



B2B Perspective on Generating and Nurturing Leads to Create Demand

Research Conducted in Partnership with Ascend2

Read through this research to learn about:

B2B Perspective on Generating and Nurturing Leads to Create Demand	3
Demand Creation Success	4
Demand Creation Situation	5
Lead Generation Priorities	6
Lead Generation Tactics	7
Lead Nurturing Priorities	8
Lead Nurturing Tactics	9
Generating Versus Nurturing Leads	10
Changes in Tactical Effectiveness	11
Demand Creation Resources Used	12
About the Research Partners	13

B2B Perspective on Generating and Nurturing Leads to Create Demand

Creating demand in a digital world requires a combination of effective strategies to both generate and nurture leads, with the goal of converting them to customers. **But how are B2B marketers using lead generation and nurturing tactics together to create new demand?**

To help you answer this question, LeadCrunch in partnership with Ascend2 fielded the Generating and Nurturing Leads to Create Demand Survey.

B2B Perspective on Generating and Nurturing Leads to Create Demand, exclusively represents the opinions of marketers responding to the survey who are focused on the business-to business (B2B) channel. This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

Respondent Segments

Role in the Company

7%

Non-Mgmt Professional

48%

VP/Director/Manager

45%

Owner / Partner / CXO

Number of Employees

30%

Fewer than 50

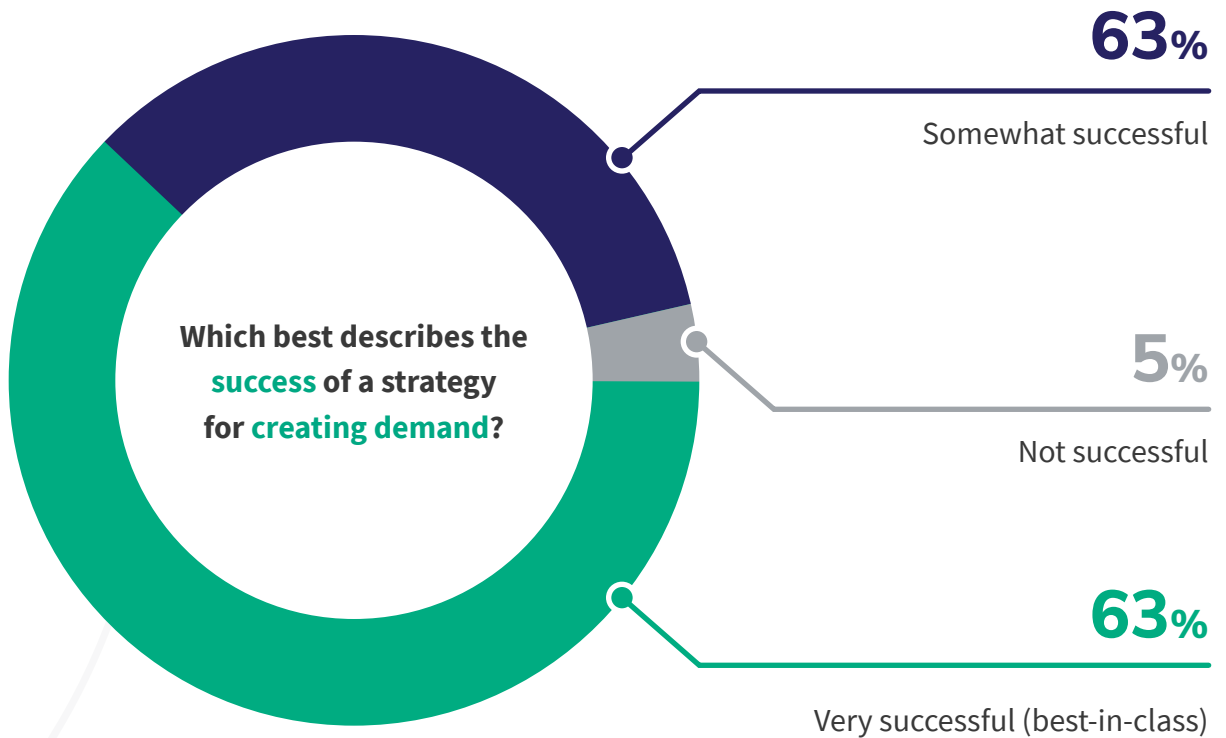
39%

50 to 500

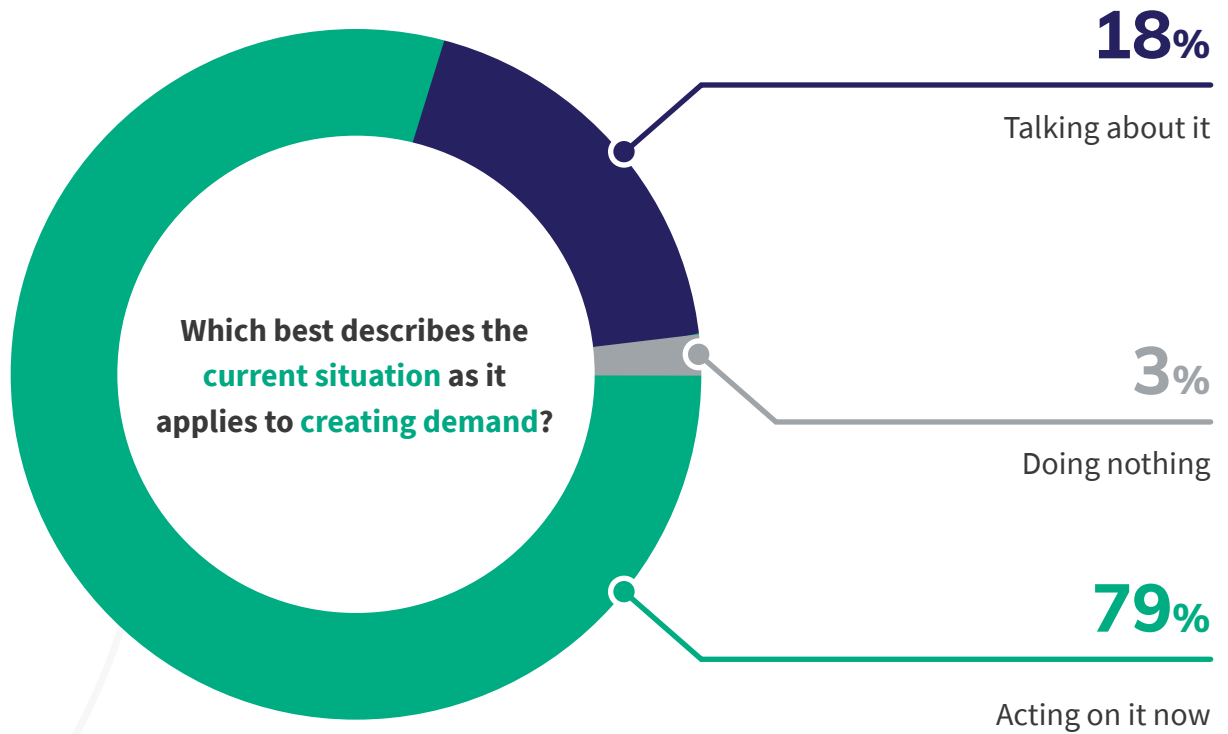
31%

More than 500

Nearly all (95%) of B2B marketing influencers consider a demand creation strategy to be successful to some extent, with almost two-thirds (63%) of those surveyed reporting the strategy as very successful, or best-in-class, compared to competitors. Only 5% reported a strategy for creating demand as being unsuccessful.

