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## Inbound Lead Generation via Website

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**Inbound Lead Generation via Website**

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### Inbound Lead Generation via Website

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#### Research problem, objective and methods

The buyer changes the buying process which relies heavily on digital channels. Inbound methodology is the online customer-oriented approach which is able to pull the potential customer in, instead of chasing them. In detail, the Inbound lead generation is the process of attracting the active buyer in early stage of buying journey and converting them into prospect by some sorts of engagement

The purpose of this paper is to introduce the fundamental of Inbound methodology as well as the benchmarks of lead generation campaign in practice. The goal of the thesis is to help the target readers which are marketing manager, sales manager and business owner to change the mindset into customer-oriented approach (Inbound) and to understand the implementation process of lead generation campaign in practice. The theoretical part presents the Inbound lead generation concept in general. Then the qualitative research method is applied to gain the insight of concept based on the experiences of the experts and to develop the theory with more detail and practical information.

#### Finding and conclusions:

Inbound methodology is the value-added mindset applying for not only marketing but also sales and whole business. In order to have a successful lead generation campaign, it requires the sales and marketing alignment as well as the specific benchmarks in each stage of the campaign. However, the result of the lead generation is only the first stage of Inbound methodology. Therefore, the further research suggestion is the lead nurturing process to turn lead into paid customer.

Keywords: Inbound marketing; lead; lead generation; buyer persona; buyer journey, conversion rate; content marketing; social media marketing; SEO; lead management; commercialise website.

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## 1. Introduction

### 1.1 Introduction and background of the thesis

Inbound methodology re-designing the mindset of marketing and sales people to match the modern buyer's behavior is blooming globally. In Finland, Inbound is unfamiliar concept, even though the concept has been used since 2006. The idea of the thesis is an ultimate guide for company about Inbound lead generation method. This idea comes from the experience of the author in term of difficulty to explain the concept of Inbound to people with both non-marketing and marketing background. People is very confused about the terms like "lead", "Inbound", "Hubspot", "landing page", "call-to-action. The main purpose of the thesis is to explain the concept of Inbound marketing, especially the concept of generating lead in steads of buying lead like in the traditional way.

The main target audience is marketing manager, however, since only the marketing department will not be able to make the change by itself, the business owner and sales manager also can find value in Inbound method via this thesis. The thesis' goal is to prove the power of Inbound methodology and change the mindset of the marketer from chasing people to pulling them in by helping. Moreover, another goal is guiding the reader how to start the first Inbound lead generation campaign and introduce the best practices to have successful campaign.

### 1.2 Research problem

The problem is that the sales team does not have enough prospect to close deal. The traditional way of prospecting which is buying the contact list then cold calling or newsletter email are less effective now. The first reason is that the outbound methods disturb people so they use the block software. Moreover, they cannot capture the active buyer who conducting the research online.

The research's topic which is lead generation is in the segment between marketing and sales. The research of lead generation will solve a sales problem with the help of marketing team to recognize the prospect before they reach to salesperson.

The research will be implemented to answer the questions:

- What is the Inbound lead generation method?
- What are the benchmarks for a successful lead generation campaign?
- How to prepare for the first lead generation campaign?

### 1.3 Research method

The data is collected by the qualitative research in order to reflect the theoretical framework. The first part of the study is to create the foundation of Inbound marketing and lead generation process. Then the empirical part's goal is to understand the concept of generating lead with Inbound approach in reality as well as to find the benchmarks for a successful lead generation campaign. Since the goal of the research is to gain insight of a phenomenon so the author chooses the quantitative research method which would be implemented by interviewing the experts in Inbound marketing and lead generation in Europe.

### 1.4 Structure of the study

The study follows six chapters mentioned in the table of content in the Introduction, Theoretical background, Research approach, Empirical Study, Implementation and Conclusion. In the theoretical part, the author aims to point out the challenges for sales due to the change in buying process, then introduce the Inbound methodology as the solution. In the research, the author would interview the Inbound experts to present to the reader the insight and the best practices of the lead generation in business. Based on the interviews, the thesis' outputs are the suggestions on how to prepare for the first lead generation campaign. Finally, in the conclusion, the research's results would be compared with the theory to find the gap between theory and reality. Moreover, the author would evaluate the research based on the thesis questions in the introduction in order to suggest further actions.

## 2. Theoretical part

In the theoretical, the study starts with the research on the change of buying process. As the result, the sales and marketing processes need to change to adapt with the way people buy. In detail, the marketer can help to create lead for salesperson. In order to generate lead, the marketer uses content as the tool and follow Inbound approach as the method. In the conclusion of this chapter, the reader can answer for the question: “what is Inbound lead generation?”

### 2.1 The change in buyer process

The change in buying process is the core reason for the research of lead generation. By Internet, people can do the research and make purchase in more convenient way. Kevin Thomas Tully (2016), vice president of Marketing Enablement stated that : “Today’s buyer is firmly in control of the buying process and is the primary driver of sales success.”

The buying behavior changes because of the Internet. With the Internet, people have the freedom to choose where and when to conduct the research, who to listen to. In the past, people went to showroom or tradeshow and talked to the salespersons to get the product information. With the high ability to access the internet, people can take the research regardless time and location while in the past, the buyer need to spend time on flying to places for the trade shows. According to the report from DemandGen (2015,10), a full 80% of respondents reported they spend more time on research alone. And, Magan (2013) states that 70% of the buyer’s journey is complete before a buyer even reaches out to sales.

According to Google report (2015), 49% of B2B researchers who use their mobile devices for product research do so while at work. When conducting the research online, people are looking for the information related to product details, prices, alternative products and vendors, product ratings and reviews. On other hand, people can choose to not spend time with the information which they are not interested in. For example, people can block ad, call from the stranger number or the spam email in order to not be interrupted by irrelevant product pitching with their demands. The reason is that the company mostly buy the list and cold calling without understanding the real problem of the listener.

In addition, people have freedom to choose from whom they take the advices. In the pass, the buyer mostly listen to the salesperson about the product information. However, with the blooming of social media, the prospect can ask for the feedbacks of both the product and the seller from the existing customer and the industrial experts. The research below (Brain 2016) shows the sources of information on which people rely.



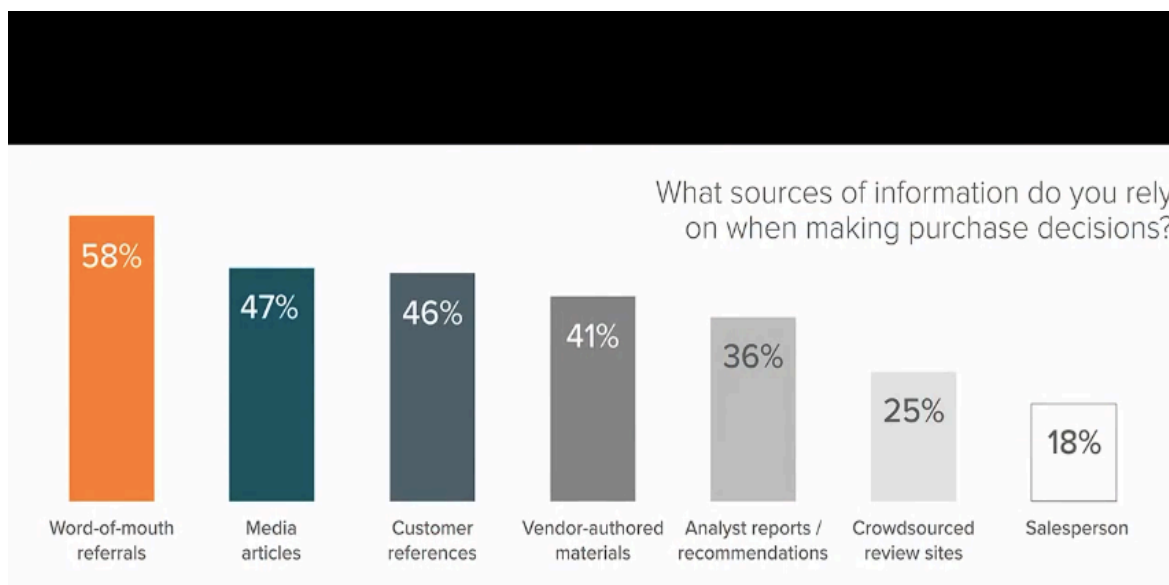


Figure 1: Sources of information on which the buyer rely  
(Brain 2016)

Following DemandGen (2015, 9, 11), social media and vendor-focused content are two key places where buyers turn to conduct research. More than half (53%) of survey respondents reported that social media plays in their research process, and 86% of respondents reported that content such as case studies and product data sheets influence purchase decisions.

