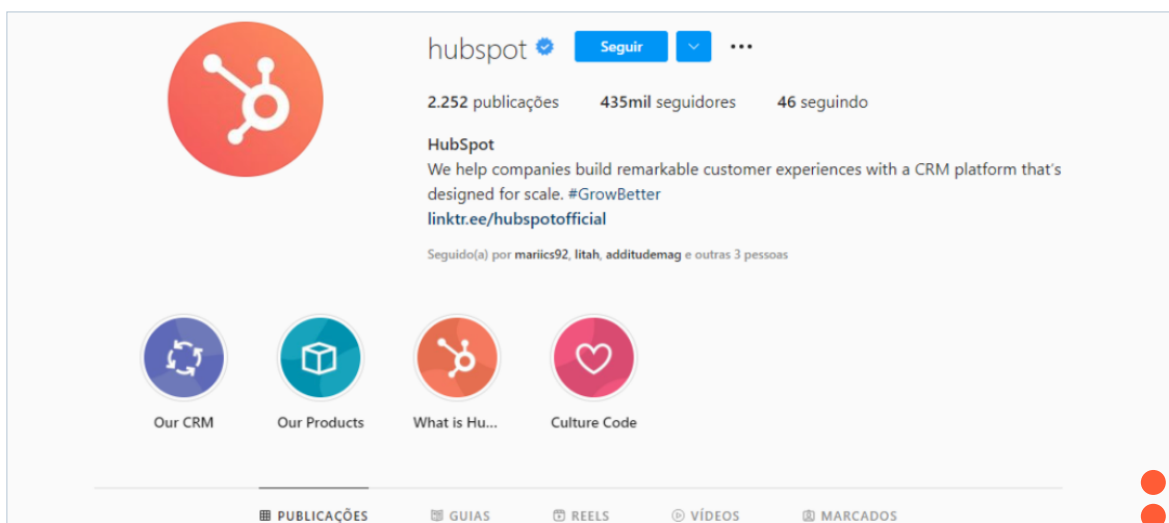
Blog:

Having a blog is a great way to enrich your online presence and capture the attention of your audience. Whenever you have a lead gen offer that connects with a blog post, remember to add links or banners to it.



Social Media:

Facebook, LinkedIn, Instagram, X (the former Twitter), TikTok, Threads, — the list is endless. Social networks attract millions of people. If you know that your audience has a preference for any of these platforms, you must create a strategy to be there as well.



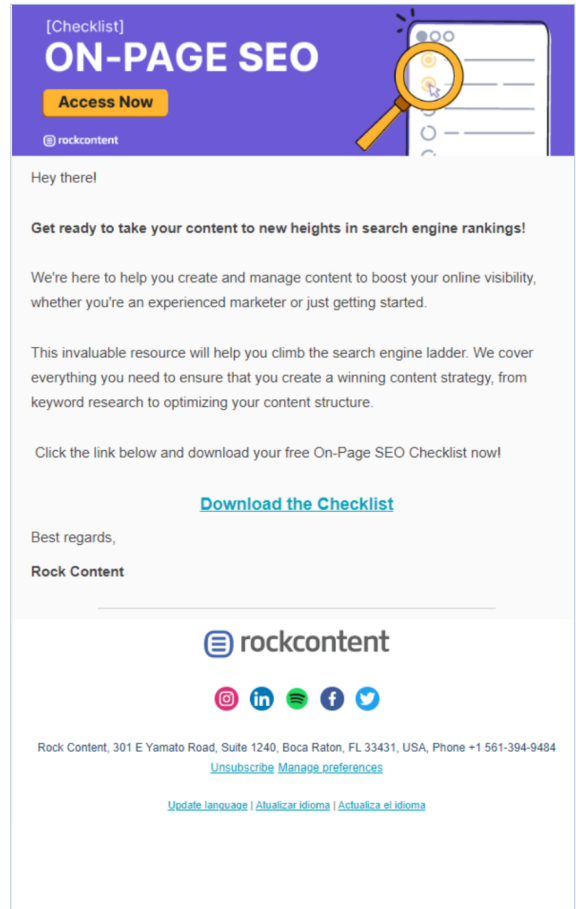
Email Marketing:

Have you ever heard the expressions “email is dead” or “email is old school” ? If you did, that can’t be further from the truth.

With **3.9 billion users** worldwide, email marketing can be a powerful channel for your business to acquire new customers and nurture relationships with existing ones.

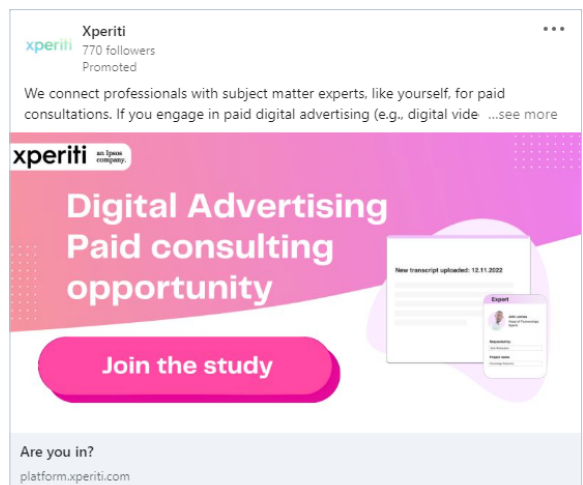
Whenever you launch a new lead generation offer, promote it via email. This is an excellent tactic for reactivating dormant relationships.

Also, if your offer is attractive, readers may forward your message to coworkers, friends, and family, expanding your reach even further.



