

# Lead Generation

Powerful Content  
Offers  
& Marketing Tools

Get More Leads



**The Growth Agency**

[thegrowthagency.co.uk](http://thegrowthagency.co.uk)

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## Introduction

For your website to generate regular consistent inbound marketing qualified leads it has to become an authoritative voice and valuable resource for users, both from an education and value perspective.

For users to exchange information, an email address, company name or contact details, they have to receive something in return of value or greater to convert from a website visitor to a lead, to move them along their buyer journey.

And the information they receive has to be relevant and contextual for their own stage of the buyer journey. Potentially, for each user, the content offer required is different because each user is at a different stage of the buyer journey.

For example, inviting users to sign up for a workshop or an event, when they are at the beginning of their buyer journey is not yet contextual or relevant. At this early stage the user may not even be aware they have a problem that needs a resolution.

It is essential to meet website visitors with the right information, at the right time, at each stage of their buyer journey, if you are to be successful encouraging them to exchange their information for your information.

To improve the effectiveness of all marketing campaigns we strongly recommend using personalised and contextual information based upon market sectors and personas. This should be adopted for all outgoing communications for improved success.

**Would you like more  
leads from your  
website?**

**Relevant**

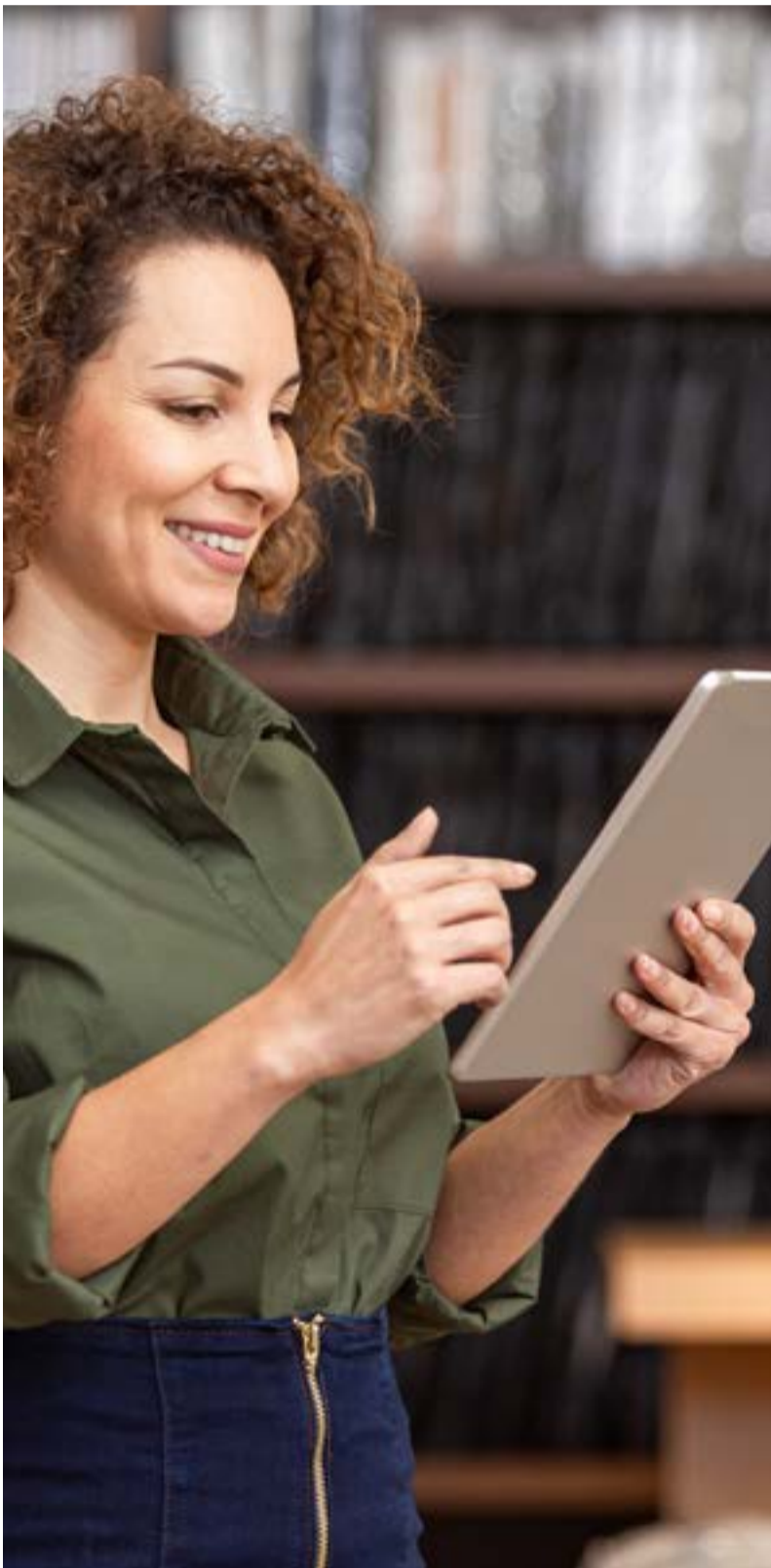
**Contextual**

**Personal**

**Value**

01

# Buyer Journey Stages



## Awareness

In the awareness stage a prospect has identified they have a problem for which they require a solution.

*At this stage, very early in the buyer journey, a prospect does not usually know the name of the solution that exists for their problem.*

## Consideration

In the consideration stage, a prospect has clearly defined and given a name to their problem and potentially has a name for their solution.

*At this stage, a prospect may know the name of your company and may have an idea of the solutions that you offer, but may also be seeking further confirmation.*

## Decision

In the decision stage, a prospect has now decided on their solution strategy, method or approach. Conversion pieces here typically will help them make up their mind.

*At this stage, a prospect is open to trial downloads, live demonstrations, vendor comparisons and more.*



# Awareness Stage



02

# Awareness Stage Marketing & Content Offers

As we have highlighted, during the awareness stage a prospect has identified they have a problem, for which they require a solution.

At this stage, very early in the buyer journey, a prospect does not usually know the name of the solution that exists for their problem. It is also very likely they also do not know the name of your company.

**To find an answer to their problem, 89% of buyers will research the internet for solutions to their problem.**

Content on your website for prospects in the Awareness Stage, needs to include;

- Analyst Reports
- Research Reports
- eBooks
- Editorial Content
- Expert Content
- White Papers
- Educational Content

## Driving Awareness Stage Traffic

When it comes to attracting 'Awareness Stage' prospects to your website, having the right content is crucial. But how can you guarantee your content is getting the traffic it deserves? Let us show you how.

## Awareness Stage Tools

To succeed at directing 'Awareness Stage' prospects to your website, it is crucial to frequently and consistently use these tools in your marketing armoury.

Don't neglect their power in your marketing strategy - incorporate them regularly for optimal results.

- SEO
- Blog
- Web
- Social
- PPC / Ads

## SEO

For SEO to work effectively, a regular and consistent approach, rather than a sticking plaster approach should be adopted over 6-12 months.

## BLOGS

Articles should be published on topics linking to your pillar page (product or service) on a consistent and regular basis to build authority on a subject.



## WEB

Your website pages should be structured in an organised manner that makes sense to your prospects journey and search engines.

## SOCIALS

Social posts for awareness campaigns should include a good blend of educational and interactive content to drive engagement towards blogs or landing pages.

## PPC / ADS

Search and Social Ads should be regular and consistent, targeting identified personas and audiences.



# Consideration Stage



03

## Consideration Stage Marketing & Content Offers

### Cost-Effective Conversions

In the consideration stage a prospect has now clearly defined and given a name to their problem and potentially come up with a name for their solution.

