

# Lead Generation Strategy Trends

SURVEY SUMMARY REPORT

## Lead Generation Strategy Trends Survey Summary Report

Ascend2 Monthly Research Series Conducted in Partnership with Leading Marketing Solution Providers.



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# A STRATEGY FOR LEAD GENERATION EFFECTIVENESS

The lack of an effective strategy continues to be the most challenging obstacle to lead generation success. However, nearly three-quarters of companies say effectiveness is improving.

## **But what does an effective lead generation strategy look like?**

To find out, Ascend2 and our Research Partners fielded the Lead Generation Trends Survey and completed interviews with 300 marketing, sales and business professionals from around the world. We thank them for sharing their valuable insights with you.

The charts in this edition of the study titled *Lead Generation Strategy Trends Survey Summary Report* represent the average of all market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our Research Partners.

This research has been produced for your use. Put it to work in your own marketing strategy planning and presentation materials. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

*Sergio Balegno*  
*Partner / CEO*

**Ascend2**

*Research-Based Demand Generation for Marketing Solution Providers*

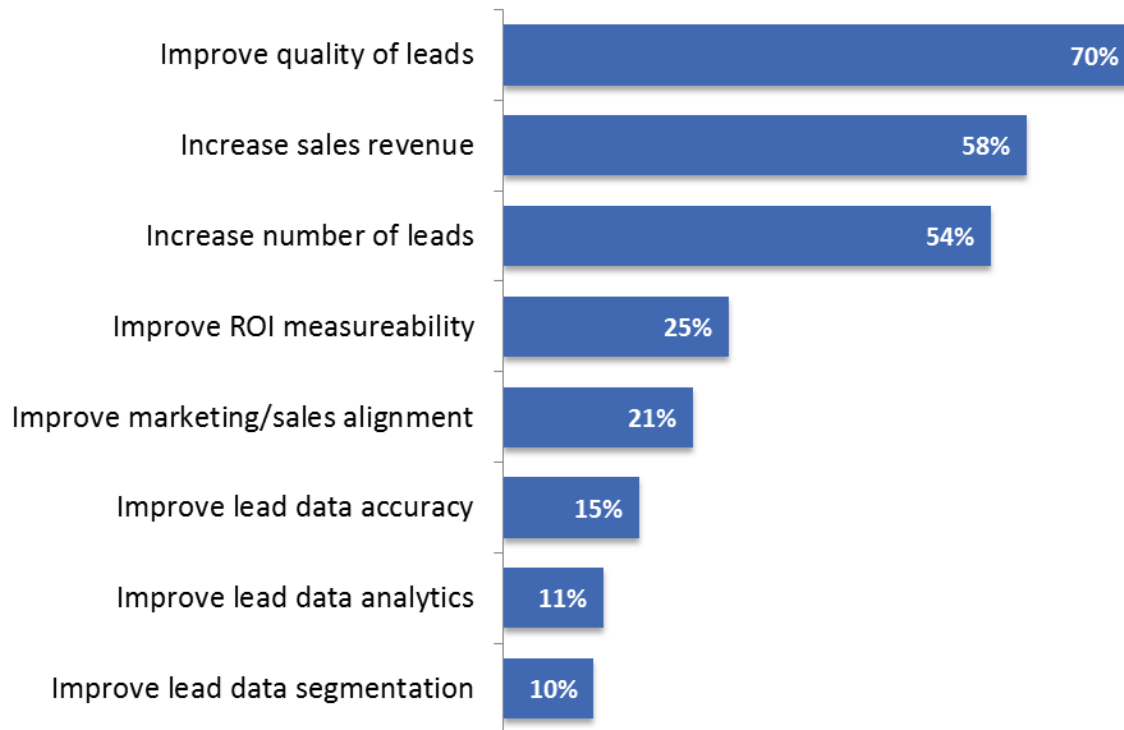
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# MOST IMPORTANT OBJECTIVES

Increasing the number of leads generated is important, but improving the quality of leads and increasing sales revenue are the top objectives. Marketing and sales teams are in agreement that lead quality is directly related to the rate of conversion from lead to sales revenue.

