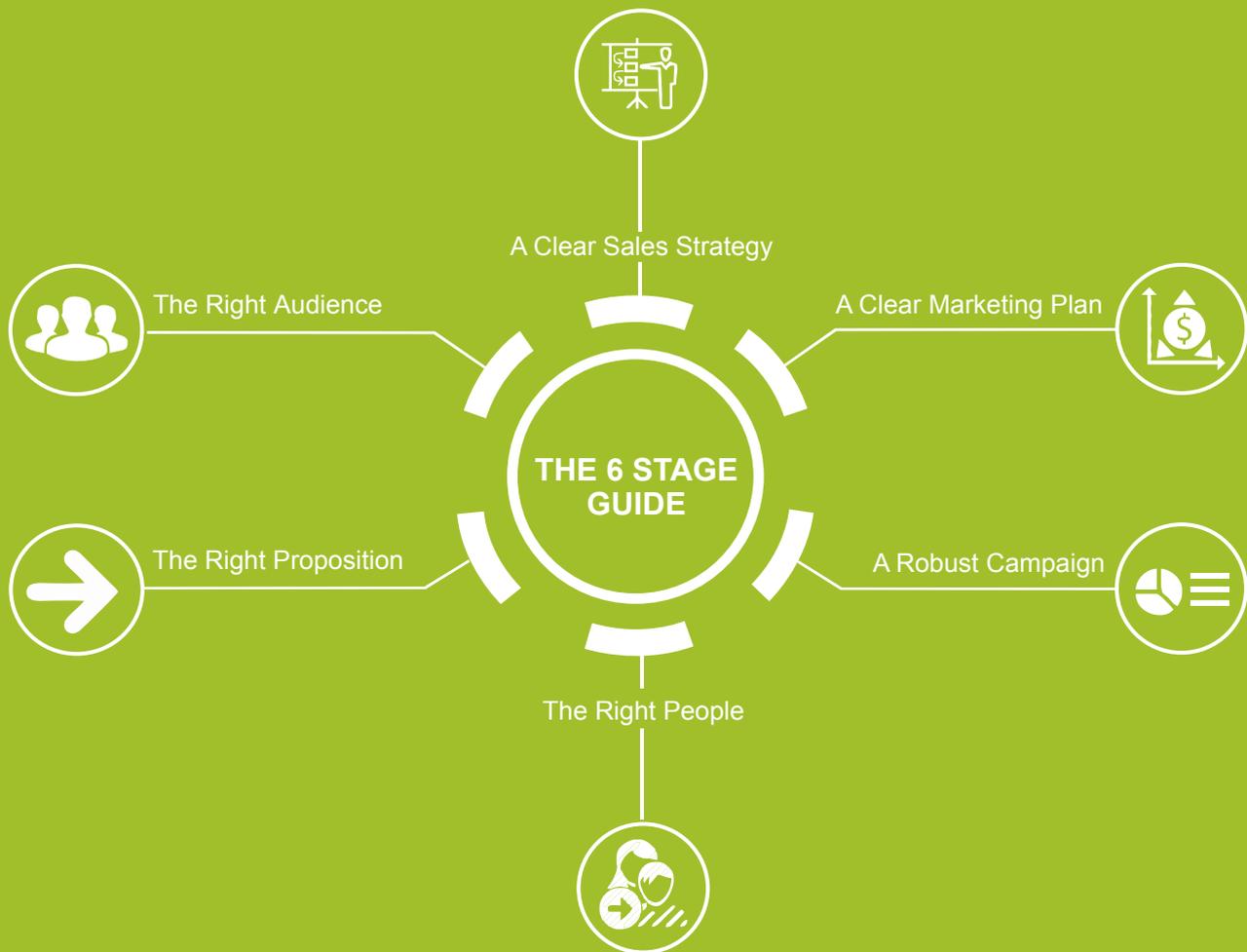


GENERATE LEADS FOR THE TECH INDUSTRY 6 STAGE GUIDE





Technology is driving the world today. With digitalization of almost all aspects of life, technology has seeped into our daily lives like never before. Over the years, technology industry has advanced rapidly. The industry is one of the main contributors to the global economy today. With the penetration of tech, the need to stay competitive has become an immediate need. Reaching users and suppliers has become the one main task of marketers pushing their products today. With the increase in digital marketing spends, it is important to use the right tools to reach the right people. Marketing to technology companies is not the same as any other field. It differs in various aspects.

