

BUILDING RELATIONSHIPS FOR LEAD CONVERSION STRATEGIES, TACTICS & TRENDS



Research Series Conducted in Partnership with Leading Providers of Marketing Technology and Digital Marketing Agency Services.



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>> Methodology

Ascend2 benchmarks the performance of marketing strategies, tactics and the technology that drives them with a standardized online questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing professionals and marketing research subscribers.

Survey Respondents

Primary Marketing Channel

B2B	38%
B2C	41%
B2B and B2C equally	21%
Number of Employees	
More than 500	17%
50 to 500	19%
Fewer than 50	63%
Primary role in company	
Owner / Partner / C-Level	51%
Vice President / Director / Manager	29%
Non-Management Professional	19%



Building Relationships for Lead Conversion

Considerable shifts in the way businesses operate are leading marketers to re-examine the way they approach lead generation. Building meaningful connections with buyers is now a critical part of generating and nurturing leads that convert.

But how are marketers building relationships for maximum lead generation and conversion?

To help you answer this question, Ascend2 and our Research Partners fielded the Building Relationships for Lead Conversion Survey. We thank the 263 marketers who responded to this survey during the week of June 8, 2020. This Survey Summary Report, titled *Building Relationships for Lead Conversion*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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Top Challenges

Half (50%) of marketing professionals report struggling to **generate enough leads** as they shift marketing efforts to more digital-forward initiatives. Building meaningful relationships with new and existing leads requires appropriate allocation of **budget and resources** which 42% of marketers report is a top challenge for lead generation success.

What are the TOP CHALLENGES of building relationships for lead conversion?





Strategic Success

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For the vast majority of marketers, a lead generation strategy is successful at achieving the objectives set for it. About 9 out of 10 marketers (91%) report seeing some extent of success from a lead generation strategy. Nearly one-third (31%) would describe this success as **best-in-class** when compared to the competition while only 9% say their strategies are **unsuccessful**.



Budget Allocation

Many marketing dollars previously allocated to in-person events and direct marketing efforts are being redistributed. Over half of marketers say that much of their lead generation budgets will be attached to **social media** (54%) and **website or SEO improvements** (51%). Another 44% report that **email or automation** will account for a significant amount of budget in the year ahead.







Resource Allocation

About one-in-five marketers (19%) are focusing most of their resources on ensuring their **current accounts** are successful and expanding on opportunities from them. Over half of those surveyed (52%) are executing top-of-the-funnel initiatives to bring in **new leads** while 29% are working on **nurture programs** to move existing prospects closer to conversion.



Where are you investing the most RESOURCES for building relationships?

Most Effective Tactics

With the right mix of digital tactics, marketers can build relationships with their audience and turn more leads into customers. 55% of those surveyed consider **social media marketing** to be a most effective tactic for generating leads. Marketers are also seeing high success rates from **website or SEO optimization** (43%) and **email or automation efforts** (42%).

What are the most effective digital TACTICS for building relationships for lead conversion?





Most Effective Channels

Social media is a channel that allows marketers to reach new leads and build trust with existing prospects and customers. That is why 58% of those surveyed say that **social media** is a most effective channel for building relationships for lead conversion. Nearly half of marketers (49%) say that the tried and true **email marketing** channel is most effective.



What are the most EFFECTIVE CHANNELS for building relationships for lead conversion?



Tactic and Budget Alignment

When building relationships for lead generation and conversion, it is important for tactical effectiveness to be closely aligned with budget dispersement. By comparing the two side-by-side, it is clear that marketers are evaluating tactical effectiveness and spending their time, money and other resources accordingly.

Comparing most effective lead generation tactics versus budget allocation





Content Formats

When building loyalty and trust with an audience to generate leads, creating and distributing content is essential. 41% of marketing professionals agree that content in **video** format is most effective at building relationships to generate leads that convert. Educational content types such as **webinars** and **original research** are also effective according 36% of those surveyed.

Which TYPE OF CONTENT is most effective at building relationships to generate leads that convert?







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