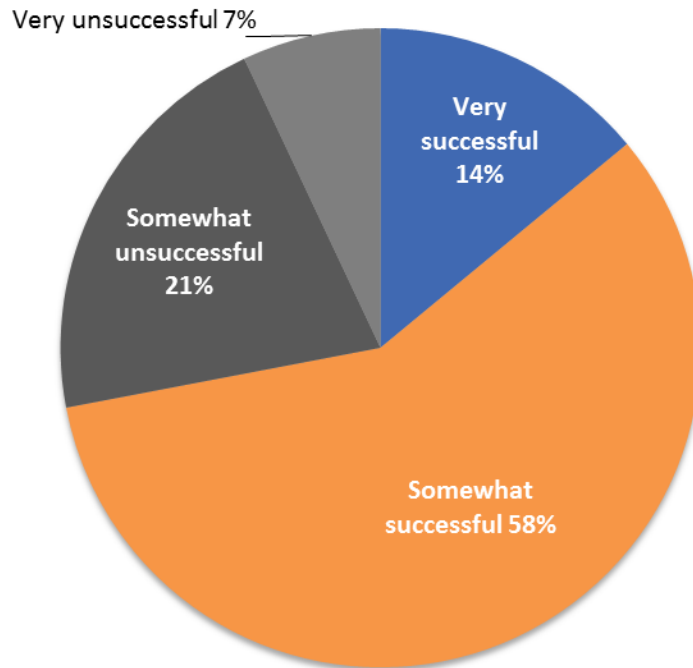
*What are the MOST IMPORTANT OBJECTIVES of an effective lead generation strategy?*



# RATING SUCCESS

72% of companies consider their lead generation strategy successful to some extent at achieving their important objectives. However, for the remaining 28%, lead generation success is elusive. The question is, what obstacles stand in the way of lead generation success?

*How do you RATE THE SUCCESS of your lead generation strategy to achieve important objectives?*



# OBSTACLES TO SUCCESS

Lack of an effective strategy is the most challenging obstacle to lead generation success. Inadequate marketing budgets and limited content creation capabilities are also challenges. Prioritizing and overcoming these top obstacles are the first steps to lead generation success.

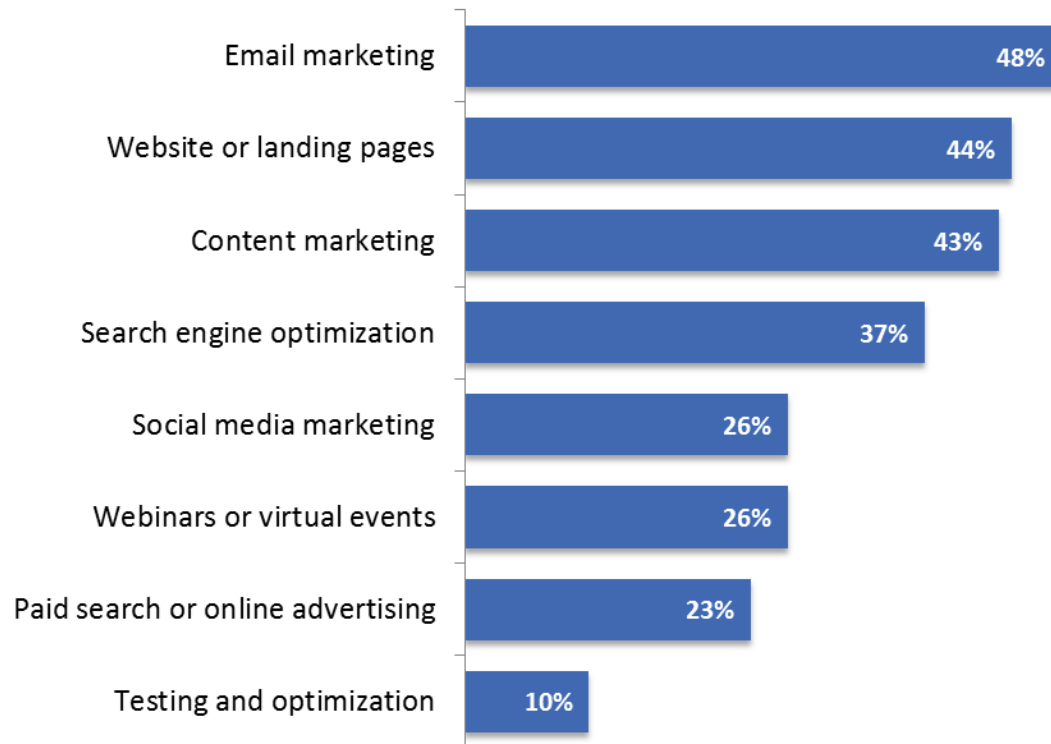
*What are the MOST CHALLENGING OBSTACLES to lead generation success?*



