The Lead Generation Playbook

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The Lead Generation Playbook

The world is changing—and, as marketers, the way you need to capture your audience's attention is changing right along with it.

Digital marketing has been a staple of any comprehensive marketing plan for years. But in today's changing world—where the majority of brands, business, and consumers alike are shifting their operations to the digital space—having a clear, targeted strategy for connecting with your consumers online and **delivering a remarkable customer experience** has never been more important.

There's no stopping the mass migration to shifting marketing operations online—which is a good thing. But more brands in the digital space means more competition for leads—and if you want your business to stay competitive, you need to push your **lead generation strategy** to the top of your priority list.

But not all lead generation is created equal. If you really want to break through the clutter, grab your ideal customers' attention, and capture their information, you need to think outside of the box, push beyond the limits of the tried-and-true strategies, and infuse a little creativity into your lead generation.

And the best way to do that? Run a few experiments.

Making lead generation experiments the foundation of your lead generation strategy is a win-win. Not only will trying new things on a regular basis help you flex your creative muscles and develop new ways to reach your audience, but testing new strategies and methods for lead generation can also help you keep up with changing buyer behavior and marketing trends. Plus, lead gen experiments are a great way to build a more long-term marketing strategy; once you hit on an experiment that works and delivers the kind of world-class experience your customers deserve, you can expand it into a larger, more permanent marketing play—one that drives continuous growth and results for your business.

Clearly, lead generation experiments are a great play for your business. But the hardest part? Getting started and coming up with the right experiments for your audience.

But don't worry—we've got you covered.

In this e-book, we'll cover 6 lead generation experiments that drove major results, how those results were achieved, and how you can replicate the experiment (and results!) for your own business.

By the end of this guide, you'll have everything you need to start running innovative, creative, and out-of-the-box lead generation experiments for your business—and drive leads and growth in the process.

Ready to get started? Let's jump into the plays.

Play # 1

HubSpot Uses Chatbots and Live Sales Chat to Generate 182% More Qualified Leads

Play #1: HubSpot Uses Chatbots and Live Sales Chat to Generate 182% More Qualified Leads

At HubSpot our marketing team knew that a key element to driving more leads from our website was to provide the best customer experience—and so, in order to provide that service and support, we launched live chat that allowed site visitors to instantly send a message, ask any questions they had, and get an instant answer from a real HubSpot team member.

Visitors loved the feature, and the live chat was hugely successful. In fact, it quickly got to the point where it was too successful and the sales reps were overwhelmed by the number of messages coming in every day. Basically, there were more chats than there were sales reps available to handle them—which meant chats were going unanswered and leads falling through the cracks. (At one point, more than one-third of visitors that initiated a chat never heard anything back—a stat that just didn't jive with the kind of customer experience we at HubSpot pride ourselves on.)

In the marketing team we knew we had an instant success with the chat feature—but we also knew we had to find a way to streamline the process and capture leads without completely overwhelming the sales reps (and losing high-value prospects in the process). So, we read transcripts, interviewed team members and found that almost every conversation started the same way, with the chat rep asking for the visitor's contact information. We also found other questions and requests that came up in a majority of conversations, many of which weren't related to sales at all (like product support issues). Our marketing team quickly realized that using chatbots to collect lead information and answering those frequently asked customer questions—and then passing the conversation onto humans when things got a little more complex or the prospect had a more in-depth sales question—could be the solution we were looking for.

Since implementing chatbots on the HubSpot website, we have seen a 75 percent increase in chat engagement—and a whopping 182 percent increase in qualified leads.

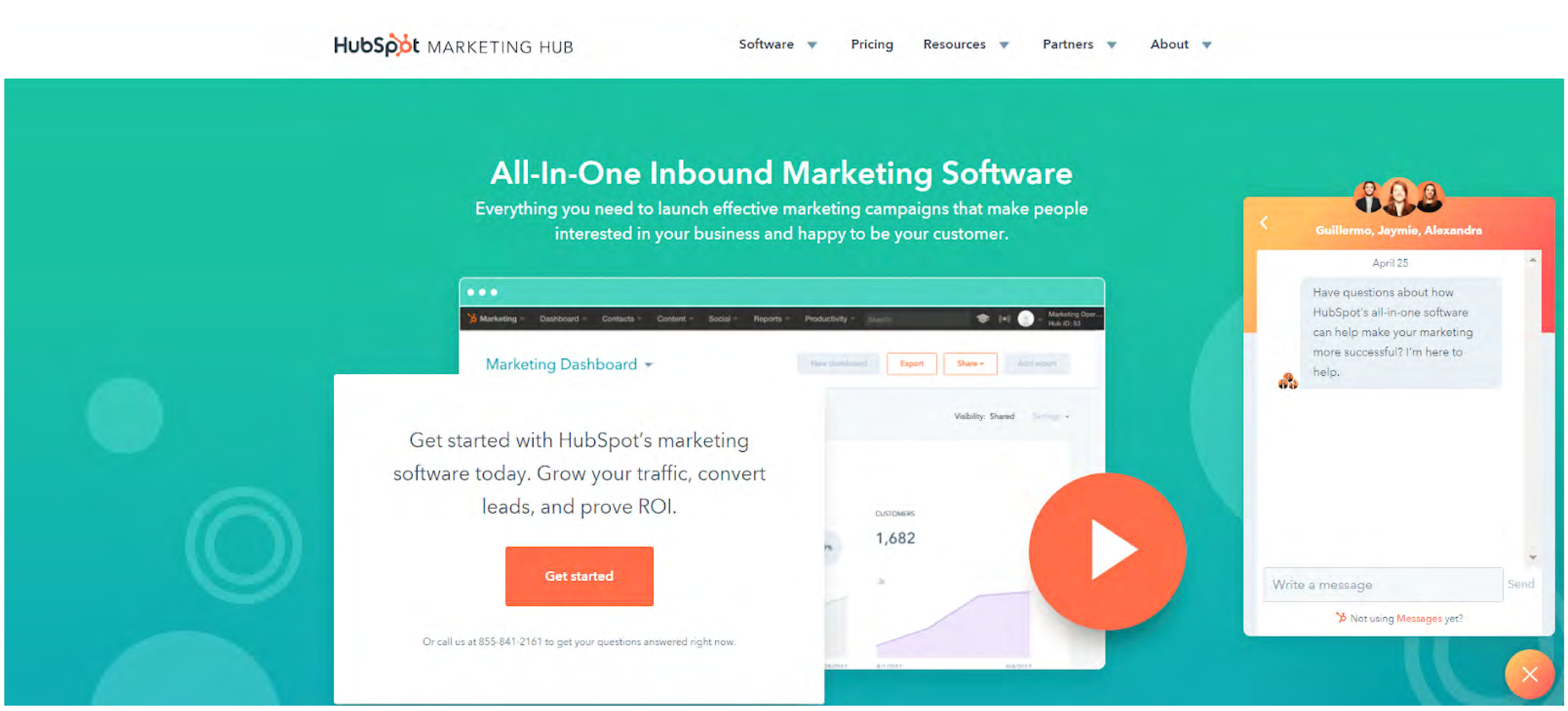
So, how did we do it?

How we created our chatbot experiment (and drove a crazy number of leads in the process)

The first step HubSpot took in **building a chatbot** (aptly named HubBot) was to analyze the information and conversations that were coming through the live chat. But analyzing the chat data we already had, we were able to identify:

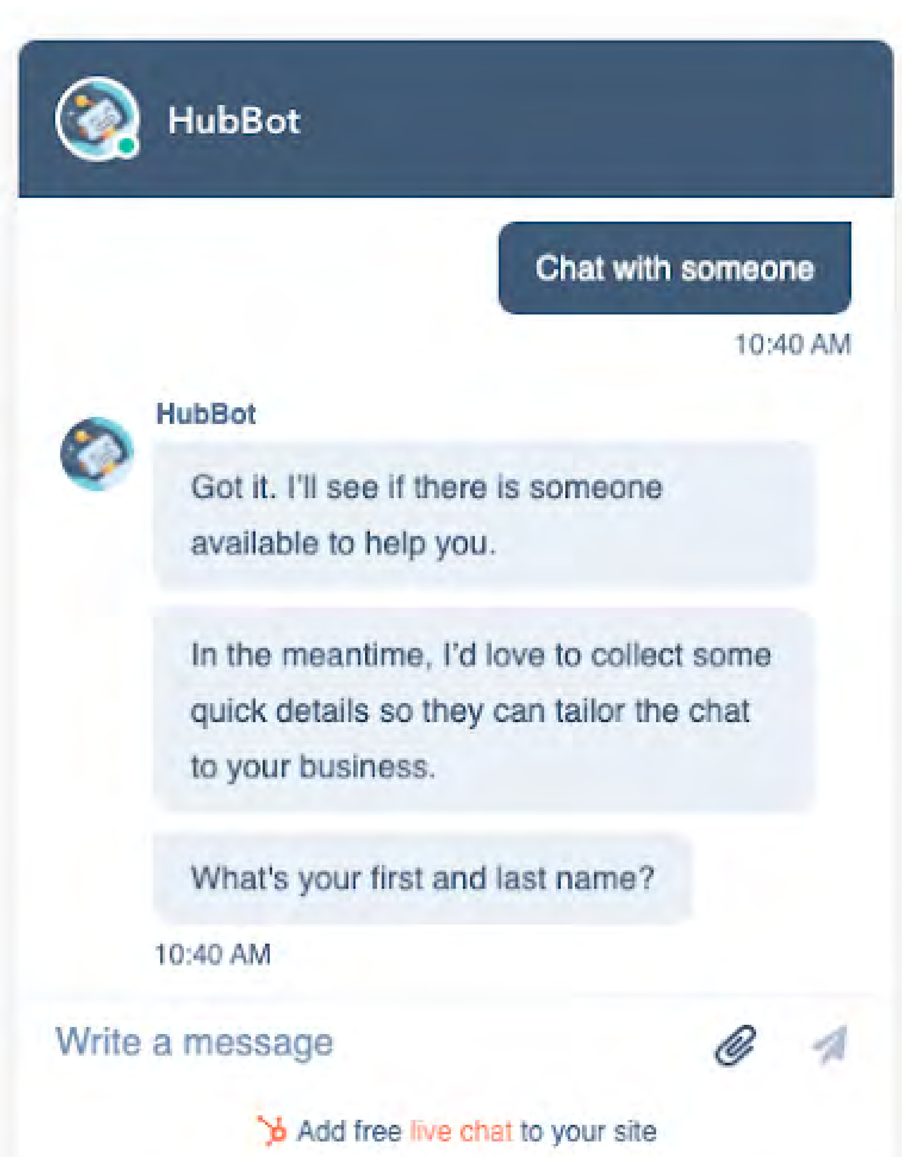
- The types of conversations people were having;
- The content and context of those conversations;
- What parts of those conversations could be automated and managed by a bot; and
- What parts of those conversations were more complex and better suited for a human-to-human chat.

