

INCITE

THE END IS NIGH

{ AGAIN }

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Is prospecting for new business dead?

Clients are more resistant to 'prospecting' than ever before.

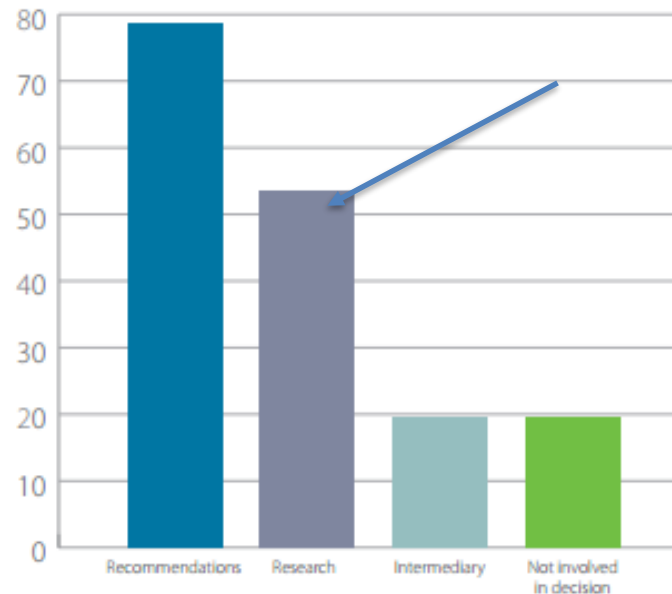
- Cold emails increasingly get filtered out by the new breed of email client and clients are more hostile to approaches.
- Desk phones gather dust and calls to mobile are blocked.
- Client marketers conduct their own research into agencies or new trends and technology, rather than hold multiple via face-to-face creds meetings with suppliers.



Is prospecting for new business dead?

Our own regular client surveys show 50% of agency searches involve online research.

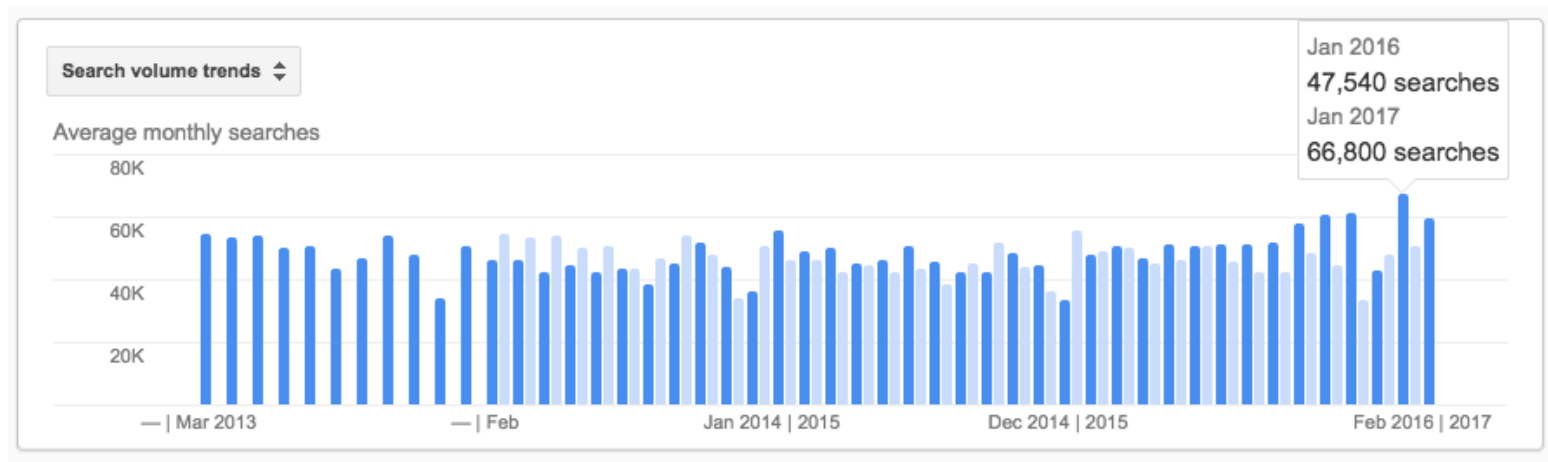
Influencers for respondents' agency selection decisions





Is prospecting for new business dead?