# MOST EFFECTIVE TACTICS

A successful lead generation strategy focuses budgets and resources on the most effective online tactics. These include, in order of priority, a combination of outbound and inbound tactics such as email marketing, website or landing pages, content marketing and search engine optimization.

*What are the MOST EFFECTIVE ONLINE TACTICS used for lead generation?*

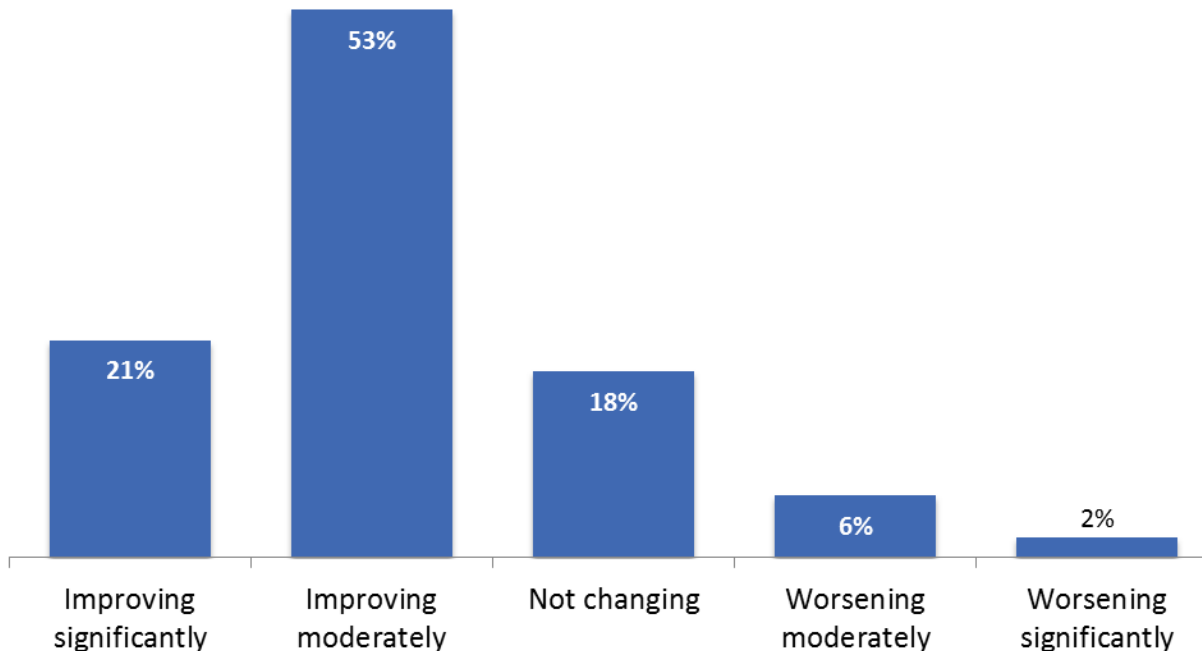




# HOW EFFECTIVENESS IS CHANGING

Lead generation effectiveness is improving for nearly three-quarters of companies (74%). This is very good news, especially for the 21% experiencing significant improvement. Lead generation is worsening for 8%. For them, ineffectiveness may be the result of tactical difficulty or lack of effort.

