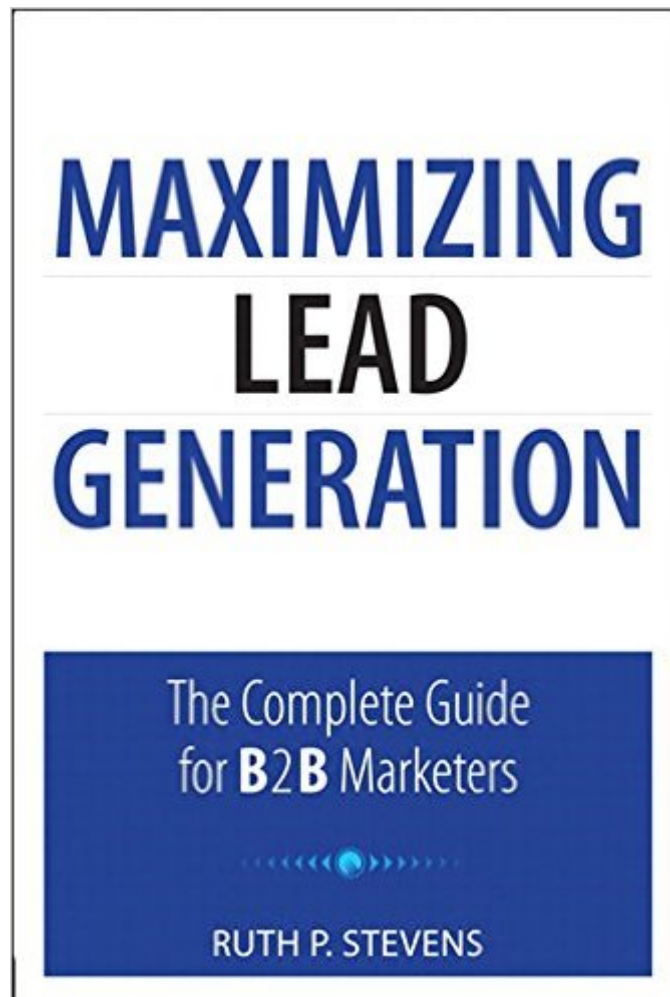


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Maximizing Lead Generation: The Complete Guide For B2B Marketers (Que Biz-Tech)



Synopsis

The Hands-On, Up-to-the-Minute Guide to Generating Better-Qualified, Quicker-to-Close B2B Leads! • Lead generation is •œJob One•: B2B marketers•™ single most important objective. Maximizing Lead Generation brings together everything you need to know to do it right. Fast-paced and 100% practical, it will help you achieve outstanding results in any B2B marketplace•”from enterprise technology to industrial equipment to professional services. • World-renowned expert Ruth P. Stevens helps you bring science and systematization to all facets of lead generation, building on process, best practices, continuous testing, and ongoing improvement. You•™ll learn how to maximize the value of tried-and-true B2B tools and the newest social, web, and search technologies. Stevens offers indispensable insights for the entire lead lifecycle, including qualification, nurturing, measurement, and tracking. • Organized for clarity, usability, and speed, this book will help you supercharge salesforce productivity•”and company profits. • You•™ll Learn How To: • ¢ Develop and refine rules that consistently lead to higher-quality leads

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Customer Reviews

In the last 10 years, the Internet and Social Media have altered the marketing landscape. However, some things remain the same, including the reality that lead generation is how a company motivates prospective customers to make a purchase. In her engaging, almost conversational style, Ruth Stevens provides a clear definition for what is and isn't a lead. She explains the science behind lead generation and outlines clear steps that any marketer can follow. Rather than inundate the reader with endless case studies, those chosen are targeted to showcase how a company used a specific concept to achieve success. The samples of what made a specific campaign work are both interesting and informative. Once she demonstrates the necessity to plan a lead-generation campaign, Stevens provides information on the tools a marketer needs in his or her arsenal of tools in order to achieve success. In our ADD-world, Stevens promotes use of lead-generation basics such as databases and paying attention to best practices to develop the most effective plan. She provides ample charts and tables the reader can replicate to measure the cost, effectiveness and rationalization for each metric or media chosen. One of my favorite points at this junction is that Stevens does not advocate any one metric or media choice as the Holy Grail; instead, she clearly delineates the uses and best use for a plethora of choices. Embracing the changing vista in marketing, Stevens explains how to use content as a valuable source of advice to entice potential customers to raise their hand. She demystifies the landing page and promotes the use of several to extend your reach and attract a broader range of leads.

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