Paid Media:

Whenever you’re having trouble getting your offers out there (or when you want to achieve even greater results), promote your lead magnet through paid media.



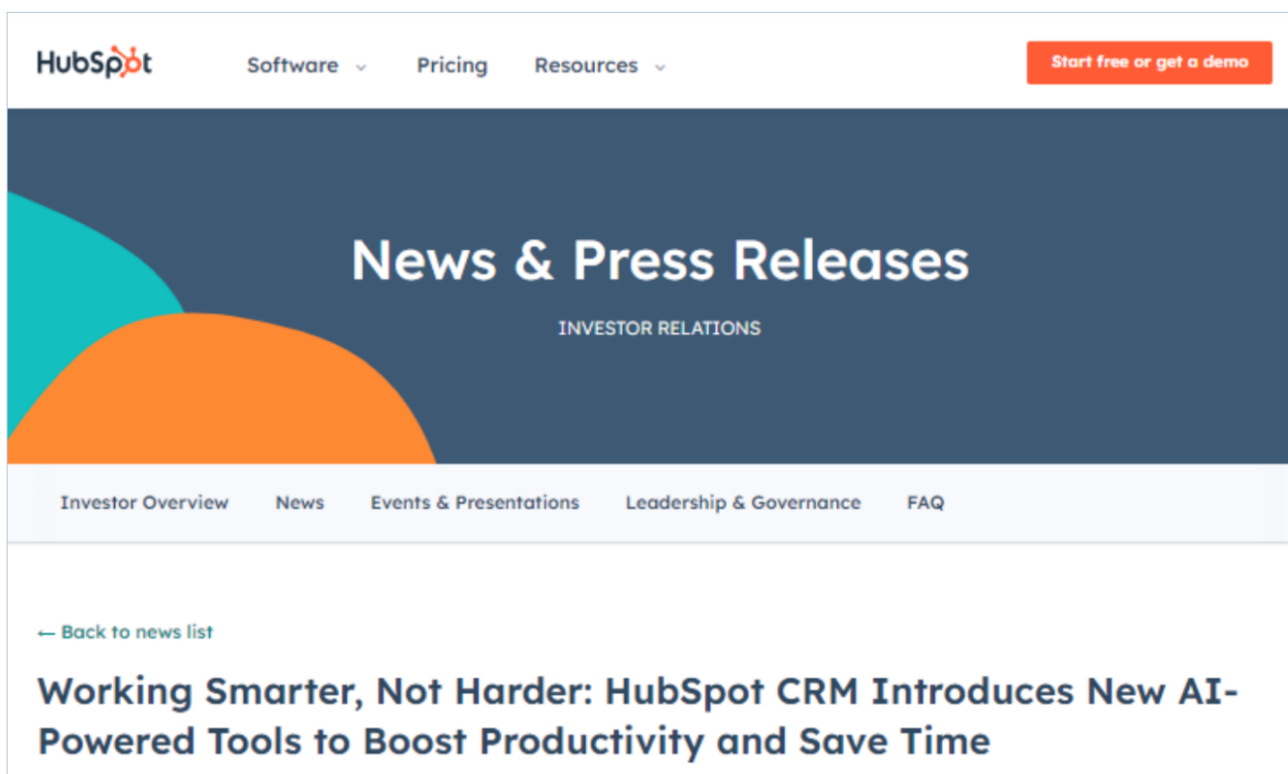


Public Relations:

If the offer you created has unique characteristics, why not tell the world about its existence?

If it makes sense, launch a press release seeking media coverage.

You can also contact partner companies and propose co-marketing actions, where leads are shared between the two companies.



Case Study:

In case you not only want to spread your content around but actually prove value over them, build a successful case study. By doing this, you can maximize the relevance of your resource, showing your audience how they might benefit from it, and teach how they can do it too.

A great example of building a successful case to endorse lead-gen content is the case study of how this marketer **who grew lead conversions in 431%** using this certain tool.

5 Track your results

The final step of your campaign should be collecting and analyzing your results to understand what went well and what could be improved.

Keep an eye on your metrics, such as:

- ✔ **The total amount of views:** The number of people that arrived at the landing page of your offer.
- ✔ **Downloads/subscriptions/registrations:** The number of people that submitted a form to get access to your offer.
- ✔ **Conversion rate:** It's the number of downloads divided by the number of views of the landing page, and then multiplying by 100.
- ✔ **Return on investment (ROI):** It's used for measuring the probability of gaining a return from an investment. You can calculate it by dividing the net return on investment by the total cost of the investment and then multiplying it by 100.
- ✔ **Cost per lead:** It measures how cost-effective your marketing campaigns are when it comes to generating leads for your sales team. You can calculate it by dividing the total amount of investment by the number of leads generated.



The mechanics of lead generation

Now that you understand how the inbound marketing methodology works together with lead generation let's review the three main elements of the lead generation process.

CTAs:

A call-to-action (CTA) is an image, button, link, or message that invites visitors to take action.

When a visitor has discovered your business through one of your marketing channels, whether that's your website, blog or social media page, you'll need to use a CTA here to promote your campaign. When it comes to lead generation, this action is to navigate to your landing page.

advantage. So, I'm not being hyperbolic when I say market intelligence is vital for your company to succeed.

