



Coordinated

Lead Generation:

Accelerating Your 2024 Pipeline

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Jeff Pelliccio

ALLIED INSIGHT



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Connect on
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B2B

Market Data



Silo

Friction



Coordinated

Lead Gen



Meaningful

Metrics



allied insight



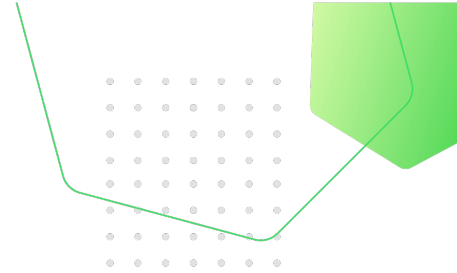
2023 B2B MARKET DATA

Data

71% of buyers in 2023 downloaded and consumed multiple assets to help with decision-making
(source: Demand Gen Report 2023)

46% of buyers increased the amount of content they consumed
(source: Demand Gen Report 2023)

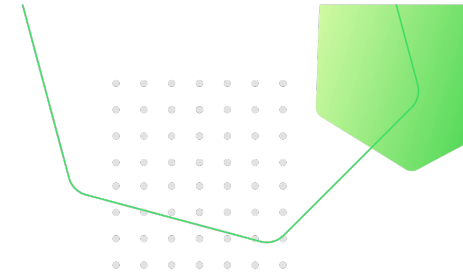
89% of buyers are more likely to purchase when feeling understood
(source: Thinkific - 2023 Trends Report)





Effect

- **Greater demand** for quality/value in offers
- B2B buyers expect a **seamless hybrid sales interaction**
- **Account Based Marketing** is generating **stronger outcomes**



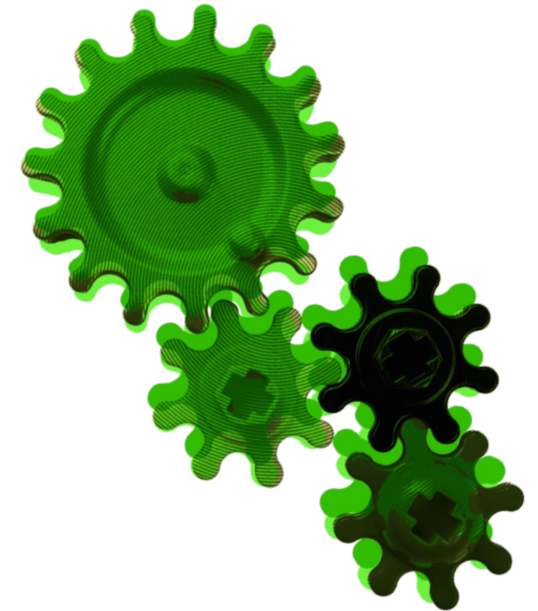


Familiar Silo Coordination

Traditional Team Orchestration

- Sales and Clients
- Recruiters and Candidates
- Sales and Recruiting
- Process, Ops, and Tech

SILO FRICTION-CONSEQUENCES OF SILOED EFFORTS





Consequences of UN-Siloed Efforts

- Knowledge gaps
- Manual connectivity
- Conflicting individual efforts
- Lack of coordination with initiatives and activities



