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# 10 FOR 2022



## CASE STUDY

**EVIDENCE BASED  
LEAD GENERATION  
TRENDS FOR 2022**





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## What lead generation strategies and tactics will create more leads and revenue in 2022?

This is the question we addressed to CEOs, CMOs, sales managers, content strategists, and every other title involved in sales and marketing, **91 experts** in all. Based on their answers, we have compiled a comprehensive Case Study on the top 10 lead generation trends that will define 2022 and beyond.

We included an **Appendix** with the evidence that provides a complete and detailed picture with first-hand recommendations from industry insiders and a better understanding of the current business landscape.

We invite you to study what **lead generation strategies** and tactics will create **more leads** and revenue in 2022 in detail.

Visit our website for more valuable resources:  
**<https://www.linkedinleadmachine.nl/>**

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01  
**CONTENT**

# 10 CONTENT

Effective use of words will become essential for B2B marketing and sales. However, content for content's sake will not get your brand very far in 2022. It should have specific properties that aim to achieve tangible metrics: traffic, engagement rate, backlinks, online sharing, and conversions.

To achieve this, content must be **closely aligned with segments and personas**, meaning it must be highly personalized because B2B customers prefer specific content that meets their needs. Related to this is account-based marketing, which helps you improve ROI by narrowing down your target audience.

In 2022, we will see more consistent, **high-quality, evergreen content**. By creating value for users, high-quality content positions you as an expert in your industry and builds trust. High-quality content can be about topics of immediate interest, such as industry news, or it can have educational or entertainment value. You should focus on the latter because once it is created, it will be used for your purposes for a long time. This long-form content will become a constant source of lead generation for your business.

As for the behavior of internet users, **voice search** is becoming more common, which means that search queries are becoming more straightforward, and you should study them carefully to formulate the right answers to users' questions in your content.

# 10 CONTENT

To make your brand stand out, **storytelling** becomes essential as nowadays, customers make decisions based on an emotional connection to products and their creators.

To get the most out of their content, marketers should develop an effective content **repurposing strategy** that allows them to generate more leads from multiple platforms. Real-time communication with customers who want direct answers to their questions will also become increasingly important.

Other trends include podcasts, regular webinars, and collaborating with other companies to create high-quality content.



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**VIDEO**

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## VIDEO

One of the biggest trends for B2B marketing and sales in 2022 is the use of video. Statistics show that video content will account for 82% of all internet traffic by 2022.

Buyers want information early in the sales process, and videos are a great way to convey that information in an easy-to-understand and concise way. Creating a list of questions your prospects are asking and answering them in videos is a very effective solution. Having your technical/operations/support team talk about it on camera also helps create an emotional connection with your brand.

In addition to short informational videos, we will see more and more **long-form entertainment and educational videos** aimed at building brand affinity. These can also highlight your work process and recent successes. Combined with storytelling techniques, this approach helps humanize the brand and make it more tangible to consumers.

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# **CUSTOMER RETENTION**

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## CUSTOMER RETENTION

Customer retention should be the primary focus of any business owner because it is much more cost-effective to retain an existing customer than to acquire new ones.

**Digital empathy** and **emotional engagement** are the key trends in customer retention in 2022, and while the role of emotion in marketing has long been recognized, a new challenge will be to measure and analyze it and turn that information into digital metrics. Digital empathy means that you should focus on the customer and their problems that you can solve with your product. This includes focusing on always helping, rather than always closing. If you help potential customers in the awareness and consideration phase, they are more likely to decide to buy a product.

The same holds true for branded items, always think about the emotional connection they make with your customers that speaks to their values. They can be used both in face-to-face communication and as giveaways on social media.

Overall, customer retention is about building lasting relationships. For this reason, agile marketing will be one of the most important trends.

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## CUSTOMER RETENTION

Instead of setting up their marketing plan for the entire upcoming year, companies should constantly adapt to rapidly changing circumstances and customer attitudes. Feedback forms and other ways to gather information will help. And, of course, it's important to provide empathetic customer support and resolve any issues promptly.

