

Top Rated Lead Generation Programs



Key Findings

- ❖ Email remains as number one, but not by as broad a margin as in the past couple of years.
- ❖ Marketing has an increasing variety of programs from which to choose.
- ❖ The “buzz” surrounding social media is backed with results.

Commentary

The cost effectiveness allure of email marketing is still causing this lead generation approach to be on the top of the list for marketing organizations. However, the percentage of firms listing email as the top program is dropping. Last year the figure was 62%, this year it declined to 55%.

Comparing the above chart to those of previous years, we see that a variety of approaches are generating results for marketing. Of particular note is that telemarketing and direct mail, after three years of declining mentions, held steady in 2011 on a year-over-year basis.

Two areas that are gaining more fans in marketing are social media and news media (blogs, podcasts, mobile marketing, etc.). However, several study participants commented that they are struggling to effectively gauge the ROI on these new lead generation approaches.

As processes are developed to help marketing gauge the quantity and quality of leads these methods can generate, more marketing

organizations may see that the value of these programs is higher than can be determined today. The impact of social media on lead generation effectiveness may need to be viewed not in just how many leads are generated, but how it can help convert leads to opportunities. Many Sales Intelligence (SI) vendors are finding they can harvest a wealth of insights on companies and individuals that can be extremely useful in helping marketing create targeted messaging to convince a prospect to spend time talking with a sales person.

One last observation is that more marketing organizations need to formalize the way they calculate the effectiveness of their lead generation campaigns. When asked if they had a formal process in place to track the ROI from campaigns, only 47% of the firms surveyed said, “Yes.”

This means that more than half of those who responded to the question were doing so based on hunches versus metrics. Budget dollars are expected to remain tight for the next eighteen months, so ensuring that you have the right analytics to make the best possible choices of where to invest should be a priority.

Notes: