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HOW TO GENERATE QUALIFIED LEADS AND GROW YOUR BUSINESS?

A guide for tech company founders

Rolands Ozolins

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Foreword

In 2017 I left the Business Development Director position at UAV Factory – the leading small fixed-wing UAV manufacturer - and found myself thinking what to do next.

In the previous year I have personally witnessed that digital marketing in B2B presents a disruptive opportunity. With a small team we were able to launch and take a new brand – Octopus ISR Systems – from the first production models to over 1M EUR in revenue in as little as one year.

Most of this success was due to smart (although minimal) use of digital marketing. And honestly - we were lucky that our competition was badly lagging in it.

While digital marketing showed disruptive potential, it was still a rocket science for most tech companies working in B2B, and nobody could help.

Traditional marketing agencies do not understand the tech industry. They rarely have any idea of complex solution sales, are not technology savvy and poorly positioned to support companies that need to nurture leads for months until they are ready to buy.

My business partners and I asked ourselves – what if we could somewhat disrupt the industry? Create an offering that would combine the best practice of digital marketing in B2B, the latest marketing technologies with our own know-how of complex technology sales in B2B?

An offering that is simple to understand, quick to implement, fully transparent and would cost less than hiring a junior marketing employee?

As a result, we set to do exactly that.

Today we are perhaps a leading management consultancy in Northern Europe that helps technology companies generate qualified leads (contacts of possible customers with an early interest that are likely to become customers) and convert them to business opportunities.

We are running dozens of lead generation campaigns on a significant scale. Over the years, we have had an opportunity to learn from well over a hundred campaigns all across the Northern Hemisphere serving customers in SaaS, Data Center, Telecommunication, FinTech, Unmanned Aviation and Robotics industries that offer complex solutions in B2B market.

Our customer list ranges from very small tech companies with just a few engineers to the world's largest tech companies, such as Microsoft Corporation and Citrix Systems. Solutions our clients sell are highly innovative, complicated, difficult to explain, expensive to purchase and take months to complete the sales cycle.

We have figured out how to generate demand for these solutions using digital marketing and how to do it in a very cost-efficient manner.

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Introduction

Every deal starts with a lead.

A lead is a person who has shown interest in the offering and is likely to become a paying customer. Increasing the number of qualified leads, therefore, is a necessary condition to grow business.

Today modern marketing provides the best and most cost-efficient way to generate leads and grow tech companies' business.

The purpose of this eBook is to share some of the key principles and learnings about lead generation for tech companies. It is written for company founders and business leaders looking for ways to grow their business quickly or monetise some of their solutions.

From this eBook, you will learn what are the principles of lead generation and most importantly – how to set-up a system that allows for sustainable lead generation.

After reading the eBook you will know what to ask from your marketing team or external consultants and how to align your organisation around modern marketing principles.

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How buyers buy complex technical solutions?

Over the last decade or so two significant things happened that changed B2B marketing for good.

From one hand, the Internet has become widespread and, as a result, buyer behaviours have profoundly changed spanning across consumer and B2B markets.

From the other hand, the emergence of advanced marketing technologies has opened a whole new range of marketing possibilities which have never before been available to companies selling in B2B.

Change in B2B technology buyer's behaviour

A decade ago, B2B buyers spent a lot of time with sales representatives to learn about solutions they need. Sellers were able to control the conversation and, in many cases, become trusted advisors.

The information available on the Internet has granted buyers the freedom to research their problems and look for solutions on their own. And it turns out, this is exactly what tech buyers in B2B want to do.

In fact, Gartner research shows[1] that only 17% of time is spent with suppliers during the purchasing process. In contrast, 45% of the time is spent independently researching a solution. Moreover, if more than one supplier is considered, which most often is the case, time spent with suppliers is split respectively.

[1] Gartner, Win More B2B Sales Deals, 2018.