Treating each person as an individual is a must in 2022. People want companies to provide tailored solutions for them, taking into account their specific situation. Also, building a genuine personal relationship with several key stakeholders within the target account will help you increase your customer retention rate.

**Building communities** is another big trend. Statistics show that the most profitable businesses have significant online communities.

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# ON THE HOT LIST **PERSONA- LIZATION**

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## PERSONALIZATION

Personalization will be fundamental to successful B2B sales in 2022. It is the most effective tool to capture the attention of decision makers. However, **micro-targeting** with personalized information is only part of it. You should also think about when this information is most relevant to them.

Another way to personalize your interactions with clients and prospects is to keep them updated on your progress, such as recording a video demonstrating custom solutions. You can also send them a personal invitation to a specific event that you think will be particularly helpful to them.

In 2022, personalization means much more than just personalized subject lines in emails or headlines. In addition to personalized cold emails, companies have begun to invest in **personalized website experiences** and comprehensive **omnichannel marketing**, from a landing page to a paid ad to an email. New contact tracking technologies allow you to tailor your website to specific industries, people, and areas to grab users' attention, while chatbots can speak in a personalized language for a great customer experience.

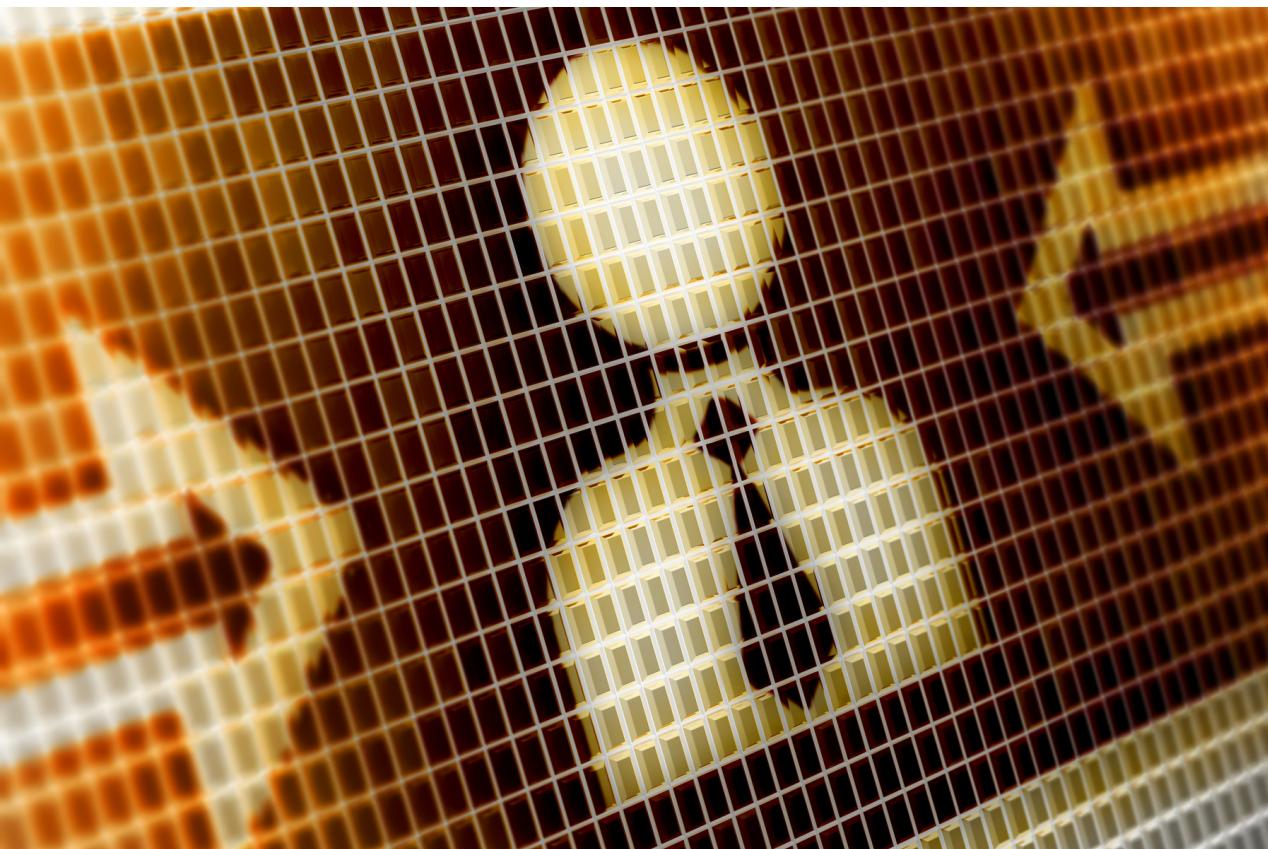
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## PERSONALIZATION