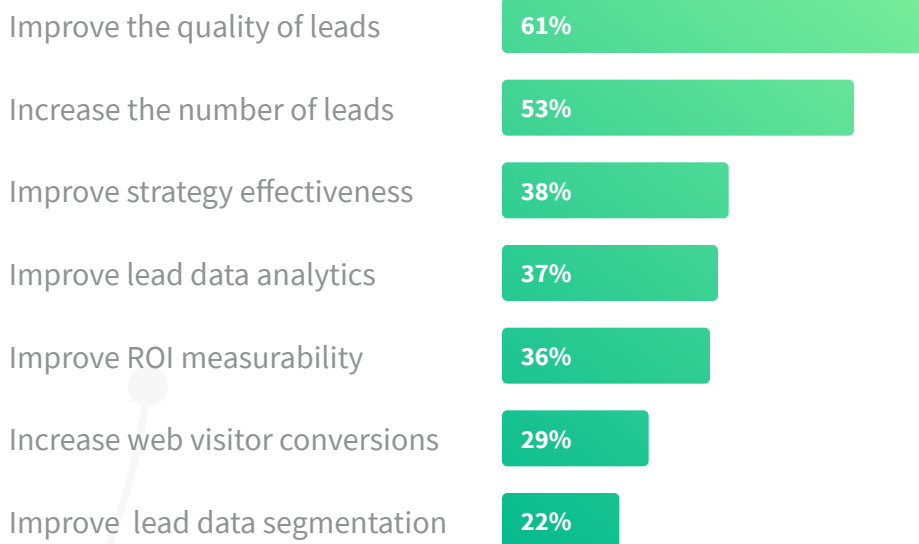


A 79% majority of B2B marketing influencers say they are currently acting on a strategy to create new demand. About one-in-five (18%) are just talking about it and only a small percentage (3%) are doing nothing at all.



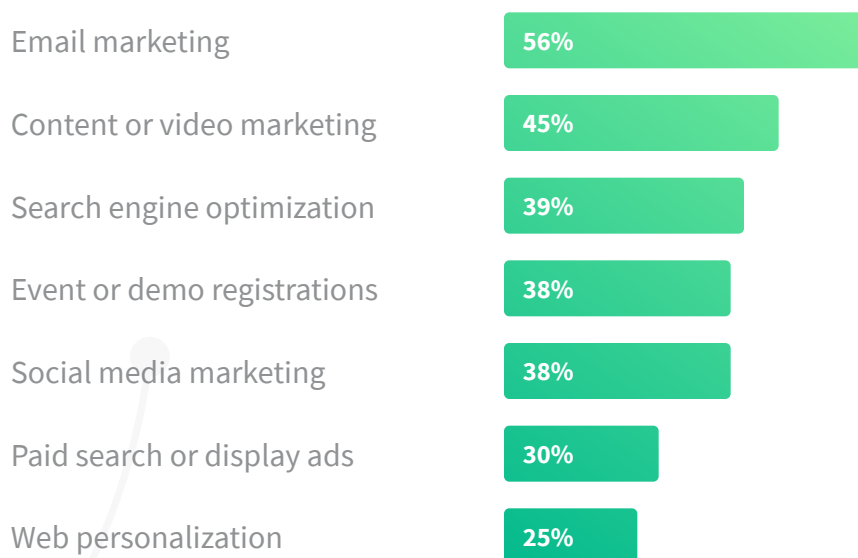
Improving the quality of leads obtained and increasing the number of leads coming in are reportedly top priorities for a lead generation strategy to achieve according to 61% and 53% of B2B marketing professionals surveyed, respectively.

What are the top priorities for a lead generation strategy to achieve?



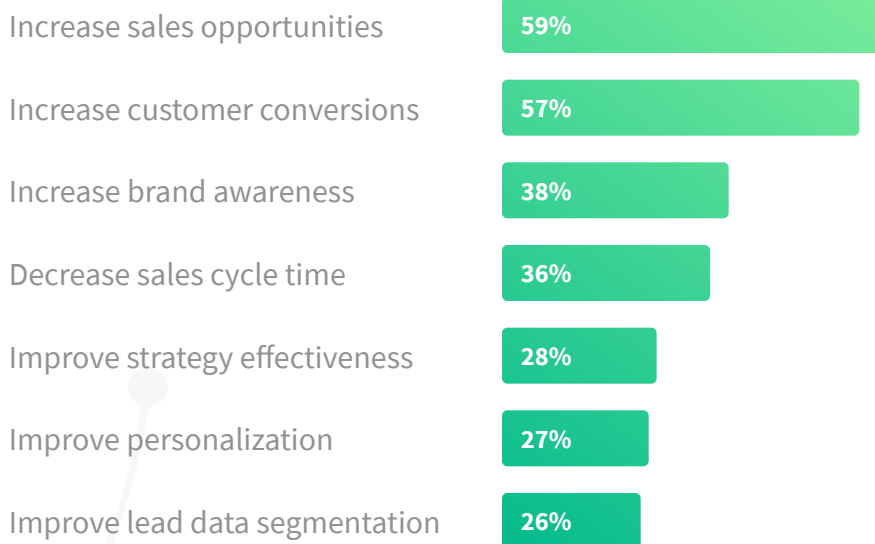
Email marketing is a most effective tactic for achieving lead generation priorities according to over half (56%) of B2B marketers. Those surveyed reported that content or video marketing (45%) and search engine optimization (39%) also rank high on the list of effective tactics for lead generation.

