

## Lead Generation vs. Pipeline Marketing

Pipeline Marketing focuses on a comprehensive view of the sales funnel, making decisions based on the final stage – revenue.

It's about optimizing all aspects of marketing to widen the funnel at every stage to maximize growth.

Lead Conversion

Marketing Qualified

Sales Qualified

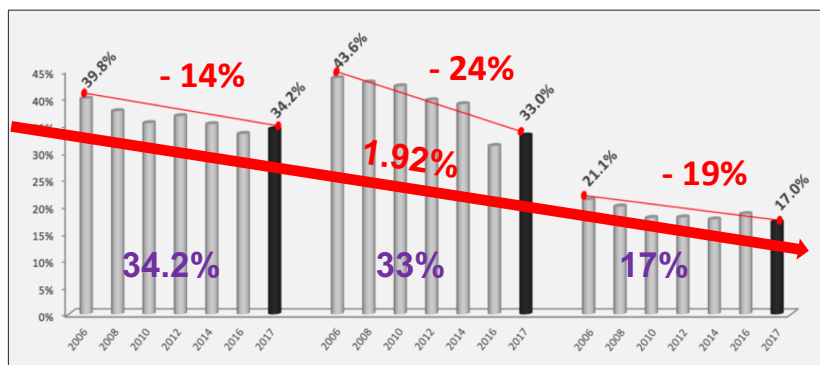
Sales Opportunity

Customer

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Lead generation marketing focuses on generating leads for your business; it gets the word out, and helps people come in huge numbers. Now while lead marketing may get huge number of people or leads, not many of them turn out to be interested parties, many of them just end up in the dump, often leading to frustration.

While Lead generation only takes into account getting contacts, **Pipeline Marketing** is vastly more appropriate for today's market. Pipeline marketing not only concentrates on producing leads, but also focuses on maintaining and progressing them through the sales pipeline and thereby ensuring a steady flow of revenue as well as interest.



### Lead Generation Marketing - BAD

In Lead Generation - Marketing focuses on the Top of Funnel function of generating leads. Lead generation doesn't take into account which or how many leads convert into opportunities or customers. In fact, the results of the 2018 Revenue Performance Index study show that as little as 1.92% of leads convert into revenue on the books!

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Reliance on lead generation marketing leads to slower sales, due to the fact that the sales team wastes time contacting unqualified leads. Often marketing is recognised and compensated on the quantity of leads created, without knowing if they're qualified.

Lead generation marketing excludes conversion marketing. Since it's all about volume, less focus is placed on end-to-end conversion.

Lead generation metrics are often menial and vane in nature, focusing on such things as traffic, page views and lead volume.

Lead generation also wastes money on efforts that have little to no line of sight to revenue and do not guarantee a Return on Investment.

### ***Pipeline Marketing - Good***

In Pipeline Marketing – the clear and unambiguous focus is on the full funnel. Pipeline marketing takes into account the goal of marketing (and the organisation as a whole), which is revenue creation and growth.

A determined focus on pipeline marketing leads to faster sales, due to the fact that marketing only passes qualified and timely leads to the sales team.

Pipeline marketing has a clear focus on customer creation, identifying where customers come from and then driving to find more of them!

Pipeline marketing includes conversion marketing, including; retargeting, nurturing, email programmes and reviews. Marketing activities don't stop when the lead is created – they continue until the opportunity is closed.

Pipeline marketing metrics are much more powerful, with a clear focus on the resulting revenue. They include such metrics as; sales by web source, opportunities by key word, revenue by channel etc.

Pipeline marketing is recognised and compensated on the revenue that results from their activities. This drives an end-to-end focus and very much encourages and supports a closer integration with the sales team.

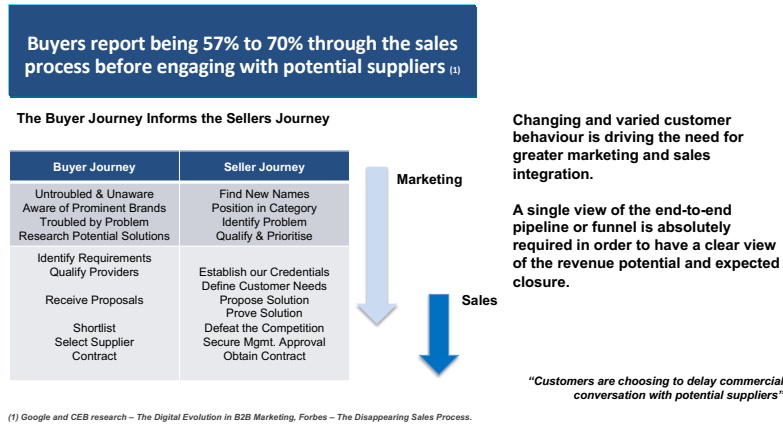
The result of all of this is that pipeline marketing is much more budget efficient, generating more customers for less spend.

### **The Buyer's Journey**

The need for a change to pipeline marketing and closer integration between sales and marketing is also driven by changes in buyer's behaviour. When buyers report being anywhere up to 70% of their way through the buying process (and therefore sales process)

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before and if engaging with potential suppliers, there has to be a corresponding flexibility in ownership of the Pipeline and therefore greater integration between marketing and sales.



### ***Get in touch to find out where we can help.***

To find out more and to see how RPM Group solutions can help you make a successful migration to pipeline marketing, get in touch.

The RPM Group apply advanced data analytics, marginal gain theory and process re-engineering/improvement to enable you to drive exceptional revenue acceleration and growth.

[www.rpmgi.com](http://www.rpmgi.com)