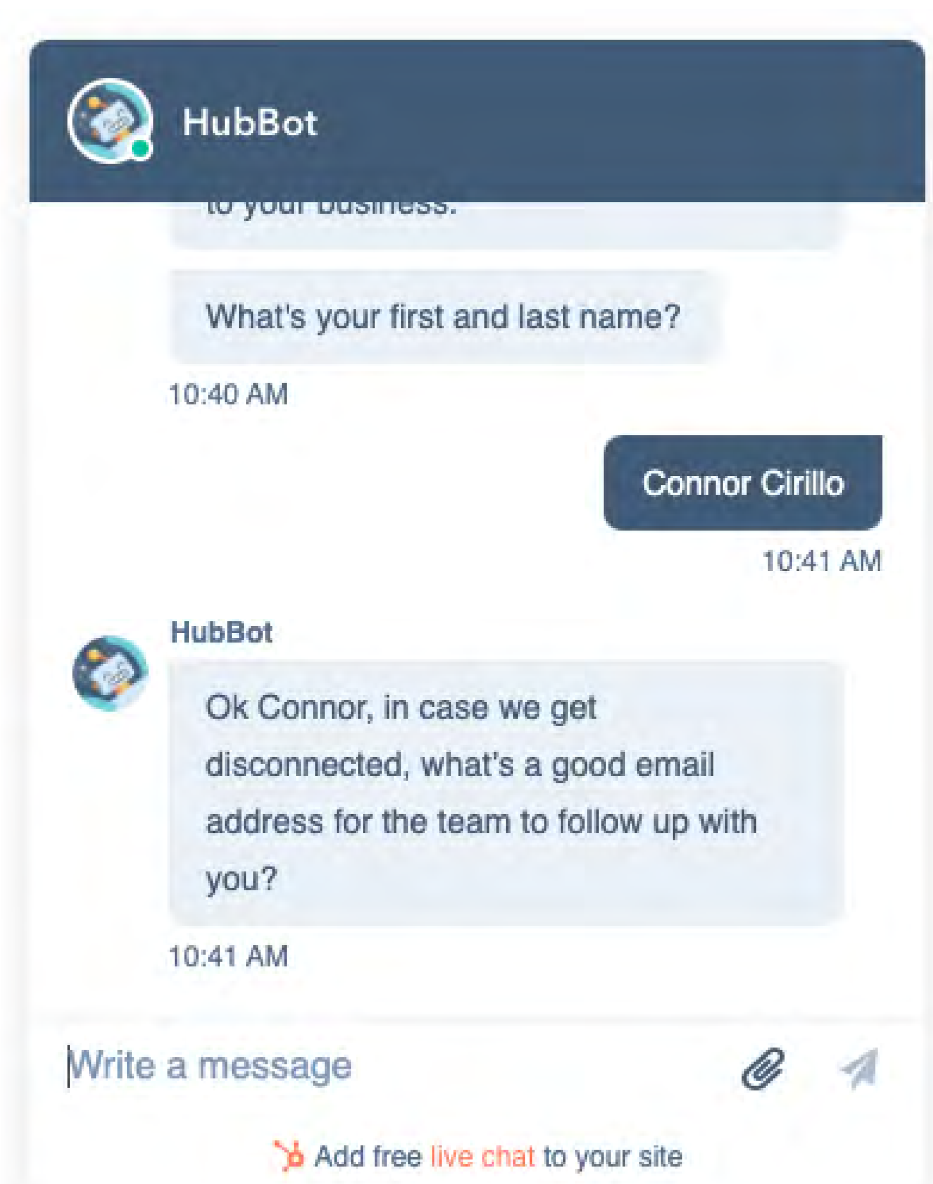
Once we had that data, we were able to start building a wireframe of potential conversations and actually building our chatbot.



To kick things off, the chatbot would need to know what the visitor wanted to chat about. So, from our conversation data, we identified three key areas of intent that came from our live chat conversations - sales, support, and a catchall bucket of "other." To kick off the conversation, the chatbot would ask the visitor to select the topic that best matched their intent—which would then determine how the conversation would continue.

From there, the HubSpot team looked for ways to use the chatbot to qualify the lead before it the conversation got passed on to a human (because even though a majority of visitors who engaged with live chat wanted to speak to a HubSpot sales rep, that wasn't always the most efficient use of time - for the visitor or the rep). After analyzing the live chat conversations, we identified three pieces of information our sales team needed to know from the get-go in order to qualify a lead: name, email, and website. We programmed the chatbot to collect that information and qualify the lead - and used **conversational marketing** - recreating the flow of conversations and using what we already knew about the visitor to make the next thing the chatbot said more contextual and relevant.





So, for example, if the chatbot asked the chat visitor for their website—and the visitor responded with something that wasn't a website URL—the bot could shoot off a response that provided additional context and also ensured that the website information was captured (for example, "*I need your website information so that when we connect you with a member of our team, they can tailor their answers to your industry. What's your website, again?*"). This real-time troubleshooting not only led to a higher level of customer service, but it also helped to qualify leads that could have been lost with more generic chatbot conversations—and helped to drive lead generation in a major way.

How you can use the chatbot strategy to connect with your customers and drive leads

The chatbot experiment ended up driving huge results for HubSpot—and HubBot is still a mainstay on the HubSpot website today (the perfect example of a lead generation experiment that became a permanent part of the marketing strategy).

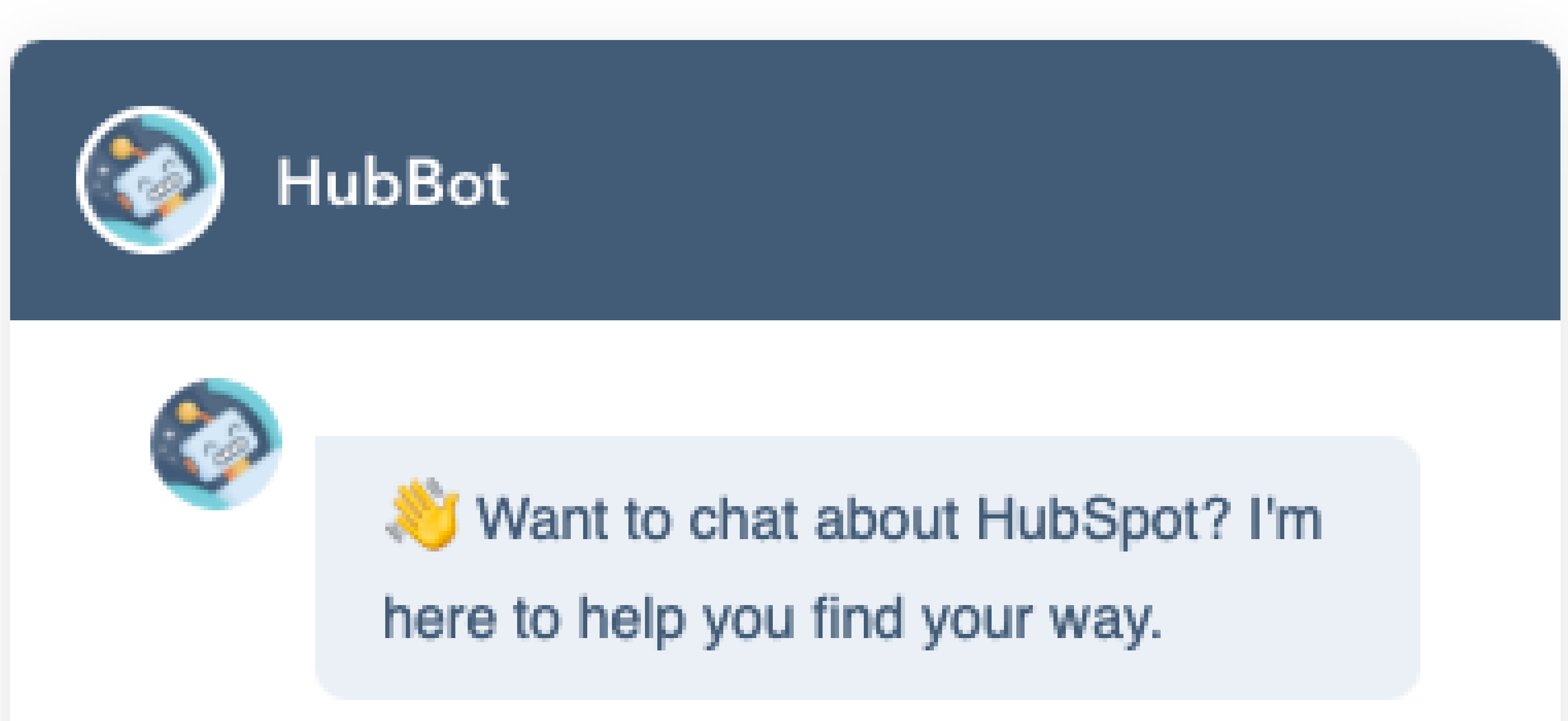
Thinking about using chatbots to connect with new customers drive growth for your business? Here are some tips to help you get started with your own chatbot strategy:

Set yourself up for success

If you want your chatbot experiment to successfully drive leads, you need to set yourself up for success from the beginning.

If you have a live chat strategy in place, look at both the quantitative (for example, out of 100 live chats, 25 are currently converting to leads) and qualitative (for example, asking your team the biggest struggle they have in collecting lead information) data—and then use that information to create a wireframe of the potential conversations your chatbot is going to be having, anticipated outcomes, and the responses the chatbot will give in each scenario.

Make sure your chatbot is on brand



When a potential customer visits your website, every part of the experience should feel on-brand—and that includes their interactions with your chatbot.

When you're programming chatbot conversations, make sure you infuse their responses with your brand persona. So, for example, if your brand is known for being affable and helpful, you don't want your chatbot responses to feel stiff and corporate. On the flip side, if your brand is known for being edgy and just a bit sarcastic, you don't want your chatbot responses to be over-the-top friendly (which would feel inconsistent with your brand).

Read your chatbot scripts out loud

Writing a conversation and having a conversation are two different things; if you want your chatbots conversations to feel, you know...*conversational*, it's not enough to write them. You need to actually say them out loud, as if you were having a conversation—and that means reading your script out loud before you program it into your chatbot.

Let your customers know they're talking to a bot

You want your chatbot responses to read like a real, live conversation—but you never want to dupe your customers into thinking they're talking to a human when they are, in fact, interacting with a chatbot.

Set clear with your visitors on when they're speaking to a human and when they're speaking to a bot. "*There are both implicit and explicit ways to set those really clear expectations*," says Connor Cirillo, the Head of Conversational Marketing at HubSpot who spearheaded the creation and development of our chatbots. For example, "*if you look at the HubBot, it's an icon of a robot. When a human takes over, it's an icon of a human*."

Use the one-two punch of chatbots and humans for best results

Chatbots are great at collecting information or answering basic or frequently asked questions. But when there's more context or nuance needed, it's best to have a human step in.

When rolling out a chatbot strategy, it's important to understand the bot's strengths—and then playing to those strengths—instead of trying to have the bot replicate a human conversation from beginning to end.

"*Having a bot that does a few things very, very well...for your business is much better than having one bot that tries to do a million things,*" says Connor. "*I think that's where folks get into trouble—they'll try to have a bot do too much*."

Play # 2

HubSpot Academy Grows 115% Y/Y in Q1 2020—Driving New Growth and Leads In the Process

Play #2: HubSpot Academy Grows 115% Y/Y in Q1 2020—Driving New Growth and Leads In the Process

At HubSpot, inbound marketing is part of our DNA—and we've *always* been invested in getting the word out and educating our customers on how inbound marketing can change the game for their businesses.

We started by offering a certification course called the Inbound Certification. The Inbound Certification course was made up of educational videos on all things inbound marketing; then, once the user had gone through all the videos, they would take an exam—and, if they passed, they'd get their Inbound Certification.

Now, the Inbound Certification was pretty minimal; essentially, it was just videos embedded on landing pages (but it was 2011, so maybe cut us some slack?). And, at the time, we knew it wasn't the best course on SEO or content marketing or email marketing.

