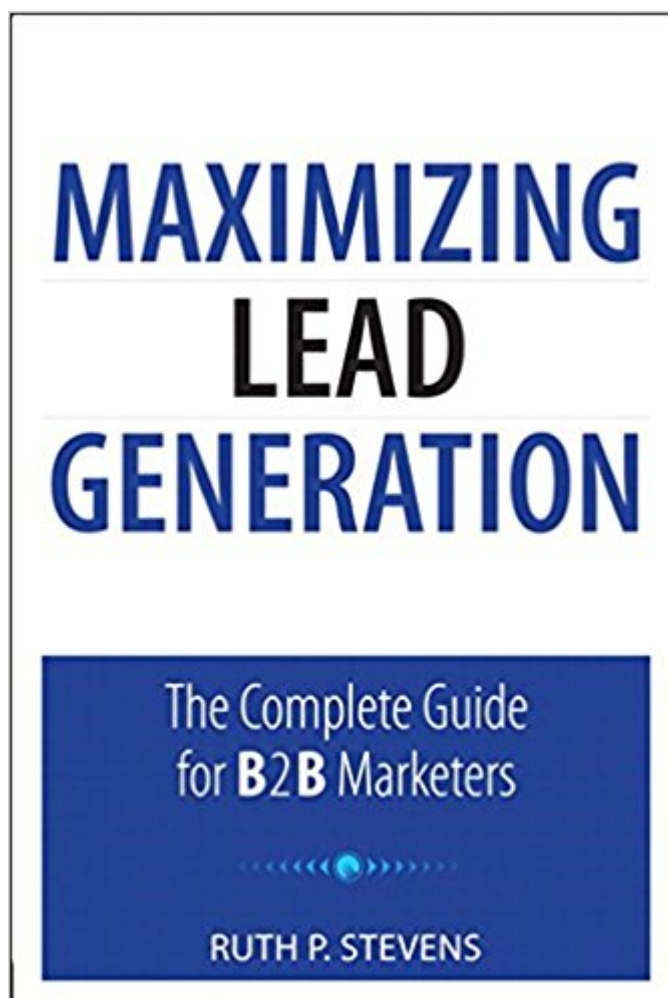


The book was found

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: —œ Develop and refine rules that consistently lead to higher-quality leads

Book Information

File Size: 5793 KB

Print Length: 224 pages

Simultaneous Device Usage: Up to 5 simultaneous devices, per publisher limits

Publisher: Que Publishing; 1 edition (July 5, 2011)

Publication Date: July 5, 2011

Sold by:— Digital Services LLC

Language: English

ASIN: B005BOMF10

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #540,845 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #37

in— Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Industrial

#172 in— Books > Business & Money > Marketing & Sales > Marketing > Industrial #271

in— Kindle Store > Kindle eBooks > Business & Money > Industries > Customer Relations

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.

[Download to continue reading...](#)

Maximizing Lead Generation: The Complete Guide for B2B Marketers (Que Biz-Tech) The Mobile Commerce Revolution: Business Success in a Wireless World (Que Biz-Tech) Google Semantic Search: Search Engine Optimization (SEO) Techniques That Get Your Company More Traffic, Increase Brand Impact, and Amplify Your Online Presence (Que Biz-Tech) Civility in the Digital Age: How Companies and People Can Triumph over Haters, Trolls, Bullies and Other Jerks (Que Biz-Tech) Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization (Que Biz-Tech) 7 STEPS to SALES SCRIPTS for B2B APPOINTMENT SETTING. Creating Cold Calling Phone Scripts for Business to Business Selling, Lead Generation and Sales Closing. A Primer for Appointment Setters. High Tech Start Up, Revised and Updated: The Complete Handbook For Creating Successful New High Tech Companies HECHOS Documentados Que La Sociedad Watchtower No Desea Que Usted CONOZCA: Documented Watchtower Facts (Spanish Edition) El Multinivel la mejor opción de Negocio: MAS QUE UN ENTRENAMIENTO Y MAS QUE UNA PODEROSA HERRAMIENTA (Spanish Edition) La mujer que brillaba añn más que el sol / The Woman Outshone the Sun Venus Y Serena Williams (Gente Que Hay Que Conocer) (Spanish

Edition) REAL ESTATE: A Guide for First Time Agents to Effectively Grow Your Business From Nothing to a Sustainable Growing Career (Beginner's Guide, Career Management, Lead Generation, Real Estate Investors) Cracking the Tech Career: Insider Advice on Landing a Job at Google, Microsoft, Apple, or any Top Tech Company 12-Lead ECG: The Art Of Interpretation (Garcia, Introduction to 12-Lead ECG) Introduction To 12-Lead ECG: The Art Of Interpretation (Garcia, Introduction to 12-Lead ECG) The Official Guide To Selling Final Expense Insurance: The Proven Final Expense Insurance Sales And Lead Generation System Used By Top Final Expense Agents Across The Country Cyber Bullying No More: Parenting A High Tech Generation (Growing with Love) Real Estate Lead Generation: The Quick and Easy Way to Generate Real Estate Leads The Chicken Health Handbook, 2nd Edition: A Complete Guide to Maximizing Flock Health and Dealing with Disease Business Marketing Management: B2B

[Dmca](#)