
Amplifying Lead Generation During a Downturn



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Introduction

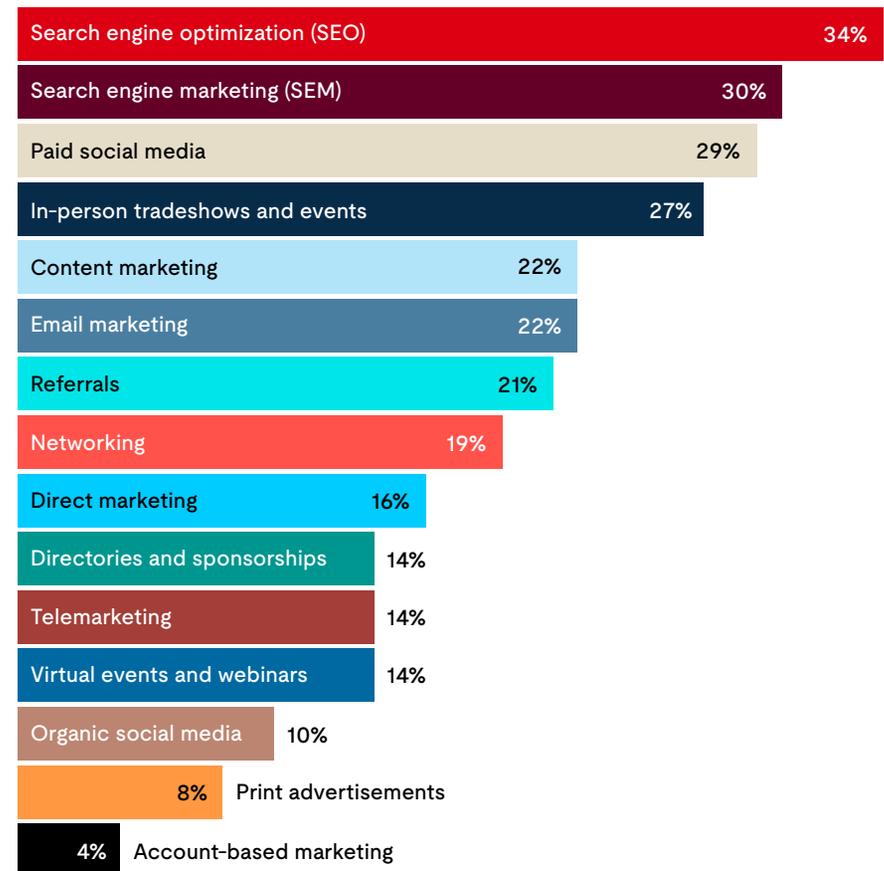
Marketers face many challenges on a day-to-day basis. From navigating changing priorities to budget cuts, marketers must remain flexible and focused on their end goals. This becomes even more challenging when the macroenvironment takes a downturn.

So how can marketing leaders in the chemicals industry amplify their lead-generation efforts during challenging times? First, let's look at which channels are driving leads for many B2B marketers.

According to a recent report by [Sagefrog Marketing Group](#), for which they interviewed over 900 marketing professionals, the top sources of quality sales and marketing leads were from SEO/SEM, paid social, tradeshows and content marketing. These key channels are often table stakes for marketers, with significant portions of budget and resources allocated to them. So how can you further amplify these channels to get the best return?



Top sources of sales and marketing leads



*Original data from Sagefrog

SEO: Expand your online presence

Importantly, SEO was the top lead source for marketers. Most B2B marketers know the basics of implementing SEO, such as identifying important keywords, creating quality content and being intentional about link building. In fact, many marketers are already putting a lot of effort toward this channel. So how can you amplify your SEO efforts to generate even more leads?

By listing your company and products on the UL Prospector® search engine, you can amplify your SEO capabilities for lead generation in two main ways:

1

Higher search rankings and more visibility: With more than 1 million visits each month, Prospector leads the way in web traffic for material suppliers. It is estimated that Google receives roughly 8.5 billion searches per day, and it's easy for your products to be missed if they are on the third or fourth page of results. Prospector has been actively building its SEO leadership for close to 20 years and can help your products rank higher in the search results due to its domain authority.

2

Visitors to your product listings are identified: With our lead-generation packages, you can see which members are viewing and researching your products on Prospector in real time. All Prospector members and their professional contact information have been validated for accuracy. Ongoing validation of accurate information is a part of our standard procedures and privacy policies. We're focused on quality to help you get in front of an active and engaged audience.