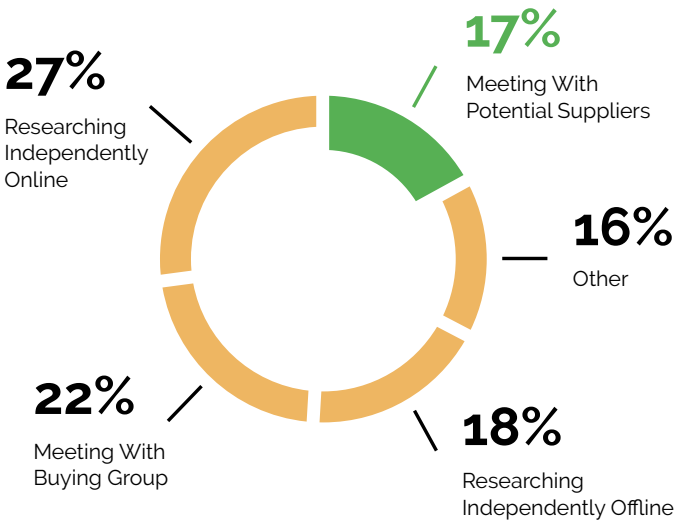

Figure 1. Distribution of buying groups' time by key buying activities.

These findings are not unique to Gartner or IDC. The same trends have been corroborated by Forrester, Google, McKinsey, and countless other industry consultants and analysts. Just think about how you search for information when considering an expensive personal purchase.

IDC research[2] tells that 65% of buyers only contact the seller after they have made the purchase decision.

[2] IDC, Selling to the Information-Driven Business, 2015

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Consequently, technology sellers must find a way to connect with prospective buyers early in the buying process when buyers do initial research. The only way possible is with marketing content that helps buyers understand their problem, research, compare solutions and build trust in the seller.

All this happens even before the first contact with the sales team is made.

To adapt to changed buying behaviour, companies must seriously re-evaluate their Go-to-market strategies. Some of the most critical strategy elements are carefully planned Customer Journey and development of detailed Buyers Persona (profile of buyers).

Companies using traditional marketing and sales approach know precisely when they have lost a deal. The same companies have no idea about how many possible deals they have lost because they didn't have marketing content and didn't seem to exist at all for those who are searching for solution.

Learn more about planning buyers' journey on our blog.

The emergence of modern marketing technologies

Traditionally B2B marketing responsibility has been limited to creating awareness about company's offering, placing occasional ads and other paid content in industry press, and organising participation in events, such as trade shows and conferences.

Today, change in buyers' behaviour, coupled with the availability of technologies, has dramatically changed marketing's role and contribution.

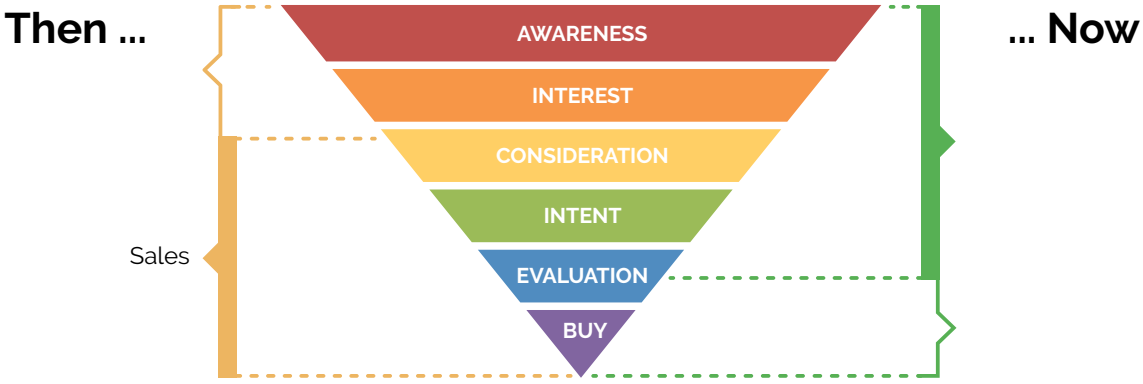

Figure 2. The changed responsibilities of modern marketing.

As a result, the most important objective of marketing has become the generation of marketing qualified leads. A marketing qualified lead (MQL) is a contact whose engagement levels with marketing content indicate that she is likely to become a customer.