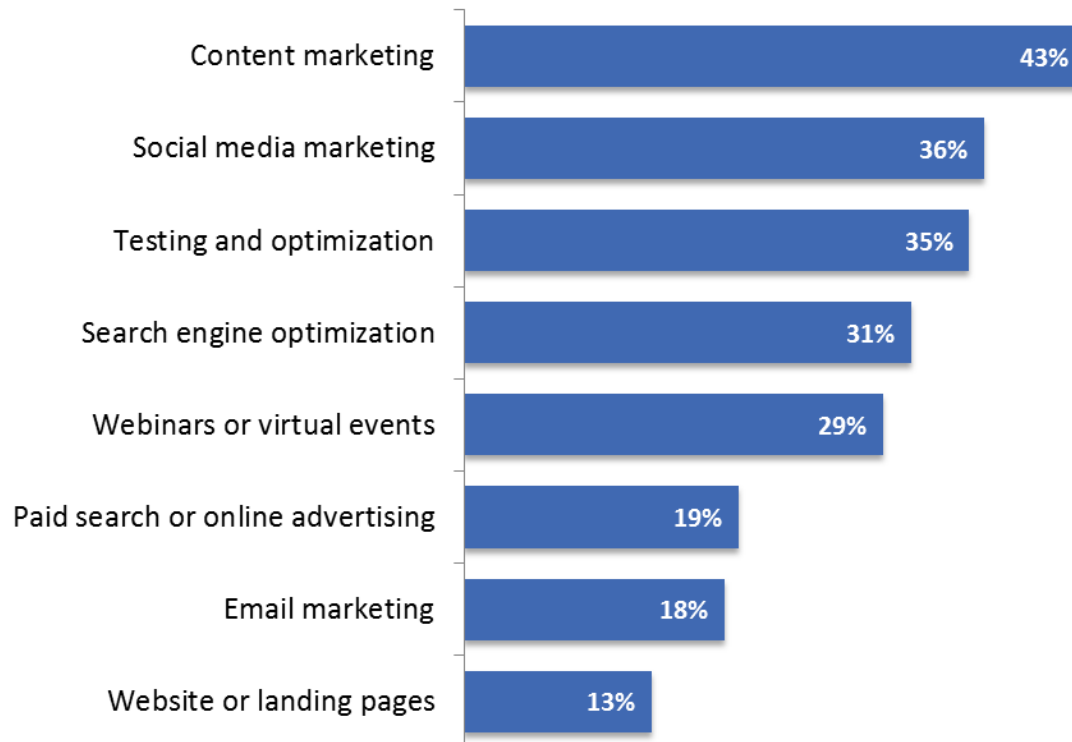
*Which best describes how online lead generation EFFECTIVENESS IS CHANGING?*



# MOST DIFFICULT TACTICS

Content marketing is the most difficult online tactic to execute for lead generation purposes. It does, however, require adequate budgets and skilled resources to execute effectively. The ability to create compelling content and a knowledge of distribution channels like social media are crucial.

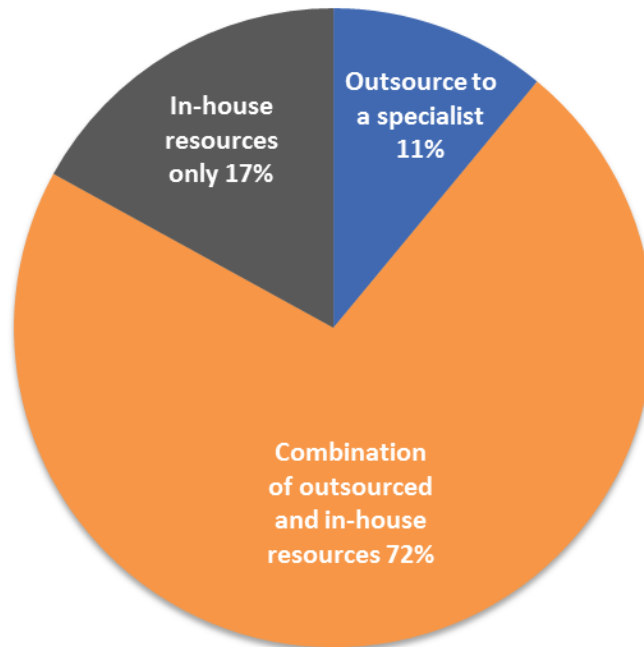
*What are the MOST DIFFICULT ONLINE TACTICS to execute for lead generation?*



# RESOURCES USED

Only 17% of companies rely exclusively on in-house resources to execute their lead generation tactics. The other 83% outsource tactics to some extent with 11% using outsourced specialists entirely. Outsourcing provides specialized skills required to execute difficult lead generation tactics.