As the results, people set the high expectation in which they would like to get value before the purchase, which is opposite with what in the past. For example, before people make the actual purchase, they can use 2G of Dropbox for free.

## 2.2 Sales and marketing challenges

In the eBook "An introduction to lead generation", Anum writes that lead is people who have some levels of interest with a product/service. People become lead when they are willing to give their information in order to keep in touch with the company. The information can vary from personal to work-related information. However, a person only be considered as a lead if she/he leaves the contact information like phone number or email address.

Since the traditional methods which are buying the list and cold calling or spamming email are less effective, the sales team do not have enough prospect to close the deal. Then the challenge is to find the new way to approach the potential customer. Since people live in online now, the sales require an online method which can help to recognize the active buyer in the early stage of purchase.

Meanwhile, the effectiveness of outbound marketing activities like TV, radio, newspaper advertising also decrease since they are broad methods while people expect a personalized experience while making purchase decisions nowadays. Therefore, the marketing activities need to not only change the environment from offline to online but also the method to gain people attention.

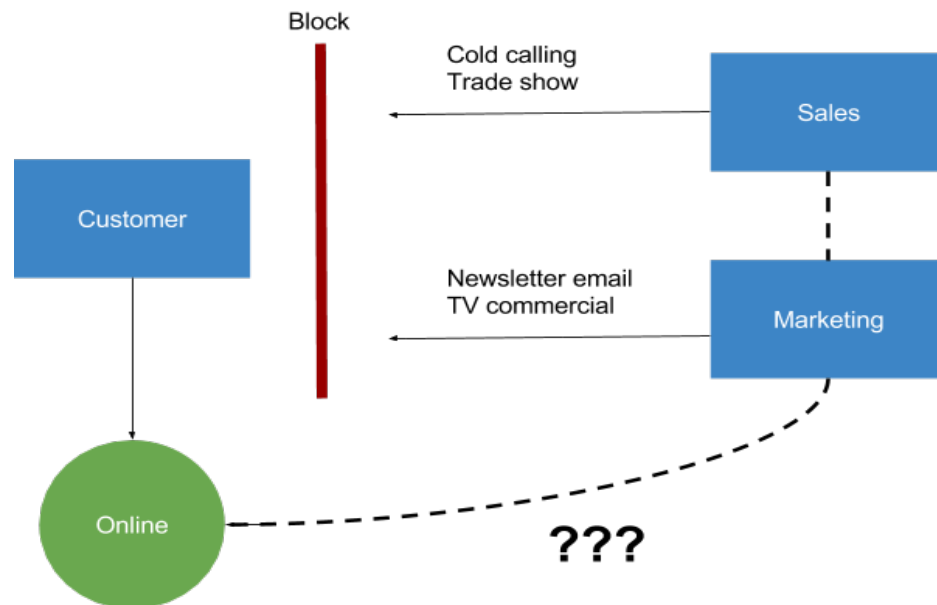


Figure 2: The required of new approach to potential customer  
(by author)

Even though the functionalities and purposes of sales and marketing are different. With marketing, the purpose is to spread the word about the brand while the sales want the information of the prospect to push them further in the sales funnel. However, the shared challenge of sales and marketing is an online method to approach potential customer. Moreover, the goals of both sales and marketing are revenue and company's growth. Therefore, marketing and sales should be aligned.

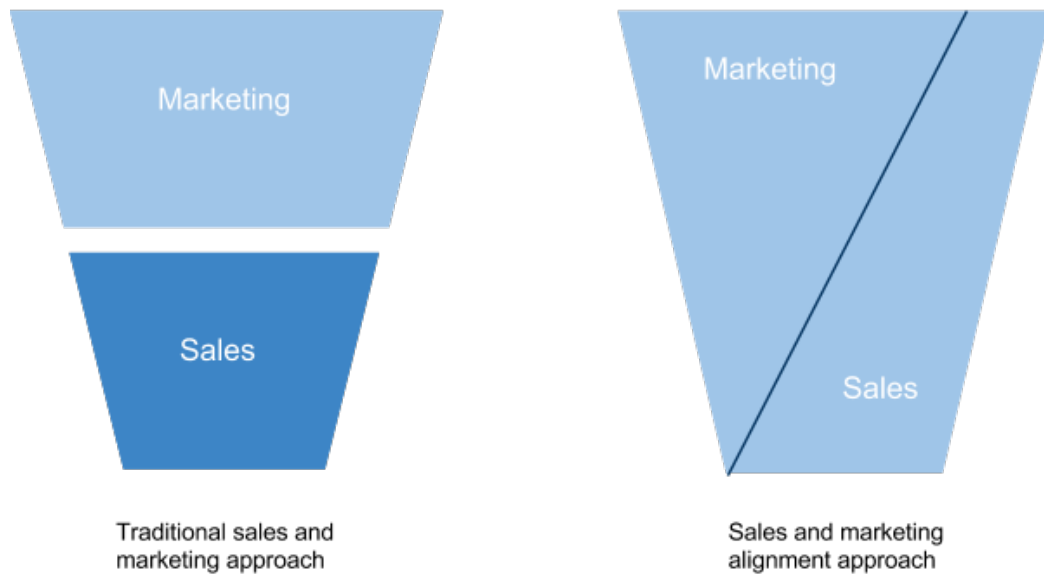


Figure 3: Sales and marketing approach to the buyer's purchase process  
(by author)

The chart shows the simple buying funnel from the point of view of the seller. In the traditional way, the marketing and sales are separate islands which is shown in the gap so it is hard to measure the effects of marketing activities on the closing rate of sales and the revenue of company in overall. Therefore, it requires a new approach in which the sales and marketing can support each other's in order to take the prospect in a smooth buying process. In the beginning of the funnel, the marketing can help to attract and create lead for sales which is normally the sales' responsibility if the sales can explain to the marketing what kind of lead they need to close a deal. The marketing still plays the role even after the purchase by using the testimonial as marketing materials since the prospects prefer the feedbacks from existing customer.

### 2.3 Inbound marketing

From the conclusion above, in a new marketing approach, the marketer's missions are getting found by the target customers without interrupting them and warming them up so they are ready to buy when they talk to the sales representative.

The only way to get people come to a seller, willing to show their interest with the company's product is the empathy. Every relationship, included customer relationship, based on the empathy to put yourself in other's shoes. People choosing a product is not because of the

product itself but it is relevant to their interests or solve their problems. So the traditional marketing which product-based method should be replaced by the customer-oriented method.

The marketing mindset is based on customer value is Inbound marketing. Only way to generate lead is being useful which is the core value of Inbound methodology. 67% of company said the sources providing highest quality leads for sales team is from Inbound practices comparing 16% of companies have sales quality leads from Outbound practices (State of Inbound 2016, 37).

### 2.3.1 Defination

Inbound marketing methodology was created and developed by Brain Halligan and Dharmesh Shah since 2006. Following the definition of inbound marketing on Hubspot website, “Inbound marketing is an approach focused on attracting customers through content and interactions that are relevant and helpful – not interruptive” (Hubspot). Lindsay Thibeault (N.D), principal Inbound professor, describes that if the traditional marketing approach is like a sledgehammer constantly pushing the marketing message into a crowd over and over again and hope for the leads, Inbound marketing attracts highly qualified customer to their business like a magnet by valuable content. Inbound marketing is the methodology for online marketing environment in which website is the center of the four stages: Attract- Convert- Close-Delight.

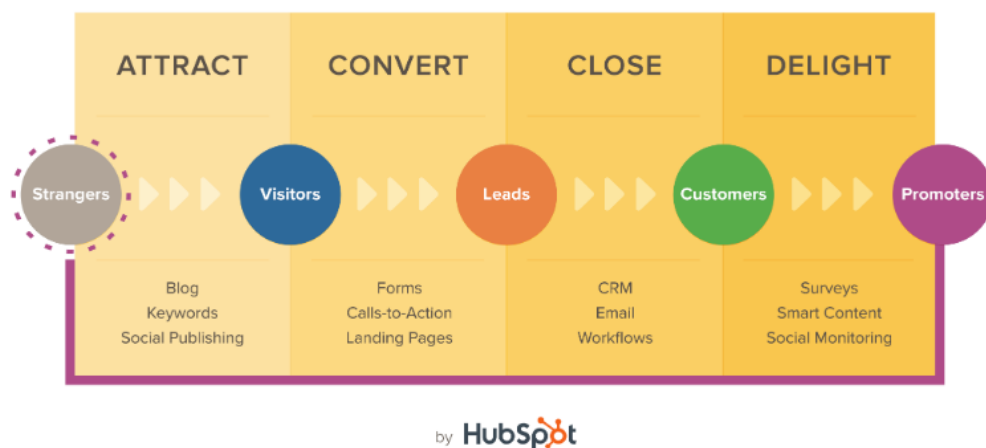


Figure 4: Inbound marketing methodology  
(Hubspot)

In the Attract stage, by producing the content with keywords for which people search like blog, social media (SOME) post, the marketer pull the quality visit to the website

Then in the Convert stage, while browsing the website, the visitor is taken into a conversion landing page by call-to-action and willing to exchange their information for further educational content by filling the form on the landing page

People who download one eBook and convert into lead maybe not ready to buy yet. Therefore, in the Close stage, the lead is segmented, nurtured into warm sales opportunity to hand over to the sales team to close the deal. In Inbound marketing, the marketing team still have the responsibility to support the close stage by workflow, personalize email, in-depth product-related information for decision making.

