



## CPB How to ... Run a Successful Lead Generation Campaign

So you want to run a successful lead generation campaign? Not sure how to go about it? These top tips from CPB will help you plan your campaign, classify prospective customers, qualify their probability to buy, make sales calls and close deals. Whether you want to book appointments, drive sales or increase event registrations, your campaign needs to target the right people at the right time to get them to say yes.

Any good lead generation campaign will centre on getting the basics right and capturing the beginnings of consumer interest into the products/services/opportunities you offer. Accurate and personalised targeting will enable you to capture interest that you can then nurture through the sales funnel. This process can take some time and along the way you'll employ lead scoring to assess the status of each prospect. Most leads will need nurturing through frequent, but always relevant, communications until they are primed to receive a call from your sales team. This lead nurturing, scoring and capture process is best advanced using a marketing automation platform, allowing marketers to gather contact information from campaigns and use this to further foster relationships, personalise communications and build trust.

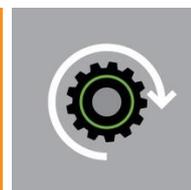
## Building Your Lead Generation Campaign

Before you start the lead nurturing and scoring process you need to capture the leads; what tools do you need for lead capture? There are several necessary components:

- A lead generating website:
- A customer relationship management (CRM) system
- Excellent, accurate data
- A content marketing strategy
- A content calendar
- A telemarketing team
- A well thought through campaign plan with SMART objectives

### Lead Generation Typical Objectives:

- To bolster a sales pipeline
- To promote defined services and solutions
- To assist in penetrating new markets



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## Planning Your Lead Generation Campaign

Every campaign will differ depending on your objectives, product, target audience, budget and many other variables, but all campaigns require detailed planning if they stand a chance of success. Following these simple steps will set you off in the right direction ...

### 1. Agree your goals and set a campaign brief.

Establish a consensus on objectives based on the required outcomes. Ensure all expectations are aligned between either your internal departments or between you and your marketing agency. You might consider the following questions:

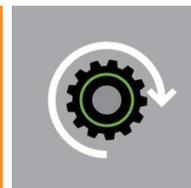
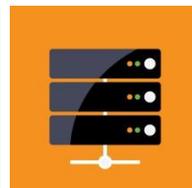
- a. Who is your target audience?
- b. By what medium/method will you reach them?
- c. What data source will you use?
- d. What messaging and call to action will be used?
- e. How do you want/envisage prospects to respond?
- f. How and when will you follow-up and who will be responsible for this?
- g. How will you record and report on the results of the lead and who will you report to?
- h. How will you evaluate your lead generation efforts and what will you consider a success?

2. **Prepare a briefing document and circulate it for approval.** Set your SMART objectives for the campaign and ensure all responsible parties 'sign up' to these

3. **Define your data.** Segment your CRM database and decide exactly who will be targeted and why. Create personas. Target those who data tells you they have pain points or challenges that your product/service/opportunity can solve. Target decision makers or influencers and endeavour to qualify whether an opportunity exists.

4. **Determine how you will contact your target audience.** There are a plethora of possibilities and options these days – pick the one that suits you and your customers best. Consider any of the following; they all have their merits, depending on the type of campaign, target audience and product etc.

- a. Email
- b. Telemarketing
- c. Social
- d. DM
- e. Webinars/events



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5. **Clarify the offer that will peak your target's interest.** Analyse your data, look at previous buying behaviours, demographics, areas of interest etc., and then offer something that links to them personally. This could be a discount code, a white paper, an early bird offer for an event or a free e-book/guide in their area of interest. Provide something of value, that they will recognise as a personal offer and feel appreciated as a result. Drive them to your landing page to take up the offer, these individuals will become your hot leads

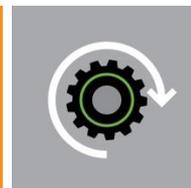
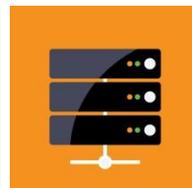
6. **Clarify your campaign communications.** Strategize and plan exactly how you will respond to your leads, what kinds of material will you share, who will contact them and set timescales for responses. These leads are hot, don't let them cool off.

If all of the above falls into place you'll soon have hot opportunities identified. When this happens, generate a lead report and follow up immediately if the requirement is urgent. There's no time like the present, your prospect could be on a competitor website in seconds – pick up the phone!

Where prospects are considered warm but not yet ready for sales to speak to them, revert to your communications strategy to nurture them until they're in a position to buy. Score all leads, giving you insight into how and when to manage future interactions and communications.

Remember, they've been interested enough to interact with your brand on several occasions, it won't take much to build the right level of brand trust to move them along the sales funnel to conversion.

**In conclusion**, as long as your campaign brief includes a clear understanding of your target audience, an omni-channel lead capture and nurturing strategy, compelling offers, strong communications and content and sound lead scoring you won't go far wrong.



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## About the author

Established in 1998, CPB delivers outsourced marketing services for vendors, distributors and suppliers of IT products and services.

As independent telemarketing specialists we provide our clients with expertly delivered campaigns; saving them time and resources through accurate targeting and project fulfilment.

Data is the lifeblood of CPB, whether for targeting prospects or developing data-driven personalised campaigns we use all the big data at our disposal to meet our clients demand generation expectations.

Experts in helping clients to streamline internal processes and replace time and labour intensive tasks with sophisticated software solutions for sales lead management and marketing automation

As an innovative marketing services agency, CPB incorporates the full functionality and capacity of digital marketing services into its portfolio; delivering successful digital lead generation solutions for a range of marketing campaigns.

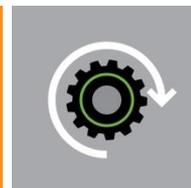
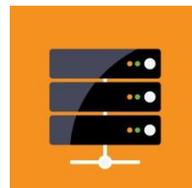
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