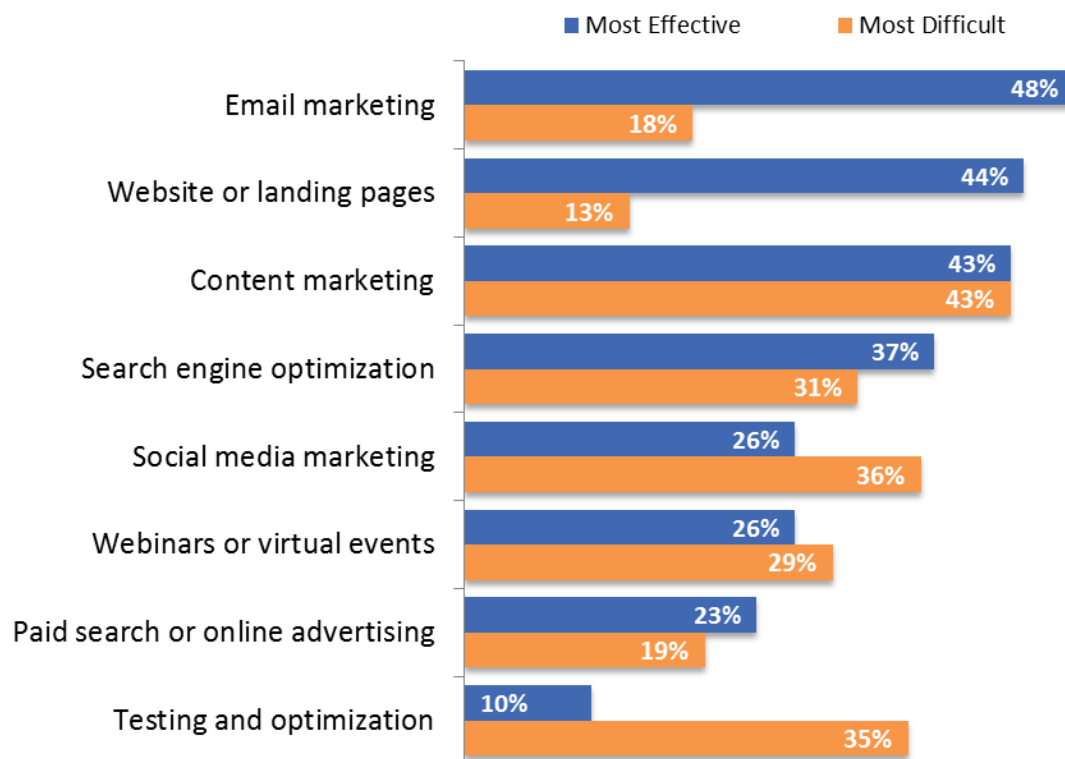
*What are the MOST EFFECTIVE RESOURCES for executing lead generation tactics?*



# EFFECTIVENESS VERSUS DIFFICULTY

Email marketing and website or landing page marketing are significantly more effective than they are difficult to execute. Conversely, Testing and optimization is significantly more difficult to execute than it is effective, impacting the use of this tactic.