EVERYTHING YOU NEED FOR MARKET RESEARCH

Market Research Kit
5 Templates + Free Guide

Download Now



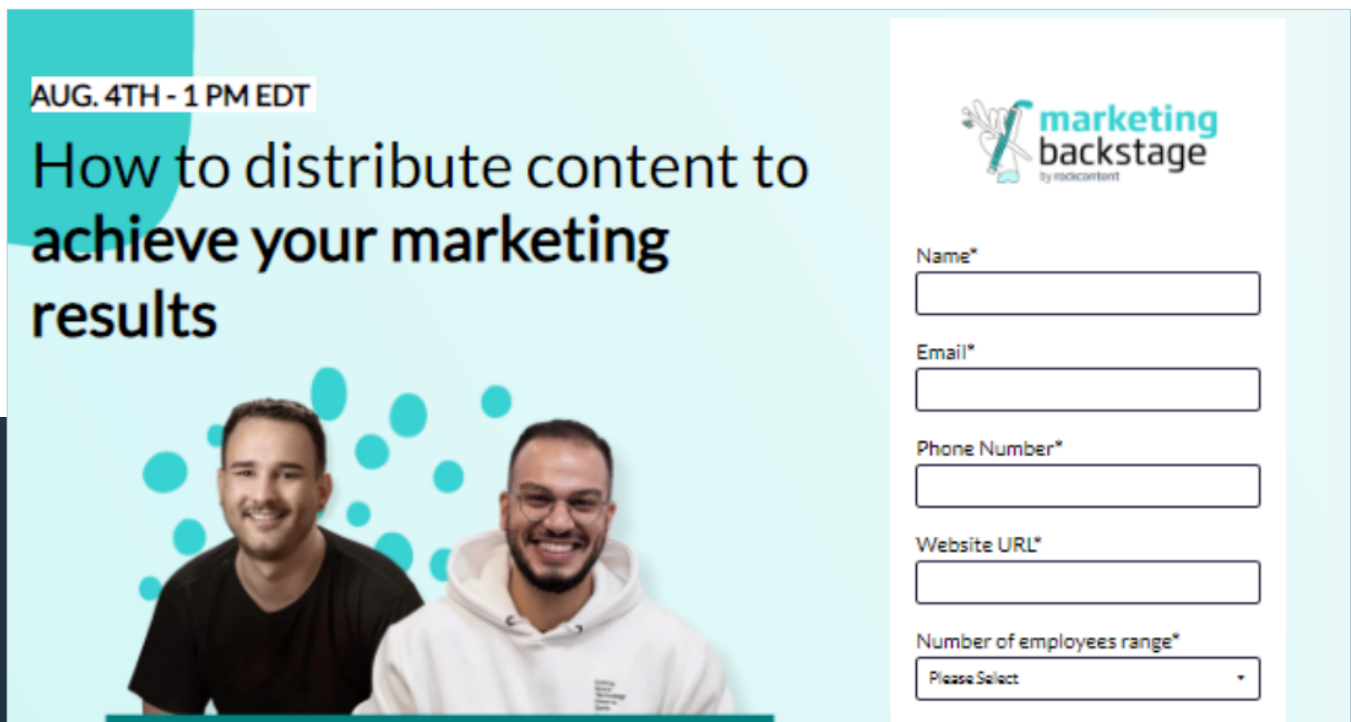
Originally published Feb 25, 2022 7:00:00 AM, updated February 25 2022

Topic: [Creating Marketing Presentations](#)

Landing page:

A landing page is a web page a visitor lands on for a specific purpose. While a landing page can be used for various reasons, one of its most frequent uses is to capture leads through a form.

Your landing page will explain what the content is, why it's valuable, and how the visitor can receive it.



Some tips to create a good landing page are:



1. The lead capture will occur through a form, so make sure that section of the page is highlighted, with colors that contrast with the rest of the page.
2. Guide your reader's actions with the help of elements such as images, arrows, contrast colors, bigger fonts, and bold text.
3. Remove all unnecessary information that could distract your reader from the action required by the call-to-action. It is imperative that you do not insert links to other pages. Avoid using menus, texts, social media buttons, and images that do not align with your main objective.

Forms:

Forms are hosted on landing pages. They consist of a series of fields that collect information in exchange for an offer.

The information your form requests and how it requests it can greatly impact the volume of people who actually fill it out.

Study good UI/UX practices to ensure you get the best possible results.

Get Your Free Infographic Templates Now

First Name * Last Name * Email *

Phone Number * Website URL * Company Name *

How many employees work there? *

- Please Select -

Subscribe to HubSpot's marketing blog

We're committed to your privacy. HubSpot uses the information you provide to us to contact you about our relevant content, products, and services. You may unsubscribe from these communications at any time. For more information, check out our [Privacy Policy](#).

Download Now

Why SEO is essential to lead generation

In today's digital landscape, generating organic traffic is an integral part of a business' ability to generate leads. Let's explore the role of search engine optimization (SEO) and how it can help enhance site visibility to sustainably attract new customers.

In the digital age, visibility is key. As a result, mastering SEO is no longer an option — it's a necessity. SEO holds the key to enhancing website visibility, attracting leads, and ultimately driving business growth. Let's explore the intricacies of SEO and uncover how it can transform your online presence.

Understanding SEO and its impact on website visibility

At its core, SEO is a marketing strategy that involves optimizing your website to rank higher in search engine results pages (SERPs). By aligning with search engine algorithms, SEO efforts can boost a website's visibility and relevance — providing the answers to users' search engine queries. Improved visibility translates to increased organic traffic, elevating your brand's online presence and attracting potential leads.



The business case for investing in SEO

While a traditional paid media program can generate immediate results, it often comes at a major cost. The sustainability of a foolproof and evolving SEO strategy as a lead generation mechanism is unparalleled.

SEO is cost effective

While not a replacement for a paid media strategy, SEO offers a cost-effective approach to reaching your target audience on an ongoing basis. Organic traffic, once cultivated, can continue to generate new leads without the steep costs associated with traditional and digital advertising.