But what Inbound Marketing did do well was combine all of those strategies into a framework that really spoke to SMB marketers—and helped them leverage those strategies in a cohesive way that drove results for their businesses.

And the response was awesome. Originally, the Inbound Certification was only available to HubSpot customers. But word got out. People started sneaking into the course. And pretty soon, without particularly trying or meaning to, HubSpot had created an educational course that was attracting new leads to our business.

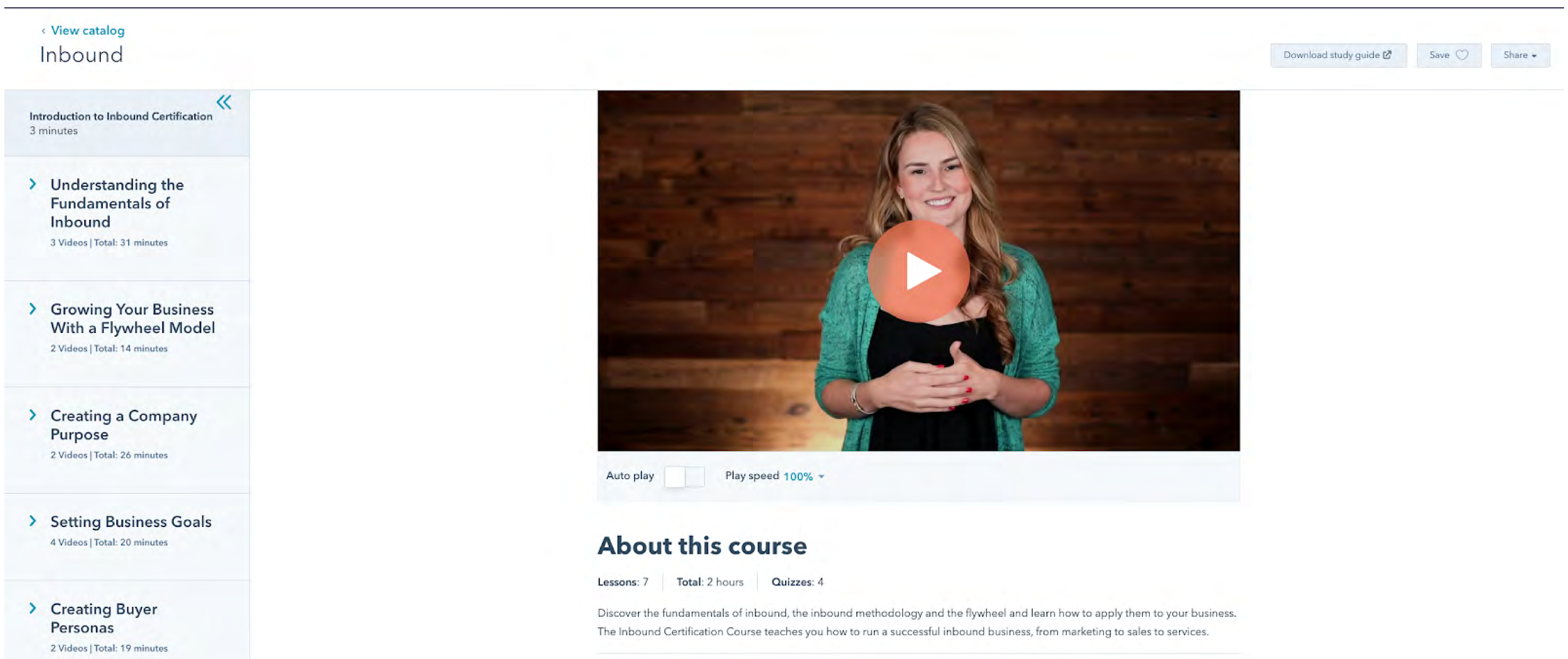
And the more we dug into the data, the more we realized not only was the Inbound Certification attracting leads to HubSpot, but it was attracting highly qualified leads (you don't sit through hours of educational content and an exam if you're not committed to inbound marketing!).

And that's when the team realized they should take this educational model and run with it—and after a few more test runs with additional courses, HubSpot Academy was born.

HubSpot Academy is an educational video platform that offers free online training courses on a huge variety of marketing topics (like content strategy and inbound methodology) to help professionals gain new skills, master new strategies, and advance their careers.

Today, HubSpot Academy educates tens of thousands of users every month—and that number continues to grow. In Q1 2020, HubSpot Academy grew an incredible 115% Y/Y.

And it all started by experimenting with a single educational video course.



Inbound course at HubSpot Academy.

How HubSpot transformed a single video course into a robust educational platform

So, how did HubSpot go from creating a single video course on inbound marketing for our customers to building out a robust platform with hundreds of free educational video courses on everything today's marketer needs to know to grow their career?

We did it slowly.

After the HubSpot team realized we could (and should) expand on the Inbound Certification, we started wide, looking at the major marketing concepts that were driving significant organic search traffic, like content marketing and email marketing.

From there, we turned to our most valuable resource—our customers. The team asked our customers what topics they wanted to learn about and what kinds of courses they would be interested in—and, from there, used that feedback to build out the Academy's content library, targeting new concepts and niching down to get into the nitty-gritty of what our customers wanted and needed to expand their skill sets and take their careers to the next level.

At first, we worked with what we had, having HubSpot marketers create and instruct the courses. As time passed (and the Academy's reach and popularity grew), we also expanded our instructor roster, bringing in experts who are at the tippy top of the game in their respective fields to teach their own Academy video courses (like bestselling author Daniel Pink, who shared his tips on how to become a better writer in **this HubSpot Academy course**) and share their insights with our audience.

As we built out our Academy content library, our video courses drew more and more people. And as those people worked their way through the courses, they saw the value in the content—and value in HubSpot as a brand and potential partner.

Today, HubSpot Academy continues to drive a huge amount of qualified leads—and the way we see it, we've only scratched the surface of the potential for educational video courses. "We're still in the early innings when it comes to online learning," says Eric Peters, Academy Growth Product Manager at HubSpot that played a large part in scaling the HubSpot Academy from the early stages.

How you can experiment with video courses to drive qualified leads for your business

As mentioned, there's a huge demand for online educational content—and the demand for digital resources is only growing.

If you're thinking about creating an online course of your own—and taking advantage of the growing demand for educational video content and using that course to drive new leads for your business—here are some tips to help you get started:

Define who you're creating content for

When you're launching a digital video course, you need your content to connect with your audience—but it's impossible to create that connection (and the results that go along with it) if you don't actually know who your audience is.

Before you take any steps towards creating educational video content, you need to nail down your customer persona. Do the work to figure out who your ideal customer is, what their problems are, and what solutions they're looking for—and then reverse engineer your course content based on that information.

Create an outline

You might be tempted to jump right into filming your videos (we totally get it; creating video content is exciting!). But if you want your online course to be cohesive, comprehensive, and add real value to your audience, you need to put a significant amount of time, effort, and energy into the planning process—and that starts by outlining the curriculum.

Creating an outline of your course content will help you map the entire educational journey from beginning to end. It will help you create a flow of information that's easy for your audience to understand and digest—and can help you identify areas where you need to restructure or rework your content.

Plus, creating an outline also sets the stage for the actual content creation process; once you're ready to start creating your videos, all you have to do is take the outline, fill out the script, and you're ready to roll!

Pack the first lesson with insane value

There's no denying that getting viewers into your course is a challenge. But the real hurdle? Getting them to stay in your course.

Generally, there's a huge drop off in participation between the first and second lesson. And it makes sense; if there's nothing that really "wows" the viewer in the first lesson, they don't have much incentive to continue with the course.

That's why it's so important to pack your first lesson with a ton of value. The more valuable your first lesson, the more your audience will be incentivized to move forward with future lessons—and the more opportunities you'll have to build a relationship and eventually convert that viewer into a customer.

Break your course into short, easy-to-digest modules

If you're creating an online video course on a certain topic, chances are, you're an expert—and you have a ton of knowledge you want to share.

But while you might be tempted to share all of that knowledge in a series of hour-long videos, it's important to fight that temptation—and break down your course into short, easy-to-digest lessons or modules.

"The whole point of online learning is that you can do this on your own time," says Peters. If your lessons are too long, it could intimidate your audience—and they might not even feel like they have the time to start the course, let alone finish it.

So, when creating educational video content, a good rule of thumb? Keep it short and keep it simple.

Make all your video content accessible

If you're creating video content, you need to make that content accessible to anyone who wants to view it—and that includes people who are deaf or hard of hearing.

When creating videos, high-quality captions are a must to ensure your content is digestible for *everyone*—so don't cut corners and invest in accurate and easy-to-follow captions for every video.

Focus on creating one great course instead of a bunch of "meh" courses

You probably have a lot of ideas for different video courses. But instead of chasing down every last one of those ideas—and ending up with a bunch of mediocre courses—it's better to choose one idea and focus on that.

Once you create your first video course, fight the urge to move onto your next idea (and next course)—and instead, continue to invest in making your original video course the best it could possibly be. Dig into your data, ask for customer feedback, and continue to evolve and optimize your course until it's getting rave reviews and converting like crazy—and then (and only then!) move onto your next course.

Tie your course into your business—but focus on adding value first

When you build an educational course (especially when that course is free, like the Academy), obviously you want it to drive qualified leads—and for those leads to convert into paying customers.

And it's definitely a good move to tie your course back to your business. But promoting your business' products or services should always be the secondary goal of launching an educational video course. If you want your course to be successful, you need to f**ocus on the content first.**

People don't like feeling duped. If a potential customer goes into your course thinking it's going to be packed with educational value—but in the end, the course feels like an extended commercial for your product? They're not going to be happy—and they're most likely not going to work with your business.

When you're creating an online video course, the focus should always be on ways you can educate and add value. And if there's a way to tie in your products or services (like offering a product as a solution to one of the problems addressed in the course), then by all means, go for it—but make sure that the content comes first.

Play # 3

HubSpot Uses Cluster Conversion Reports To Optimize Content and Increase Conversions For Specific Topic Clusters By 1000+%

Play #3: HubSpot Uses Cluster Conversion Reports To Optimize Content and Increase Conversions For Specific Topic Clusters By 1000+%

Over the years, we've created a solid amount of content here at HubSpot. But for a long time, we were missing out on a ton of potential for driving leads with that content.

When we first started creating content, both our editorial and conversion strategies were reactive; basically, our **SEO** team would research the long-tail keywords what people were searching for each quarter—and then the SEO team would pass that research on to the editorial team, who would develop content for the **blog** based on those keywords.

And while that strategy was great for driving traffic, we didn't always have a clear conversion path in mind for that content—so while we were getting great traffic, our conversions weren't as high as they could have been.

So, we were at a crossroads. We could either continue to create content based strictly on search traffic and targeted keywords—and, when it came to conversions, hope for the best—or, we could roll up our sleeves, dig into the data, and identify what content was performing (and why), develop a strategy for how to **optimize existing content to drive conversions**, and use a data-backed approach to drive our editorial and content offer strategy and make sure the content we're focused on each quarter is the content that has the most lead-driving potential.

We decided to roll up our sleeves and run a data experiment—an experiment that would eventually become HubSpot's Quarterly Cluster Conversion Report (or CCR for short).

The Quarterly CCR completely changed the way we look at content. Instead of creating content based on specific keywords, it allows us to dig into essential blog conversion metrics to help our team (including CRO, blog, and SEO) figure out which topics our readers are most interested in—and which topics offer the most potential for optimization and increasing our conversion rates.