Also Ways
to Identify



How to Build Effective Coordination in Lead Generation

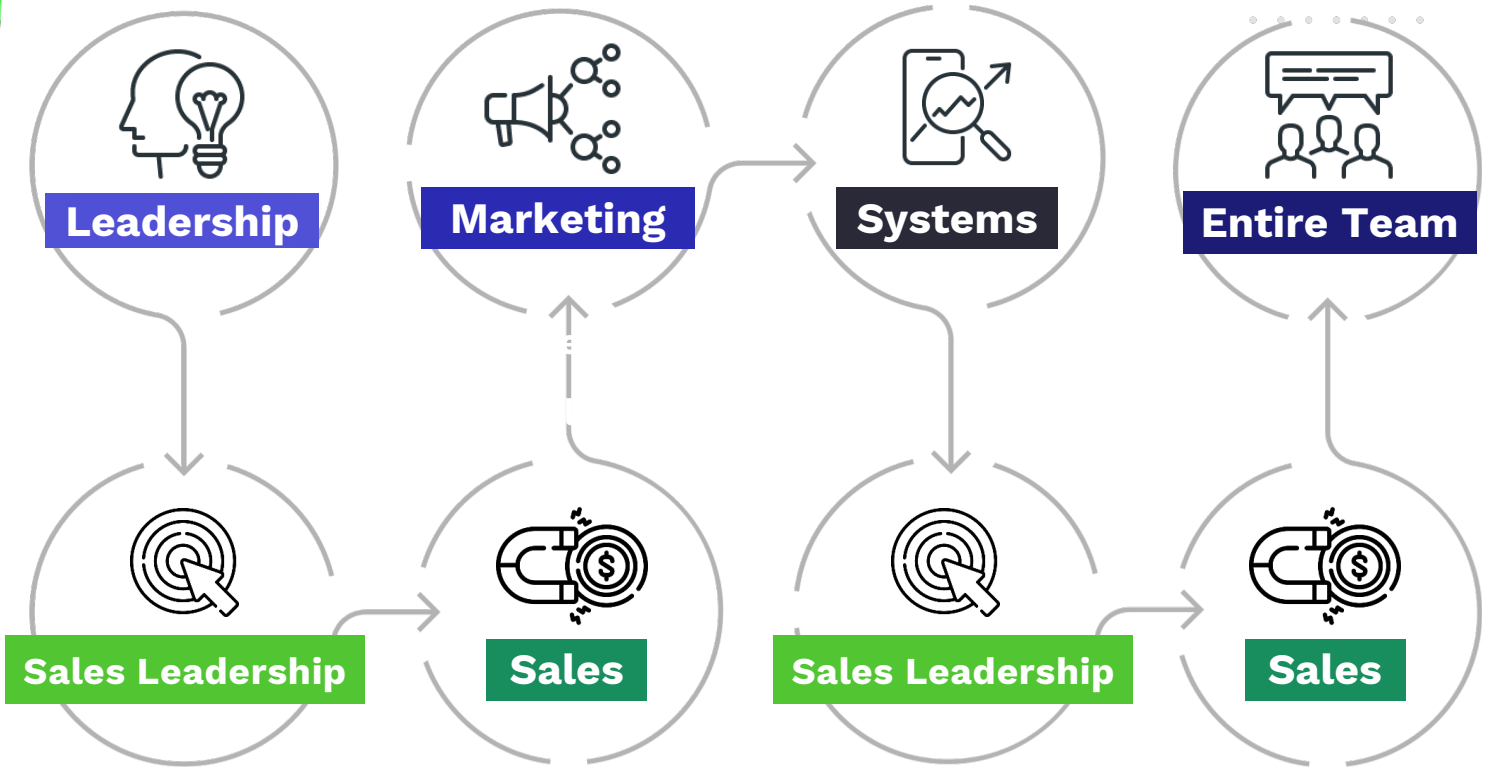
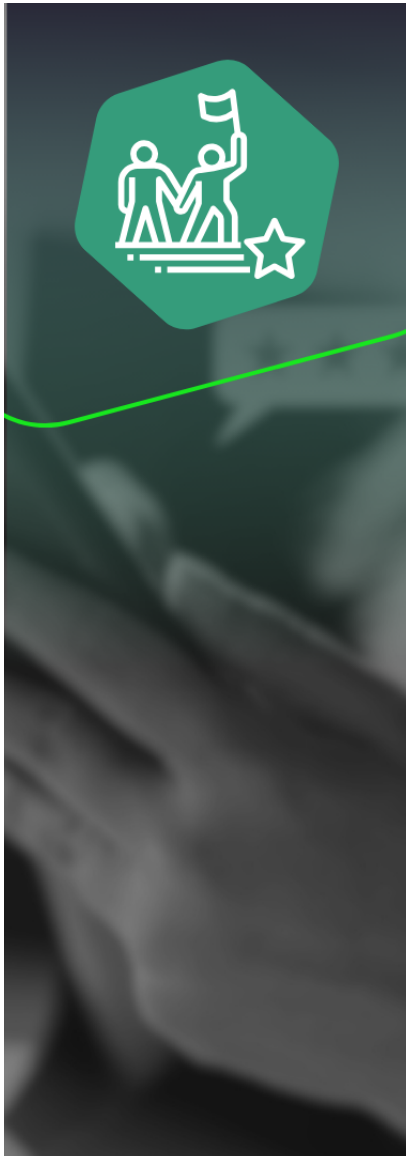
- **Great campaigns are powered by clearly defined (and agreed upon) corporate initiatives**
- **Successful Lead Generation efforts maintain strong team collaboration**