Lastly, Inbound marketer continues building a close relationship with the customer in order to delight the buying experience so the customer can buy more or spread the positive feedback about the product and the company to other prospects.

### 2.3.2 Lead generation process

The lead generation is the process capturing the active buyer's need while they do the research and providing information to help solving their problems. In practice, lead generation is the process of collecting information of target customer so the company can trigger further marketing and sales activities to turn them into paid customer. The lead generation process includes the first two stages in Inbound methodology which are Attract and Convert. In order to adapt with new buyer behavior, the Inbound lead generation activities mostly online, specifically on website.

The purpose of the Attract stage is to get more quality traffic to the website. There are paid and organic marketing methods to improve website traffic. The paid marketing methods are advertising activities on Internet through the search engines or the social networks. The most popular paid advertising methods are pay-per-click, pay-per-acquisition, pay-per-thousand-impressions via search and display network. However, in the Inbound methodology, the activities in Attract stage are mostly organic methods like search engine optimization (SEO), blogging and organic post in social media (SOME) which use compelling content to gain people's attention. The Global search marketing report offers some great insights in term of paid versus organic search. Only 5% clicked on paid ads comparing 95% click rate of organic search results (Joel Z. & Pascal C. 2016)



Figure 5: Organic and paid search  
(Joel Z. & Pascal C. 2016)

Therefore, in this thesis, author will focus on the organic methods only when mentioning the attract activities.

According to Brain H. and Dharmesh S. (2010, 129), conversion is the art and science of encouraging site visitors to further engagements with the business. In the Convert stage, the goal is to pursued visitor to exchange their information by some sort of actions, for example filling in a form for an in-deep industrial content, subscribing to the blog or adding the company's blog to their RSS reader. The chart describes the conversion process from a stranger into a lead via website.

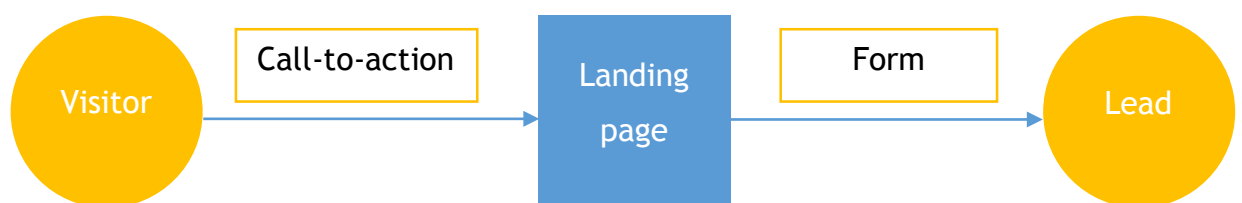


Figure 6: Simple lead generation process  
(by author)

A example of the lead generation process in reality is demonstrated in the figure 7. The process starts from a Hubspot blog about the marketing skills and ends at the marketing eBook offer in Hubspot website.

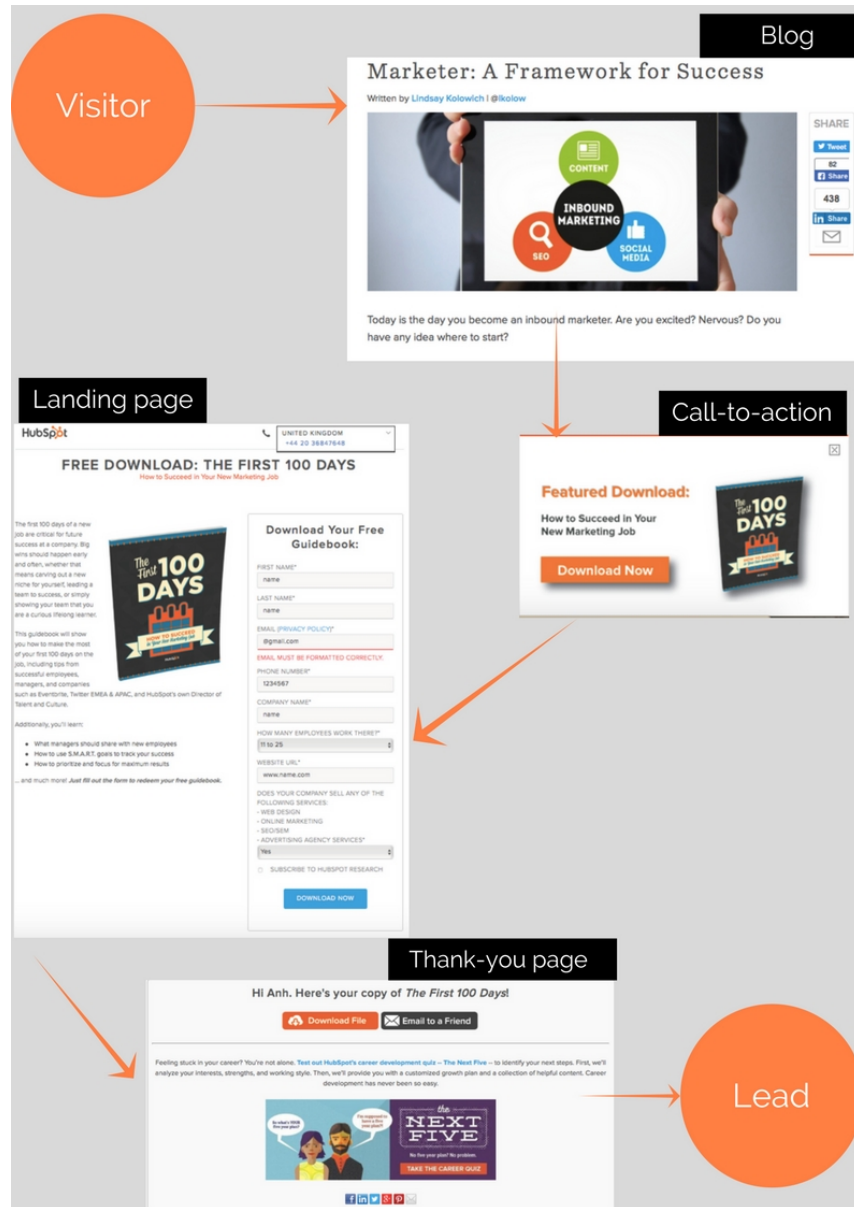


Figure 7: Example of Lead generation process on Hubspot website (by author)

The definition of each element in lead generation process:

Element	Definition
<b>Blog</b>	After searching in search engine or SOME, the stranger clicks on the blog/article and becomes website visitor.
<b>Call-to-action (CTA)</b>	CTA is the image, button, link to convince visitor take some sort of actions. By clicking on the CTA, the visitor will be navigated to a landing page.

<b>Offer</b>	In lead generation campaign, mostly the offer is educational content like eBook or report, whitepaper...
<b>Landing page</b>	Landing page is the web page with content about a specific offer with a form to capture the visitor information
<b>Thank-you page</b>	By exchange the information, the visitor gets the offer in the thank-you page. Now, the visitor becomes lead.

Table 1: Definition of elements in Lead generation

## 2.4 Content marketing

Since the buyer is active doing the research online, the content marketing is the powerful tool to connect with active buyer by providing the educational contents that consumer want to learn to solve their problems. Following the Demand Gen Report (2017, 4,9), 47% of buyers viewed pieces of content before engaging with a sales rep and 96% of B2B buyers want content with more inputs from the industry thought leaders.

### 2.4.1 The relation of content marketing and lead generation

According to the Content Marketing Institute (N.D), content marketing is defined as “a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience - with the objective of driving profitable customer action”.

Since content is in every steps of Inbound lead generation campaign, the marketer need to understand the purpose of each pieces of content which are demonstrated in the figure 8.