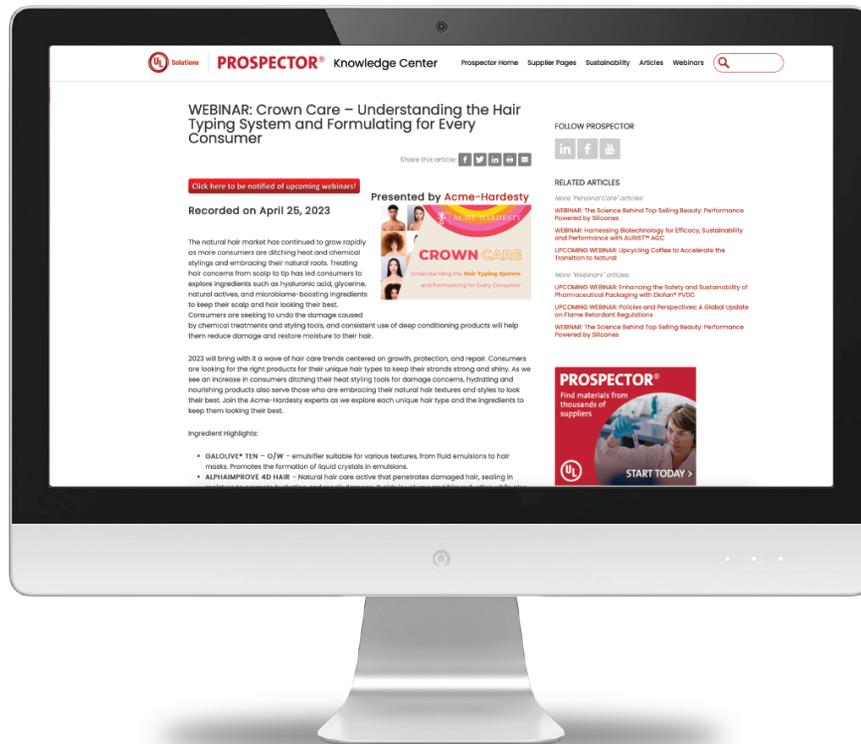
Potential plays

- When an industry professional views your products, have a lead-development rep reach out to them for further sales qualification. You may want to test if email, a phone call or a combination of the two works best for your prospects. You can then either route qualified leads directly to sales or further nurture leads that aren't quite ready.
- Integrate Prospector activity into your existing CRM so sales can see when their current clients are reviewing products and technical information. They can use this information to advance a new sale or build deeper relationships.
- Set up the "Sample Request" feature to identify lower funnel leads who are actively wanting to test your product.



Content marketing: Scale your audience

Developing high-quality content is a significant investment of technical and marketing resources. Additionally, it can be difficult to get a large audience while also trying to target the right persona. During a downturn, you need to have confidence that your tactics and ad budgets to promote your content aren't wasted. Prospector can help you scale your audience through multiple channels to reach more buyers in the industries and regions you are focused on.



Potential plays

- Work with one of our client success managers to determine which digital media tactics are ideal to promote your content. They're available to help create a custom promotional package that fits your budget and objectives. They can discuss webinar and article promotion to our large audience of product developers, formulators and engineers.
- Make all your assets easily discoverable with a supplier branded page on Prospector. These pages allow you to showcase all your content, resources and industry solutions in one convenient place for your customers and prospects to explore. In addition, these pages offer another way to generate leads since Prospector can provide the business information of registered users looking at your content.

Email marketing: Increase your list size in any region



Many suppliers work hard to grow their list of email-eligible contacts, but building a file with prospects who actively opt in to receive email communications can be challenging. By using a Prospector targeted email campaign, you can both increase your list size and reach a targeted audience that has opt-ed in to receive industry emails. This approach can not only enhance engagement but also increases the likelihood of conversions.

Potential plays

- Set up email sends using your in-house list of acquired contacts first and then a Prospector list. By repurposing content, you can get more from your time and effort.
- If the call to action in your targeted email from Prospector sends people to a landing page on your website, set up a way for contacts to opt into receiving emails directly from your company. This can help grow your own email-eligible contact list.
- Prospector allows you to segment your audience according to your marketing goals and tailor email content to resonate with those specific segments. These goals may include increasing sales or leads in a particular region, industry or business type. This allows you to craft messages that address unique needs and interests of different potential customers.



Getting started with the help of Prospector digital marketing services

Leveraging Prospector digital marketing services presents a strategic advantage for material suppliers seeking to bolster lead generation, especially during economic downturns. We help suppliers navigate challenging market conditions with a targeted approach that amplifies existing lead generation initiatives. Do you need help with boosting your lead generation strategy? Let Prospector marketing services help.

Learn more about our services
or contact us today to speak
with sales.

PROSPECTOR®





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