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Today advertising technologies allow precisely targeting of even very small niches of customers worldwide. Marketing technologies allow to provide marketing content to educate and nurture prospects until they are qualified as MQL and ready to be transferred to the sales team for an in-person follow-up.

It allows finding buyers for even most exotic solutions. An increasing number of tech companies use this capability to find a market for solutions that were considered so unique, that realistically there was only one customer.

Because of these changes, marketing, instead of being a cost centre, is becoming a profit centre and the key driver of business growth in many companies.

In turn, the sales team is spending less time prospecting and engaging in unproductive activities like cold calling and more time on closing deals. As a result, the company can quickly scale its business in international markets even with a small sales and marketing team. This transformation, however, is neither easy, nor is it domain of marketing only.

If your marketing does not generate around 30% of all qualified leads your company has, you may want to reconsider your marketing investments.

There are plenty of solutions thought to be one-customer-specific that can find other buyers through narrowly targeted digital marketing.

Organisational change is necessary

Company leadership must initiate an internal change to ensure that traditionally separate marketing and sales functions start cooperating closely. Additionally, this change requires new skills and attitudes from all involved. It is critically important to understand buyer's behaviour and manage marketing technologies applied. On top of that, strong quantitative skills are a must to analyse and optimise marketing performance.

In the next chapter, I elaborate on successful lead generation principles for tech companies selling in B2B markets.

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Digital Sales Engine™ or system for lead generation

This chapter is the central and most important part of this eBook. It is based on our experience managing businesses in multiple corporations, launching a new product from scratch, and having planned and executed dozens of lead generation campaigns for tech companies all around the Northern Hemisphere.

Strategy

As mentioned earlier, adapting to modern buyers' buying behaviour is critically important to grow business and gain competitive advantage. Therefore, companies must profoundly reconsider their Go-to-market strategies or develop a formal strategy if there is not one.

Investment in proper GTM strategy development is a no-brainer considering the possible cost of mistakes later when it becomes clear that campaign was prepared based on wrong (or missing) assumptions about competition, buyers, marketplace or product positioning.

The key purpose of strategy development is to plan marketing activities. However, another essential purpose is to educate and align sales and marketing teams around competitive environment and modern marketing principles.

Strategy planning is the best occasion to take a structured look at competitors, review feedback from buyers' interviews, and consolidate inputs from all involved.

There are many strategy frameworks to use, and you are likely to find several after a simple Google search. At IBD Consulting, we have developed our own framework that has been finetuned over time, and is used routinely with our clients.

Below is a visual representation of our framework.

Figure 3. The Go-To-Market strategy development framework developed by IBD Consulting.

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Our experience shows that the first meaningful step towards GTM strategy is doing competition research. It usually serves as an eye-opener about reality in the marketplace and it is an early indicator of what it will take to compete and grow the business.

Another substantial source of information is conducting interviews with existing of prospective buyers. It often reveals unexpected information about the perception of the company and its offerings. We have had a case when the company believes they are competing in the market for one category of products, while its buyers think they are providing a product in entirely different category.

The effort and time needed for strategy planning depend on our clients' existing information about the market, competition, and product positioning.

I recommend to start with competition research and organise an internal briefing about competitors and principles of modern marketing. Such internal briefing aligns business decision-makers, sales, and marketing around the opportunity in the marketplace and speeds up modern marketing implementation.

Usually, strategy planning takes 2 – 3 sessions of 2 – 3 hours together with client's team either on-site or online. The whole process is completed within 2 – 3 weeks. Consultants' job is to moderate a well-structured discussion, ask the right questions and validate assumptions. It is very common that our clients seek additional information to substantiate initial beliefs and make sure that strategy is based on sound assumptions, preferably backed-up by data.

Organisational alignment

Any strategy is only worth as much as organisational capability to execute upon it.

Therefore, it is important to involve the sales team in strategy development and educate about modern marketing principles. Our experience shows that often senior technical leaders have some of the most valuable insights to contribute.

A good first step in preparing organisations for implementing modern marketing is to start with competition research and discussion of competitive landscape, followed by a briefing on modern marketing principles.

This sets a stage for further work on Go-to-market strategy and prepares the team for collaboration on generated leads.