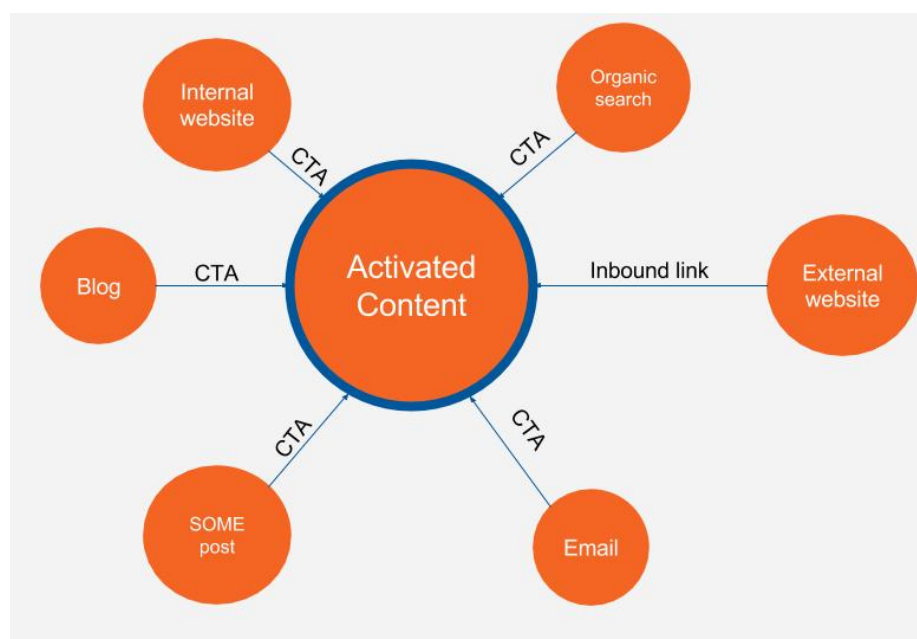




Figure 8: The relation of content in Attract and Convert stage in Inbound methodology  
(by author)

The activated content in Convert stage is the offer which people willing to exchange their information to access. The activated content which is usually eBook, webinar, report format is behind the form in the landing page. If the activated content is a movie, the pieces of content in the Attract stage are trailers to attract people to the activated content. The popular formats are blog, email, SOME post and people are free to access.

The core of Inbound marketing is providing the right content in right context (at the right time, in right place). Since the content is broad term. The marketing materials in the traditional method like television ads, brochure are also content. However, the content in outbound method is product-oriented which the company talks about themselves while the inbound content is for the buyer. In order to produce compelling value-added content for the potential buyer, the marketer need to understand who the reader is (buyer persona) and where they are in purchase process (buyer journey).

#### 2.4.2 Buyer persona

Lindsay T. (N.D, 7) defines that "buyer personas is the semi-fictional profile of the company's target customer". The buyer persona profile is not job title/roles, target markets or real person. Buyer persona is general demographic and biographic information, common behavior patterns, shared challenges (professional, personal), and ambitions. The buyer persona is the indicator for all departments in a business from marketing, sales and services. Therefore, in order to create the ideal customer profile, different business departments should take part in this project. The table below is the example of basic buyer personas checklist recommended by Hubspot (Lindsay N.D,13)

Personal detail	Questions to Ask
Role	What is your job role/role in life? Your title? How is your job/role measured? What is a typical day? What skilled are required? What knowledge and tools do you use? Who do you report to? Or who reports to you?
Company/Organization	What industry or industries does you company work/is your role in? What is the size of your company/organization (revenue, employees

Goals/ Ambitions	What are you responsible for? What does it mean to be successful in your role? What do you want to achieve in short and long term?
Challenges	What are your biggest challenges?
Watering Holes	How do you learn about new information for your job? What publications or blogs do you read? What associations and social networks do you belong?
Personal Background	Age, Family, Education, Lifestyle, Location
Shopping References	How do you prefer to interact with vendors? (email, phone, in person) Do you use the internet to research for the vendors or products? If yes, how do you search for information

Table 2: Basic buyer persona checklist questions

The questions should be tailored based on the industry to capture the motives behind target's customer behavior. In order to create a buyer persona, the marketer need to compile a research. The buyer persona research can be done by interviewing with current customer, or sales team, conducting the survey, or analysing the prospect online by tracking code. The result is a story about fictional ideal customer but realistic based on the researches. The number of buyer persona depends on the customer target groups of the company, however, the company should choose one primary persona to stay focus if there is limited resources.

The buyer persona effects the content marketing. In first two stage of the Inbound methodology, the buyer persona helps the marketer to generate right content for the target customer. In detail, based on what the buyer persona's interest, marketer can write the content to attract them. Based on their problems, the marketer can write the content to educate them how to solve problem which they need to exchange their information to access. Not only generate the right content for right people, by understanding buyer persona, the marketer knows the right place to deliver the content. For example, if the buyer persona constantly reading blogs and industry-related articles on LinkedIn, the marketer need to share the content in this platform.

### 2.4.3 Buyer journey

Imaging the customer is the company's crush. The company knows who want to attract (buyer persona) but it also require the understanding of what the crush's situations is in order to have appropriated approach and gain her heart. The buyer persona's situations are reflected in the buyer journey.

Following Hubspot academy, Julie S. defines buyer journey is the process of purchase making decision. The buyer journey made by three stages: Awareness, Consideration and Decision. In the awareness stage, people who have specific symptoms try to identify their problems. After people understand the problems/opportunities, they investigate for the options of solutions. Then they decide the most suitable solution for their problems/opportunities in the decision stage.

By understanding of buyer journey, the marketer is able to produce and deliver the right content at right time (in buying process).



Figure 9: The buyer's journey and content

(Julie N.D)

In the awareness stage, people don't even understand what their problem, they only realize some symptoms. Therefore, the content should be definition, list-based to help the buyer persona to name the problem. At this stage, the content should be very light, easy to understand to answer the question "what is". Analyst reports, research reports, eBooks, editorial content, expert content, whitepapers, and educational content are all great content formats for an awareness stage piece of content.

In the consideration stage, after people can name their problem, they start to looking for the solutions in order to solve the problem. In this stage, they want the advices from experts, list of pros and cons to compare the solutions. So the topics at this stage should be about the solutions. Expert guides, live interactions, webcasts, podcasts, videos, and comparison white-papers work well in this stage.

In awareness and consideration stage, the content is customer-oriented. Only after the potential customers go through the journey, in the last stage, the company can start promote for its product as the best solution for them with product-based content since the leads are ready to make the purchase decision. The content format in the decision stage should be vendor or product comparisons, case studies, trial download, live demos and product literature.

## 2.5 Conclusion of theoretical part

In this chapter, the thesis presents the change in buyer behavior as the demand for a new marketing and sales approach. This section answered for the question: Why generating lead (not buying lead like in the traditional way) is important?

The new approach fulfilling the need of marketing and sales in digital era is Inbound methodology in which the marketer uses content to attract and generate lead for the sales team. In detail, the chapter presents to the reader the way the marketer collect information of potential customer via website. In order to access the educational content, the visitor need to exchange their information on the form in web page. The basic definitions of the elements in the lead generation process like landing pages, CTA, form are provided. This section helps the reader to answer for the question: What is lead generation?

### 3. Research

#### 3.1 Research objective

In the theoretical part, the paper explains the change in buyer behavior and the demand to capture the active buyer in early stage of the purchase. Therefore, the Inbound methodology was introduced as the method and content marketing was the key tool in order to generate lead which is different from the traditional way of buying lead.

The goal of the thesis is to understand new way of getting lead for sales. Therefore, the research's purpose is to get insight of the lead generation process via website and understand the gap between theory and reality. The second purpose of the research is to learn not only the best practices to create high converting campaign but the most common mistakes while implementing the Inbound lead generation. Based on the research results, the output's goal is to help the reader to understand the whole process of organizing and implementing an Inbound marketing lead generation campaign in term of team forming and the marketing tools.

#### 3.2 Research method

The research was implemented based on the qualitative method in order to gain insight of Inbound lead generation. The qualitative research is "development of concepts which help us to understand social phenomena in natural (rather than experimental) settings, giving due emphasis to the meanings, experiences and views of the participants" (Pope & Mays, BMJ 1995; 311:42-45). The author chose this research method to produce the results with overview of lead generation method in practice, the experience of Inbound experts in generating sales lead and the view on advance practices of Inbound methodology.

The research data would be collected by interviews, focus group discussion and observation. The definition of each methods is presented on the table 2 based on the research of Tilahun Nigatu (2009, 18)

Methods	Brief explanation
Observation	The searcher observe the process of doing specific subject in order to gain the insight of the study subjects
Interview	The list of questions will be ask the participants in an in-depth manner. The interview can be with individual or small groups on

	a structured, semi-structured or unstructured format.
Focus group discussion	The discussion in small group in order to collect opinions of everyone but the diversity of the groups is also required.
Other methods	Free listing, pile sort, ranking, life history.

