Lead Delivery

B2B DATA: WHO SHOULD YOU TARGET IN YOUR LEAD GENERATION PROGRAM?

Building the right database for your lead generation program

Anyone planning a lead generation, marketing or brand awareness campaign, should consider who their target audience is. We speak with many people every day who want to generate additional sales leads but do not know where to start.

When building a house, you lay the foundations before cementing the bricks. Building a lead generation machine is similar, and the data is your foundation and the marketing tactics which you will be using are your bricks.

THE PROCESS

Raw Data

Identify Decision-Makers

Marketing Qualified Leads

Sales Qualfied Leads

B2B Data Facts

- On average, B2B data lists degrade 2.1% month on month, a staggering 22.5% each year!
- There are 4.257 million named Decision Makers available to purchase.
- There are 1.021 million named contacts with email addresses available for outbound Sales and Marketing activity.

With this in mind, we have written this guide to building the right database for your marketing and lead generation activity.

Complete the below tables to define who you should be targeting in your marketing efforts.

Who is your target audience?

Before you purchase any data, we believe that you should first conduct some analysis on your existing customers, who are they? Which sectors are they in? Which job function does the decision maker sit within?

Complete the below table to start thinking about your target audience, pick up to 10 of your "best" customers: (By best we mean the customer lifetime length of the customer, and the continual revenue generated.)

Company Name	Sector	Revenue Generated	Size of Company (No. Employees) *	Decision Maker Job Function

*If you do not know the exact number of employees, make an educated guess on what you know about them. Alternatively, you can use their turnover when profiling them. (If using their turnover, remember that when purchasing data in the UK, businesses turning over less than £6 million is modelled on similar businesses, and the number of employees that they have.)

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Using your customers to build a database

Having looked at your existing customers, we can now begin to start building the criteria for your new database.

From the data collected above, can you see any similarities between businesses and the revenue/products that they purchase from you?

Complete the below to start identifying the sectors that you should target.

Sector	Number of Customers in Sector (Total)

Most SME's looking to start a marketing and lead generation campaign should initially target between 3 – 4 sectors. From the above tally chart, which 3 – 4 sectors do you have most experience in?

1.
2.
3.
4.

For each of the sectors above, what is the average company sizes?

1.
2.
3.
4.

Building your marketing database

Demographics	Answers
Geography – *Which areas do you want to target. Bear in mind your sales process, number of field sales and the value of your proposition.*	
Industries – *The top 3 – 4 industries listed from your customer profile analysis.*	
Size of Business – *What minimum and maximum size businesses do you want to target? Bear in mind the analysis that you have done on your existing customers.*	
Contacts & Job Titles – *Out of the industries that you have the most experience in, who are the decision makers that you are most likely to sell to.*	

The above selections are the businesses that you should target initially in your lead generation campaign or marketing campaign. When you commence your marketing and lead generation work, remember to profile your prospects obtaining information such as what they are currently doing / using, when they are going to be reviewing and personal contact details such as email addresses to allow for on-going lead nurturing.

For more information on how Lead Delivery can help, either in sourcing the data you have profiled, or in generating sales qualified opportunities for you, get in touch at hello@leaddelivery.co.uk or by calling 0203 811 0479.

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Why Lead Delivery?

"Our mission is to ensure the very best, not only from our team, but also in the success of our clients in the delivery of measurable growth."

We at Lead Delivery stand by this statement, our success relies solely on the success of your Sales and Marketing activity. As part of the Trader Management Consultancy Group, our Senior Management Team has an impressive 55 years' experience in B2B Sales and Marketing. 70% of our experience is within Telemarketing, Marketing Strategy and Account Management within the Marketing Services sector. Due to the extensive years of experience, our team have worked within many different industries and therefore understand the importance of Telemarketing and the difference that it can make to any business… when done correctly!

Lead Delivery is solely focused on generating new business for our clients consisting of:

- Sales Qualified Leads
- Marketing Qualified Leads
- Comprehensive Prospecting Databases
- Increased Brand Awareness

Our Telemarketers are not only managed by our Sales and Marketing professionals, but also coached and mentored continuously to ensure the very best for our clients. We all know that a positive mental attitude and listening skills are important when prospecting, but we take these fundamental skills and unlock the true potential from all our agents.

Lead Delivery will support your Sales and Marketing teams in helping to build brand awareness for your business, and ultimately get your Salespeople in front of decision makers who are interested in your products/services.

About Lead Delivery

Lead Delivery is the trading name of Trader Management Consultancy Ltd (TMC), and was derived from the success of TMC's company Searchlight Media.

Searchlight Media provide voice qualified sales leads to the financial sector, with heavy success amongst investment companies and forex platforms.

Having worked within the B2C sector, TMC's Senior Management Team saw an opening in the market for a dynamic, focussed and driven B2B Lead Generation Agency. From there, Lead Delivery was born with the focus, drive and determination of providing Sales Qualified Leads, qualified prospect databases and a fully managed process that provides as much insight into activity as possible!