You would be surprised how often lead generation plans fail because sales were not involved from the start. Sales must participate in developing the strategy, and they must be ready to handle increased flow of qualified leads.

It is essential to agree about the exact definition of a qualified lead in the planning stage and define responsibilities of each party in lead management.

Marketing content

Today, most buyers first experience tech companies via information that is available online. In many cases, online is the only way buyers ever experience tech companies.

Company is judged by the breadth and quality of its content; therefore, content production is immensely important to educate and nurture prospects and generate trust.

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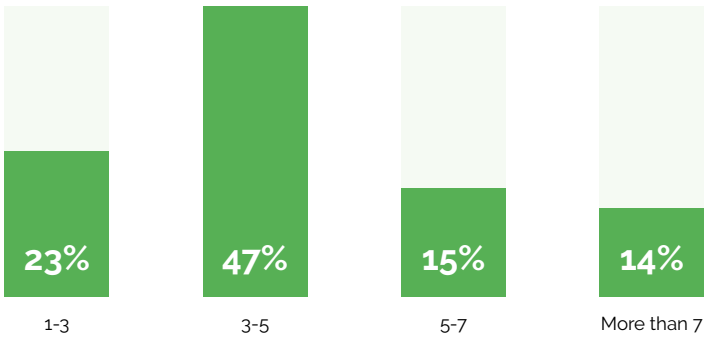

Figure 4. How many pieces of content B2B buyers consume before contacting a salesperson.

During 2020, 67% of buyers reported relying even more on marketing content than before. Make sure you have these pieces of marketing content. If you can only do 2 things, have a product video and a case study produced.

Research shows that most buyers consume 3-7 pieces of marketing content before talking with sales.[3]

[3] 2020 Content Preferences Study, DemandGen Report, 2020

Because great marketing content has a lifetime of months and possibly years, it has a cumulative effect on lead generation. Publishing content regularly is an investment which over time significantly reduces the cost of lead generation.

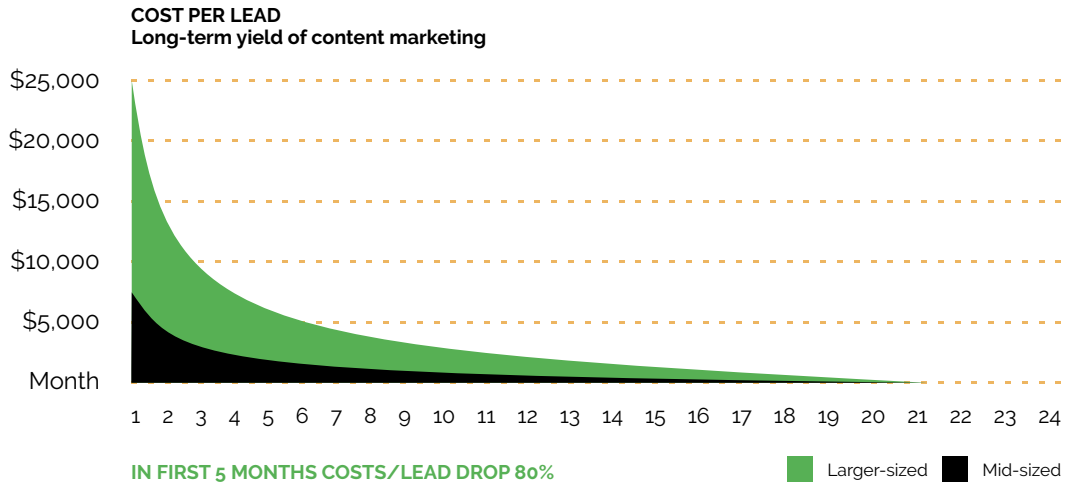

Figure 5. Using content marketing cost per lead decreases. Image credit: https://neilpatel.com/blog/5-content-marketing-trends-that-you-should-leverage-in-the-next-year/

The long-term yield of content marketing is illustrated in the chart above, which shows the cumulative cost per lead over the 24 months, or how much has been spent divided by how many leads have been generated over time.

There are many types of marketing content that can be used, I will highlight the ones used most often.