While the volume of agency specific searches on google continues to rise.

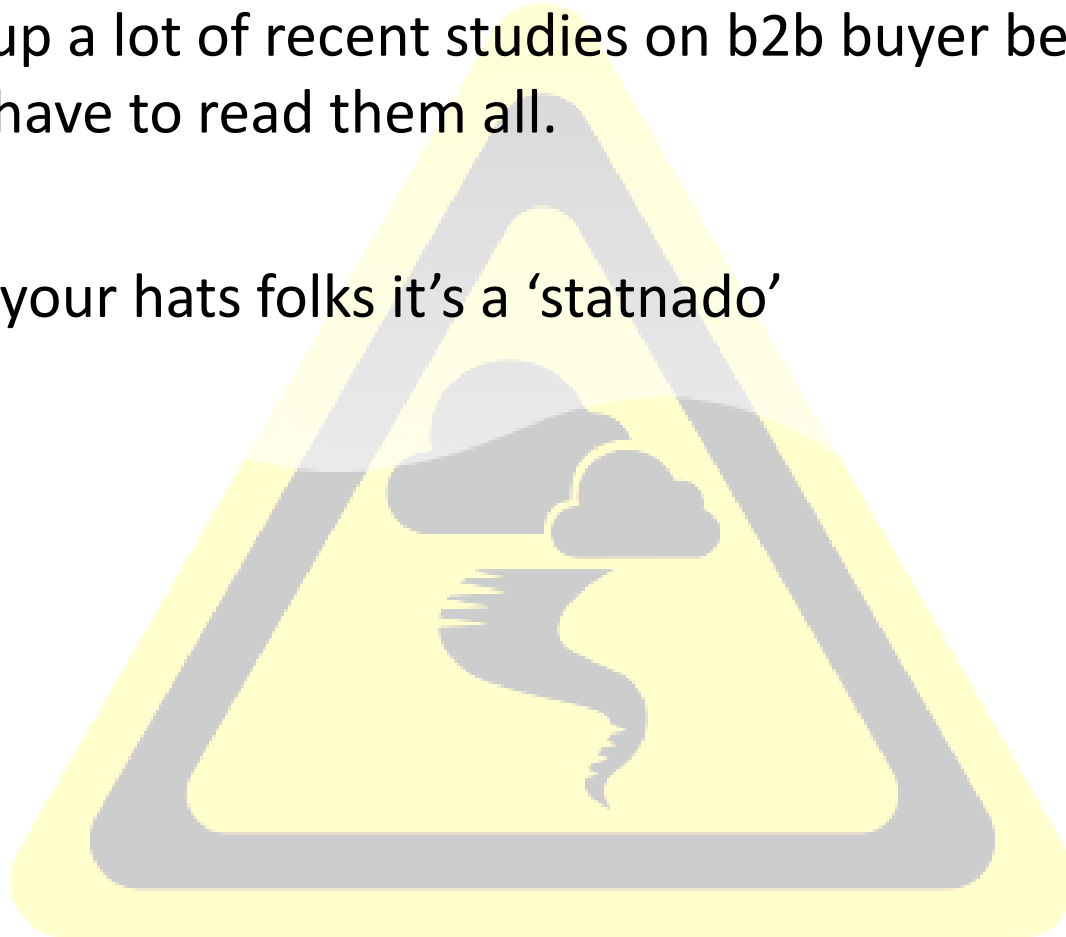




Is prospecting for new business dead?

Summing up a lot of recent studies on b2b buyer behaviour so you don't have to read them all.

Hold onto your hats folks it's a 'statnado'





Is prospecting for new business dead?