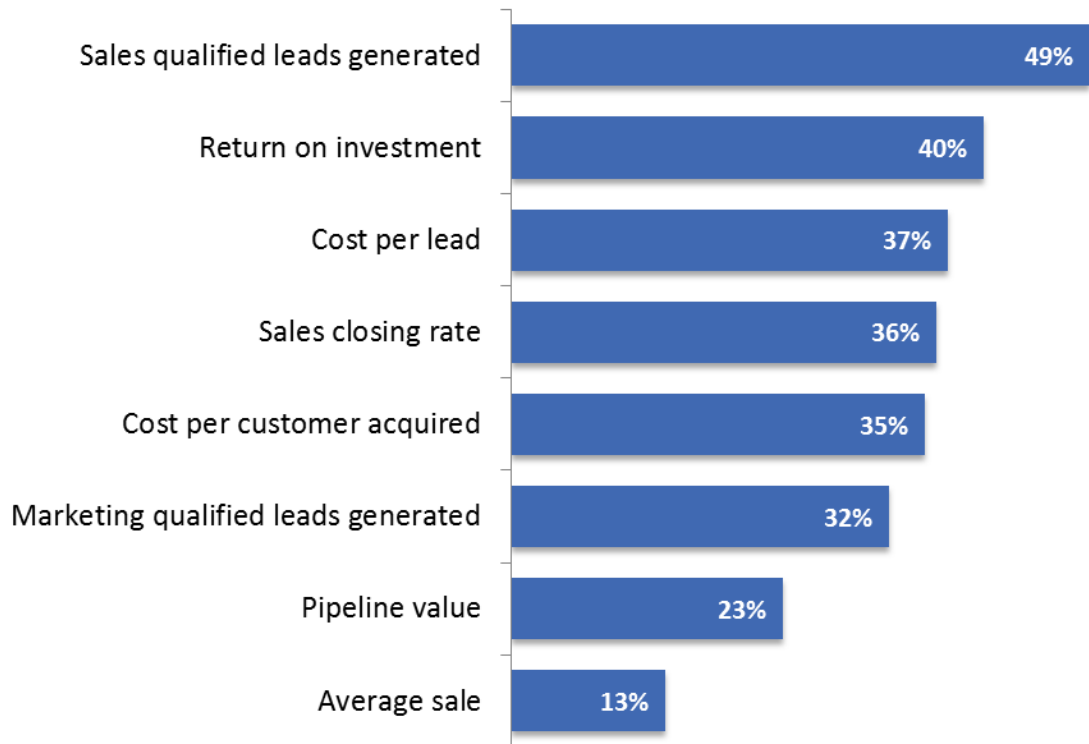
*Tactical EFFECTIVENESS VERSUS DIFFICULTY for lead generation.*



# MOST USEFUL METRICS

Sales qualified leads generated is the most useful metric for measuring lead generation performance. This metric is also useful for measuring progress in achieving the most important objective of an effective lead generation strategy – improving the quality of leads.

*What are the MOST USEFUL METRICS for measuring lead generation performance?*



# SURVEY METHODOLOGY AND DEMOGRAPHICS

Ascend2 benchmarks the performance of popular digital marketing strategies and practices using a standardized questionnaire, research methodology and proprietary 3-Minute Survey format. Findings are examined in a quantitative context by experienced analysts and reported objectively.

This survey was conducted online from a panel of more than 50,000 US and international marketing, sales and business professionals representing a range of demographic roles, channels and company sizes as follows:

## **Number of Employees**

More than 500	15%
50 to 500	31%
Fewer than 50	54%

## **Role in the Company**

CEO / COO / CMO / CSO etc.	31%
Marketing VP / Director / Manager	30%
Sales VP / Director / Manager	14%
Marketing or Sales Staff	18%
Other	7%

## **Primary Marketing/Sales Channel**

B2B (Business-to-Business)	80%
B2C (Business-to-Consumer)	20%

# ABOUT ASCEND2



## Research-Based Demand Generation for Marketing Solution Providers

If marketing professionals are your ideal prospects, we can help you find more of them. Marketing software and data solution companies, and digital marketing agencies partner with Ascend2 to reliably generate demand and supplement marketing content for their firms. Our Research Partner Programs are transparent – spotlighting your brand and the interests of your market.

Learn more at [www.Ascend2.com](http://www.Ascend2.com)

# ASCEND2 RESEARCH-BASED DEMAND GENERATION

Research Partner Programs provide white label reports and a guaranteed number of leads in two simple steps:

## 1. Choose the topics of interest to your target market

- Content Marketing
- Email Marketing
- Video Marketing
- Organic Search (SEO)
- Marketing Automation
- Email List Growth
- Website Optimization
- Inbound Marketing
- Paid Search (PPC)
- Lead Generation
- Social Media Strategy
- Marketing Database

## 2. Choose an exclusive research segment for each marketing topic

- Benchmarks for Success [Research data from the successful program segment]
- B2B Benchmarks [Research data from the business-to-business segment]
- B2C Benchmarks [Research data from the business-to-consumer segment]
- Enterprise Benchmarks [Research data from the large company segment]
- SMB Benchmarks [Research data from the small and medium business segment]
- Agency Benchmarks [Research data from the marketing agency segment]
- Leadership Benchmarks [Research data from the marketing leadership segment]
- Other Benchmarks [Research data unique to a specific topic when available]

If marketing professionals are your ideal prospects, [watch this 90 second video](#).