SEO pays long-term dividends

Developing an SEO strategy is ultimately an investment in the future. Fortune favors early adoption, and consistently optimizing your content and targeting strategy can yield long-term dividends — sustaining lead generation over time.

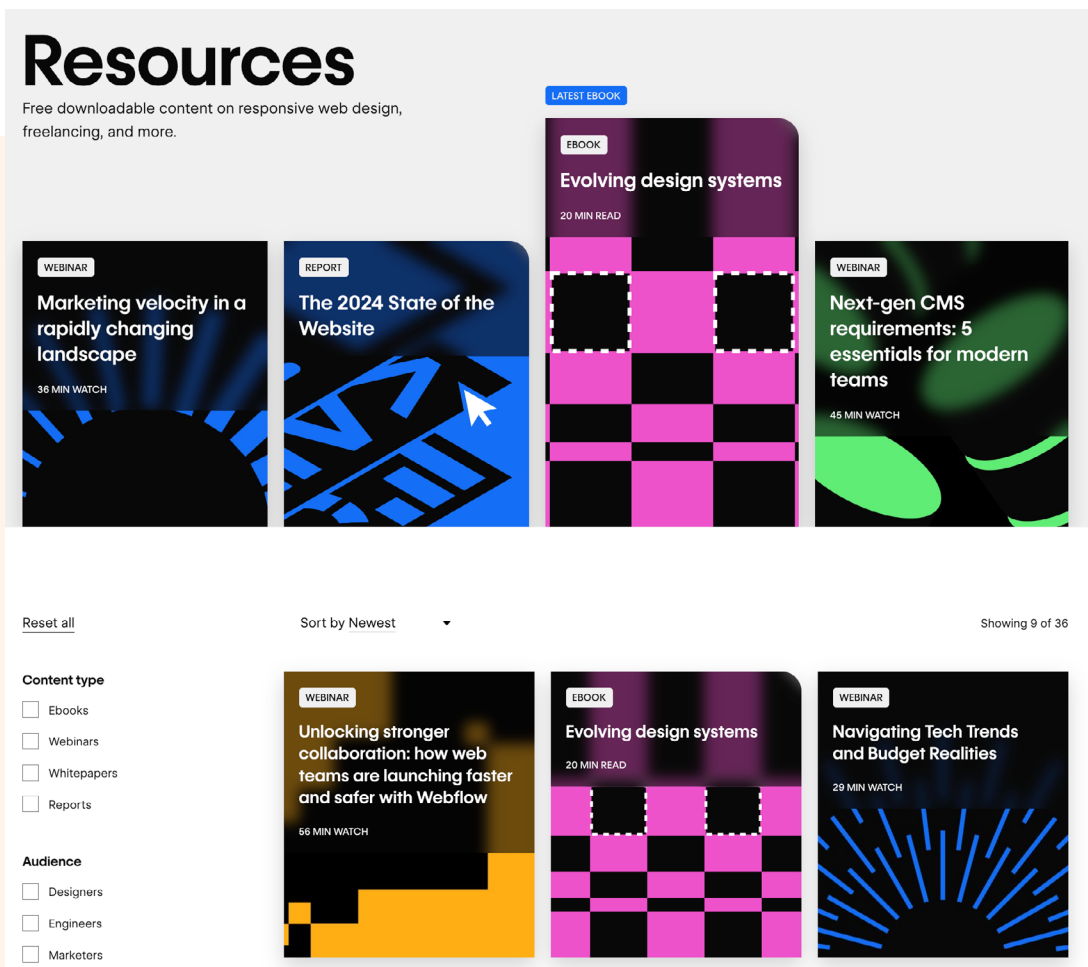


Baseline considerations for a successful SEO strategy

To boost site visibility and generate leads, consider the following foundational activities to set a solid foundation for your SEO strategy.

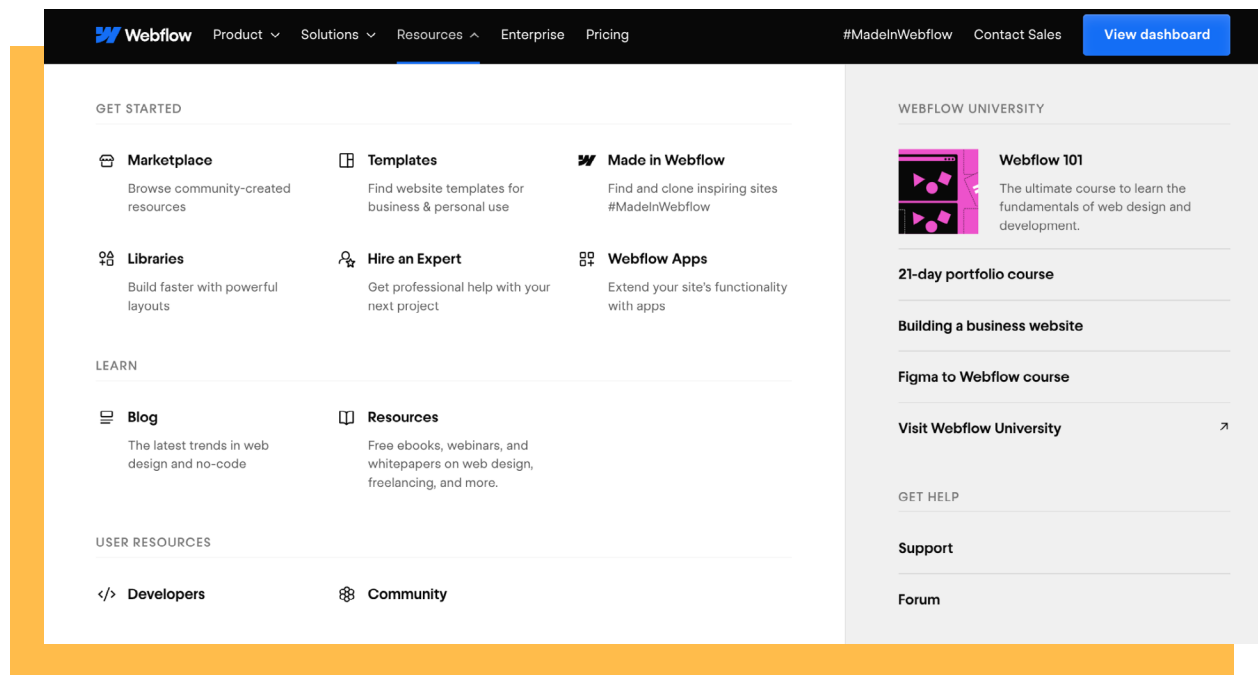
1 Build a robust content library.