Since launching the CCR, HubSpot has been able to increase conversion rates for specific topic clusters by 100, 200, 500 per cent—and, in some cases, 1000 per cent plus.

Now *that's* what we call results.

But how, exactly, does all digging into all this data lead to more conversions—and how can you leverage your data to dramatically increase *your* conversion rates?

How HubSpot created the CCR—and used it to drive content optimization, and conversions

The first step in creating the CCR report was to completely reorganize our entire blog structure into the **topic cluster model**, which groups blog posts by topic (instead of creating keyword targeted content in an effort to rank for that keyword in the SERPs).

The reorganization effort was no small feat. At that point, HubSpot had published tens of thousands of blog posts—all of which had to be revisited and grouped into clusters.

So, we went through our entire content library, post by post, and assigned it a topic cluster—and from there, created an anchor page that provided a general overview of the topic with hyperlinks to all the blog posts in that topic cluster. For example, if the topic cluster was based around Facebook Ads, there would be an anchor webpage that gave a broad overview of Facebook Ads (like what they are and why they're effective)—and then underneath that overview, there would be hyperlinks to all of the blog posts that were categorized in the Facebook Ads topic cluster.

Once we had moved all of our blog content to the topic cluster structure, we were able to generate a lot of data—data we were then able to use to create our CCR report.

There are a few different steps we take to create our Quarterly Cluster Conversion Report:

1. Export URLs, Traffic, and Topics
2. Determine Leads from Each Post
3. Cross Reference Traffic with Leads
4. Organize by Cluster with a Pivot Table
5. Analyze the CCR for the Greatest Offer Opportunity

So, how do we analyze the CCR to identify the greatest offer opportunity? We look for topic clusters that have:

- High traffic
- Low conversion rates
- High reader intent

Those are the topic clusters that have the most potential for optimizing the content and driving the most new leads—and, as a result, those are the clusters we focus on creating offers for during the following quarter.

So, in a nutshell, we use the CCR to identify which posts and clusters offer the highest lead potential—and then use that information to plan, create, and launch our content offers on a quarterly basis.

How you can create your own version of the Quarterly Cluster Conversion Report—and use it to drive new leads

With the amount of content we've created (and continue to create!) at HubSpot, the CCR has become an absolutely invaluable part of our content strategy.

But you don't need to have 10,000 blog posts in order to benefit from the CCR. No matter how big or small your blog, if you're creating content, you can use the CCR to gain the insights you need to lead your editorial strategy, optimize your content, and continually drive new leads and conversions.

If you're ready to harness the power of the CCR report for your own blog (or at least try it out and experiment!), here are a few tips to help you get started.

Evaluate your current tagging strategy

If you want your CCR to deliver the insights you need to optimize your content and drive new leads, you need to make sure you have a formal tagging structure in place—because without a formal tagging structure, there's no report.

Will it take some time to go through all your blog content, identify your topic clusters, and tag each post accordingly? Potentially. But it'll all be worth it when you're able to pull the data you need to start generating more leads.

Build the framework

In order to analyze your blog data, you need a framework that allows you to upload, store, and manipulate that data—and so, if you want to implement the CCR strategy in your business, you'll need to build the framework.

At HubSpot, we use Excel—but you can use any spreadsheet tool that you feel most comfortable with. If analytics isn't your thing (and you don't know how to write the formulas or create the pivot tables necessary to get the most out of your CCR), it's best to pass this part of the process on to someone more experienced in all things data and spreadsheets.

Know your end game

If you want to get results from your CCR insights (or really, from any marketing play, experiment, or strategy), you need to know what kind of results you're looking for.

Before you start analyzing your data, make sure you're crystal clear on your end goals. Are you looking to drive new email subscribers—or do you not care about the number of subscribers, just the number of qualified sales leads?

Knowing your end game will help you look at your data through the lens of your ultimate goals—and will help you use your CCR insights to develop a strategy that will help you hit those goals.

Be reliable and consistent with your tracking and analytics

The success of the CCR is completely reliant on the data you use to create it—so if you want your CCR to drive results, it's important that you stay reliable and consistent with your tracking and analytics. That means that you're pulling data from the same place *and* for the same time frame.

For example, if you're pulling total leads for a topic cluster, when you pull lead information from your other topic clusters, make sure those leads are from the same timeframe as the original cluster; otherwise, you can't compare apples to apples—and any insights you pull from the report won't be accurate.

Be open to pursuing what the numbers tell you

As a marketer, you probably have gut feelings about where you should take your content strategy—and how you can optimize that strategy to drive the best results.

But the CCR isn't about gut feelings—it's about cold, hard data. And sometimes, that data will turn up something completely unexpected—your CCR will deliver insights that seem totally out of left field.

But the numbers don't lie—so if you're going to give the CCR strategy a shot, make sure you're open to pursuing the content optimization and lead generation opportunities the report dictates (even if they weren't what you were expecting).

GrowthTribe

Play # 4

Growth Tribe Streamlines Ad and Landing Page Journey Achieving 287% Increase in on-Site Conversions

Play #4: Growth Tribe Streamlines Ad and Landing Page Journey Achieving 287% Increase in on-Site Conversions

GrowthTribe

In May 2020, at the peak of COVID-19, Growth Tribe rapidly adapted our classroom-based courses for online delivery. The pivot was more successful than anyone expected, and we decided to scale, *fast*.

To succeed, we had to experiment.

One of the best experiments developed was for our brand new 12-Week UX Design Course. This test managed to reduce our cost per lead by 68% and increased our on-site conversions by 287%.

The marketing funnel for this product was previously quite healthy and had a steady stream of leads at an average cost of $19. However, to be able to reach our targets we had to create a game plan to profitably increase our acquisition machine.

How Growth Tribe designed the experiment utilising the ‘Paradox of Choice’

The first step was creating a Growth Team dedicated to tackling this challenge. We included:

- Product lead
- Product Marketer
- Growth Marketer

Together, the assembled team got to work on that game plan in order to take this new product to the next level. The main objective was to reduce the friction of becoming a lead.

Our Hypothesis:

"*Reducing the friction throughout our online user journey for the UX product will scale our acquisition machine.*"

- Main metric - Cost per lead
- Secondary metric - On-page conversion rate
- Success criteria - Reduce CPL by 50%

This experiment consisted of three elements:

1. Simplifying our offer
2. A streamlined landing page
3. Facebook ads refresh

The tools required for this experiment included:

1. Instapage - quick and easy landing page build
2. Hubspot - CRM, forms, and workflows
3. Facebook Ads - driving traffic and rapid testing

Together, these three elements and tools created a seamless and intuitive user journey.

Simplifying Our Offer

The best way to reduce friction for your users is to make your offer clear and urgent. We took inspiration from the direct response copywriting playbook (which we often do) and changed the offer to encourage immediate action and reward.

Our page title was changed from "*12 Week Crossfunctional UX Design Course" to "Download a UX Design Course Pack"*. Encouraging an action in the page title can be powerful in ensuring the desired action is taken.

The CTA's were also changed from "*Request A Course Brochure*" to "*Download Course Pack*".

Requesting a brochure sounds exclusive, giving the illusion that a request needs to be approved. However, downloading a course pack is much more immediate, and promises instant gratification at the other side of that CTA.

Streamlining the landing page

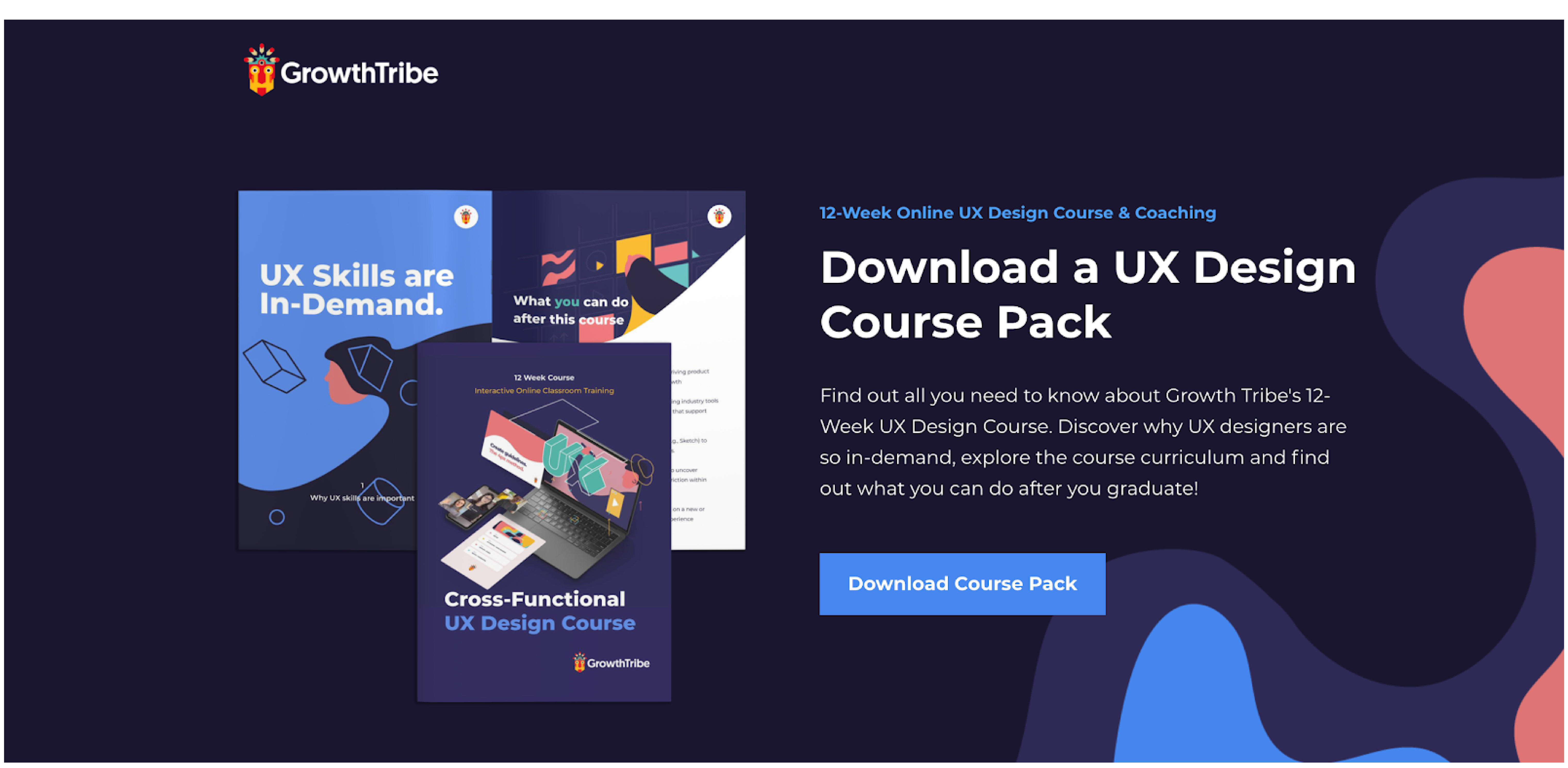
Have you ever stood in front of the crisp aisle in the supermarket anxiously trying to decide which flavour to choose?

Introducing, choice paralysis.