At this stage, a prospect may know the name of your company and may have an idea of the solutions that are on offer but they may be seeking further confirmation, and confidence. A prospect may be open to a live interaction or may choose to watch a webcast, or listen to a podcast, at this stage but usually not before.

**Providing valuable content on your website for buyers in the consideration stage typically costs 62% less per lead than other marketing methods.**

## Driving Consideration Stage Traffic

Content on your website for prospects in the Consideration Stage, needs to include;

- Expert Guides
- Live Interactions
- Webcast
- Podcasts
- Video
- Comparison White Papers



Again, consistency is key, and you need to be using these essential tools, namely;

- CTAs
- Landing Pages
- Sign Up Forms

## Consideration Stage Tools

If you want to attract potential customers in the Consideration Stage and drive traffic to your website, then you definitely need to incorporate these vital marketing tools in your activities.



# Consideration Stage Tools

If you want to attract 'Consideration Stage' prospects to your website, then it is imperative to incorporate these tools, on a regular and consistent basis.

By doing so, you can confidently lead your prospects towards your product/service and achieve success in your business goals.

## CTAs

A call-to-action (CTA) can be a button you can use on your content to drive prospective customers to your website, where you hope to convert them on a form so they are added to your contacts database.

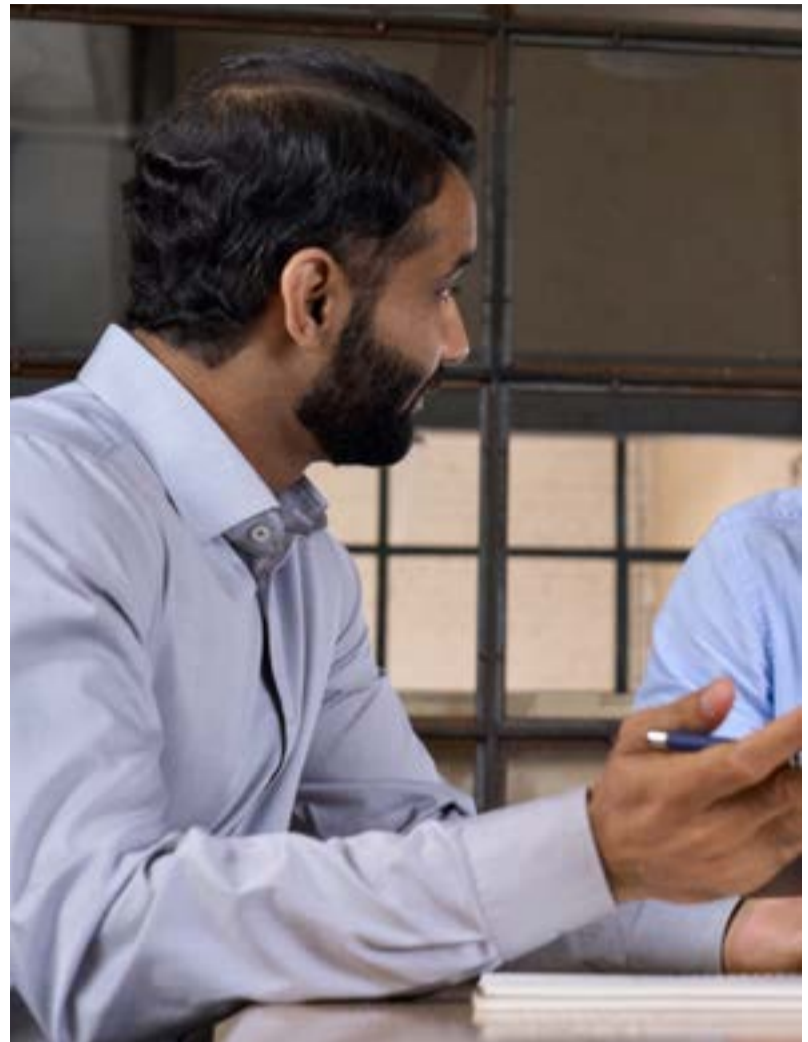
Button CTAs should be visually attractive, action-oriented, and easy to locate on your website pages and emails.