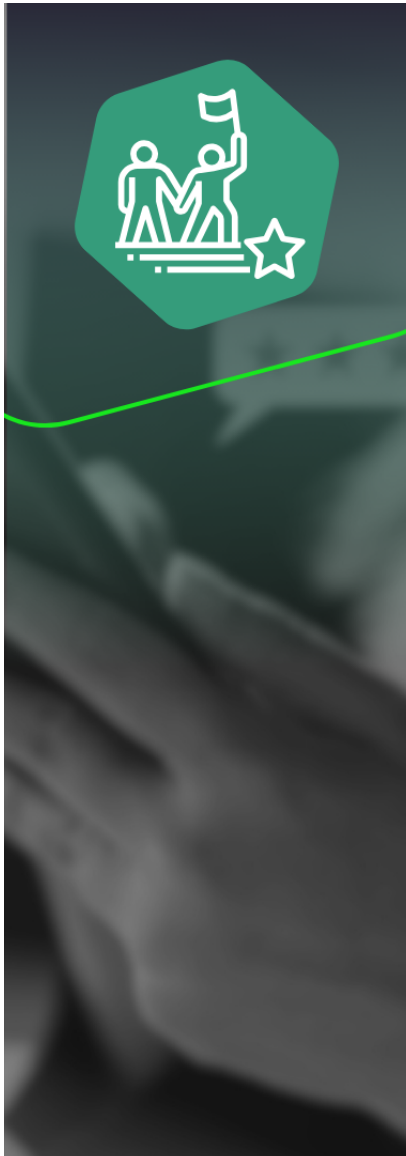
COORDINATED LEAD GEN

ASA OFFICE—
ADMINISTRATIVE
SECTION

 **allied insight**

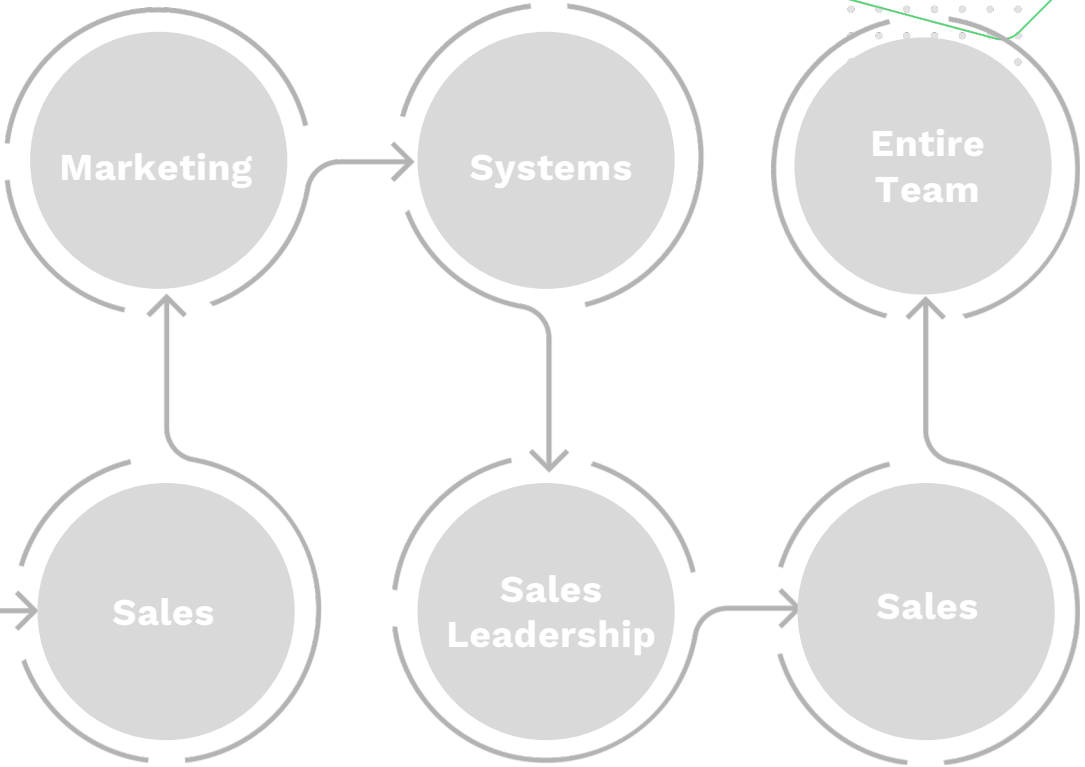


COORDINATED LEAD GEN

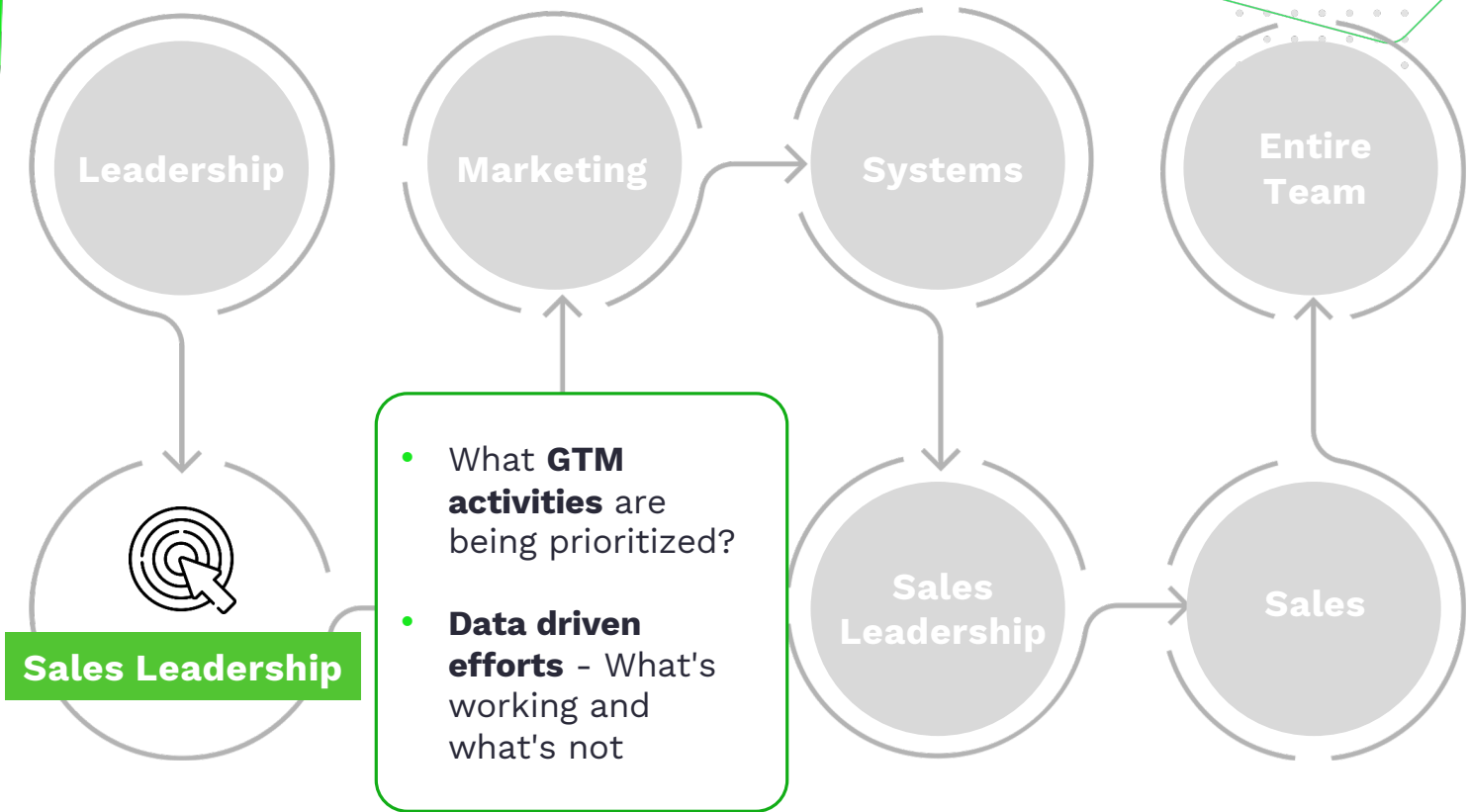
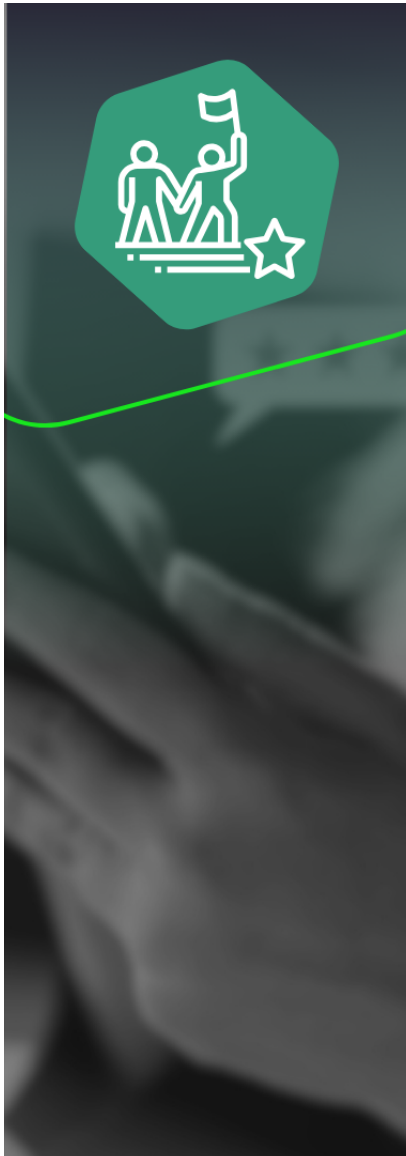