Technology companies need to master the art of accurate lead generation. This is a major part of the entire process of selling technology. Lead generation is the crux of the entire marketing plan and with a good plan; you will see the difference it makes to your bottom line. Now for selling technology, there is a need to understand what the various requirements are to be implemented, the stages are and how to execute these various stages. In this article, Span Global Services would like to take you through the various stages of technology lead generation, a detailed step-by-step guide that enables you to open up your marketing to the right masses and accumulate returns on a steady basis.

Lead Generation for Technology Companies

STAGE ONE

THE RIGHT AUDIENCE

Reaching the right audience is half the battle won! You have a higher chance of moving the lead to the next stage if they actually are in need of your product or service. To reach the right audience you will need a highly specialized list that enables you to target and maximize your reach. With the high usage of email marketing today, especially with tech users, it is essential to have an email marketing program in place. One of the pre-requisites for a good email marketing campaign is a good focused list.

This technology list must have high quality, transparent data which is complete with all essential information fields about your recipient. Collaborate with the right data service provider who can provide you such a list, with the minimum set of data as mentioned below:

Complete Name	Industry
Current Email Address	Company Name
Phone Numbers	Company Size
Physical Mailing Address	SIC Code
Job Title	

These are the bare essentials for a good technology marketing list. Digging deeper into this, the provider needs to have the bandwidth to provide you with current and updated fields and not old and irrelevant ones. This is by far one of the biggest issues that plague the lead generation process. If the list is not good, your email marketing metrics will not show positive results. It will not matter how good your copy is and how great a software you use to run the campaigns. Credible technology list providers offer you with a lot more criteria as well as an updated file that has all the current information that you require.

Appending and Data Hygiene

There is a situation where you have a set of data but it has incomplete fields in it. This is where appending steps into the picture. Now appending cannot be done by any data services provider. It requires a certain amount of experience and back-up to run an append process. You may not always require a full append program run on your data. A simple hygiene check-up will suffice.

Once you have your list or data-fields appended, the next step is to come up with your value proposition.



STAGE TWO

VALUE PROPOSITION

This is the stage when the product and its plus points come into the picture. It is essential to understand and test your product and get a precise picture of the results so that you can craft a bullet proof value proposition for your product. Once you have all the data that shows the strengths and weaknesses of the product and service that you are offering, the next step is to map these to the market and combine the requirements of the market to your product. This gives you an idea of where your product stands, where it is required, and what are the ways in which it will appeal to the end user.

The best way to do this is with market research and competitor analysis. Competitor analysis will give you an in-depth analysis of what the users are looking for, what the products are lacking and if your product is able to fill the gap. Find these gaps and insert them into your value proposition document. This will be the guideline for all further marketing collaterals that you will be creating. It is imperative to latch on to the negatives of your competitor as your leads will surely be asking about them. These guidelines should be used by both the marketing as well as your sales team when they take the product to the market.

Aspects of The Business / Products / Service

Price	Design	Growth	Savings	Support	Simplicity

Value Proposition Evaluation

Num	The Value Proposition Statement	The Relevancy of That Statement To		The Specific Benefits (Quantified Value)	The Presented Unique Differentiation
		Customer's Pain	Customer's Gain		
01					
02					
03					
04					

The above chart is a descriptive look at how the process of value proposition should be used to ensure that you have all points covered. Once this is done, then you can go ahead with the next stage of your lead generation process the right people.

STAGE THREE

THE RIGHT PEOPLE

The right people are the ones who will eventually buy from you. The rest will only be a waste of your precious marketing time. For this purpose, there is a need for high levels of segmentation. Only a good quality data services provider is able to give you segmentation based on your criteria. It is not easy to segment data and it requires an intrinsic understanding of the processes that your industry goes through, the thought process of the buyer and other such things. A high level of segmentation allows you to focus your efforts on the right target audience and gives you better results on the campaign. Data suggests that the difference between a segmented campaign and an un-segmented campaign are huge and cannot be ignored.

Promotional Campaigns

Audience Size	Segmented		Not Segmented	
	Open	Clicks	Open	Clicks
<5k	50.50%	11.70%	5.60%	0.60%
5k-10k	48.80%	9.00%	3.90%	0.30%
10k-50k	28.50%	7.60%	4.00%	0.50%
50k-100k	13.40%	4.00%	3.70%	0.80%
>100k	13.10%	1.10%	3.50%	0.20%
Average	30.86%	6.68%	4.14%	0.48%

It is not worth putting in efforts and rolling out campaigns to unspecific demographics in the hope of netting a prospect. The Spray-and-Pray campaign days are over. It's time to move on to Know-and-Reach.