Whitepapers

Whitepapers are a great possibility to demonstrate in-depth competence, convince a sophisticated reader about your technology merits, and build trust. Make sure your documents are well researched, referenced and your claims are backed up by data.

Whitepapers are authoritative, well researched, structured and referenced documents that discuss its subject in a n increased level of details and are targeted at an audience that is seeking a deeper understanding of the issue.

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This type of marketing content is perhaps best suited to demonstrate in-depth technical or business competency about the subject or justify your product claims if understanding these requires specialist knowledge and technical argumentation.

I would recommend adding whitepapers to your content portfolio if your solution is on the cutting edge of innovation, and it is likely to be highly scrutinised. Typical whitepaper length varies between 1500 – 5000 words. I recommend targeting around 2500 words.

Never make the mistake of calling your sales brochure a whitepaper. Your good intention to elevate your content will badly backfire with lose of buyers' trust.

eBooks

Usually, eBooks are a lighter type of content written in simpler language, contain more illustrations, and is targeted at the audience seeking a general understanding of specific topics. While the length can vary from 800 – 5000 words, typical eBook takes around 1200 – 1500 words, contains illustrations and covers 8 – 15 pages. eBooks are read by a broader audience, require less effort to complete and written in a simple language.

Online content is the only way your prospects can judge the credibility of your company and develop trust. It is much better to produce a smaller amount of content than compromise on the quality.

Live webinars

Generally, we are sceptical of the value of live webinars, unless it is a part of a larger virtual event and people have already committed their time.

Live webinars usually suffer from low quality of sound and inadequate speaker preparation and risk of things, like demos, failing. Moreover, it requires an audience to commit their time at a specific timeslot, which is a rather big ask.

There is a good chance to distribute the recording to those who missed the live session, however, while less than perfect quality can be tolerated at a live event, people are less willing to suffer recorded events unless the quality is adequate.

We have seen that only as little as 20 – 30% of people signed up to a live webinar actually show up.

People expectations of video content is set by the relatively good quality of popular YouTube videos. It is not likely that you can meet these expectations without extensive preparations and practice.

On-demand webinars

On-demand webinars, on the other hand, are foolproof regarding the quality. However, it does require significant preparations, which include development of the script, coaching the speaker, and, preferably, use of a dedicated video studio.

Statistics show that as much as half of online video viewers are lost after the first 30 seconds. This illustrates the importance of compelling opening, well-prepared message and script.

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Because of preparations, taking multiple shots and possibilities to improve and fix things in post-production, on-demand webinars can provide premium level quality which fits the expectations of viewers used to high-quality videos.

Specialised studio equipment and know-how are essential to produce great content efficiently. Many of our clients choose to fly in to shoot their on-demand webinars.

From the viewer perspective, they can view the video at their own time, take pauses, fast-forward, speed up the recording and jump to another chapter. If there is a need, they also can return to sections of interest, pause on technically complex illustrations and take time to understand the content entirely.

From a marketing perspective, if properly automated, webinars can serve as an excellent lead generation or nurturing tool which does not require any manual effort. The lifetime of well-recorded webinar can easily last months or over a year.

On-demand webinars keep generating and nurturing leads while you do something else. It is an investment that keeps producing returns with no effort required. What not to like about it?

Blogs

Blogs have a number of uses. First, it allows a company or its employees to better explain various topics that might be interesting to their audience. Blogs can be used as an expression of more personal, even somewhat contradictory opinions and in this way, they differ from other types of content which is more formal and balanced.

Do not underestimate the effort required to prepare a quality blogs that people actually read. Also do not expect all blogs to be equally successful.

If written by company's leaders, blogs are an excellent way to explain a point of view. For instance, why the company has chosen to develop its product in a certain way or why it is taking a specific action upon some event.

Another use of blogs is their possibility to attract organic traffic to a company' website. To achieve this goal, blog structure and text need to be optimised for search engines to find.

Companies for which we prepare blogs frequently see increasing organic traffic. This creates an opportunity to convert those visitors to leads with an offer to register for a webinar, free consultation, demo or other offers.

Other types of marketing content

While I only highlighted what I think are the most important types of content, there are many more. We have used animations, product explainer videos, online assessments, and various other content types with great success.