Leadership

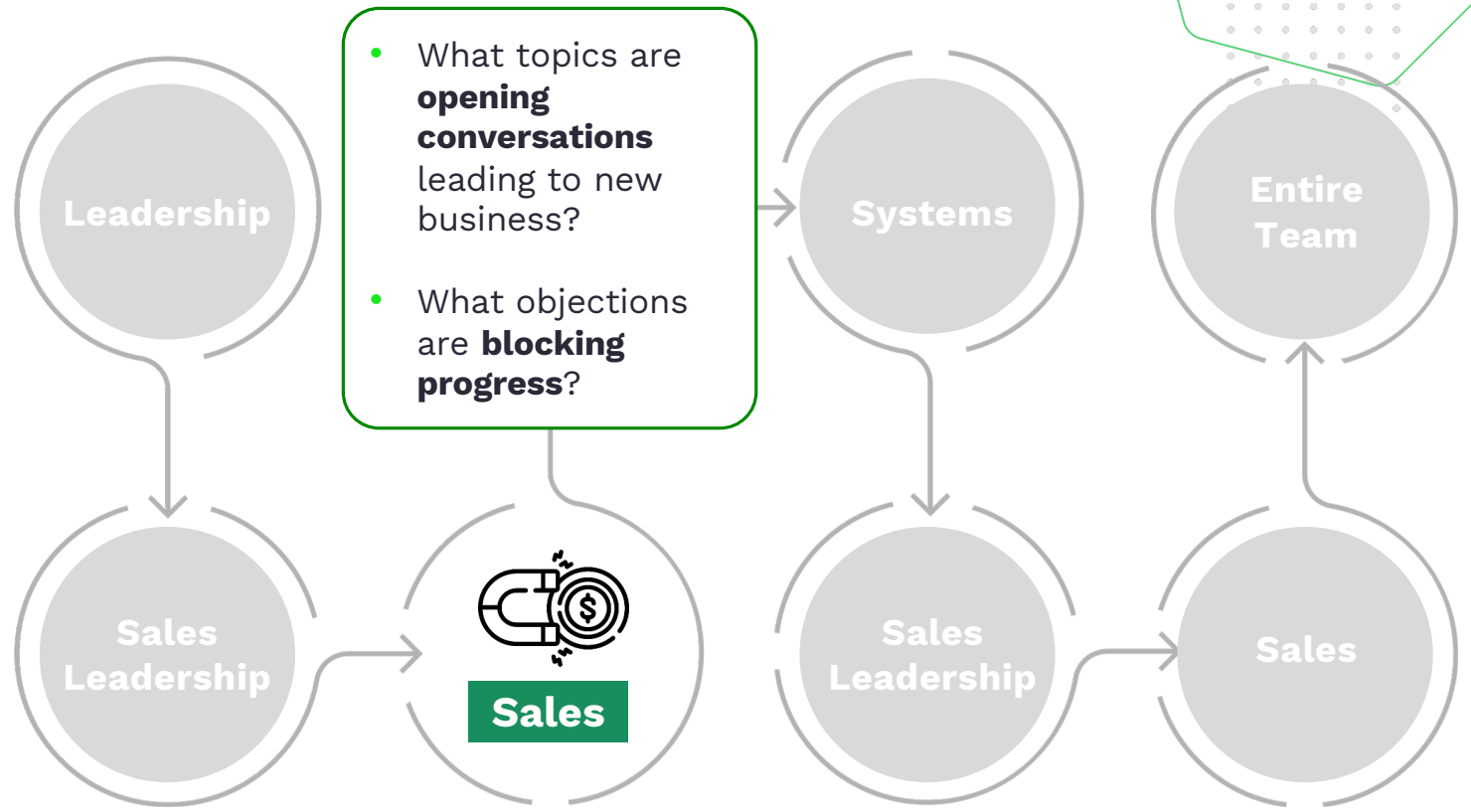
- Firm Understanding of **Orchestration Framework**
- **Unified Support** and Encouraging Optimism



