Digital Marketing for Growth

How to generate qualified sales leads

FACTSHEET:

Northamptonshire Growth Hub
A SEMLEP Growth Hub

The Northamptonshire Growth Hub is a team of professional advisers providing access to a comprehensive portfolio of business support from local and national providers. Our FREE service could help you to achieve your business ambitions regardless of whether you are considering starting up or already running a business or social enterprise.

SHARP AHEAD
B2B DIGITAL MARKETING FOR GROWTH

Sharp Ahead is a B2B digital marketing and transformation agency specialising in lead generation for ambitious, growth-led clients. We focus specifically on companies with complex products and services, who need to reach specialist decision makers and stay connected with them throughout their decision-making cycle. We drive sales leads through website, search engine, and content marketing.

What is digital marketing for growth?

83% of B2B buyers look for a supplier online. And that number continues to grow.

Digital lead generation, including paid media activities such as PPC, online advertising and remarketing, are one of the most cost effective ways of ensuring potential customers find you before they find your competition.

Make sure that prospective customers find you online– ahead of your competitors.

What can digital marketing do for you?

Digital marketing can bring improved results to even the most traditional of businesses. And it doesn't have to take months to implement or require huge investment in new technologies. In most cases you won't even need to change your existing website to start generating leads from online activity.

Now is the time to improve your digital footprint if:

- You want to make sure you get found online before your competitors.
- You need to reach a niche audience, including buyers and principal decision makers.
- You need to maintain customer relationships and stay connected throughout a lengthy or complex consideration and purchasing cycle.
- You need more promising sales leads from new and/or existing customers.
- You need to understand how your customers behave online and where to find them.
- You need to measure and analyse the results of your digital marketing efforts.
- You are considering a new website.

How does it work?

First, you need to identify your online marketplace and find out where your potential customers are.

Then use this research to create a digital marketing strategy that will help you make contact with your various audience segments.

Utilising a blend of paid media tactics, targeted landing pages and inbound content marketing techniques, you can build awareness of your brand, keeping you in the forefront of your customers' minds during their decision-making cycle and acquire high-quality leads.

You can also these same techniques to increase sales amongst your existing customer base through CRM optimisation.

Then track and measure the performance of every element of your digital strategy and use these insights to continually improve and refine your strategy.

Where do you start?

Here are six key things you can start with when thinking about your digital footprint and starting to drive leads online:

1. **Google your own company name and see what appears.** Are you listed first? Are your competitions paying for ads on your company name keyword? Can you see phone and address information? Are sitelinks displayed? (Sitelinks are navigation links into specific parts of your site, i.e. your products or services.) Can you see your social media links?
2. **Claim your Google My Business Page.** Updating your Google My Business listing will help customers find your business online and in the real world, as well as ensuring your business has influence over another part of the search engine results page (SERP) for your brand. Once you've claimed it, you can optimise your listing, including uploading your logo and photos, add opening times and social media links, and encourage reviews.
3. **Google your competition.** How do they rank for their brand name? Have they claimed their business page? Are they doing anything that you could emulate? Click through and review their website, what content have they posted, what news have they shared, what new products or services are they promoting or events they are attending.
4. **89% of B2B researchers use the internet during the B2B research process* –** Google some relevant keywords for your products or services. Do you have paid ads for the keywords? Does your competition? Do you rank for organic results? Does your competition?
5. **LinkedIn.** Do you have a company page? Does it have a logo, a description of your services and a link to your website? Do you regularly post content, news, events, etc? Look at your key employees' LinkedIn profiles: do they accurately reflect the work they do? Do they represent your brand appropriately? Are they following your own company? Are you following key industry thought leaders? Your own clients and suppliers?
6. **Technical check:** is your site mobile responsive? Is it https? Are you using Google Analytics and Google Tag Manager?

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*Source: Google research March 2015

Need Help?

If you need help with any of these steps, or more advanced digital marketing techniques, including AdWords, remarketing, SEO, conversion optimisation or content marketing, please give Sharp Ahead a call on **0113 209 3580** or visit our website at **sharpahead.com.**

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