- A typical outbound b2b lead costs £240 compared to £100 for inbound
- 9 out of 10 business buyers say when they are ready to buy, they will find you
- Many are 50-60% of the way into the buy cycle before they will even make contact with a vendor
- 78% are looking for information around their business challenge
- 58% engage with peers, 48% follow industry conversations, and 41% read research papers and postings from thought leaders
- If the order value is more than £10k – 70% of buyers say they review four or more pieces of content prior to purchase
- The white paper is still the most read piece of content – but 60% of buyers say they don't have the time for reading – so the shorter, the better



Is prospecting for new business dead?

- Most leads aren't ready to buy – 75% but will from you or a competitor
- 75% of buyers want vendors to curb the sales messages
- Companies that excel at lead nurturing generate 50% more sales ready leads at 33% lower cost.
- Nurtured leads make 47% larger purchases than non-nurtured leads.
- Companies that automate lead management see a 10% or greater increase in revenue in 6-9 months.

Alternate Strategies & Tactics: Inbound



Inbound

ATTRACT



Blog
Social Media
Keywords
Pages

CONVERT



Calls to Action
Landing Pages
Forms
Contacts

CLOSE



Email
Workflows
Lead Scoring
CRM integrations

Alternate
Strategies & Tactics:
Multi-channel





The Multi-Channel Approach

- While being found is nice, it can also be quite limiting.
- If you want to exponentially increase your new biz pipeline use your content to go find even more of the right client.
- Use your database and treat social, especially LinkedIn as your database too (social selling).
- Engage with prospects as experts, not as salespeople, get their attention and nurture them until they are ready to meet or buy.



The Multi-Channel Approach

INBOUND MARKETING +
INBOUND SELLING +
SOCIAL MEDIA +
PROSPECTING
= MULTI-CHANNEL NEW BIZ



The Multi-Channel Approach

Attract and
intrigue

Earned media
Creating optimised content relevant to what your target market is searching for and publishing and promoting it (via social, SEO, PR)

Paid Media and Sales Outreach
Display advertising and paid and promoted content via LinkedIn, Google, Twitter and industry relevant publications and targeted social selling, email and telesales campaigns through lists

Owned Media
Search optimised websites and landing pages on your own domains

Convert
to lead

Relevant content, product or service offers your target audience want and will part with their details to get

Convert
to customer

Marketing automation
to push prospects through the funnel

Telesales outreach
to build insight, qualify and aid conversion

Close
£



About incite

Incite provides integrated outsourced sales and marketing support to marketing services, technology and business services companies. We provide help and expertise in the following areas:

- Strategy planning and proposition development
- Targeting and data planning (through our data asset of 1M+ marketing and brand buyers and company owners). We also build data from scratch.
- Email and telemarketing for outbound lead gen, we have a team of 20 in the UK, working in two tier teams of senior and mid-weight. We have a 10 man admin support team in our Cape Town office.
- Opportunity qualification and pipeline management (through Sugar CRM) as well as conversion optimisation and pitch support
- Content creation (blog writing, report writing, original research for reports), website design, video production and wider inbound marketing strategies. Inbound platform set up.
- Advising on themes, driving attendance to and managing events, webinars



new business

Download our free report into Agency/Client relationships in 2016

Having acted as a liaison for countless client-agency relationships, we have seen many examples of miscommunication and misunderstood expectations that have seriously impacted on the ability of clients and agencies to produce great results.

We conducted a survey to look at views from both sides of the pitching process and were taken aback by the clear and extensive mismatching of practice across the board. We were expecting minor disparities between the way agencies and clients think and act, but found much greater differences than we had anticipated.

Our findings paint an interesting picture of the agency search and selection landscape, but also shine a spotlight on areas where the process can be improved for both client-siders and agencies. **Download our report** to see these results in detail, including:

- Do the people who write the briefs run the pitches?
- How are agency shortlists put together?
- How many pitches should agencies do in a year?
- What research should agencies do before a meeting?
- How often is feedback given after a pitch?

Download Now

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Q&A

JOIN **KRISTIAN GOUGH** FOR A LIVE Q&A THIS
COMING THURSDAY AT 15:00PM

THE ART OF NEW BUSINESS GROUP
FACEBOOK

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