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COORDINATED LEAD GEN

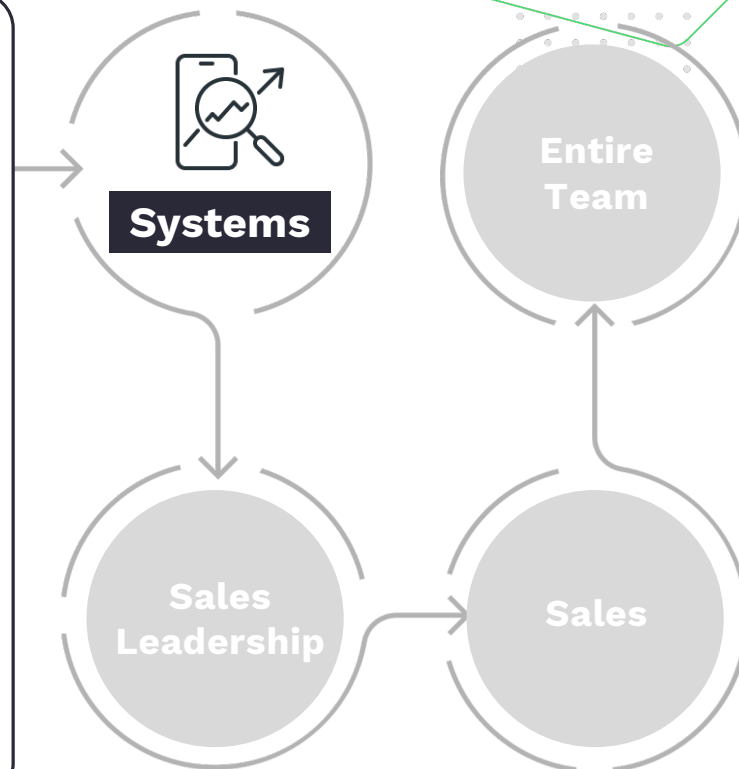


- **Ideation** of intro / Top or Middle of the funnel Offers
- **Development** of resource
- **Education** of Campaign UX
 - Rollout Schedule
 - Messaging
 - Follow-up Recommendations
 - Feedback Loop