Content is king when it comes to SEO. Crafting compelling, informative, and relevant content that resonates with your audience not only establishes brand authority, but also rewards your website when it comes to SERP rankings.



2 Design an easy-to-follow site architecture and navigation experience.

Content discoverability hinges on intuitive site design. Simplify the user journey, ensure content is organized and categorized intuitively, and focus on helping users effortlessly explore your website.

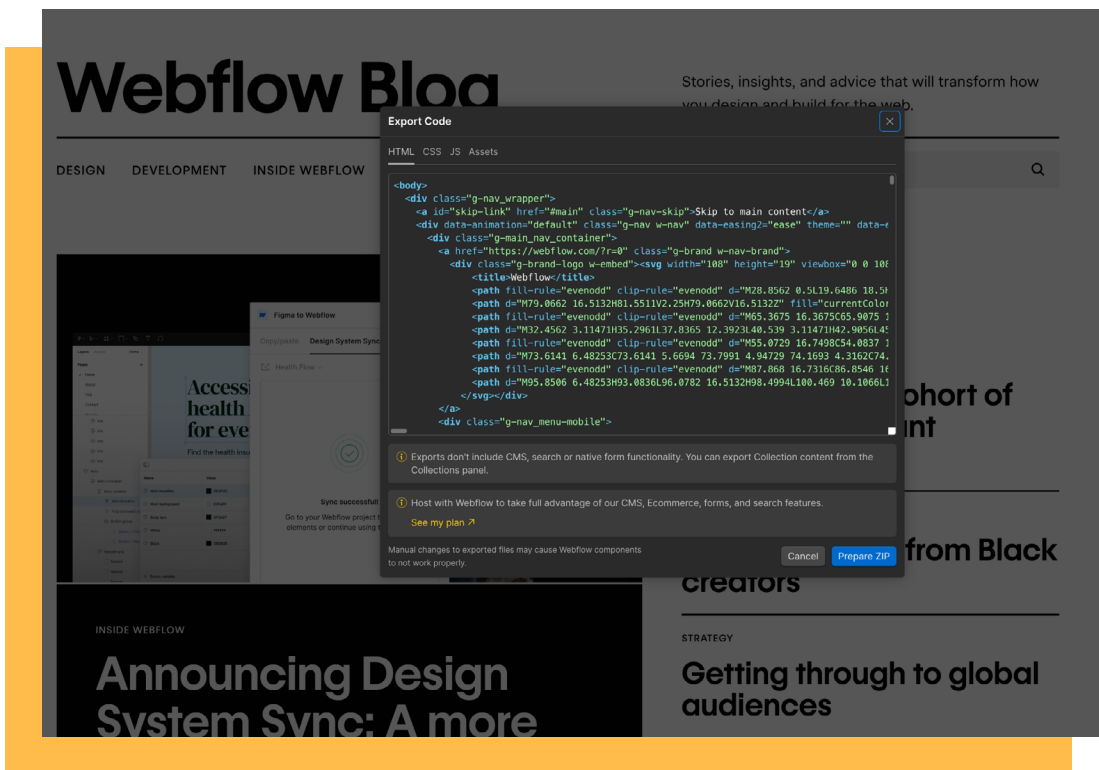


3 Prioritize the page performance.

Website speed, page responsiveness, and the overall user experience all contribute to page performance. Additionally, investing in and optimizing the mobile experience can pay dividends. Remember: a fast-loading, mobile-friendly website doesn't just provide a pleasant user experience; it's also favored by search engines.

4 Optimize site performance with clean code and responsive design.

What's under the hood of your website is just as important as what's public-facing. Clean code and responsive design lay the groundwork for generating optimal site performance. Clean code enhances a website's readability for search engines and users, and responsive design ensures your site is adaptable across devices.



5 Use marketer-friendly tools to scale your SEO strategy.

Tapping marketer-friendly tools can help streamline your SEO efforts, empowering your team to analyze data, track performance, and fine-tune existing strategies with precision.