Marketers will increasingly leverage **data** to better understand their audience and use **AI and machine learning** technologies to deliver the services customers and prospects expect.

In addition to data analytics, **interactivity** will also increase. Instead of guessing what a potential customer wants, you can ask them directly about their needs and requirements. This approach not only helps you personalize the service quickly, but also allows you to build a deeper connection with the prospect.

That being said, all forms of communication with your prospect should be **consistent** and continue until they show interest in your business or respond with a clear no.



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# SOCIAL MEDIA

**WEBSITE**



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## SOCIAL MEDIA

In 2022, we will see another shift from broadcast marketing (cold calling, email and advertising) to the use of social media. It's important to create exceptional landing pages that you drive traffic to with social media ads.

**LinkedIn** has become one of our most successful channels for generating new leads. LinkedIn's Sales Nav tool allows you to search and create a targeted prospect list based on various parameters such as location, job title, company size, etc. Companies say that prospects are more likely to respond to being contacted via LinkedIn than via email.

Another B2B lead generation trend is the use of **Facebook groups** for customer acquisition and retention. Creating and growing your own Facebook groups should be a priority for brands as well as marketing/sales agencies and professionals. Aside from being a powerful marketing tool, it's the perfect medium to build an engaged community in your target market. It allows you to direct group members to other of your online assets and automatically build your email list as you add new members to your group. Facebook groups also help you build authority in your niche.