## LANDING PAGES

The power of Landing Pages cannot be underestimated. If your conversion content offers i.e. ebooks, educational content, white papers, free consultations contain value visitors are willing to exchange information for.

Landing pages should be designed with the sole purpose of conversion and should not be over complicated with too much information.

**According to Hubspot, companies deploying more than 40 landing pages, generate 12 times more leads than companies using 1-5 pages.**



## FORMS

Visitors who are encouraged to fill out forms in exchange for a content offer on your Landing Pages should automatically be added to your contacts database, if you are using an integration with a CRM.

This allows you to nurture them with personalised messaging and email campaigns. It also allows you to track views, conversion rate, and submissions.

This data tells you if your campaigns are successful at driving traffic and if your content offers are exciting enough to convert visitors to prospects.

We recommend using a variety of smart forms including pop ups and static forms, for each campaign you run, to encourage Newsletter subscriptions and sign ups for Landing page conversion offers.



# Decision Stage

# 04

## Decision Stage Marketing & Content Offers

In the decision stage, a prospect has now decided on their solution strategy, method or approach to their problem and conversion pieces here typically will help them make up their mind.

At this stage, and normally only at this stage, will a prospect be open to trial downloads, live demonstrations, vendor comparisons and more.

**Lead nurturing at this stage of the buyer journey, with emails, crm, automations and lead scoring etc, creates up to 50% more leads.**

### Converting Decision Stage Traffic

To successfully convert visitors who are at the decision stage, it's crucial to have a steady stream of compelling content offers and tools on your website.

It is essential not to waste valuable content offers by offering them too early in the buyer journey.

**Don't miss out on this essential strategy for driving conversions and sales. Implement it today.**



Content on your website for prospects in the Decision Stage, needs to include;

- Vendor Comparisons
- Product Comparisons
- Case Studies
- Trial Downloads
- Product Literature
- Live Demonstrations
- Events



**As your website visitors navigate through the decision-making process, make sure you provide them access to the right offers and resources. These resources will empower them to make informed choices with confidence.**

## Decision Stage Tools

To convert your 'Decision Stage' prospects into happy customers, it's essential to use these tools consistently.

Don't miss out on this opportunity to boost your conversion rates and drive your business towards success.

- Email
- Automations
- CRM
- Contacts
- Lead Scores

## EMAIL

Nurture and convert existing contacts and customers over time, so you are adding value and not only emailing to sell them something.

## AUTOMATIONS

By automating follow ups, emails and content offers contacts are more likely to move to a MQL for handover to Sales to begin the process of becoming a SQL.

## CRM

Adopting and using a centralised CRM allows sales people and teams to share data and conversations with contacts easily.

## CONTACTS

Segmentation and streamlining contacts in a CRM avoids separate silos of data i.e. Outlook, Excel which can be leveraged into better results and ROI.

## LEAD SCORES

Automatic lead scoring based on a prospect or customers interactions with your marketing effort allows for a smoother transition from MQL to SQL.

MQL = Marketing Qualified Lead

SQL = Sales Qualified Lead

**Thank  
you**

*At The Growth Agency, we excel in developing intelligent websites and crafting digital marketing strategies that drive business success.*

*Our target clients are UK-based companies with a turnover of £5 million or more, who sell products or services online requiring a considered sales cycle and through an established dealer network.*

*Ideally, our clients already have sales and marketing teams in place and are seeking to enhance their digital maturity.*

*We take pride in thoroughly understanding our clients and prioritise quality over hastiness, to deliver exceptional results, through engaging website designs and compelling content.*

*You can trust us to elevate your online presence and help you achieve your business goals.*