GTM strategy is a must-have before the start of marketing content development. Having a well-developed strategy in place is a small cost and effort compared to the costs of producing marketing content that doesn't work with the audience.

The content types, key success metrics and content calendar should be best developed at the strategy planning phase and should depend on companies' goals and timeline.

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Marketing technologies

Marketing technologies is a must-have to grow tech business in B2B. There is no way around it.

Companies' salespeople must engage with tens if not hundreds of leads to close just a few deals. To get hundreds of marketing qualified leads, marketing needs to engage thousands, quite possibly tens of thousands of website visitors and prospects.

Only with the help of marketing technologies companies can handle this amount of relationship. Only with marketing technologies companies can optimise the spend and lead flow to meet their business objectives.

Advertising technologies

Today advertising technologies allow extremely detailed targeting of the audience. Thus, it makes business sense for companies even in the most exotic solution areas to use advertising to reach out to prospective customers.

We mostly use LinkedIn and Facebook platforms. However, before selecting an ads platform, it is necessary to study the respective markets and user preferences, particularly when going outside of North America or the European Union.

When generating leads in more expensive markets, such as the US, purchasing an account list from specialised vendors is well worth considering. This allows narrowing your advertising efforts to target only the companies that fit well with your offering.

If I had to choose only one advertising platform, I would choose Facebook. While it provides lower-quality leads than LinkedIn, Facebook has proven to generate leads at a significantly lower cost and identify leads interested in your offering better than any other platform.

Select specific targeting criteria to zero in on your ideal audience:

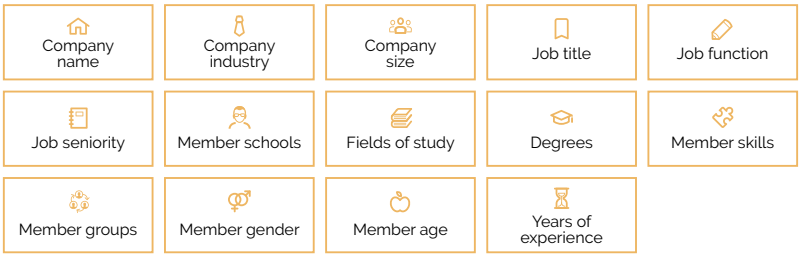

Figure 6. Some of LinkedIn ad targeting options.

LinkedIn allows targeting audience by professional details: industry, company name, seniority, functional area, and many other properties.

Facebook is often perceived as a consumer platform. However, due to its rich user-profiles and market-leading Machine Learning algorithms, it often provides excellent lead generation results at costs multiple times lower than other channels.

Anyone can quickly set-up an ad campaign and start spending money. However, ads must be handled by experienced professionals. It requires in-depth knowledge of each platform, strong quantitative skills, ability to use platform's Machine Learning features, and quickly react on statistically significant events. Such skillset and experience are rare.

I have seen over 70 times performance quality difference between best and worst-performing ads for the same campaign on Facebook. It demonstrates just how important it is to use experienced professionals and extensively test different sets of visuals and messages.

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Landing pages

Landing pages are an essential element of marketing campaigns. These are specifically designed pages that are optimised to a single objective of getting desired visitor action done. This is measured as the conversion rate.

For example, if landing page is used for a whitepaper registration and the conversion rate is 9%, out of 100 visitors nine filled in the form and registered for the whitepaper.

Landing page technology must allow to quickly create and modify landing pages; extensive Machine Learning supported A/B version testing and flawless user experience on any device. Designers must have extensive experience with landing pages, user experience design, and know from experience what will provide the best results.

Without landing page technology company is likely to overspend on page design, be slow in making changes and have less than optimal advertising costs.

Marketing automation

Marketing automation is the central marketing technology that tech companies must master to grow their business. As the name suggests, marketing automation automates a large number of marketing communication tasks and provides profile and behaviour analytics.

Automation allows to exchange marketing content against prospects' contact details on the landing pages and deliver right marketing content at the right time, track marketing pipeline and identify prospects showing buying behaviour. It allows to automate pipeline and provide the sales team with marketing qualified leads.