With a considerable difference in the result, it is a wise decision to go ahead with segmentation. They effectively increase your opens and CTRs and also decrease your spam rates and bounces. Most technology companies go for segmentation as it gives them a clear idea of who their target audience is and to create content appropriately. This enables you to talk to them in a manner they understand, decreasing the effort required to introduce your product or service. This will enable faster lead generation with the assurance of higher lead quality. A good data service provider should be able to deliver your exact requirement and should also be able to base your segmentation recommendations on your industry, need, product and outcome. With a segmented list, you can now move on to the next stage of your marketing process, the campaign itself.

STAGE FOUR

THE MARKETING PLAN

The marketing plan is what gets you visibility. It is important that you have an all inclusive plan that takes into account all the avenues of marketing and also incorporates the basis marketing guidelines you have come up with. These are the founding stones for the marketing plan and everything you do regarding the marketing plan should be built around them.

This enables you product or service to reach the prospect with the same messaging voice and clarity and does not create confusion for the end user.

Most marketing campaigns fail to generate a qualified lead due to the lack of transparency and a clouded messaging voice. The marketing plan should take into account all aspects of the reach, the method, the content, the tracking and also be able to guide the teams if there seems to be a dip in results. This enables you to be ready for any constraints.

The marketing plan is the culmination of the work you have done on creating the value proposition, market and competitor analysis, getting the right data and rolling them all into one to set the marketing plan into action. The back ground work that goes into creating the marketing plan is especially important for the technology industry due to the high levels of competition, the various types of technology available today and also the need to be seen and heard among all the noise. Catering to the technology industry has become a cumbersome task and it requires someone with exquisite skills to handle the same with ease.