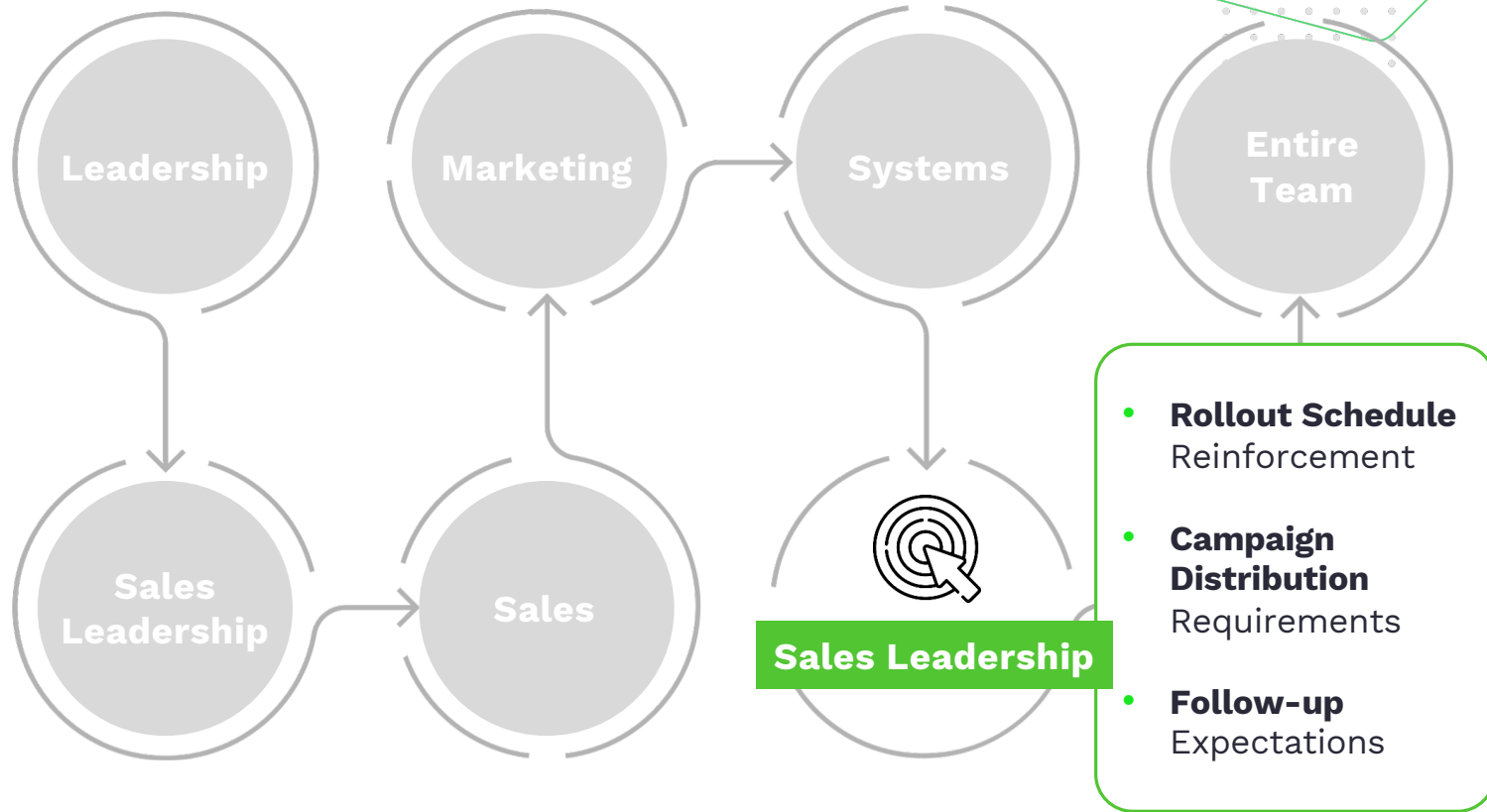
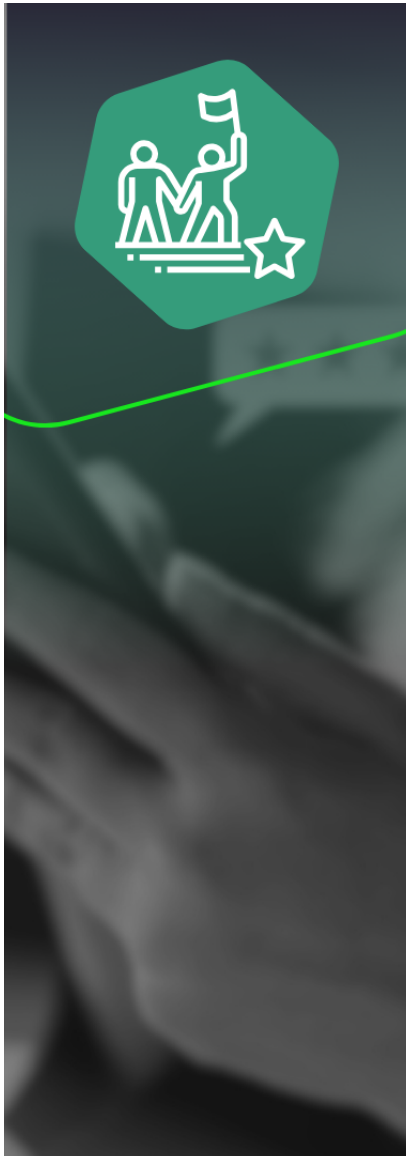
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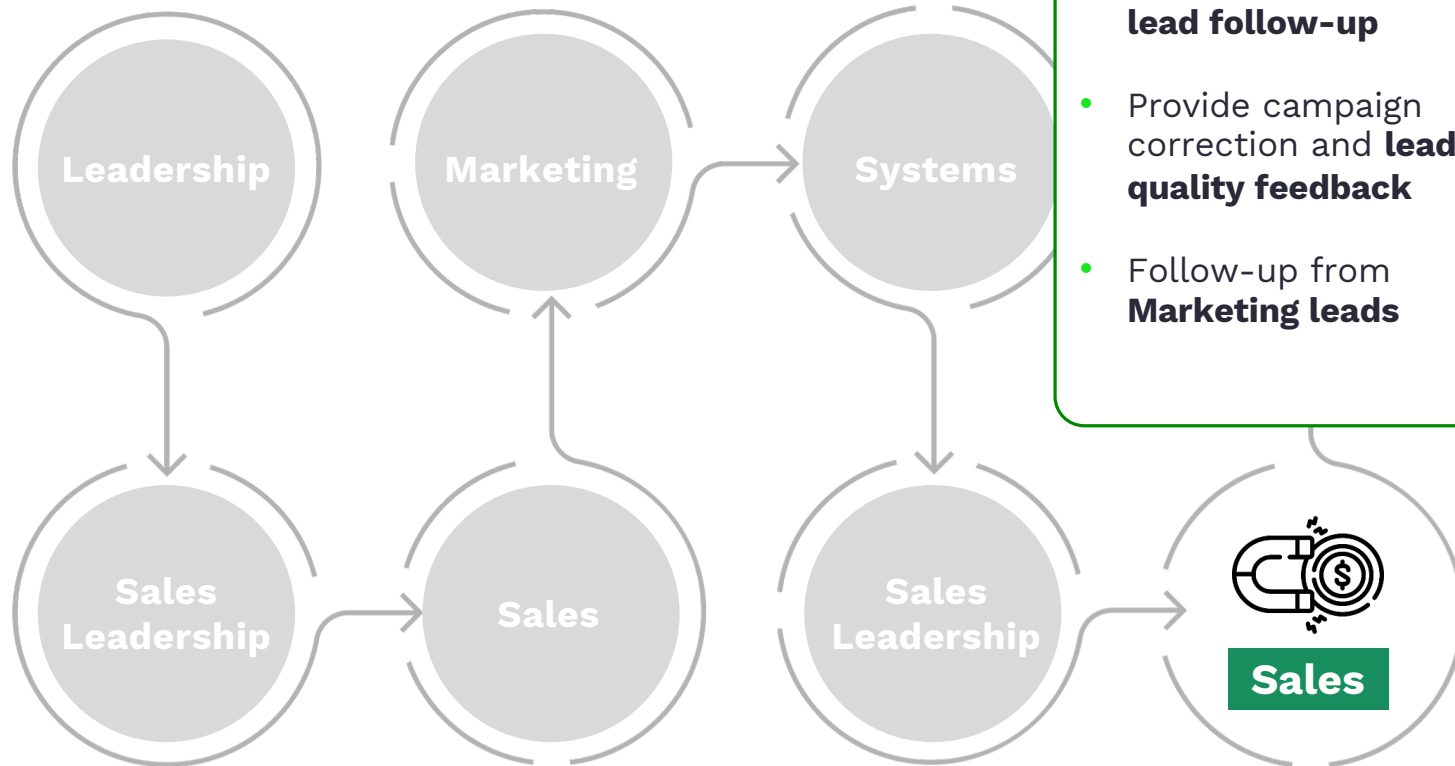
- Lead **Conversion** Connectivity
- Database **Segmentation**
 - *Dormant Database*
 - *Previous Clients*
 - *No Relationship*
 - *Active Database*
 - *Current MSA / Billing*
 - *Current Prospect Pipeline*
- **Automation** Delivery
 - *Auto Responders*
 - *Dormant Database Messaging*
 - *Lead circulation rules*