Table 3:Data collecting methods of qualitative research

The interviews were semi-structured in which half of the interviewing time was for the questions from the author and half of the interviews were opened depending on the interviewees. The list of questions related to attract and convert stages in lead generation process including the definition, challenges and the best practice is presented in appendix 1. The estimate time for each meeting was one hour. In fact, some experts spent more time to share the experience and introduces the training, so the interviews as well as training section were up to three hours. The research questions were contextual and flexible. The interviews were face-to-face meeting which helped the author to understand the meaning of the interviewees in the right context and observe easier the practice of doing thing from the experts.

In the attract stage, the interviews were in SEO and SOME while in the topic for interviews in the convert stage focused on commercialized website and content (activated content and blog).

Since the interviewees would like to not disclose their names. When mentioning about the interviewees, the personal pronouns would be used. The research explains their background and how they can contribute to the research's purposes. The list and background of the interviewees:

Interview	Job title	Background
Commercialize Website	Inbound marketing manager (Finnish)	He has six-year of experience on designing and managing the lead generation campaigns for Finnish companies. His main responsibilities is in technical side in term of website, integrations in the lead generation campaign. Therefore, with IT background and the business mindset, he knows how to build a website which can generate profits.

Content	Customer success manager (Irish)	She is enterprise consultant in Hubspot with strong knowledge about Inbound content and practices.
SEO	SEO expert (Dutch)	He is from Dutch advertising agency focusing on the services to attract website visitors.
SOME	Sales coaching (Finnish)	With 30-year experience in sales, he is sales coaching for the enterprises around Europe, especially in social selling.

Table 4: Background of the interviewees

### 3.3 Data analyst

The qualitative data are not easily reduced to numbers and related to concepts, options, values and behaviors of people in social context (William 2006). Therefore, the qualitative data analysis is usually based on an interpretative philosophy. The idea is to examine the meaningful and symbolic content of qualitative data (Ann et al. 2005). Qualitative data analysis approaches can be inductive (from particular to general) or deductive (from general to particular). The deductive analysis would be applied to the interview questions about the challenges and opportunities of lead generation which are opened-end questions so the reader get the overview of common challenges for the first lead generation campaign then the detail mistakes in each stage of the campaign. The data from the questions about best practices would be analyzed from particular to general so the data can be used as the benchmark when implementing lead generation campaign.

The narrative analysis would be implemented to transcribed experiences. The core activity is to reformulate stories presented by people in different contexts and based on their different experiences (Tilahun 2009,41). Moreover, since the interviewees are from the different countries and cultures which affect the way people express the ideas and opinions. Some people express in a simple and straightforward way while some others express vaguely and indirectly, the discourse analysis is also applied in order to analyze a naturally spoken interaction and all types of written texts (Tilahun 2009,42).

The research report would describe types of behaviors, strategies, experiences on the lead generation campaign based on Inbound methodology. The quotes would be used in illustrative, range of issues and opposing views.

#### 4. Empirical part

Since the research method is interview, the goal of empirical study is to find out the lead generation trend in Finland, the best practices for individual activities in the campaign and the technologies to support the campaign from the Inbound experts.

##### 4.1 Website as the foundation of a lead generation campaign

In order to understand the lead generation trend in Finland, the author interviewed the CEO of Inbound marketing agency. His agency has been implemented the Inbound to generate sales lead for clients since 2010. The reason why he changed the agency growth strategy from advertising agency to commercialize agency was that he realized the need of integration sales and marketing. Inbound methodology which covered the whole buying funnel from attracting potential customer to closing the deal including both marketing and sales process was the thing he looking for. His agency was the pioneer of Inbound lead generation in Finland. As the pioneer, he realized the challenge in term of changing the mindset of client before he can offer the lead generation service.

The starting point of the lead generation by Inbound method is the website. In all the conversation with the clients, he always asks: “what do you use the website for?”. The common answer is for branding purpose. Therefore, the marketing team spends the budget on the paid advertising to pull as much as visitor to the site. He pointed out that is the first mistake since the visitors land to the site may be wrong target customer so the focus should be on quality of the website traffic instead of quantity.

The second mistake is that the marketing team only focuses on the visual of the website for the branding purpose. He said: “No matter how hard the marketing team works to attract people to the site, it is worthless if there are no further engagements to keep the visitor stay in the site or even come back to the site regularly which can help to build customer relationship and close sale deal”. In detail, there are two kinds of companies, one does not use Inbound to generate lead because they have not realized the potential of turning visitor into paid customer, other one does Inbound but only haft way. This kind of company follows the Inbound methodology like writing the blog, following the SEO tactics (which are in the Attract stage) but there are no conversion points in the website. So basically, the marketing team misses the opportunity to get to know the visitor for further engagements.

About the types of industry who apply Inbound, he said the B2B companies with the complex buying process, for example construction, manufacturing were the first adapters. Since the



long sales process, companies realized the need of new way to approach potential customer as early as possible. So the board members were active looking for the new solution to gain lead.

Based on his experience, UK and Netherland is the most active Inbound countries in Europe. Finland is in middle level in which the market is more experience than Sweden or South European countries. From the interview, he also pointed out the Finnish market is potential. Since most of the companies who implement Inbound are still in the basic level, if a company can take full advantage of technologies, the company can win more market share.

#### 4.2 Content strategy

In order to find out how to create the most converting content and understand the benchmarks of lead generation content, the author had the interview with Hubspot successful customer consultant in the headquarter of Hubspot in Dublin. She is principal Inbound marketing consultant and coach of the European B2B companies in term of Inbound strategy. Her responsibility is to help B2B companies who are Hubspot customer to be success with Inbound practices. Her background is content marketing manager of Hubspot when Hubspot was startup. Therefore she has strong knowledge on how to produce a content which converts and how content marketing contributes to the growth of company.

The first discussion was about the content strategy for a company who start the first lead generation campaign. The key of content strategy is consistence. She said the first result of lead generation campaign in general and content marketing in specific takes about 15 weeks. Based on her experience, the companies who are excited to write blog can quickly give up since there is no short-term result. She showed Pamela's blog (2015) in Hubspot in which it said that 76% of Hubspot's lead comes from old posts. Moreover, the consistence is the key to build the trust with reader since the reputation cannot be built based on one or two articles. She also mentioned about the rule of seven in Hubspot content marketing course. In which, a prospect needs to see or hear the marketing message at least seven times before they take action and make purchase decision. Therefore, her advice is to have weekly content plan and content distribution schedule.

In order to plan the content strategy, the marketers need to understand the relation between the buyer journey and the marketing funnel which is shown in figure 8. This issue was raised up when I explained the purpose of the research is to find the alternative way of collect lead for sales team with the help of marketing team. The consultant immediately saw the most common mistake in term of definition of lead and sale lead. She confessed: "The marketing team works very hard on content to generate lead. As the result, as long as the marketing team get leads, they pass those leads right to sales team".



Figure 10: The relation of buyer journey and marketing funnel  
(Sujan N.D)

While putting the buyer journey and the marketing funnel sides by sides, the marketers get the overview of marketing campaign in order to turn stranger into customer. The content which people convert helps to segment the quality of the lead. Lead is person who is in the awareness stage and convert in the problem-related content to define the problem. If a person convert solution-related content, which means he/she is in consideration stage so he/she is closer to purchase decision making called the qualified lead. MQL stands for marketing qualified lead and SQL is sales qualified lead. The chart also prove that the lead may not make purchase decision right away but it requires an lead nurturing to push them forward in the funnel and the marketing team only transfer the lead to sales team when it is SQL. Since the research is about lead generation, the marketer should only focus on the content for awareness stage. The content should be light and easy to absorb by reader with simple term or words.

### 4.3 Content production

The second discussion with Hubspot consultant was about the content production in order to create a stand out content since everyone can write the blog and there competition of content is intense. The first advice is that less is more. Even the activated content have to be high quality so people willing to exchange their information but it does not mean long. The goal of the content in top of funnel is light content with simple explanations. For example, an eBook should only be around 10 to 20 pages including visual work. Since the readers want to quick

scan the symptoms to identify the problems, the eBook only needs to list the name of problems/opportunities without deep into any of them. In order to keep the offer short but still informative, the writers need a solid structure with clear subheadings to help readers to get the overview when they skim the table of content. When the writers build up from the main ideas, they should keep the reader's benefit in mind which help them to stay focus.

