



# 5 STEPS TO LEAD GENERATION IN TECH

**You've got a great product and a sales team that's itching to go. How can you create strong leads? How can you be sure that you're engaging the right people? How can you tell if your approach is working?**

At a basic level, lead generation can be a numbers game, throwing content out and filling a sales tool with contacts. Done well, it can be far more impactful.

At Platform, we believe that communications should drive real business outcomes.

In this guide, we're sharing a tried & tested model that could help unlock strong lead generation for your business. Please drop us a line if you'd like to know more about how it works.

## OUR APPROACH TO DRIVING LEADS



# 1

## DEFINE OBJECTIVES



It pays dividends to get to the heart of what success looks like - from a business and communications perspective.

- What's the overall business objective?
- What specific accounts are your sales teams looking to unlock?
- What conversation do they need to drive?
- What is working for sales already?
- What is the crucial point about your solution that has secured deals in the past?
- What blockers might sales face?
- What do they need to prove to close the deal?

**The quality of content and support from Platform has really driven interest in ACCESS Europe and promoted the company's brand... we are now able to engage our sales targets in new ways, start new conversations and re-energize older ones.**

- Sven Eckoldt, Global Product Director, ACCESS Europe

# 2

## KNOW YOUR AUDIENCE



Focus on distinct personas. Who are they? Where are they? What keeps them awake at night?

Define where they get their information and who they trust:

- **Events/virtual events:** Which ones have the most impact?
- **Media:** What does your audience read?
- **Social media:** Is your team making the right connections? Are you leveraging those connections effectively? Are you part of digital discussions?
- **Search:** How are you performing in search results? What keywords are driving the best traffic? How are competitors attracting clicks and can your ranking be improved?

What's the state of the market? What are competitors saying? What clues are they giving away about their priorities? Are you using influencer and analyst relations to unpick this? The answers should be regularly re-assessed.

Audiences change over time, especially in technology, where needs evolve so quickly. And, of course, markets differ. What a salesperson needs in one territory will be completely different in another.

**We were delighted with how the Platform team were able to continually shift their approach as our global communications plans shifted. We succeeded in maintaining our visibility and communicating key messages despite all the disruption to our original strategy, and we thank the Platform team for their flexibility, diligence and commitment.**

- David Cohen, Vice President, Marketing Communications, Grass Valley

# 3

## CREATE THE CONVERSATION STARTERS



With a clear understanding of your target audiences and their nuances, you can apply strategic purpose to your story. This requires defining strong, audience-focused messaging for each audience.

Getting this right requires regular reassessment in close partnership with sales teams. What works in one market may not be ideal for another. It's a question of adapting language and content. For example, with one client, a US-based sales lead needed very punchy wording to cut-through. Meanwhile, another market required a much more reserved approach. By working closely with salespeople, we ensure the right content is available to target specific prospects.

Platform plays a vital role in helping us build the market presence we need to support our international expansion. The team ensures we have powerful content and the right media relationships to make an impact. As well as significantly boosting our brand awareness, Platform's work is a key part of our lead generation efforts.

- Mandira Mehra, Chief Marketing Officer, MRI Software

# 4

## BOOST VISIBILITY



You know your audience and what you want to say. Now you need the vehicles to connect. An integrated mix of owned, earned and paid activity will pay dividends:

- **Make your influencers visible:** 95% of business buyers prefer content from credible influencers. Make your experts visible to decision-makers through social media. Actively connect them to other influencers and ensure they are part of the right digital conversations.
- **Build media momentum:** A steady drumbeat of news, thought-leadership and industry validation (case studies, awards) will ensure your company remains front of mind with customers.
- **Create places to engage:** Virtual showcases and webinars. Get the most from participation in shows.
- **Build endorsement from industry experts:** Analysts speak to your customers, prospects, competitors and partners every day. Brief them on who you are and what makes your proposition different.
- **Invest in the right partners:** Strategic partnerships with industry bodies, analysts and the media can get you in front of the right audiences much more quickly.
- **SEO:** Prospects must be able to find you. A regular flow of engaging content on keyword topics encourages indexing which can improve your search ranking and boost your visibility.

Platform delivered an outstanding communications campaign that drove participation and ignited lively discussions across all our webinars and online channels. Above all else, they helped us to continue engaging with all of our customers and prospects in an effective and seamless way.

- Lisa Aussieker, VP and Head of Marketing and Communications, MediaKind

# 5

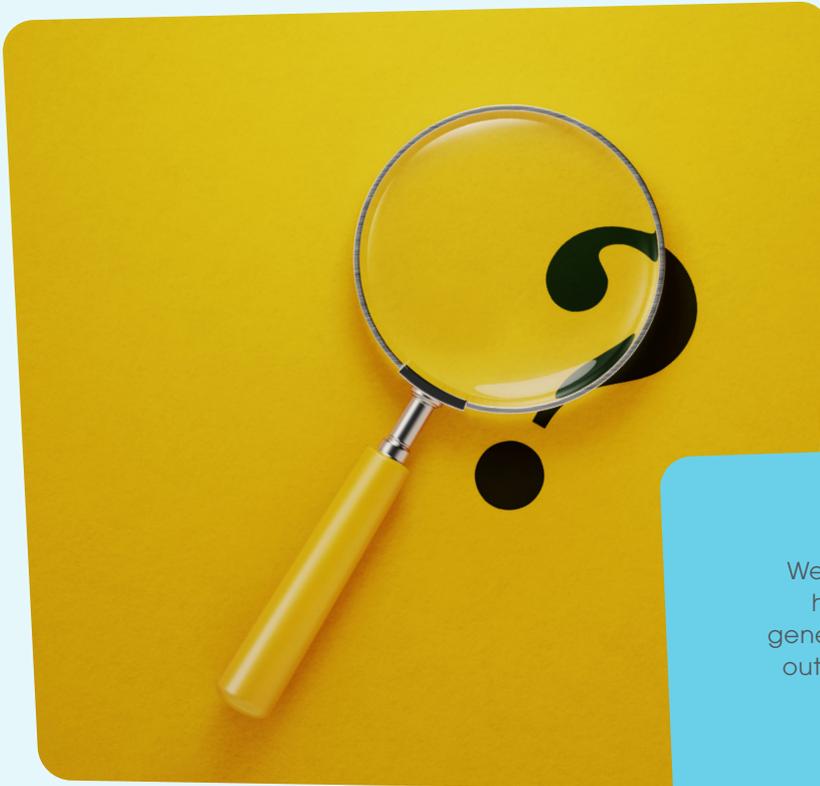
## TRACK AND LEARN



Follow the customer journey; what is driving interest? What specific content is responsible for driving engagement?

Having a thousand leads on a spreadsheet may look good initially, but you could find yourself down a dead-end if you're not able to progress them through your sales funnel. What's the most useful content for moving those leads forward?

We agree on specific metrics for every campaign. Ultimately, the most critical metric is always sales success. Alongside dashboards and metrics, it's critically important to regularly speak to sales to determine what's working and what isn't. Is one region reacting differently to another? What do they need next to help the conversation along?



### FIND OUT MORE

We hope the model presented here helps you as you plan your lead generation strategy. If you'd like to find out more about our approach, we'd love to hear from you.

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