# 10 SOCIAL MEDIA

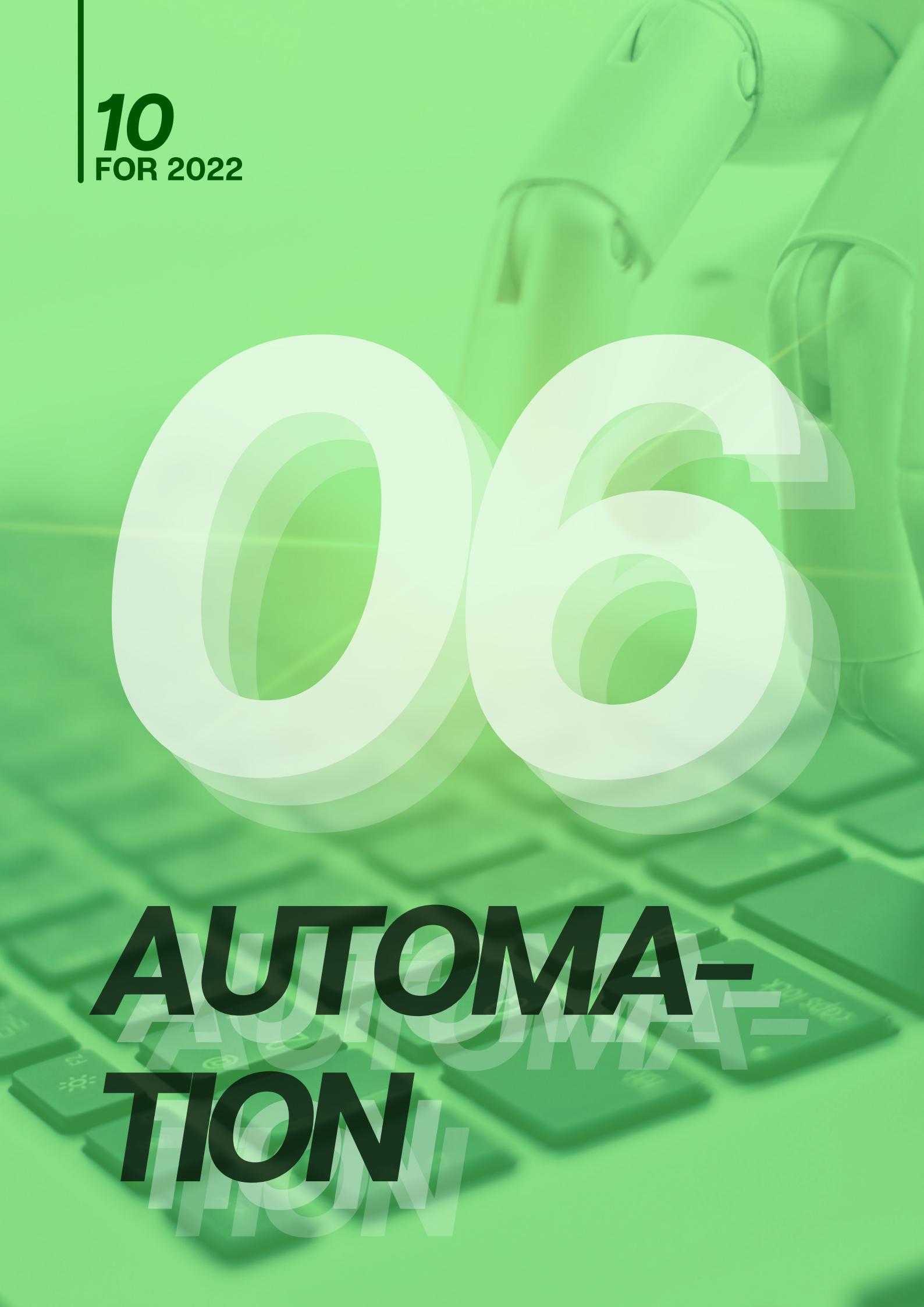
There is also a need to closely monitor and leverage **emerging social media platforms and video tools**, and the success of Instagram and Messenger Stories, Snapchat and TikTok proves this. If you can offer interactive video content and tell stories that relate to your potential customers, you can score even more points.

**Twitter** is another effective tool that is sometimes overlooked. The strategy here is to find out where your target customers congregate: Reddit, forums, Facebook groups, conferences. If you see patterns or the types of topics they talk about, you can do a Twitter search for similar terms to build a collection of your leads and then interact with them.

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As for the content you share on social media, make sure it's high-quality graphics or video. Overall, position yourself on social media **to give, not sell**. People are tired of sales-oriented approaches and do not want to be pressured into making a decision. It is extremely important that you share information that you have as an expert. The year 2021 has proven that podcasts have great appeal for entrepreneurs and businesses. In 2022, marketers will invent more ways and formats to share their expertise through various social platforms such as LinkedIn Live, YouTube Live, and Facebook Live.

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**AUTOMA-  
TION**

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## AUTOMATION

Currently, 67% of the customer journey is digital and in the next three years this percentage will reach 80%. Chatbots, marketing automation tools, content crawlers and automated analytics tools will become more effective and shape the digital marketing landscape in 2022.

Emphasizing in-depth analytics using **AI and machine learning** is a beneficial tactic that can provide insights to develop personalized offers for leads.

**SMS marketing** will also continue to grow. According to research, global spending on SMS marketing will increase from \$57 billion in 2015 to \$83 billion in 2024. The reason is that text messages are able to capture attention. Their average open rate is around 98%, which gives you great opportunities to convert more leads with less effort.

The customized approach also brings the need to use multiple languages in marketing, which means that **self-learning translation tools** are also becoming increasingly important.