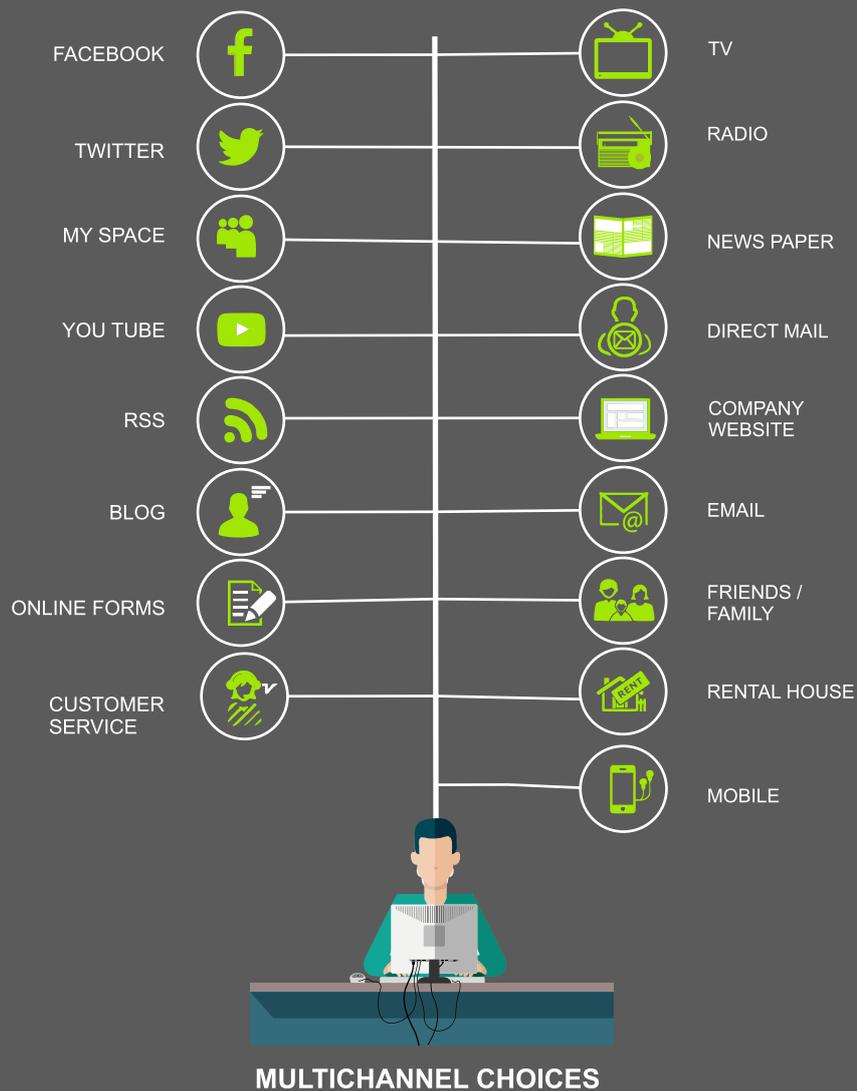
STAGE FIVE

THE CAMPAIGN

With email marketing heading the way, your campaign has all the prerequisites for good results. Now the need is to approach the campaign in a holistic manner. It is clear that email marketing is one of the best methods for lead generation today. That being said, other means of communication are essential to the mix. These include, social campaigns, mobile, direct mail and PPC campaigns.

With an integrated approach, you are able to put the word out and reach your target audience in a manner where they will not be able to not see you. This is the greatest advantage of the digital age and lets you penetrate the market in the best way possible.

Setting up your email campaign requires a certain amount of understanding of the processes of email marketing, the software and the deliverability issues. It is best to source this job to an agency or a service provider with a proven track record. The reasons are quite simple. The experience of running an email campaign throws up a certain unique issues that require technical information to solve. If there are issues, such service providers have the ability to handle them and execute the campaigns. Make sure that you know what is being done and look for a reporting structure that you can understand and is not filled with words and figures that do not make sense to you. Misleading reporting is one of the biggest qualms associated with the industry and the lack of trust is understandable.



Social media campaigns also require a good grasp on the platforms: how they function, and which platform is effective and which isn't. This is paramount to the success of the campaigns. Some social media platforms can work well for certain industries and some don't, figuring this out and then narrowing down on the campaigns can give you effective results. There are a lot of variables when it comes to social media and it is essential to know when to put the campaign to work and more importantly, the metrics associated with these campaigns. They are tricky and some of them are just of no value to a marketer at all.

STAGE SIX

THE SALES STRATEGY

Putting all your resources towards creating an excellent marketing plan is a good thing. This has to be backed up by a robust and effective sales strategy too. Your sales team is the vessel to bring in revenue and if they are disconnected with the marketing plan, well, the plan is bound to fail or maybe just give you enough to get by, and that is not enough in the technology industry. There is immense pressure on the sales team to deliver on numbers. This pressure can be eased by setting them up in a good way. There are various aspects that can be looked into by the technology sales team. Here are a few of them

1. Awareness

This is crucial to the sales team succeeding. If they do not have appropriate knowledge about the product, about the market, the competition and the marketing strategy, they will be ill equipped to answer queries and objections.

2. Sales Cycle

Does your sales team understand the various stages of lead generation and what are the manners to approach them. This is important because leads at various stages of the conversion scale require different types of content and communication and this can make all the difference between them moving forward or dropping off. Research has suggested that the use of appropriate content and engaging leads at their specific slots in the lead generation cycle enables faster turn around and higher revenue.

3. Lead Qualification

when your sales team understands the various stages of the conversion cycle the lead has gone through, they can start off at the appropriate time and help reduce the cycle. This increases interest in the lead and generated higher revenue.

4. Objection Handling

the technology industry has a wide scope. This scope has to be understood by the sales team. They should be ready to counter any and every objection that comes their way. The best way to handle this is by circling back to the awareness point, and also by research and surveys. They arm you with information.



With these various stages taken care of, you are now ready to go into the world and sell your technology solutions easily. Finding the right data partner is the key to the success of your marketing campaign as data plays a heavy role in the process.

ABOUT US



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Span Global Services is a leading provider of digital marketing and data-driven services. The brand's forte lies in its data intelligence, which holds the largest intellectual mapping available in the industry. As an expert B2B marketing solutions provider, Span Global Services specializes in customized services using the latest business models in online marketing, search marketing, and innovative data strategies. It is the world's only social verified and email verified data provider today. With nearly a decade's expertise in digital marketing, its business intelligence enables companies to utilize the intellectual online marketing strategies along with data insights, market reports, and IT support services. Consulting, Marketing, or Outsourcing solutions — Span Global Services is the most preferred choice.

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