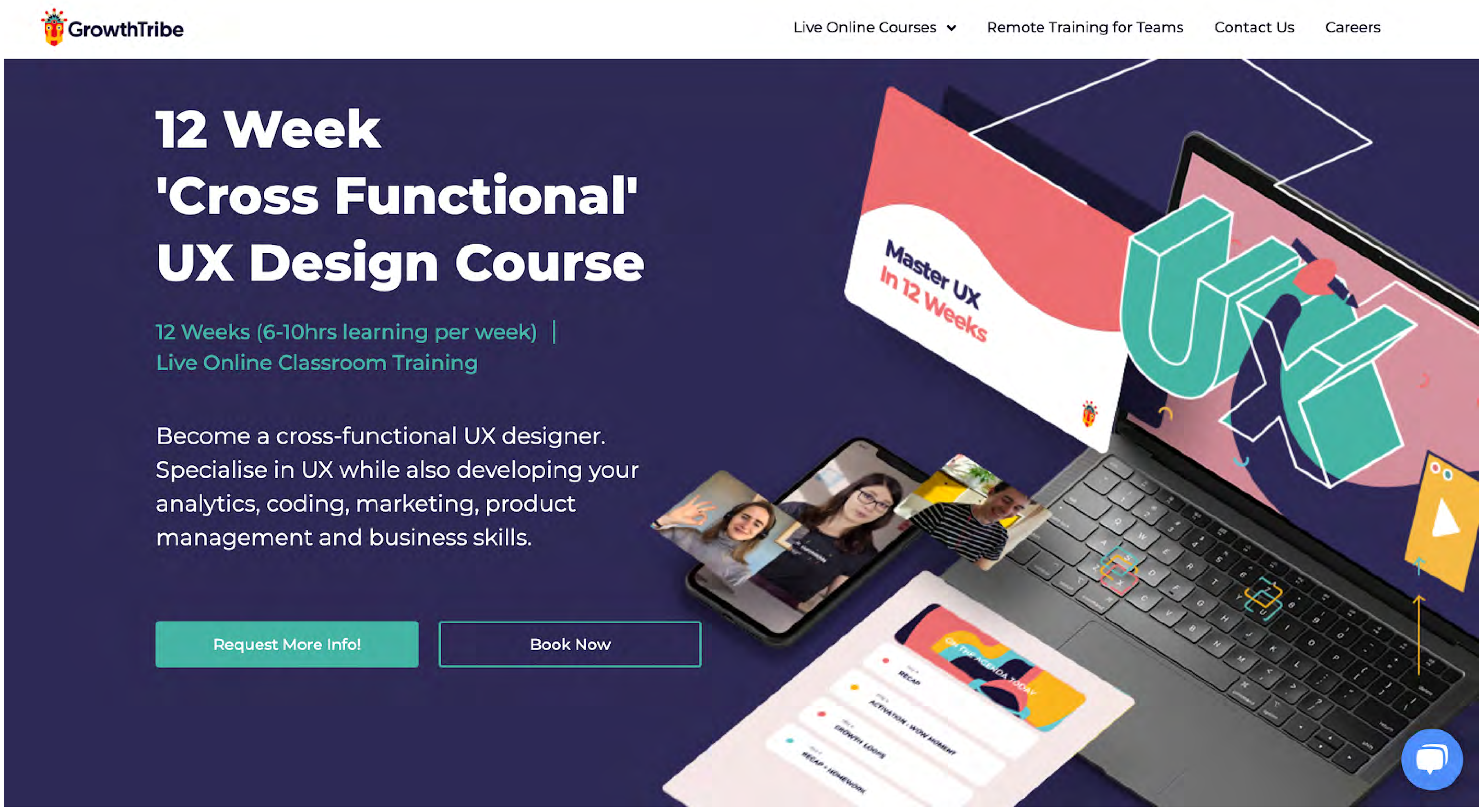
People like the idea of having options, but having too many can be a bad thing.

Psychologists call this 'Analysis Paralysis' or the 'Paradox of Choice'. The same concept applies to online user behaviour. We took this into consideration as much as possible when building the landing page.

Above the fold was a clear and eye-catching hero image of the course pack, with a single offer to download the course pack and a CTA to match.



The new landing page, above the fold



The original UX product page, above the fold

We added a few social proof logos and benefits lower in the page, followed by a footer with the same CTA to download the course pack.

Facebook Ads Refresh

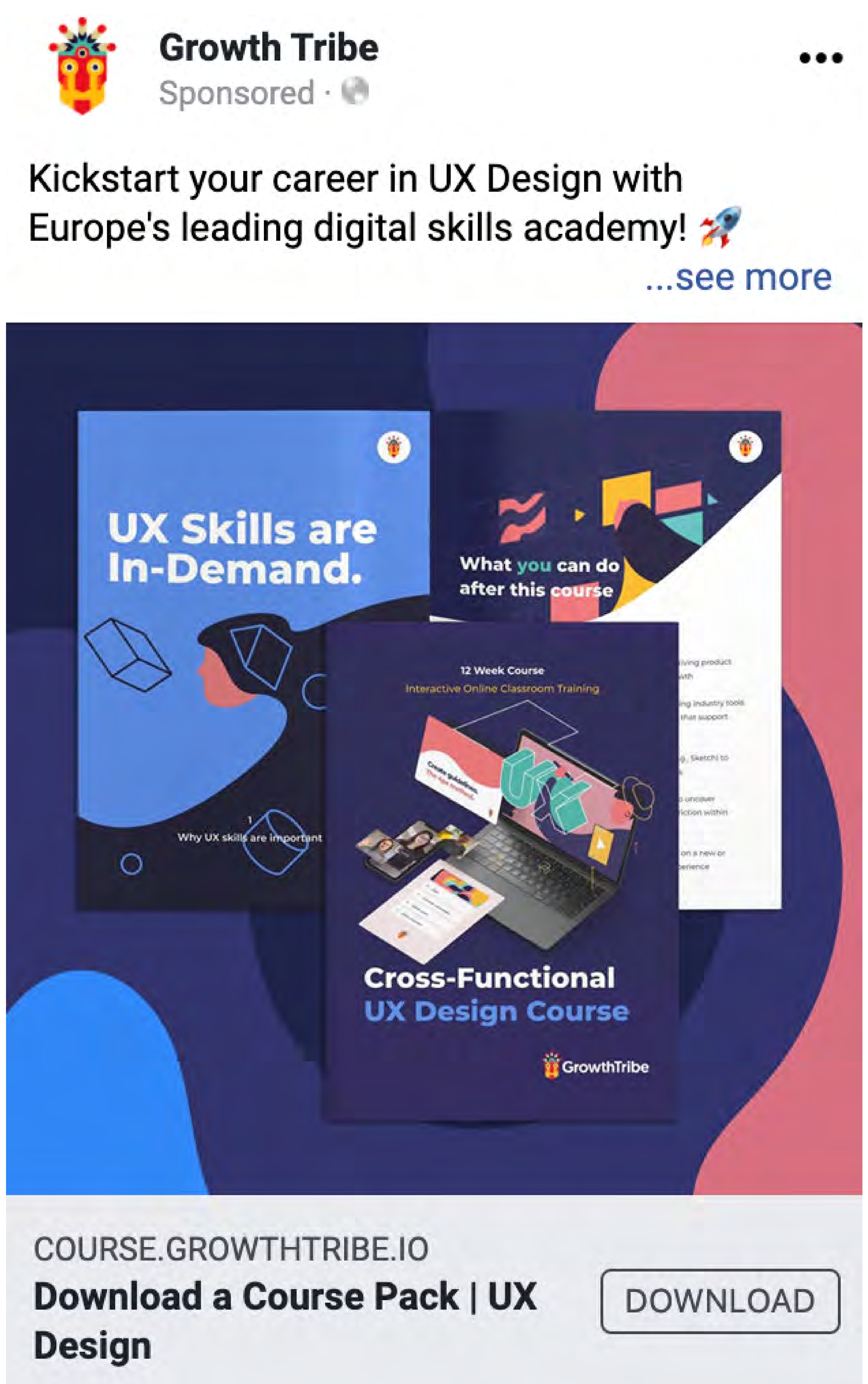
The next piece of the puzzle to solve was driving traffic to this new and improved landing page.

We decided to do a creative refresh of our Facebook Ad campaigns to match the new landing page experience.

Message matching is extremely important in achieving good conversion rates. User expectations are set the moment they see an ad, and landing pages determine whether these expectations are met, exceeded, or leave users disappointed.

Message matching is crucial for high conversion rates.

The offer, language and design of our new ads mirrored the experience on the landing page as much as possible.



The Result

The experiment was a resounding success, with the following results:

- Increased on-page conversions by 287%

Our original landing page received 68 conversions, whilst our new page managed 263 conversions. The on-site conversion rate increased by 15.46%

	NEW LANDING PAGE	ORIGINAL PRODUCT PAGE
Downloads	263	68
Visits	1472	2825
Conversion Rate	17.87%	2.41%

Data from July, 2020

- Reduced cost per lead by 68%

Changing the ads in combination with the landing page managed to reduce the cost per lead from $19 to $6.

Following the success of this experiment, we scaled the campaigns and applied this setup across all our online courses. Seeing similar results across the board.

Since 2015, Growth Tribe has been teaching businesses the importance of experimentation to challenge the status quo and adapt to the ever-changing world around us. In times of crisis, experimentation is not only vital, but also a decisive factor as to whether a business sinks or swims.

Failing to experiment is experimenting with failure.

AB Tasty

Play # 5

How AB Tasty Increased Demo Requests by 33%... and Other B2B Lead Gen Tips

Play #5: How AB Tasty Increased Demo Requests by 33%... and Other B2B Lead Gen Tips

As a CX company, we naturally need to drink our own champagne. This means using experimentation and personalization to refine the buyer journey throughout our site, creating better experiences that will convert more and ultimately increase revenue.

A common trap in B2B is to think that we know what best practice is and how to create these smooth user journeys - because, well, aren't we marketers more or less our own ideal customer profile?!

But the reality is that we don't know. Only a data-driven approach and cold hard numbers can verify if a certain wording, CTA or page design is working.