Then the consultant strongly emphasized to keep the content educational, not promotional. Since this is content in awareness stage, so there is no promotion for specific product because the reader is not ready to make purchase. In this stage, the content should be purely educational to gain people trust and encourage them to read other content to collect more information. When writing, it is very important to use a list of keywords which helps the writers to stay focus as well as improves the SEO.

The third advice is to make a pieces of content look polished. The visualization for an offer adds more values for the reader. Following recent report (Demanded 2017, 3), it is not surprising that buyers are gravitating to shorter formats (46%), interactive and visual content accessible on-demand (41%) and audio/video content accessible on demand (35%). The design layout should help the reader skim the main points of the offer and get the highlight conclusions to take away. Visualizing an eBook sounds very technical task which requires professional graphic designer. But in fact, the marketer can do the design with the familiar tools like Google doc, Google slide. She personally recommend Canva with easy drag and drop modules which makes the design easier than working with Indesign or Photoshop. However, only spending time only design after you have the quality content. Because people want to get information.

Then she showed the example of good and bad eBook titles. The marketers get inspiration from popular content offers from either competitor or online, that means their content will need to compete with ton of similar content offers for the reader's attention. Here are example of some popular blog titles:

- Top 10 tips for digital marketer
- New trends in digital marketing
- The ultimate guide of digital marketing

In order to be competitive, the marketer should spend more time on creating specific, in-deep quality and buyer-persona-oriented content rather than producing work which popular but similar so it will be easily ignored. To have the relevant content, it starts with specific topic. The marketer can use the form below to generated raw idea:

- The buyer persona
- The service

- The ideal market
- Location

She gave an example: “The topic for the idea book can be ***2017 trends in lead generation for B2B marketing director in construction industry in Scandinavian countries***”. This topic can be used as the raw title for the idea book. During the content production, the writer can change the title to catchier and polisher words but it still needs to stick with this topic. The ultimate goal is conversion. By being specific, the buyer persona realizes that this content offer is for them right away and willing to read.

Continuing with the topic of how to produce right content for right people, she suggested the company should create personalized content not only in the offer like eBook but also in the website content because people land on the website before they decide to convert. With the technology support, there is ability to change the content on the landing page, CTA based on the visitor profile. It is called smart content. She explained the use of the smart content in generating lead can be catered around anonymous visitors based on their country, device types, or referral sources. For example, the content can be changed into local languages based on the visitor location. The smart content is mostly used to nurture the lead to go further in the marketing funnel. She said the great thing is that if visitors become the leads which means their information has been added into the database, the next time they visit, the page can show the customized text based on name, and other information they give. For example, the page title can be: “Hello Jen, welcome back to learn more about Hubspot”.

#### 4.4 Social media

The interview was with the sales coach in social selling, in specific, using SOME to generate lead. He said: “With 30-year experience in sales, I understand the shift in sales process before and after social media phenomenon”. The interview started with the discussion how to find the potential customer online. He said the company does not consider SOME as a serious channel to connect with target customer because they assume that the target customer does not spend time on SOME. This is the common assumption from B2B companies in heavy construction or industrial sectors with the buyer persona like architect, engineer who does not spend time on Facebook or Twitter. This is an inaccurate assumption since now everyone lives in social media regardless of job title and ages. Users spend on average 1.8 hours on their smartphones every day and apps account for 89% of their mobile media time (Greg 2015). The important is to choose the right social media network for the business.

In order to meet the target customer on SOME, the company needs to understand what the buyer is looking for there. People are mostly looking for the peer-to-peer feedback of product,

seller on SOME when conducting the research. In social selling, existing customers can help to close the deal since the word-of-mouth is the most reliable for the prospect to make purchase decision. The more people talk about a product positively, the higher reputation company gets. He pointed out that the method of collecting the voice of advocates to create viral on social network called advocacy marketing. Besides peer-to-peer feedback, the content like references, testimonials or case studies are also what the potential buyer is looking for on SOME so they can read about the customer experience. For example, the reference feature on LinkedIn is powerful tool. So the first thing company should do when join SOME is asking for the references of happy existing customers, he advised.

In order to generate lead on SOME, the personnel of company, not only the marketing team whose main responsibility of lead generation but every employee can contribute to the lead generation process since every one has own online network. In social selling, the personal branding is crucial. Besides the feedback, 87% of buyer trust the industrial influencer content (demand 2017, 7) which means the marketer and sales representative, the CEO should become the expert in their own industry. The purpose of personal branding is Inbound approach to the target customer without mentioning about product, service. The first thing to be considered is that creating a network look alike the company's buyer persona. The next step is producing quality content to educate people. The sales coach recommended to write the LinkedIn post and share it in specific group of the target customer. The LinkedIn content has to be insight and focused on the customer's pain points. Another way to build personal branding on LinkedIn is sharing others' contents. One of the most common mistake which he pointed out was sharing the link without any personal thoughts which makes the reader feel like it was shared by an auto-sharing software. The personalization and relevance of content is the key of success in social selling. In detail, he advised to apply the social media rule: 10-4-1. In order to keep the social media feed update, within 15 posts, there should be 10 posts sharing from reliable sources, 4 posts of own writing and last post is product-related offer. So every pieces of content should be related to one specific offer which can convert reader into lead.

He also explained more detail why not only marketer but every employee should be active on SOME. One example of sales representative, the sales person can reach to the right prospect in the early stage and start the conversation not to pitch about product, but to help the prospect learn about their problem. The sales representative now plays the role as the industrial expert to give the advices. According to the sales coach, a tailor conversation with the expert will enhance the buying experience since the active buyer don't need to spend time in huge amount of content. Then the sales can offer further educational content which marketing team prepares. This is real life example to reflect of sales and marketing alignment concept in which the sales also play role in the beginning of the buying process.

#### 4.5 SEO tactics

About the SEO, the interview was arranged with Dutch SEO expert. Since the readers of this study have non-technical background, the first page of the interview is to explain the technique of SEO then the practices would be from the marketing point of view to improve SEO.

Firstly, he talked about the important of SEO from marketing point of view. SEO becomes crucial part of marketing campaign because of the buyer behavior. The first thing when someone has problems is making research on search engines. Moreover, since the activities in the lead generation campaign is based on website, improving the visibility of website in search engine is crucial to spread the content and gain the attention.

Then, he explained how the search engines work and rank the search results in simple way. When a search query is written in the search bar, the search engine will scan the available website content to look for the most relevant information with the search term. That process of gathering, priority website content and determine which result it should return based on the search term called indexing. Even though each search engine has its own algorithm to do index, the search engines based on two main aspects which are relevance and authoritative to rank the website. The relevance is the content of the website. The search engine scan each page of the website and based on the keywords to decide the topic of the page. The second area is authoritative which simply understand as the links to the website. In order to check the reliability of the content, the search engine based on the links from other websites as the votes for the content quality. That link is called Inbound link. A link from a highly authoritative website like BBC news will give a website a bigger boost than a link from a small blog site.

The main part of the interview is about how to improve the SEO of website in general and the content offer in specific since SEO is one of the key tool to attract people to the side. The expert said that there are on-page optimizing to improve the relevance aspect and off-site link building to improve the authoritative aspect. The on-page optimizing should be done first in order to help search engine find and store the webpage in mega database. Then link building will help to improve the rank of the site.

##### **On-page optimizing**

First, it is important to create keyword list which can be used for content production and tagging technique. The keyword list should be created based on buyer persona and buyer journey for each of the activated content. When brainstorming for the keywords list, the marketer should use the specific keywords rather than the broad keywords. The specific keyword is called long-tail keyword which is specific and in normal language. In the awareness stage, people don not know what to looking for since they can not name their problems, they often type in the

symptoms on search engine. So the marketers need to be in the prospect's shoes in order to generate the right keywords which both reflect the topic of activated content and are similar with search terms people use. For example, instead of using the keyword "lead generation" which is very broad and academic-oriented, the "how to get more contact of potential customer" is long search term and use the same language with the persona.

SEO is the technical work but the main effect coming from the content which is marketing responsibilities. Since it is impossible to predict the search terms, he said, the bigger volume of content which is relevant to specific keywords, the higher chance to be rank in the search engines. The content means content in website, landing pages, blogs, conversion offers. The landing pages always help to rank higher in search engine, because the content in landing pages focuses only about specific thing (product, offer) so the landing page content is more relevant with the search terms. And a landing page is considered as a web page so the more webpages the site has, the more chance to be found by search engine. He also pressed that, the content have be appropriate with page title, meta description and the offer because irrelevant content could harm the authoritative of the page.