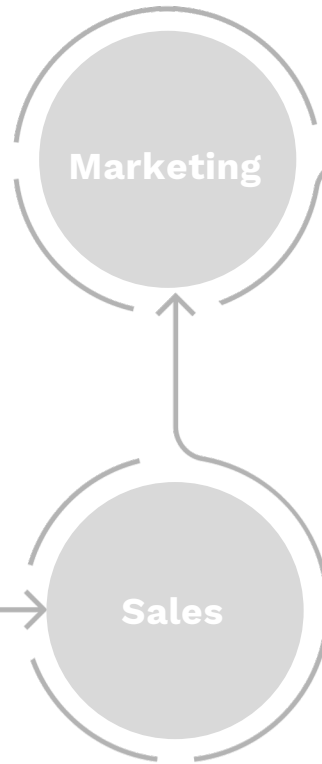
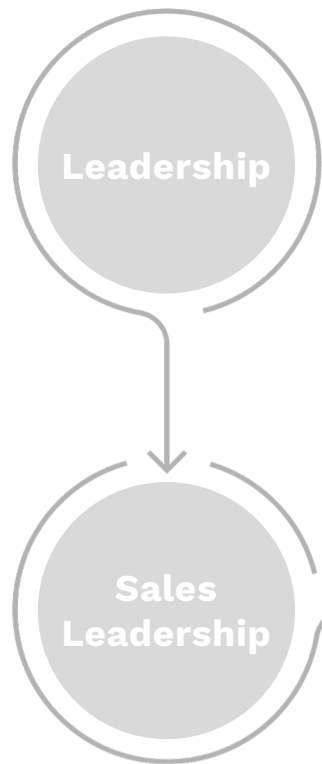
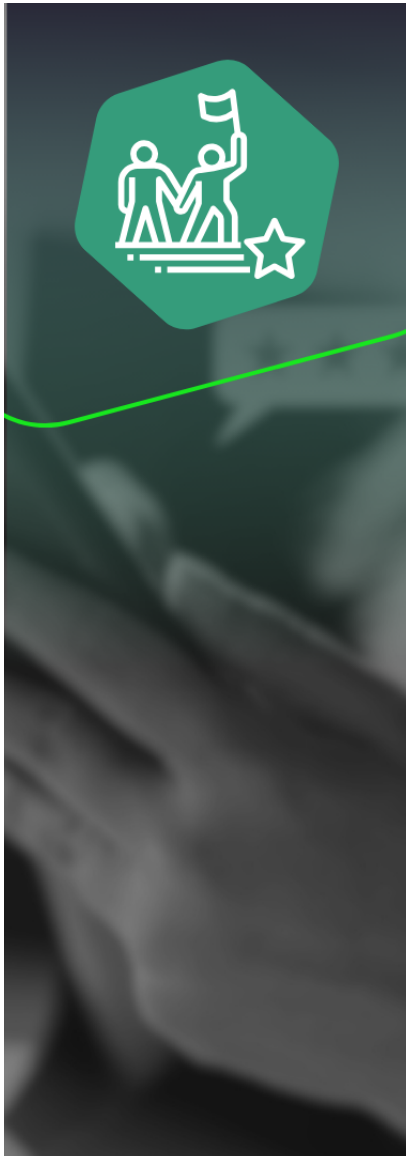
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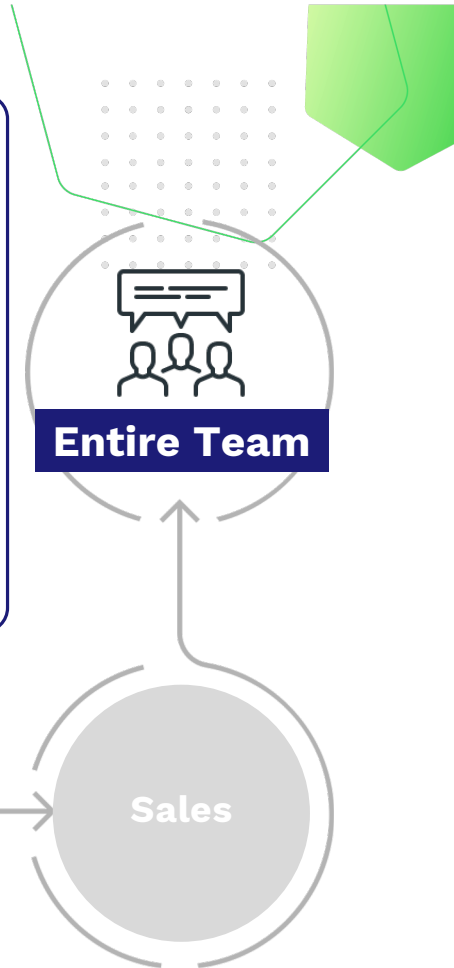
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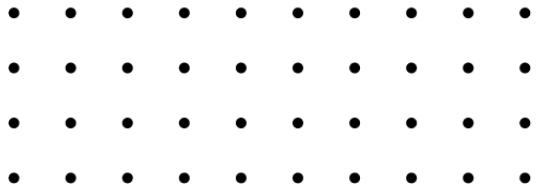
COORDINATED LEAD GEN



- Post campaign **performance review**
- **Gap review** for next campaign
- Set preliminary date and **concept for next campaign**