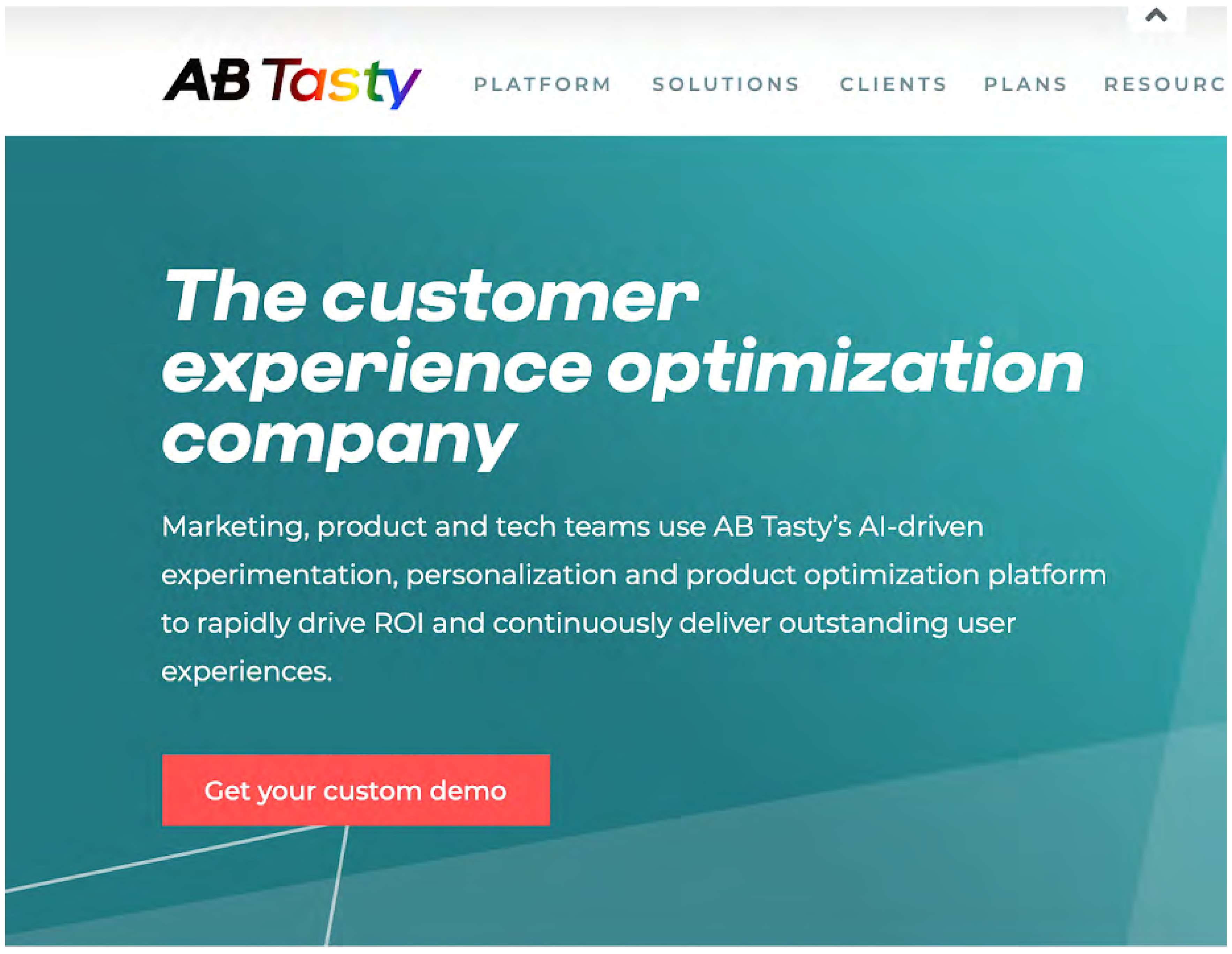
We try to apply this continuous optimization cycle mindset to our own work. With that in mind, here are three optimization campaigns we ran, how they turned out, and why we did them:

1. Video killed the radio star...and increased our demo requests by a third

Redoing our product tour video took a while. We knew we had to update our existing one - the interface was out of date, it lacked some shiny new features - and so we set to work. The final version looked great to us, (and had a price tag attached). But would it actually engage prospects? How could we measure its ROI?

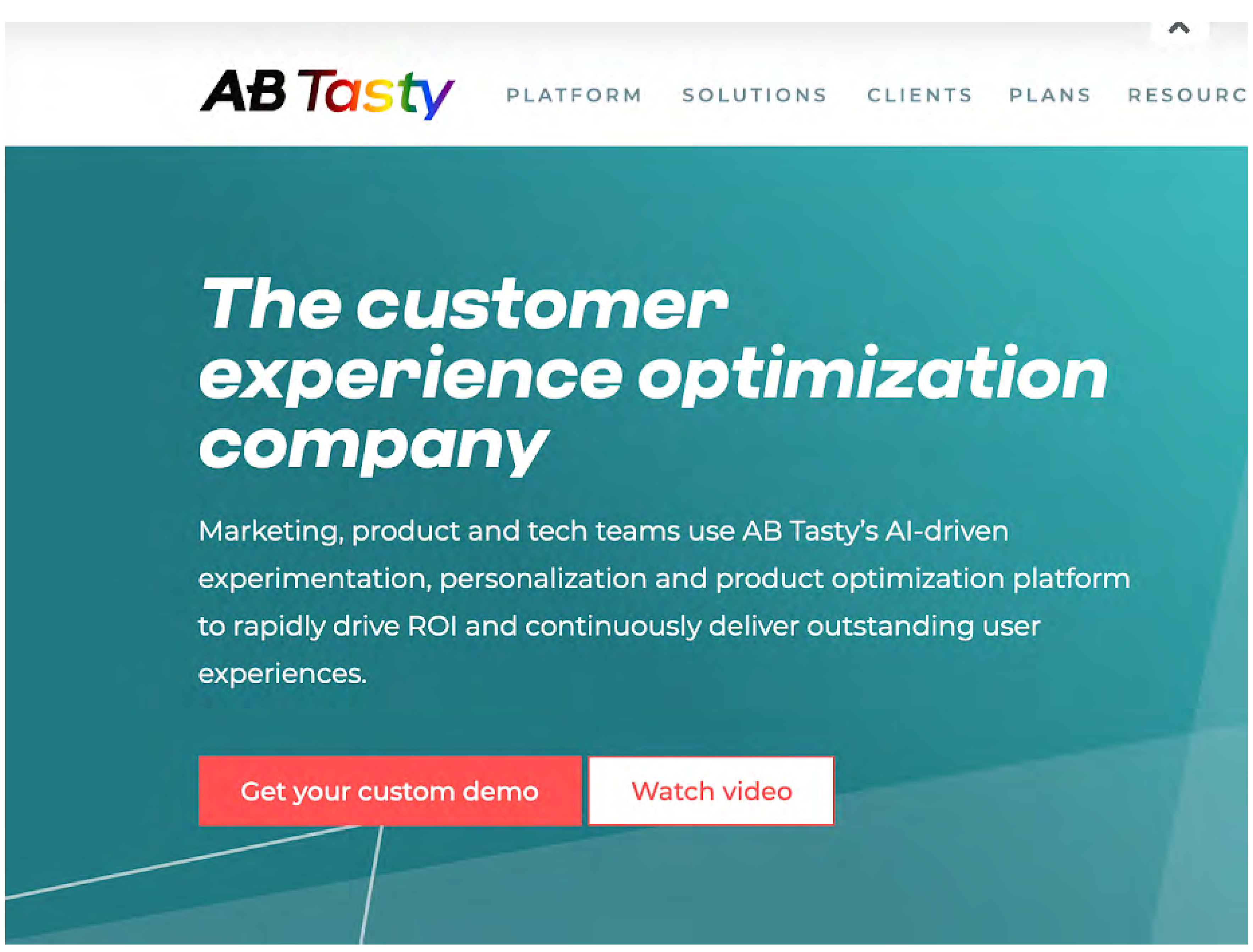
We decided to run a test to find out.

On our homepage, our primary, above-the-fold CTA is to 'Get Your Custom Demo':



**Our logo got a makeover in celebration of Gay Pride month (June) 2020*

What would happen if we added another CTA next to it, to view our updated product video?



Would it just distract visitors from asking for a demo? Would they not like what they saw? Did we give away too much in the video itself, effectively spoiling the live demo effect by showing it all up front?

We ran an A/B test on all visitors to the English homepage over a period of three months, to see what the effect would be of adding this new CTA on demo requests.

Turns out, the video was a catalyst: the version where we added the CTA increased demo requests by 33%.

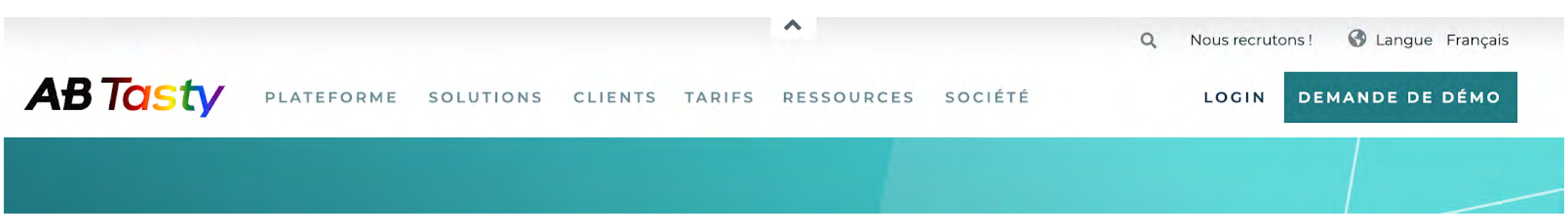
2. Rewording the pricing tab = +89% CTR

When it comes to pricing, things can get tricky in the B2B space. What plan should you get? How is price determined? Is it the same for everyone? Is it going to change? How does billing work, on what cycle?

Prospects have many of these questions swirling around as they visit a potential vendor's site. For CX optimizers, it can be hard to know what wording will resonate best.

That's why we decided to run an A/B test on our French website, to test whether the word 'plan' (same as in English) or 'tarif' ('price, pricing') would encourage the most clicks.

After three months, the data was in: People clicked more - 89% more! - on 'tarifs' (pricing) vs 'plan'.



3. Personalize the user experience

You hear a lot about personalization, especially in the context of Netflix, Spotify and Amazon.

But for a B2B software vendor, what does that actually look like?

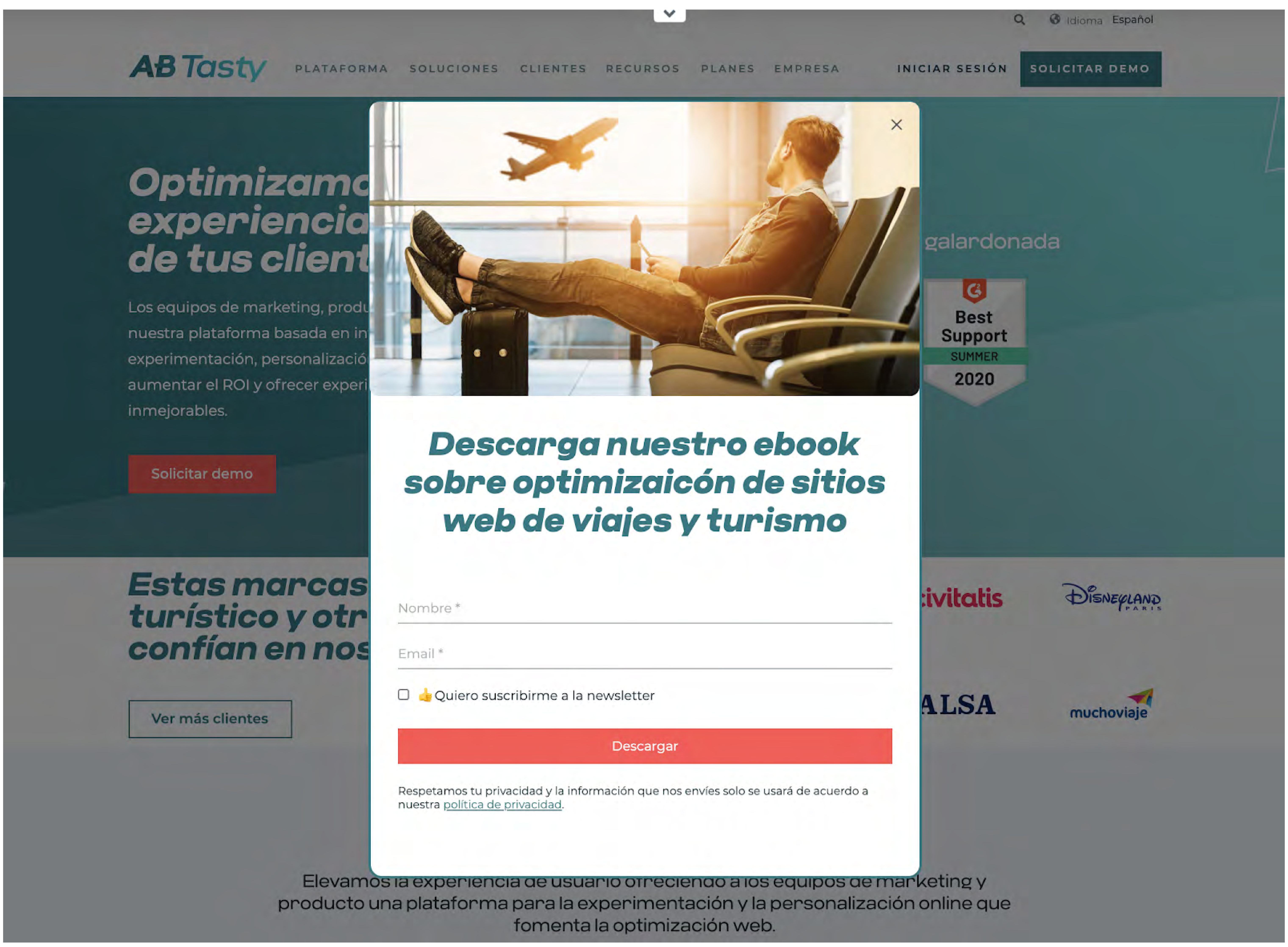
We launched a pilot personalization program out of our Spanish office, based on the industry type of our prospects.