Besides the content, there are many SEO tactics should be fulfilled. For example the influence of ranking factors in Google's algorithm is shown in the figure 10 below:



Figure 11: The influence of ranking factors in Google's algorithm  
(Moz 2015)

Based on the chart, he mentioned basic SEO tactics using the keyword list:

- Use the keyword in header (blog title, landing page header)
- Use the keyword in meta description: The meta description is the brief introduction about the page (webpage and landing page). By including the keywords of the activated offer in the meta description, the search engine have more clues about the content in specific page.
- Use the keyword in alt-text of the image: The reason why the alt-text's name should include keywords is that people search for image. Naming the image makes it to be visible. 0
- Use keyword in the URL. The common challenges between Finnish and Dutch market is the local language. He said: "In Finnish there are special letter like ä, ö which may be broken in the URL and harm to SEO since search engine cannot crawl the information".

#### **Off-site link building:**

According to the expert's opinion, since there are millions of pages have the same content, the inbound link building is must-do thing but the companies often ignore this because it is difficult.

One of the most common way to gain link is social sharing. The more retweets, Facebook shares the a pieces of content has, the higher rank in search engine. Therefore, in every landing page, thank you page, blog post, the social sharing buttons should be visible.

Another way to building out-site link is that produce super content which conduct academic researches so other bloggers want to use content as references in their content. Hubspot is the one who do it best. The materials from Hubspot cover huge amount of topics in term of marketing with statics so marketers can use that resources for their content creation process and of course, they have to leave the link as the reference source. So if the company can gain more links back to their sites, that is huge advantage. Of course, it is very difficult since there are tons of content out there. Neil Patel who sales thousands seats for his webinars to teach how to build backlink advices that building the relationship with other writers like human being. For example, if someone retweets your post, thanks him/her. If you use other's content in your blog, email to let them know. Next time, they maybe consider to use your content in their post.

Beside on-side and off-side SEO, the expert mentioned about the secondary SEO which is being included or referenced on top ranking websites on search engines for particular keywords. Continue with the example above, it is better for the small blog site to get the references from the



high ranking site like Hubspot. Not only references, the marketer can also be active promote content on the question-and-answer website like Quora since the traffic on Quora site is enormous.

## 5. Research outputs

### 5.1 Technology

#### 5.1.1. Technology requirements in Inbound lead generation campaign

##### Website as marketing hub:

The first thing when implementing Inbound methodology is website. The mindset of using website should change from online brochure to commercialized machine. The website 2.0 is commercial machine bringing the values which can measure by euros. As 24/7 sales machine, the website needs to have these functions:

- Visible in search engine to attract visitor
- Frequently content update to keep people comeback
- The conversion point to convert visitor into lead

Based on the interview with Inbound manager, in order to fulfill these goals above, the company needs to choose the website host which is both content management system (CMS) to publishing new content like blog and customer relationship management (CRM) to manage the converted contacts.

In lead generation, the marketers need a tool to create a landing page, form and manage SEO tactics easy without heavy technical works required. Therefore, the technical tool should be chosen carefully. The idea when choosing a tool for lead generation campaign is all-in-one platform. Since the lead generation campaign required the involve of several elements from creating content, SEO techniques and website works. Another requirement for the tool is the interaction between the team members in order to have overall view of complex campaign and involve in production process. For example, the SEO expert can edit, add the SEO tactics for a new blog post created by the writer. Or the writer can edit the text on landing page by herself.

##### Integrated sales and marketing platform:

In term of technology, the marketing and sales team need a shared platform to management and hand over the leads. The requirement of a platform is to store all the contacts converting from the form. Secondly, it is able to record the activities of the lead before and after converting. The shared platform needs to be automatic to save time and prevent manually work.

### 5.1.2. Hubspot as most popular Inbound tool for both sales and marketing team

The most recommend marketing and sales platform is Hubspot. Since Hubspot CEO and co-founder invented the Inbound methodology, they know what technologies the marketers need to cover a lead generation campaign and to cooperate efficiently with sales team. That is how Hubspot built based on the sales and marketing mindset.

Based on this requirements, the Hubspot CRM is chosen tool from the Inbound expert. In Hubspot, every contact has own profile including all information when they convert and the history of activities they did on the site. The lead profile can be accessed by sales and marketing team in order learn about the contact to customize further touching points.

## 5.2 Team skill

### 5.2.1 Team of lead generation campaign

In the planning stage, the idea case of a lead generation campaign should include team members from both the sales and marketing departments. The purpose is to agree on the goal of the campaign. The salesperson can measure the campaign goal. For example, if the sales team need 10 new sales lead in this month, how many lead the marketing should get? Moreover, the salesperson can suggest the content topic based on the references of current customers.

After done the planning stage, in order to run a lead generation campaign, the basic marketing team needs one developer, one content writer and one marketing specialist. The developer can take care of the website technical work like designing the landing page template. The copy writer can focus on research and produce the activated offer like writing whole ebook. The Inbound marketing specialist is the project manager in order to keep the team focus on the goal. The first responsibility is to make a plan for the lead generation campaign based on the goal. The marketer is the editor to put the work of developer and copy writer in the final conversion point based with the best practices to fulfill all the tactics of conversion. In detail, she can design the CTA, decide where to put relevant CTA or which questions should be ask in the form. More detail of Inbound marketing specialist's responsibilities and skills would be explained in the next section.

### 5.2.2. The skilled of Inbound marketing specialist

These are the requirements for a marketing specialist of small to midle-size company which is lack of resources in marketing team. Therefore, the marketer needs to know wide range of skills to fulfill the requirements of Inbound lead generation campaign without outsourcing the external team.

The lead generation requires to produce a lot of content pieces. The first skill of Inbound marketer is copywriting. Instead of product-related pitching style, the Inbound writing style requires the research about buyer persona's problems. The marketing specialist need to stick with company's buyer personas and their stage in the buyer journey to produce compelling content. Since the main offer like ebook can be done by profession copywriter, the marketer need to be able to handle the content pieces like blog, social media post and content of landing page.

Moreover, as the digital marketer, the specialist should be able to work with graphic design. This skill needs for designing call-to-action, visualizing the offer, creating content pieces with more visual like infographic, slideshare. Since the demand for content is very high, it is more beneficial to have in-house visualize person. The graphic design skill of marketer can be limited in using profesional design tools like Photoshop or Indesign. However, the marketer can use the simple tools like Google doc, slide, Canva to design.

As the Inbound marketer, the third skill is to able creating the landing page and thank you page based on the template made by the website developer. While creating the variation of landing page, the Inbound specialist need to have the knowledge about the SEO tactics like keywords, meta description. He/she should also understand the conversion optimization techniques like A/B testing, smart content for each buyer persona.

The Inbound marketer also takes care of the Attract campaign. One of the "hot" skill is social media management. It is not only able to share the link on social media, as the specialist, she/he needs to become social media guru and builds the online personal brand as a thought leader in order to spread the message with high reliability.

## 5.3 Content

### 5.3.1 Content planning and analysing

Based on the research, all the experts point out the important of content in the lead generation campaign. Most of the activities in the lead generation campaign involve content from attract to convert stage. In order to get the picture of the volume of content production in a campaign, the marketer should plan the content pillar in advantage. There content pillar includes one activated content as the convert point and multiple sub contents as the "reach" channels.