Crafting an SEO strategy built for lead generation success

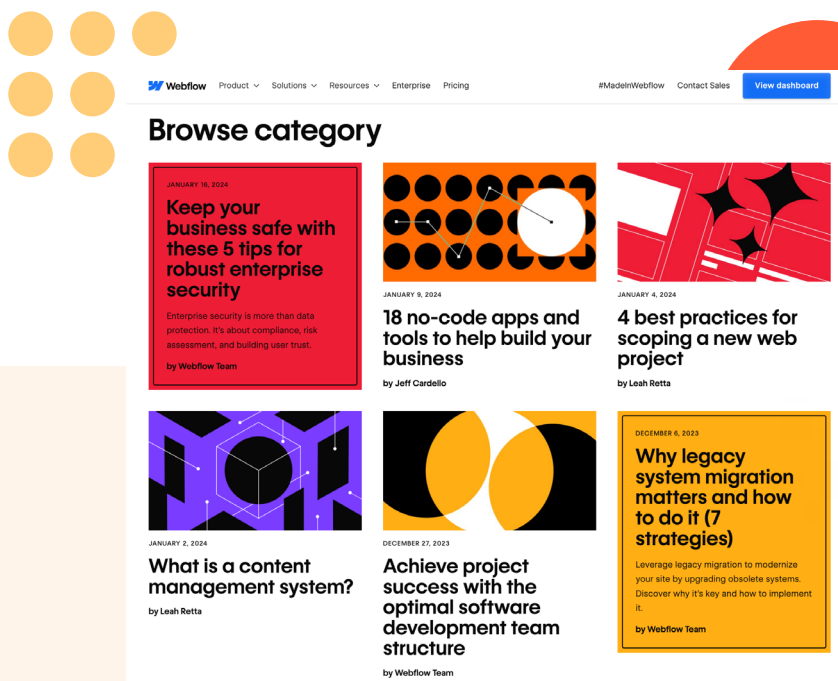
Now that we've covered the foundational steps for developing an effective SEO strategy, let's dig into the specifics of building an SEO strategy that is tailored to your business objectives.

1 Build a targeting strategy.

A core element of creating an effective SEO strategy is understanding your target audience. Develop [buyer personas](#), identify their pain points, and tailor your content to address their needs effectively.

2 Invest in the creation of original, high-quality content.

Content quality is non-negotiable when it comes to SEO. Invest in creating content that aligns with users' needs and intent, maximizing the likelihood of attracting and engaging qualified leads.

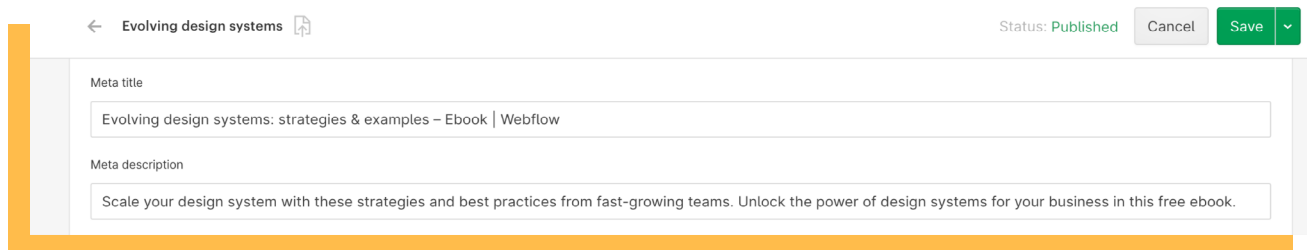


3 Target high-intent keywords.

Ensure your content aligns with your users' needs by targeting high-intent keywords. Doing so will maximize the likelihood of attracting qualified leads interested in your products or services.

4 Optimize your page metadata.

Pay close attention to metadata — titles, descriptions, alt text — and URLs. Optimizing this data boosts search engine visibility, encouraging clicks and driving traffic to your site.



The screenshot shows a CMS interface for editing a page titled "Evolving design systems". At the top right, the status is "Published" and there are "Cancel" and "Save" buttons. The "Meta title" field contains the text "Evolving design systems: strategies & examples – Ebook | Webflow". The "Meta description" field contains the text "Scale your design system with these strategies and best practices from fast-growing teams. Unlock the power of design systems for your business in this free ebook."

A well-defined SEO strategy is a critical pipeline to lead generation

SEO serves as a powerful tool for boosting website visibility and driving lead generation. By implementing these foundational principles, investing in your content program, and prioritizing the user experience, your business will be on the right path toward growing your online presence and attracting new customers.

Tools to assist you in lead generation

There are uncountable ways to generate leads; that is a fact. But what is the quality of these leads? Are they truly a fit for your product or service? Or are they just a random contact taking place from someone who could actually be a potential customer?

Since our goal here is to help you achieve your business purposes, here are the tools to tailor your lead-gen strategy and communicate with those who actually matter.



★ Content creation tools

As you saw in the opening chapters, your lead magnets can be made up of text, audio or video content. And there are a number of softwares that can make it easier for you to create this content.

For written content, [WriterAccess](#) can be a valuable ally. This marketplace of freelancers offers content writers, editors, proofreaders and translators that can help your company attract qualified leads through blog posts, ebooks, magazines, survey reports and other types of content.

You can also count on [ChatSpot](#), an AI-powered sales and marketing assistant designed to help your businesses grow. Using this Hubspot's tool, you can draft blog posts, social media posts, create AI-generated images, and enjoy your in-house editor.