What are the most effective tactics used to achieve lead generation priorities?



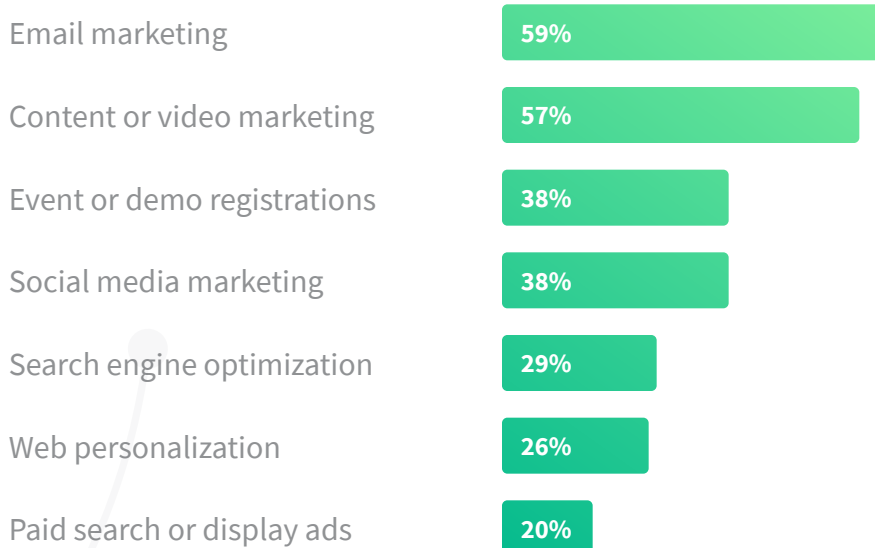
Increasing sales opportunities and increasing customer conversions both rank high on the list of top priorities for a lead nurturing strategy to achieve according to 59% and 57% of the B2B marketing influencers responding to the survey.

What are the top priorities for a lead nurturing strategy to achieve?



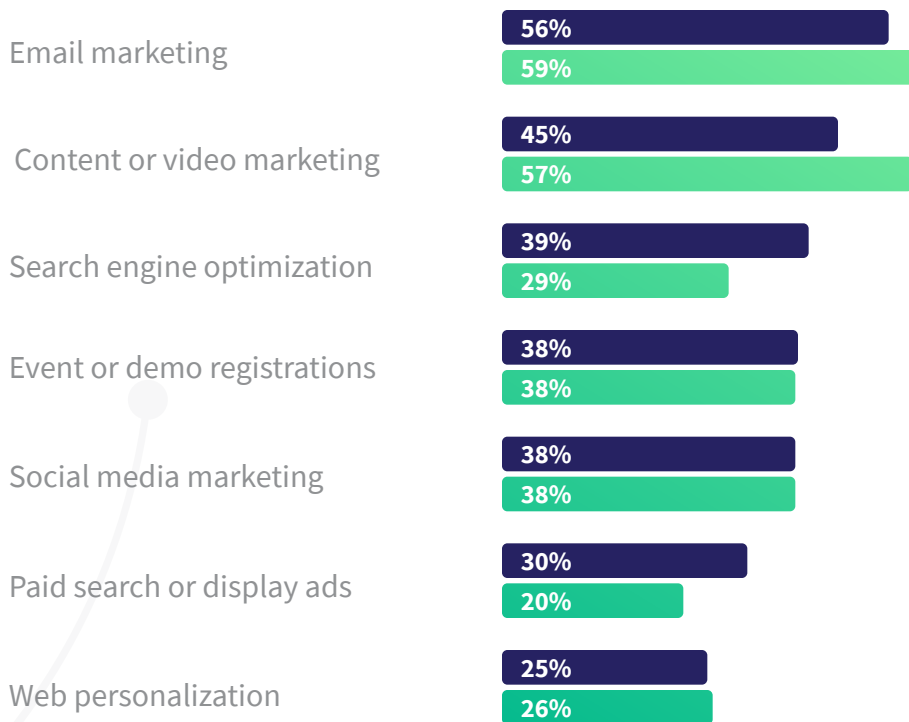
Lead nurturing tactics that are found to be most effective by B2B marketers include email marketing (59%) and content or video marketing (57%). Event or demo registrations and social media marketing are also found to be effective tactics used to achieve lead nurturing priorities by 38% of those surveyed.

