
LEAD GENERATION FACTS OF LIFE

- Closed loop lead management process including database segmentation, lead qualification, lead scoring, and lead nurturing leads to 50% pipeline growth.
- Well-executed multi-channel marketing campaigns generate a sales lift ranging from 7-34%. - Internet Advertising Bureau
- Companies that develop nurturing programs increase their average order value by 47%
- An estimated 70-90% of all leads generated by marketing are never followed up by sales.

SEARCH ENGINE FACTS OF LIFE

- A 2005 study conducted by Enquiro found that over 93% of all business buyers go online to research a purchase before they make one.
- It's not enough however, just to be found on search engine rankings. In a report released just last week by MarketingSherpa, research shows that over 60% of all click-throughs are concentrated on the first page of organic (natural) listings. 2006 research showed that 85% of all clicks were concentrated among the first six listings - higher rankings definitely result in more prospect traffic.
- The average number of page views before a prospect will click out of your website is 2.3 page views and this takes about 8 seconds.
- A 2005 MarketingSherpa study of business buyers showed that three of every four buyers clicked on organic search results first.
- Business buyers who clicked on organic search results converted (bought or registered) 17% better than those who clicked on sponsored search ads.
- In a study performed by WebSurveyor, for Google, 72.3 percent of respondents felt that organic results were more relevant, while only 27.7 percent rated paid results as more

relevant. Yahoo showed similar results - 60.8 said organic results were most relevant compared to only 39.2 percent for paid.

TELEPROSPECTING FACTS OF LIFE

- A recent study of B-to-B buyers shows that sales people who become trusted advisors and understand the needs of economic buyers are 69% more likely to come away with a sale!
- Research shows the addition of one Tele-prospecter to support one direct salesperson can increase that sales person's sales revenue from 50% to 150%.
- Some 729 B2B marketers recently voted B2B telemarketing as a safest tactic to invest in if they had an extra \$50,000 for lead generation.