To create different customer journeys for each client, **CRM (Customer Relation Management) systems** will be widely used. However, these processes cannot be set up once and for all, but must be constantly optimized through A/B testing and trial and error.

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## AUTOMATION

Content automation and personalization go hand in hand with **martech consolidation**. Connectivity across all systems used in the enterprise will be critical to achieve data relevance and accuracy.

Marketing return on investment (**MRoI**) **analytics** will continue to advance. In the future, B2B SMEs will be able to use it to understand the behavior and needs of their customers.



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**SEO**



# 10 SEO

Email marketing and SEO are the two most important sources of lead generation for B2B marketers. Moreover, email automation tools take this to another level, allowing the right messages to be sent to the right people at the right time.

SEO is now the most significant traffic source for most B2B companies and will remain an important lead generation tool in the long run. Creating **SEO-focused content** can help your website rank high in search engines and drive organic traffic to your website.

Many companies base content marketing KPIs on the number of articles published per week or per month, neglecting actual performance: engagement rates, clicks, likes, etc. However, these are metrics that should be analyzed first and foremost. If it turns out that the content is not producing the desired results, it should be optimized.

When creating SEO-optimized content, you should take into account that written search and voice search differ in terms of wording and adjust your keywords accordingly. You also need to use relevant SEO tags and be strategic about the **placement and distribution platforms** that allow potential customers to find your product or service.

# 10 SEO

As the customer journey goes digital, the value of positive reviews will increase. Customers also want to learn as many details as possible about the product, so rich snippets will play an important role.

A newer trend that will continue to grow is partnering with quality third-party websites through which you can target relevant audiences and drive them back to your website. However, when hiring a consulting firm to select and manage such collaborations, remember to first agree on the core message and communication strategy.

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# ACCOUNT- BASED MARKETING

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## ACCOUNT BASED MARKETING

Account-based marketing is a big trend that will continue to grow in 2022. This means that aligning sales and marketing in smarter and more convenient ways will be a driving force, especially for smaller businesses. The entire team should be tasked with identifying influencers and end users.

There are now tools that allow marketers to not only show how many leads they have generated for their business, but also ways to **track leads from first click or visit to sales**. Fully integrated marketing tools like Leadfeeder that allow this type of tracking and revenue reporting will become commonplace across all industries, enabling marketers to make better spending decisions than ever before.

Personalizing marketing efforts through ABM activities will sometimes require doing more with less, but it will yield far better results than generic campaigns to unprioritized accounts. Consumers are exposed to new technologies and experiences such as AR and VR that are engaging and memorable. This influences their preferences for how and in what form they want to consume information: they want it to be engaging and exciting. An overwhelming majority of B2B buyers say they prefer interactive and visual content to static content.

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## ACCOUNT BASED MARKETING

We will see **the rise of ABM via LinkedIn** because this platform is full of high-quality, up-to-date data. That makes targeting much easier than on other platforms because you know exactly what specific people are looking for.

When you know what people are searching for, the process of advertising becomes much easier. It's always difficult to attract people to events, but if you know that people are interested in your product area, you can use **intent data** to increase signups and attendees. Intent data allows businesses to overcome content deficit and saturation.



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# **EMAIL MARKETING**

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## EMAIL MARKETING & DIRECT MAIL

Although it takes time to generate leads via **email marketing**, these leads are much more valuable than leads generated via other resources. However, to be successful in email marketing, you need to follow some rules.

First, you must have the permission of the recipient. Second, the emails should be personalized so that the person feels like they are addressed to them even though they are automated. Third, the offer should speak to the recipient personally and address their needs. For this, you need to understand what is going on in the life of your target audience.

Another strategy that leads to positive results is sending **non-automated individual emails**. Many marketers tend to forget that any form of communication is ultimately always human-to-human, whether B2C or B2B. Therefore, a simple one-on-one conversation can yield excellent results. And the best tactic for these conversations is to show genuine interest in the person you are talking to, rather than trying to be interesting yourself.