What are the most effective tactics used to achieve lead nurturing priorities?



Comparing the tactical effectiveness of lead generation and lead nurturing strategies is an important consideration when combining the two into an effective approach to create new demand for those operating in the B2B channel.

Comparing lead generation and lead nurturing tactical effectiveness.

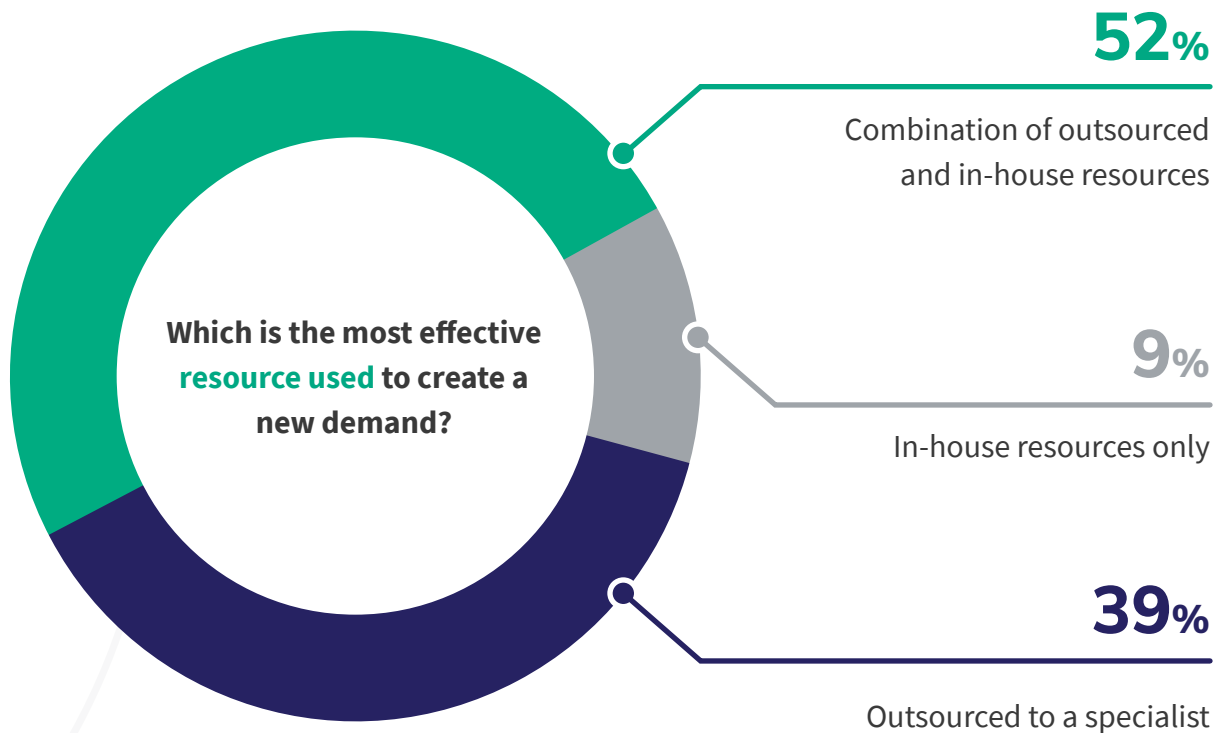


An **83%** majority of B2B marketing influencers report that the effectiveness of digital demand creation tactics is improving to some extent. Over one-third (**34%**) of those surveyed say that the improvement is significant.

Which best describes how the effectiveness of digital demand creation tactics is changing?



There are many things to consider when it comes to creating demand using both lead generation and lead nurturing tactics. That is why over half (52%) of B2B marketers use a combination of in-house resources coupled with outsourced professionals for the most effective overall strategy.



 **LeadCrunch**^[ai]

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