Using a data enrichment tool, we were able to identify the industry of the prospects visiting our Spanish site. For example, we could identify if they fit into the travel & tourism sector (airlines, hotel, travel agency…)

We were then able to personalize the browsing experience, only for that particular audience segment, in three key ways:

- **Lead gen based on content marketing**

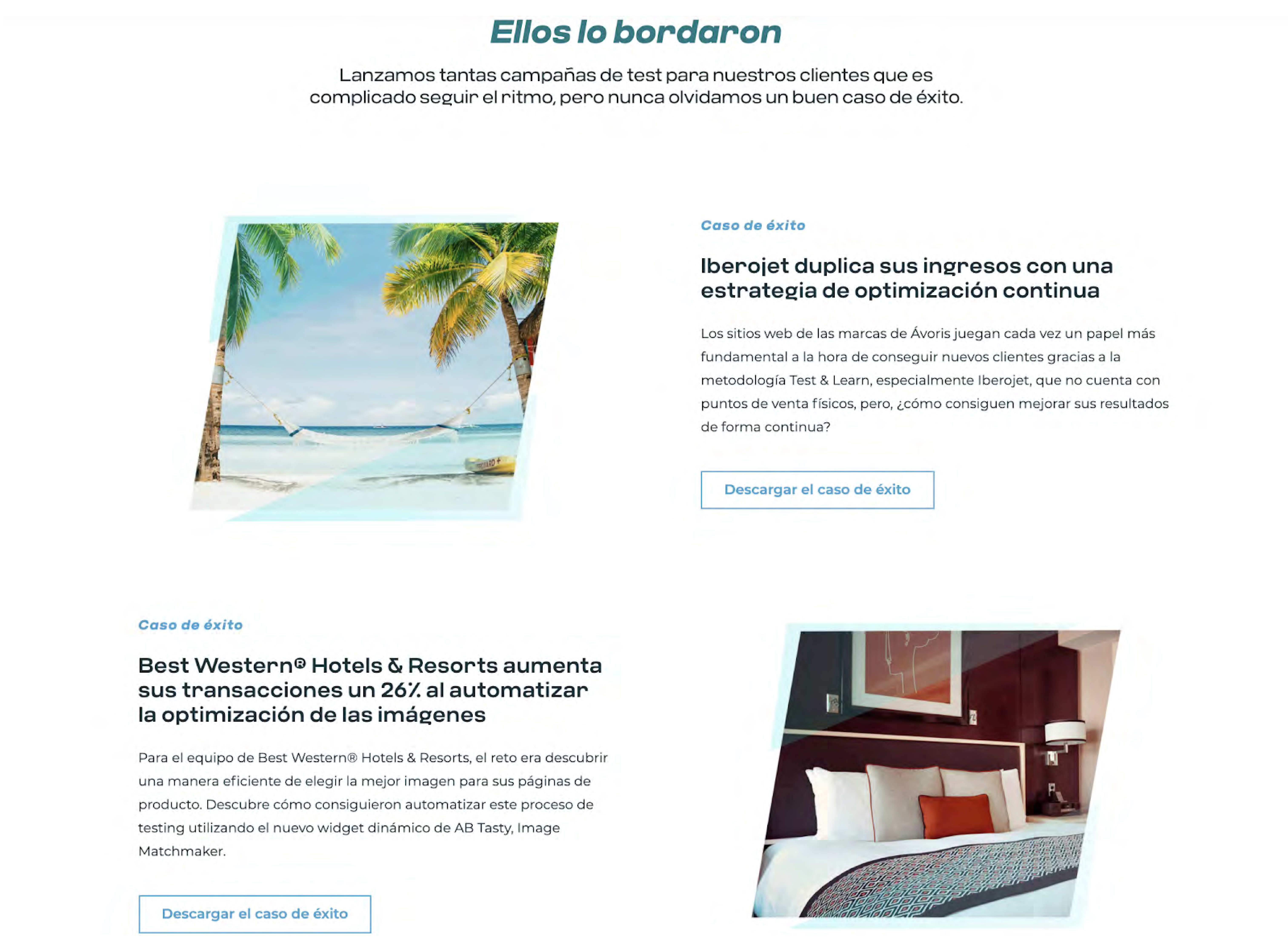
In our content library, we happen to have a number of ebooks that were written with specific industries in mind. We pushed our 'Optimization Ideas for Travel and Tourism' ebook to the website visitors we knew worked in this industry, with the pop-in below:



This campaign produced a nice healthy conversion rate of 5.32%, which is significantly higher than the conversion rate for content across the corporate website for the previous months, according to Google Analytics.

- **What (case study) social proof to use**

We have a block lower down on our homepage where we display snippets of some of our best case studies. We used this as a chance to swap in travel and tourism related success

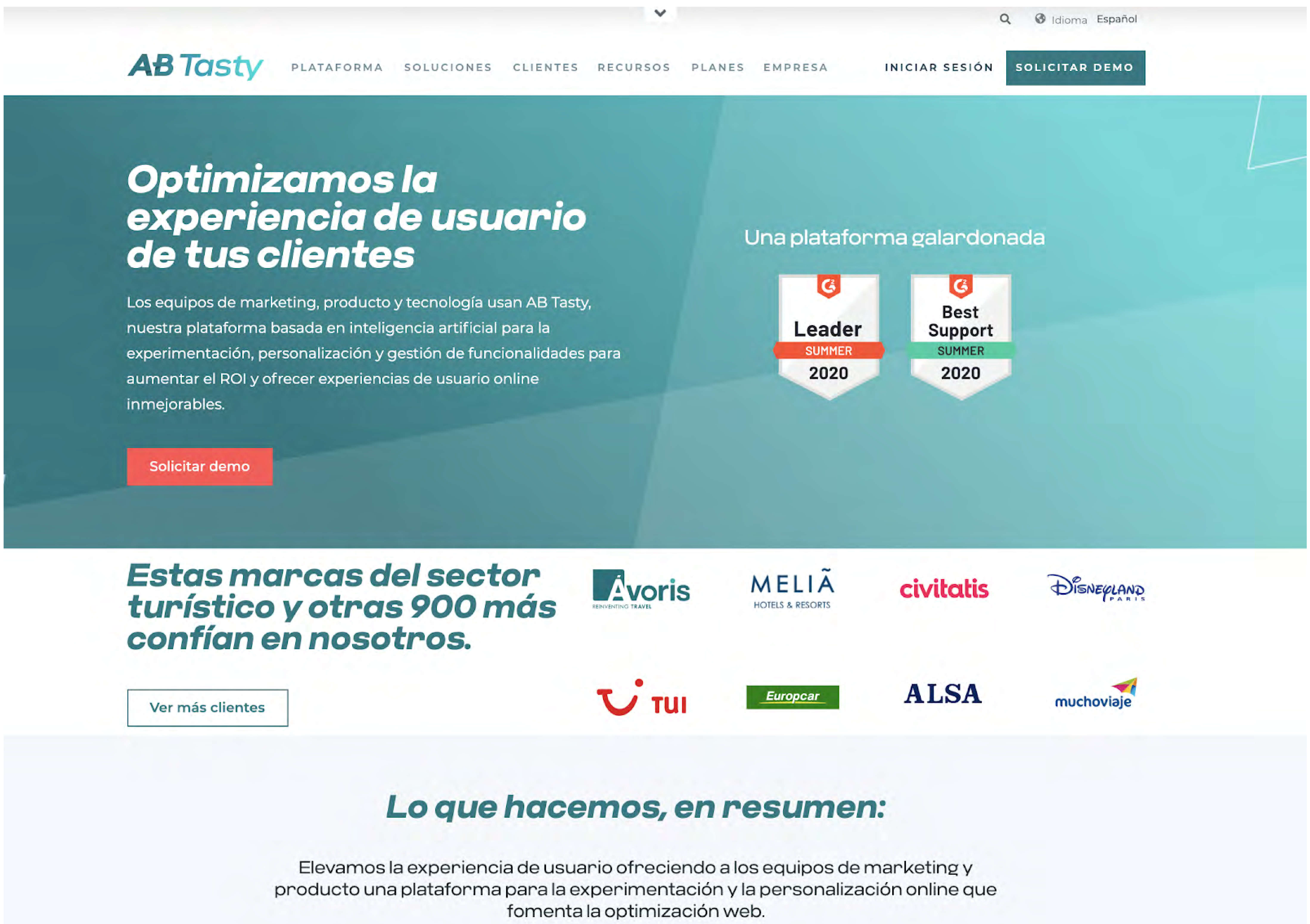


stories that we hoped would speak more to this audience:

- **Customizing logos**

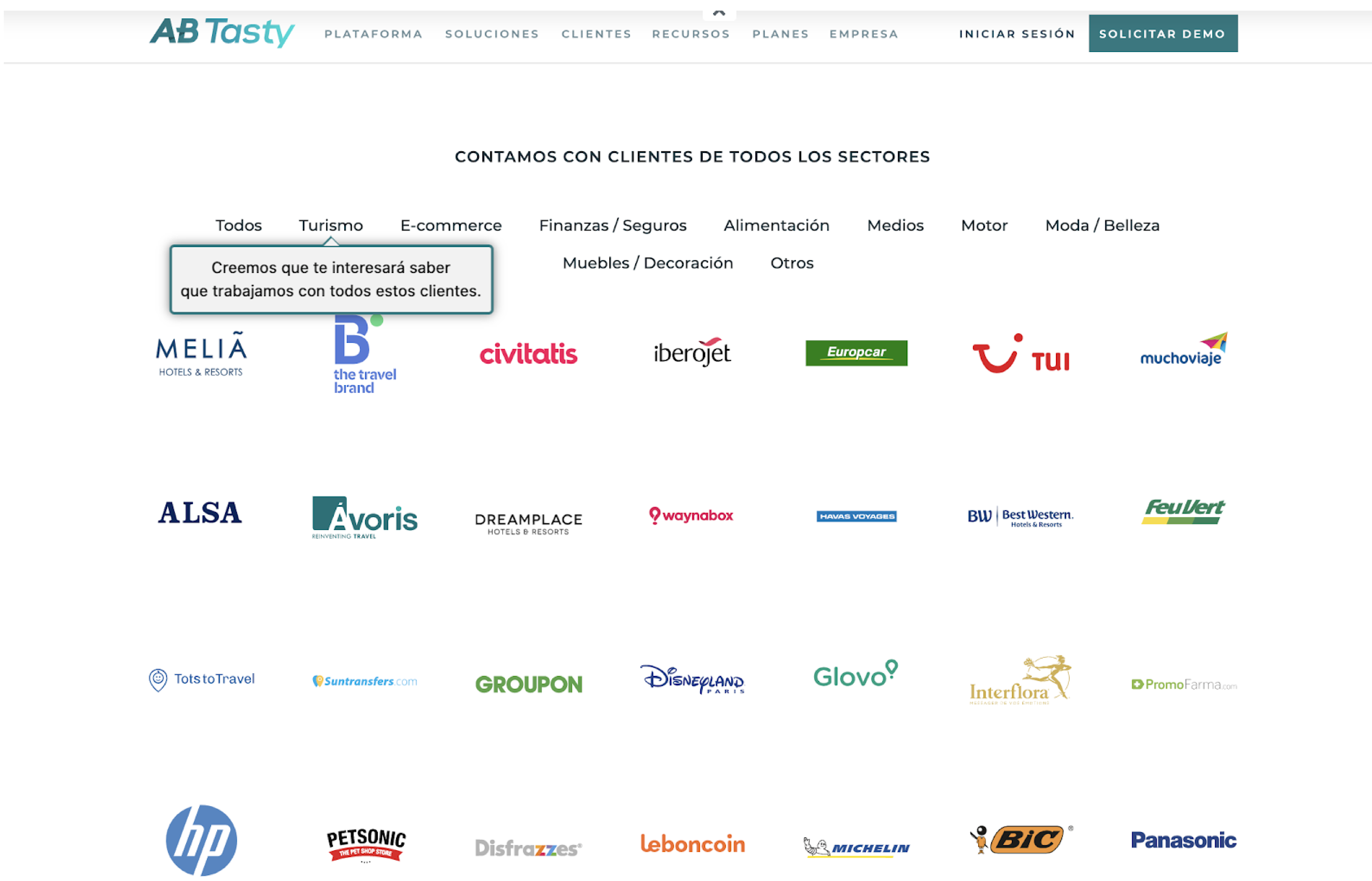
Finally, along the same lines, we were able to swap in relevant client logos in a few key places on our website.

Right under the fold on the homepage:



Right next to the request a demo form:

On the client page:



And on our pricing page:

4. Personalize content using AI

We were able to try out this approach for personalization because we were lucky enough to be working with a solution that enriched our lead data - otherwise, we wouldn't have known how to meaningfully segment our users.

But there are other ways for us to cluster traffic like this, without integrations or added tools.

One of them is by using our own Content Interest segmentation criteria in AB Tasty. It uses Natural Language Processing tech to determine the types of content a visitor is interested in. You can then cluster those visitors together to create high converting segments. For an ecommerce brand, this might mean targeting promotional banners to those highly interested in high-end kitchenware, for instance.

For us, we could tell that those interested in content around 'personalization', ironically, converted much better than those interested in other types of content, like statistics for instance:

Name	Transaction rate
Interest - Personalization	22.09 %
Interest - Statistics	2.52 %
Interest - Experimentation	7.42 %
Interest - testing	7.78 %

Using these tailored segments, we can customize our messaging appropriately. For example, we could show lead capture banners on blog articles that are on the topic of personalization for segments we know are interested in this topic:

Indeed, 91% of consumers are more likely to shop with brands who recognize and remember their customers to provide relevance (Accenture Research).

Ideally, a control group is used for personalization campaigns in order to measure uplift generated directly from personalization efforts. It's more time but well worth it.

Takeaway

When it comes to generating leads in the B2B space, key moments include demo requests, pricing display, and creating relevance for the visitor. These are excellent areas to start an experimentation or personalization campaign to untangle what will work best for your audience - and increase conversions and revenue in the process. Otherwise, you're just working off of a hunch.

Meltwater

Play # 6

Meltwater Uses a Holistic 6-Phase Method to Increase Event Revenue by 20% YoY in spite of COVID-19

Play #6: Meltwater Uses a Holistic 6-Phase Method to Increase Event Revenue by 20% YoY in spite of COVID-19

Meltwater

As physical events moved to virtual, a lot of companies wondered if they would be able to drive the same results. We ended up getting great results with our event revenue growing 20 % year over year. Read through our 6-phase method to learn more about how we achieved it.

1. Setting Event Goals

Setting goals is a fundamental part of any marketing activity. Whether you're looking to conquer a new market, introduce a new product or grow your database at the top of the marketing funnel, getting these goals on paper is the first step.

For an event strategy that contributes to the interest and consideration part of the marketing funnel, the relevance and quality of the audience becomes increasingly important, and even more so if you're inviting leads in the evaluation phase or you're aiming to strengthen the bond with your existing customers.

2. Setting the topic

There is a sweet spot between the message you want to convey as a brand and the topics that add value for your audience. Use social listening to monitor industry trends, the social buzz around other events, speakers and thought leaders for a data driven approach to identifying what matters to your audience.

When choosing a topic, authenticity and added value is key - and it should go without saying, that especially for broader targeted audiences at the beginning of the customer journey you want to make it educational rather than promotional.

3. Landing speakers

While setting goals for your events and reaching specific audiences is key in itself, it can also help you start to connect with the right speakers for the occasion.

3.1 Choose a Speaker

Start by checking other event websites' agenda and speaker profiles, e.g. Social Media Week/Digital Marketing Conference. Then check credible sources for industry thought leaders under the topic you're looking for i.e. Tech or Marketing on Forbes 30 Under 30/ Fortune 40 Under 40/ LinkedIn Top Voices. Use speaker bureaus/previous TEDx speakers to find thought leaders that are experienced public speakers.

3.2 Confirm their credibility

Generally, speakers must have previous speaking experience. Ask for referrals from brands/ individuals they've previously worked with and do a Google Video Search for previous interviews, YouTube videos, podcasts and check their social media accounts.

3.3 Reach Out

Get the speaker's contact details from the Account Manager or tools like Lusha or RocketReach and loop them into the comms. You can also reach out to them in a LinkedIn inmail. Start your outreach with a polite personal & company introduction, move onto the reason you're reaching out (mention their accolades, experience, expertise would make them the perfect speaker for this event and topic).

Include what it entails for them - do they need to create a powerpoint presentation? How much time will it take? Do they need to prepare for an audience Q&A? You should also include date, time, and venue (or platform the event will be hosted on). Offer the speaker an amount you're willing to pay them for their time, or ask them for their rates. Then, end with another compliment - "*we'd love to have you on-board, please let me know if you'd be interested?*" From there you can follow up with a phone call if they haven't replied within 3 - 5 days.

4. Establishing the Technical Setup

Once you've partnered with the right speakers, technical setup becomes imperative, as it's the foundation for everything you do going forward.

You can either look for an all-in-one solution or a stack of different tools that integrate well with each other to **automate registration, attendee communication, execution of the life event, follow up, lead routing and promotion as much as possible**.

Meltwater recently arranged a Nordic Social Summit and it gathered over 4000 registrants. We asked Senni Niemi, the Head of Marketing, to share her tips on how to gather thousands of registrants:

- Track (and UTM-tag) the source of registration - then you'll what's working and what's not
- Have enough time to build up the hype - you need at least 2 months
- Engage your sales and customer success teams - ask them to invite their customers personally
- Utilize social networks - create a UTM-tagged link for your employees and arrange a competition on who gets the most registrants. You can also ask your speakers to share the invite.
- Industry Facebook and LinkedIn groups are a great way to reach your audience.
- Email marketing is still a really good way to reach people if you have a wide database. Try different approaches and use personalization.

5. Lead Qualification

What are the sufficient and necessary conditions for a lead to be rated a qualified lead and enter the sales funnel? While this differs from company to company and approach to approach, always keep the definition that has proven to be successful for you in mind.

Conversion Rate Optimization - Are you using a form for RSVPs or selling tickets to your event? Use as little fields and steps as possible and just as many as you really need. Research has shown that every mandatory field added results in a 10-15% decrease of conversions. Free text fields or personal data such as phone numbers even bring the number of registrations down by up to 25% - per field or step.

As a benchmark for conversions, aim at 35% conversion from visitor to sign up for free events that are targeted to a broader audience via multiple channels and 50%+ for those that target a more narrow, nurtured audience.

Lead Nurturing - One of the main challenges of digital events is not really the knowledge sharing and presenting, but rather the networking and interaction. In general, look for possibilities to interact with your audience - live surveys and polls, break-out sessions, social media engagement triggers, follow-up and in-between email communication, etc.

The benefit of these interactions is that they don't only create a much more enjoyable experience for the audience - but you can also use them to learn more about their needs and current challenges and find the best fit to your buyer personas among them.

6. Follow-Up

Externally: Segment your registration base in retrospect, noting no-shows, those who attended and asked for a demo, attended and engaged or who were simply there as spectators.

Send an email to each segment at Day+1 :

- No Show > Email "Sorry you missed", with the replay, slides and Q&A recap
- Attended > Email "Thank you for attending" with the replay, slides, Q&A recap and additional content

Prepare a nurture sequence for segments "Attended and engaged" and "Attended" with :

- Email 1: three related blog posts at Day+3
- Email 2: a related premium resource (ebook, webinar replay, case study) at Day+6
- Email 3: a personalised outbound email, sent only to members engaged with email 1 or 2

Internally: you can send an email to all the sales team with: event statistics, a brief summary of the content, which product features/benefits were mentioned during the event, how the leads were qualified, a link to the replay and slides of the event. You can also send the leads (qualified and engaged) via a CRM and assign them to individual reps with proper notes about their behaviour.

Summary:
Use This Playbook To Run Your Own Lead Gen Experiments—And Drive Serious Results In The Process

In today's increasingly digital world, you need to be willing to embrace creativity and experimentation when you're **generating new leads**.

And this playbook has given you the perfect jumping off point to get creative and start seeing what strategies connect with your audience—and which strategies you want to take past the experimentation phase and work into your long-term **marketing** plans.

And now, all that's left to do? Get out there, get experimenting, and get the leads your business deserves.

Want even more plays for growing your business and taking things to the next level? Make sure to check out our **The Growth Hacking Playbook: Your Ultimate List of Growth Hack Resources** *and download our Experiment Template on the next page.*

Do you want to get started with
your own experiments?

Download an experiment template here.

Download now

About HubSpot

HubSpot offers a full stack of software for marketing, sales, and customer service, with a completely free CRM at its core. They're powerful alone–but even better when used together. 86,000 customers in over 120 countries growing their businesses with HubSpot. Learn more at **hubspot.com**.

About Growth Tribe

Growth Tribe are a digital learning partner that designs & delivers courses focused on highly in demand skills in Growth, Data, AI, Marketing, UX & Product Management. Our mission is to empower individuals and businesses to always be learning & equip them with the cutting-edge skills they need to stay competitive in a fast-changing digital world. Learn more at **growthtribe.io**.

About AB Tasty

AB Tasty is the platform for customer experience optimization, with features like experimentation, personalization, and product optimization to streamline your users along the buyer journey. Whether your KPI is a fast conversion, a subscription, or frequency of use, AB Tasty's platform is built to optimize every digital touchpoint from paid landing page to mobile checkout. Learn more at **abtasty.com**.

About Meltwater

Meltwater helps companies make better, more informed decisions based on insights from the outside. More than 25,000 companies use the Meltwater media intelligence platform to stay on top of billions of online conversations, extract relevant insights, and use them to strategically manage their brand and stay ahead of their competition. Learn more at **meltwater.com**.