★ Web development tools

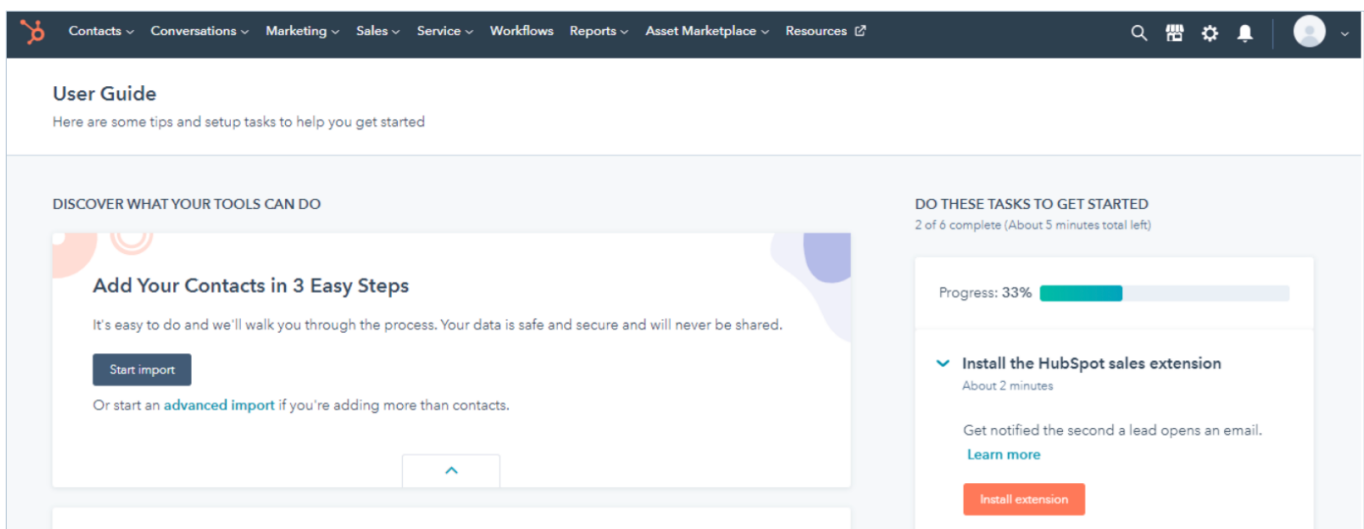
Website development tools are essential for building powerful websites, which serve as the foundation for building digital campaigns that can help your business generate leads.

Webflow is a visual development platform that empowers designers to build with the full power of code — without writing any. Webflow’s professional-grade website builder and scalable CMS empowers companies of all sizes to build impactful web experiences to attract new prospects and connect the entire customer journey.

★ Marketing automation tools

Marketing automation tools are perfect to scale your marketing efforts while you offer a personalized experience to your leads.

HubSpot is a worldwide pioneer in this kind of tool and already has thousands of customers worldwide. It has a landing page, form and CTA creation tool to facilitate your lead gen process. Additionally, it has email marketing, blog management and social media features, and offers data analysis of your lead base.



The screenshot displays the HubSpot User Guide interface. At the top, there is a navigation bar with various menu items: Contacts, Conversations, Marketing, Sales, Service, Workflows, Reports, Asset Marketplace, and Resources. On the right side of the navigation bar, there are icons for search, a grid, settings, notifications, and a user profile. Below the navigation bar, the main content area is titled "User Guide" and includes a sub-header "Here are some tips and setup tasks to help you get started". The main content is divided into two columns. The left column is titled "DISCOVER WHAT YOUR TOOLS CAN DO" and features a card titled "Add Your Contacts in 3 Easy Steps". This card includes the text "It's easy to do and we'll walk you through the process. Your data is safe and secure and will never be shared." and a "Start import" button. Below this, it says "Or start an advanced import if you're adding more than contacts." and has a small upward arrow icon. The right column is titled "DO THESE TASKS TO GET STARTED" and shows a progress bar at 33%. Below the progress bar, there is a task list with one item: "Install the HubSpot sales extension" (marked as complete with a checkmark), which is "About 2 minutes" long. The task description is "Get notified the second a lead opens an email." with a "Learn more" link and an "Install extension" button.

★ Interactive content tools

Rock Content has another robust platform, **Ion**. It works perfectly with the HubSpot solution and permits you to scale interactive content creation. Ion can help you build landing pages, quizzes, calculators, ebooks, infographics, and many other content types without coding. All of them can be used as lead magnets.

The screenshot displays the Rock Content Ion dashboard for a creative titled "[EN] Content Marketing and Artificial Intelligence". The interface includes a navigation sidebar on the left, a top navigation bar with the breadcrumb "[ROCK GLOBAL] > Artificial Intelligence > [EN] Content Marketing and Artificial Intelligence", and a search bar. The main content area shows the creative's status as "Live" and an "Add URL" button. A performance snapshot for the last 30 days is displayed, showing 194 Respondents, a 72.16% Bounce Rate, and a 15.98% Conversion Rate. Below this, there are buttons for "Actions" and "Edit properties". The "Theme" is set to "Rock Content 2021 v2". A preview of the creative page is shown, titled "The impact of Artificial Intelligence on Content Marketing", updated 3 months ago, with a score of 83 - Fast for mobile and 71 - Moderate for desktop. A list of URLs is shown at the bottom, indicating the creative is in 3 URLs, with one URL listed: "https://interactive.rockcontent.com/en/testing/ai-in-content-marketing".

How to manage your leads

Generating leads through marketing campaigns can be costly and requires considerable time and effort. Each new lead you acquire should be seen as precious, something that needs to be properly cared for and managed. And without proper lead management, you could lose the interest of those contacts, wasting precious marketing dollars and throwing away time.

A proper lead management strategy creates synergy between your sales and marketing teams. It helps optimize resources between them and creates an effortless handoff from one team to the other.

The collection and management of the data you collect from (and about) your leads is key. Your lead management system should organize this data to identify potential customers, know what they're interested in, how they arrived at your landing page, and what their pain points are. Remember, the goal is to turn a prospect into a loyal customer—to do this, you'll need to provide personalized experiences and tailor your outreach to their needs and preferences.

Let's dive into two important components of any lead management strategy—lead scoring and lead nurturing.