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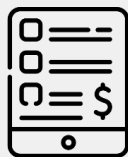


Measuring Joint Efforts & Project ROI

MEASURING JOINT EFFORTS AND PROJECT ROI



Campaign Accountability



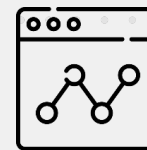
Sales

- **Campaign Initiative Support**
- **Active clients messaged**
- **Active pipeline messaged**
- **Follow-up** as required



Marketing

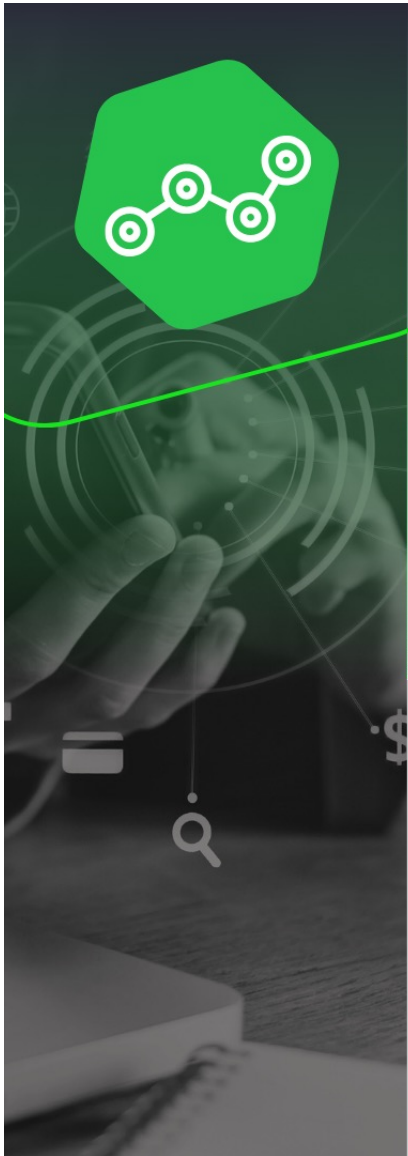
- **Resource Development**
- **Team Training**
- **Promotion**
 - Website
 - Social
 - Dormant Database
 - Deliverability by segments
 - Open
 - Click
 - Conversion
- **Feedback Responsiveness**



Systems

- **Staging**
- **Testing**
- **Responsiveness**

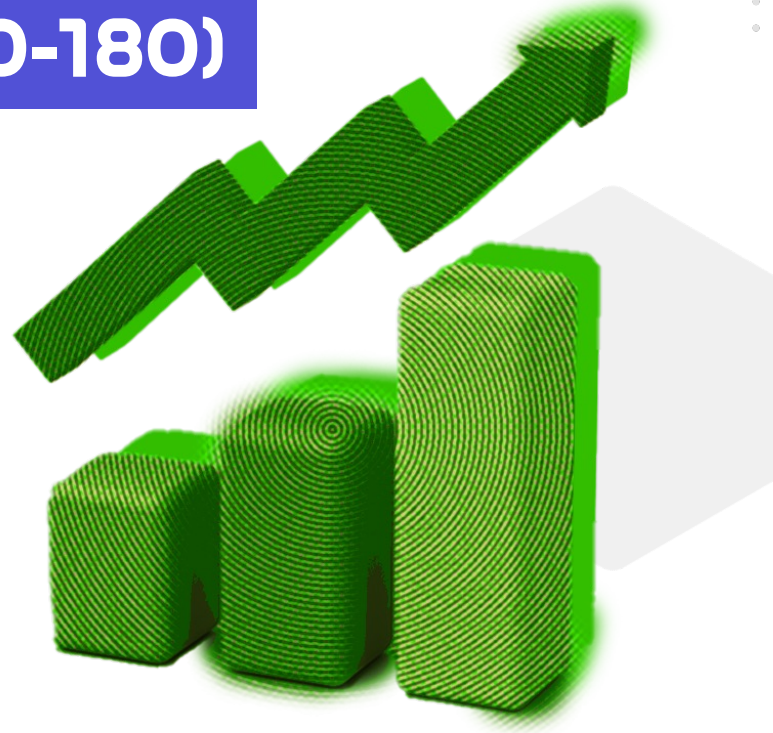
MEASURING JOINT EFFORTS AND PROJECT ROI



Campaign Outcome Metrics

(30-60-90-180)

- **Reach**
Conversion
- **Leads**
Outreach
- **Connects**
Meetings
- **Revenue**



MEASURING JOINT EFFORTS AND PROJECT ROI



**Pro
Tips**



Sustainable Structure



Quality over Quantity

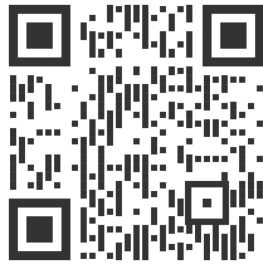


Assess friction from
the prospect's view



First one is the worst one

Need Advice? Click or scan to get assistance



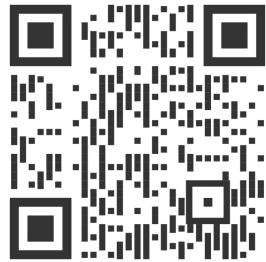
Evaluation Offer

Coordination and Team Structure Advice

- Review existing org chart and provide guidance on how to best **facilitate structure to fit your ecosystem**



Need Advice? Click or scan to get assistance



Evaluation Offer

Lead Gen Campaign Review

- Review a campaign that ran to **identify areas of opportunity to improve delivery**, reduce friction, and improve ROI





thank
you!

For Attending

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scan to get assistance

allied **insight**