

ILG WHITE PAPER

A LEAD GENERATION MACHINE BUILT FOR YOUR INDUSTRIAL MANUFACTURING BUSINESS

IF YOU'RE IN A SITUATION WHERE YOU'RE SCRAMBLING FOR NEW LEADS AFTER LOSING A SALE YOU THOUGHT WAS A SURE THING, YOU MAY ALREADY BE FAR BEHIND THE EIGHT BALL

For manufacturers of industrial products, getting the right amount of leads can be tough. Methods that were long relied on – trade shows, brochures, mail campaigns and sales reps canvassing for new business – just don't work like they used to, and these days there are too many ways for a prospect to put the chill on cold calls.

GENERATING QUALITY LEADS: THE #1 PROBLEM FOR BUSINESS EXECUTIVES

A recent study by Marketing Sherpa revealed that the number-one problem business executives reported was generating high-quality sales leads. Obtaining and qualifying leads to keep the pipeline full and active is a key frustration for CEOs everywhere, but the problem is acute in manufacturing where products are costly and sales cycles are long. We call sales like these “complex sales.”

It's critical to solve this problem for your business. The nature of complex sales means the chances of losing a sale or having it put on hold due to factors well beyond your control are vastly increased. Complex sales can get postponed or completely derailed by a budget shortage, lower pricing from your competition, or a sudden economic downturn in the industry you serve. You need to have new leads coming in behind you to support the natural ebb and flow of the sales process.

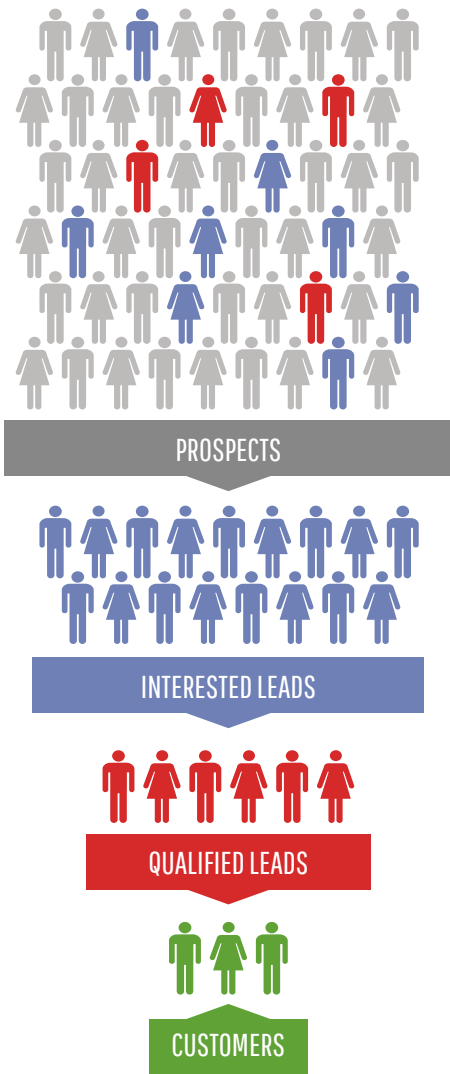
If you're in a situation where you're scrambling for new leads after losing a sale you thought was a sure thing, you may already be so far behind the eight ball you'll never catch up.

Let us assure you: It does not have to be this way.

YOUR COMPETITION IS ALREADY BETTER AT LEAD GENERATION THAN YOU ARE

If you're short on leads and the competition is besting you at every turn, they're probably using the latest lead generation system to attract and qualify new leads. Your competition has figured out how the market has changed and they've adapted.

Your prospects now begin their buying process by conducting initial researching online for the products or solution they're looking for, even for purchases of industrial products. The Content Marketing Institute reports that the average lead is 75% of the way through the decision process before they ever think to pick up a phone and contact a salesperson.



So, if you can't talk with your prospects during the research process, how will you reach them? Be where they are. Set yourself up for success by making sure you get the right information in front of them while they're doing their research. We call this "getting a seat at the table."

This means investing in content. Building online assets with your clients in mind, develop strong educational materials that explain your product, and generate case studies that are tailored to various market segments. Tell stories that draw clients in and make them want to know more about your product, and build a case for your company with strong research reports, case studies, and testimonials that are customer-centric.

But all that content is worth nothing if it's just sitting on your site — or worse it's just a good idea in your head. You need to develop a sustainable online system that will connect your content with the prospects who are out there researching for it. And in your specialized industry, you need tools that will help you scan the haystack to find the needle. The ILG system builds that scanner.

A SPECIALIZED APPROACH TO LEAD GENERATION FOR INDUSTRIAL PRODUCTS

We started Industrial Lead Generation service in response to changing buyer behavior. We're from the B2B manufacturing space, and we saw the trend happening at our companies: Marketing was shifting to an Internet-based approach and we needed to find a way to compete online.

HOW ILG WORKS

We wished there was a proven way to leverage these new trends to our advantage, so instead of waiting for someone to develop a system, we pulled from proven marketing strategies and adapted them to our very specific sector. As we developed and honed a system for custom designed lead generation for our industrial products and conducted market testing, we realized we had hit our mark. We created ILG to specialize in delivering qualified inbound leads for your industrial products and we took our service to market to share with select companies in our industry.

**WE CREATED ILG
TO SPECIALIZE IN
DELIVERING QUALIFIED
INBOUND LEADS FOR
MANUFACTURERS OF
INDUSTRIAL PRODUCTS**

Our lead generation service puts your products in front of prospects during their online research and begins the sales conversation process without requiring time or effort on the part of your sales team. Our expertise is knowing how to find your prospects and understanding how to engage them to click through to view your content and find out more about your company and products exactly when they are looking.

There are plenty of so-called lead generation firms out there, but most are either just SEO companies saying they do lead generation (and don't) or lead brokers that will sell low quality "leads" to you — and your competitors. We do it differently. We set up and manage the systems for you, based on your Ideal customer and your product and deliver the leads directly to you exclusively.

LEADS DELIVERED TO YOUR INBOX EVERY MONTH

Imagine a situation where leads arrive in your inbox throughout the month. Now you can anticipate new leads arriving and set up some flow in your pipeline. Your staff can anticipate workloads, and your sales team is prepared to meet the ebb and flow of the sales process without all the starts and stops.

The qualified leads generated from your custom built ILG system are delivered to your sales team day after day so they can focus on nurturing them through the sales process and close more deals.

DON'T LOSE TIME

If you haven't started an online lead generation program yet, you're letting your competition take market share away from you every day. Building the right presence takes time, but once you get up and running, you gain more traction every day. Get neck and neck with your competition and take back your share of the business from them.

To learn more about ILG's online lead generation for industrial products and to see an example of a 334% increase in leads per month using our service, download our whitepaper now: IndustrialLeadGeneration.com/downloads

If you'd like to see if an Industrial Lead Generation system is a good fit for your manufacturing company begin by filling out our short discovery form. Access our discovery form here: IndustrialLeadGeneration.com/discovery.

WHITE PAPER DOWNLOAD

DISCOVERY FORM