Lead scoring

Lead scoring is a cornerstone in any lead generation and management strategy; it's vital for maximizing sales efforts and driving revenue growth.

Lead scoring is the process of assigning numerical values to leads based on their attributes and potential value to your business. These attributes can include professional information or demographics, or even website browsing behavior.

For example, you could score a lead based on whether they've downloaded or engaged with specific pieces of content, have visited your site a specific number of times, or spent a certain amount of time on a page. This approach of scoring your leads empowers sales teams to prioritize their efforts on the most promising leads.

To create an effective lead scoring system for your company, it's important to align your sales and marketing teams. Defining the process and requirements involved in lead scoring for both teams will reduce costs, improve the customer experience, and ultimately drive more successful strategies. Deep dive into lead scoring strategies and learn how to score leads with an [assessment in this article](#).

Lead nurture

If you don't have enough information about a contact, or they don't seem ready to buy, it's best to focus on building a relationship with them.

Lead nurturing is this process of relationship building through more personalized content and interactions. The goal here is to delight and surprise.

Lead nurturing can happen on nearly any channel, as long as you're providing leads with timely, relevant, and personalized content. Email drips are an exceptional way of doing this. Automated workflows, which send personalized emails based on demographic traits or any of the behavioral triggers (like we covered above!), are a common way businesses build better relationships with their customers.

It's important to track and evaluate your lead nurturing strategies, make improvements, and make sure that all contacts are receiving attention. Even the leads you consider underqualified today may do business with your company in the future. They might change jobs, or get promoted — you never know! And if you keep a good relationship with them, your brand will pop up in their minds when your type of solution is needed.

Effective lead nurturing can help businesses increase their sales and revenue, improve their customer retention rates, and reduce their marketing costs.

Take your lead management to the next level with zero-party data

Zero-party data is a powerful tool that can help you take your lead-generation strategy to the next level. Your leads voluntarily provide it, and it's usually data such as their preferences, interests, and challenges. Enriching your lead data with zero-party data allows you to segment your audience with greater accuracy and create highly targeted campaigns or communications. Plus, it can be used to build trust and rapport with your leads, as it shows that you are interested in what they have to say.

Collecting zero-party data means you'll have to ask your customers directly for important data. You can collect this feedback from customers in a variety of ways. For example, you could send out surveys, use pop-ups on your website, or provide forms, surveys, or quizzes that customers can fill out. Learn more about strategies and proven zero-party data collection methods over [on the Typeform blog](#).



A real example of a lead gen campaign



Now that we have covered the theory, it is time for some lead gen practice.

Rock Content is a global leader in content marketing. Our mission is to help brands create valuable content to positively impact audiences' lives and, as a consequence, their own businesses.

One of our best assets to accomplish that success are the **Jam Sessions**.

Jam Sessions are a mix of interviews, podcasts, and webinars. They're hosted by us at Rock Content and feature the top marketing and content experts and innovators. We do all of this with one common theme: we aim to provide advice and share trends & best practices on how to master successful content marketing.

The guestlist includes Joe Pulizzi, Scott Brinker, Mark Schaefer, Pam Didner, Robert Rose, Sarah Dawley, and many other well known names of the marketing industry.

In the 29th edition, we invited Mordy Oberstein, Head of SEO Branding at WIX, to discuss "**How AI Content is Changing the SEO Landscape**".

With an email workflow on **HubSpot**, we created progressive value around this Jam Session topic, nurturing our contacts with consistency, relevance, and quality.

Another major practice that helped us was managing the leads on **HubSpot**. By doing this, we could see who was engaging with our content, who was not, track past behavior and create personalized approaches according to the lead's preferences.

We also used other channels, like desktop push notifications and pop-ups, since we know our targeted audience is literally everywhere seeking meaningful content and resources to help them out.

After one month of promo, the results were stellar! On the day of the event, we already had almost five hundred registrants. Every time we shot a promotional piece for this Jam Session, the engagement was fierce!

Here are some other achievements we've got:

- More than 3,000 visitors on our landing page.
- Over 40% of these registrations were a fit for our sales queue criteria.
- 17 contacts reached out to our sales team interested in our products or services.

Now, remember this: a lead generation strategy doesn't need to have paid initiatives to be successful. We delivered a prime-quality experience to our audience by understanding their behavior, their timing, and their needs.

To achieve this level of success, the first biggest thing you must do is get to know your audience. This might be the most important rule of lead gen, actually! Once you get this, the rest is smoother for you.



It's time to invest in your web strategy

SEO should be considered an integral part of any sustainable marketing strategy, but it's also just one of the many levers today's teams can pull to attract new customers.

As more and more organizations look to remain competitive and deliver on user expectations, it's never been more important to build a truly powerful end-to-end website strategy. From SEO and content to optimization and analytics, investing in your website is the game changer that can help your organization hit — or even exceed — your lead generation goals.

rockcontent

Supercharge your business with content that generates leads

Rock Content offers a range of innovative marketing products and services designed to help brands build engaging content experiences at scale.

[Get started free](#)

HubSpot

Generate Leads With HubSpot Marketing Software

Turn your website into a lead generation machine. HubSpot's free marketing software helps you generate leads with forms, email, CRM, and ads software.

[Get started free](#)

Typeform

Build forms that find you the best leads

Typeform's refreshingly different forms are powered by smart insights, integrations, and automation to help drive business-critical outcomes—like finding the best leads for your sales teams.

[Get started—it's free](#)

Webflow

Want to start building a powerful website?

Webflow is a visual development platform that empowers designers to build with the full power of code — without writing any.

[Try Webflow for free](#)