To cut through the information overload, some companies are also turning to **direct mail** for ABM campaigns. Largely forgotten in today's hyper-digitized world, this B2B medium is now being revisited and adapted to the new realities. Being creative in direct mail and showing an understanding of your customers' needs takes personalization to a higher level.

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**PARTNERSHIPS**

# 10 PARTNERSHIP

**Content partnerships** and **co-marketing** will grow in 2022. As CPMs on paid advertising platforms like Facebook and LinkedIn continue to rise and SEO becomes increasingly difficult, partnerships will become an obvious solution to lower advertising costs. B2B marketing teams will collaborate to reach their target audiences through partner webinars, partner ebooks, and joint research.

Another lead generation trend that will continue to gain momentum in 2022 is '**audience swap**'. This means that two people or brands give each other access to their followers or email list. One way is by mentioning each other on their social media or emails. Another way is to promote each other's product or service in exchange for an affiliate commission.

Partnerships do not always mean a joint project. **Mutual support** is no less important. For example, shooting a quick email with an article related to their business or industry saying "Hey, I thought this might interest you!" or forwarding an email with some quick tips and tricks for an area of marketing that has been a problem for them.

Overall, nurturing the relationship will become much more important to success in 2022. Although automation is an important trend, people will need human contact more than ever.

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## WHAT'S NEXT?

Many of the companies we work with are moving to LinkedIn for lead generation, prompting sales reps to use the platform more and more. A great choice, but to get sustainable and predictable results FAST, you not only need to know HOW to generate leads through LinkedIn but also develop a deep understanding of the driving concepts behind this platform.

Join our upcoming in-person bootcamp, **The Intensive // Trends and Secrets in Lead Generation 2022, on March 3-4, 2022**, where 4 experts will share the ins and outs of **revenue growth strategies, lead generation & social selling, strategic storytelling and marketing automation**.

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# **ABOUT THE AUTHOR**

A few words about who I am and what I do.

I am **Ramona Tufaru**, founder of the business development company **Global Leaders Impact**.

After being a successful Executive in Marketing and Sales in the corporate world, working with global brands like Edilgreen Life, BAT, Stefanel, Benetton, Continental, ICUnet and many entrepreneurs in Europe and the USA, I discovered that the real distinction in building successful businesses resides in the landscape of marketing and sales and that the biggest innovations really is in marketing and the changing dynamics between marketing and sales.

While once you had to invest 80% in marketing towards 20% in sales, today the numbers are showing that you need to invest 95% in marketing towards a steady 5% in sales.

Coming from that extensive background in marketing and sales, I spent the last **20 years studying trends** which resulted in a far deeper understanding of the concepts and impact of trends and ability to predict where the market is going.

With my team we are connecting Science with Business in a way that is relevant for you - through **Competitive Intelligence & Forward Trendwatching**. We constantly assess what's going on in the organizations through our daily connection with companies working in the field and we validate dominant trends through Research and Science.

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Following these trends, in 2019 we launched the **LinkedIn Lead Machine - a platform to provide a solution for your inside sales**. The goal for you is to educate yourself on LinkedIn organic lead generation and social selling engines frameworks.

Today, you can learn the 'how' from many people - we see a lot of education and promotion on the obvious and they are only scratching the surface. The real distinction however is the leading concepts behind the LinkedIn platform, key aspects such as the Algorithm that make you **connect with your top talent and target audience** – prospects, investors, partners - and how these aspects translate in a way that it serves your business and into marketing qualified leads and sales qualified leads.

Because we are on top of our game, we deeply understand that in order to drive successful business, you need to integrate multiple strategies on top of trends, therefore we blended **Revenue Growth Strategies, Social and Virtual Selling Concepts, Distinctive Online Marketing Tactics** and especially **Strategic Storytelling** into our cutting-edge methodology.

One of the ways you can easily access this exclusive proprietary methodology is via **The Intensive Trends And Secrets in Lead Generation 2022**, which will take place every two months and where we will teach the fundamentals of successful business growth in today's fast-changing environment.

I invite you to join us.  
Warm regards,  
Ramona Tufaru