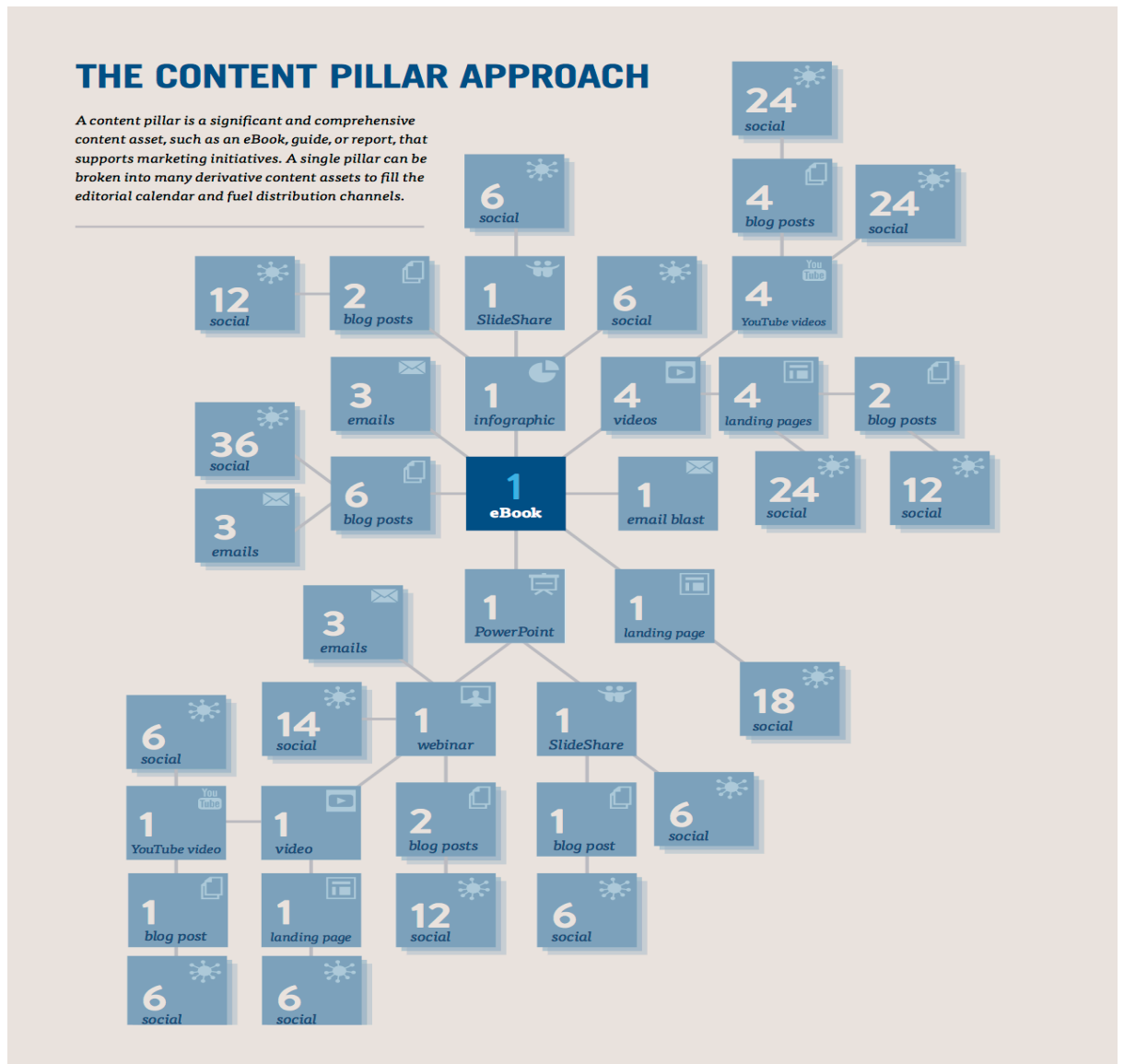


Figure 12: Content pillar approach  
(Jean S, 2014)

This is an example of content pillar from The Kapost Blog. As planning the content pillar, the marketer estimates the amount of content for a campaign in order to manage the resources. Based on the content pillar, the marketer also can create the schedule for the campaign for not only the copywriter but also the whole marketing team. The content pillar helps tracking the performance and quick measuring the campaign based on single touching point on the map. Since the amount of lead depends on the web traffic and the conversion rate of the visitor based on the formula below:

$$\text{Lead} = \text{Page traffic} \times \text{Conversion rate}$$

In order to increase lead, the solution is to improve individual component, either improving the quality of the content or increasing the web traffic, or both. Based on the goal, the marketing

team can sport the problem via the formula. If there is not enough web traffic so the marketer will work on promotion plan to attract more people to the site. But if the conversion rate is low which means the visitor does not convert, the marketer need to improve the content quality in landing page, CTA and the activated offer.

From the interview, the most common challenge in lead generation campaign is the lack of traffic to the activation point. The content pillar focuses on the content for Attract stage through multiple channels like social network, email. This is the great way to brainstorm different formats, variations from one core activated content. The more variations the campaign has, the wider audience the activated offer can reach.

Another element effecting the lead generation is the conversion rate. The more variations of the content allow to meet different types of reader. For example, the visual people would like to convert in a video offer while the people preferring academic reading will convert in the eBook. Not only the creating the variation in the content, the marketer can plan the variations of the conversion points like different designs of landing page, CTAs. For example, with the same eBook offer, the marketer can plan two landing pages and run A/B testing. By planning in advance the second variation of the conversion point, the marketers have back-up plan if the conversion rate of the first version of landing page is low.

In term of scheduling, the content pillar is the map to keep content production consistently. The marketing and copy writer need to have plan to stick on since the most challenges for blogging and social media is consistence.

The content pillar helps to keep all the content pieces in same theme. Due to big amount of content from different persons, the content pillar keeps the content brainstorm in focus. Once the core topic is decided then the team only brainstorms the content branches based on the activated content.

The content pillar can be created by copywriter and marketing specialist.

### 5.3.2 The content production process

The content production includes research, writing and editing. The important thing is that the team need to find the process for content creation. Before publishing a content, the quality assurance is crucial. It requires the fresh eyes to consume the content in the first time to make sure the reader can understand the writer's messages. In the reviewing stage, the first thing is setting the expectation between the writer and the editor. The editor needs to understand the content's purposes within the whole process of lead generation, the topic and the main struc-

ture of the content. After understanding the offer's goal, the editor should set multiple reviewing rounds to focus on different aspects. For example, one reviewing round only focuses on the overall structure of the content like the main subjects, the supporting arguments comparing with the offer's topic. The second round can be more detail focusing on world using like grammar, spelling mistake, the visual layout, the quality of the images. An important reviewing round is SEO check in which the SEO expert needs to make sure all the SEO tactics like headline, sub-headline, keyword fulfilled the benchmarks. One of the most important element in an offer is the offer's title. According to Copyblogger (N.D), 80% of people will read your headline, but only 20% will read the entire article. So the eBook should have grabbing-attention and strong action-oriented headline to encourage people to download. Titles with 6-13 words attract the highest and most consistent amount of traffic (Mimi, 2016). The writer should come up with around 5 to 10 different titles and ask for opinions both from the editor and SEO expert. While editing the content, the editor should leave the comments and suggestions on the side, not editing directly to the content. So the writer can consider the changes and edit the text with his/her writing style.

## 6. Conclusion

### 6.1 The managerial implication

For the point of business owner, Inbound methodology describes the big picture of the digital resolution creating a new business environment which required the change in business mindset from the product-based to value-added business.

Inbound lead generation re-shapes the whole marketing and sales functions and operations. In term of functionality, the marketing's responsibility now is generating quality lead for sales instead of buying cold lead. Moreover, the salespeople should advising, not pitching. As the result, the line between sales and marketing is blurred, there should be sales and marketing integration working toward revenue.

In order to implement lead generation campaign, the team needs to adapt and develop the digital technical skills. However, regardless of the software, the core of a success campaign is the enthusiasm mindset, the willingness of helping.

### 6.2 The theoretical implications

The research study of the report meets the research goal when it presents the overview of Inbound lead generation in Finnish market which is still in the early stage with basic implementation but full of potentials to become a popular trend. Since the target audience is the marketing managers who have not done Inbound lead generation before, the interviews with the Inbound experts help to point out the challenges and the most common mistakes in the first inbound lead generation campaign. Based on the interviews, the author summarised the three aspects the marketers need to prepare which are website, team skill and content strategy before planning a lead generation campaign.

During the research, the necessary of concept of marketing and sales alignment for the company growth is proved since the lead generation is the complex campaign which required the cooperate of both sales and marketing departments. The marketer should keep the sales goal in planning the lead generation campaign while the sales can help to create the viral for the marketing content as the industrial expert.

The research is about lead generation which is the first stage Inbound methodology. In order to close the deal, it is crucial for the marketing team to warm up the lead before handing over



to the sales team. Therefore, the suggestion for a further research is about Inbound activities to nurture the lead throughout the buying funnel. However, since the goal of the study is the fundamental guide for the marketers who are new with Inbound method and lead generation concept, the research reaches the target.

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Appendix 1: List of Interview questions .....48

Appendix 1: The list of interviews question:

The list of interviews question:

1. Website:

Interviewee: Inbound marketing manager

Location: Helsinki

Date: 20.10.2016

- How did you start the agency focusing on lead generation?
- What are the challenges in introducing the new concept ?
- What is your vision about lead generation in specific and Inbound marketing in general in Finnish market?
- What is the must-have features in a commercialised website which can generate lead?

2. Content:

Interviewee: Customer success manager

Location: Dublin

Date: 15.12.2016

- What is the key of Inbound content strategy?
- What is the factor effecting the reader choose a content or not?
- What are the best practices to produce compelling content?

3. Social media:

Interviewee: Sales coach

Location: Helsinki

Date: 12.01.2017

- Why SOME is important in modern selling?
- What kind of content should be used on SOME?
- How can the company reach the target customer on SOME?

4. SEO:

Interviewee: SEO expert

Location: Helsinki

Date: 19.02.2017

- How do the search engines work?
- How do the search engines rank the results?
- What are the SEO tactics to prove ranking?
- What are the common mistakes in SEO practices