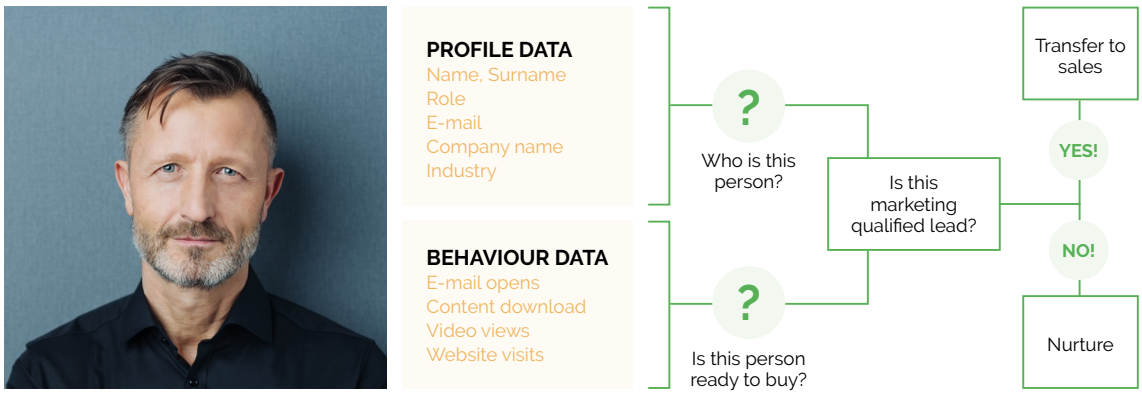

Figure 7. Key principle of marketing automation.

Let's discuss a more detailed example below.

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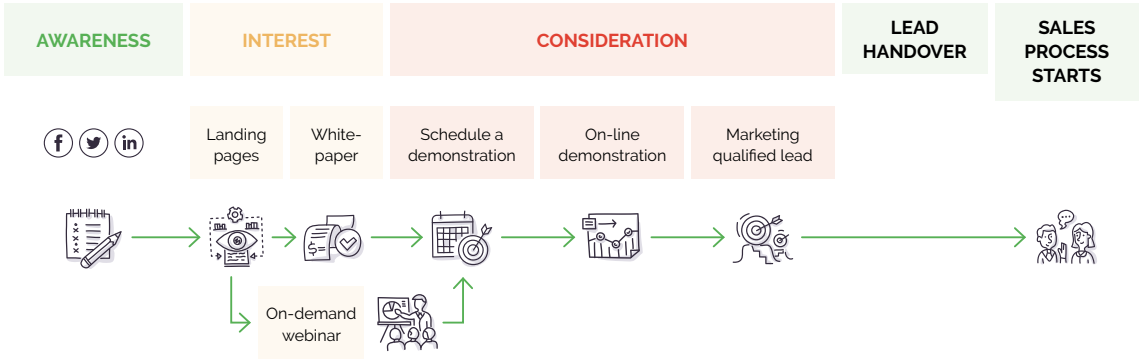

Figure 8. An example of marketing automation enabled marketing funnel.

Out of all marketing technologies marketing automation requires the most learning to master it and there is a shortage of skills on the market.

In this example, ads on Facebook, LinkedIn and Twitter are used to engage the target audience with advertising messages. If interested, prospects register for a whitepaper or a webinar on landing pages. After consuming this marketing content, prospects are offered to schedule an online product demonstration via automated e-mails . According to free slots of pre-sales engineer calendar, prospects can choose a time of demonstration on their own.

After the online demonstration, prospects are considered to be Marketing Qualified Leads (MQL) and are handed over to the sales team for a follow-up.

Do note that all this process is fully automated and does not require any manual work. The whole system is only limited with the available timeslots in the pre-sales engineer calendar. And the advertising budget, of course.

This kind of approach allows virtually infinite scaling of lead generation activities.

Marketing analytics

Modern marketing is driven by availability of data. As the marketing pipeline is fully automated, reporting in which stage of marketing pipeline prospects are is automated as well.

A sample view of the marketing pipeline is available below. It is available from any device online and gives precise information about the number of contacts in each stage.

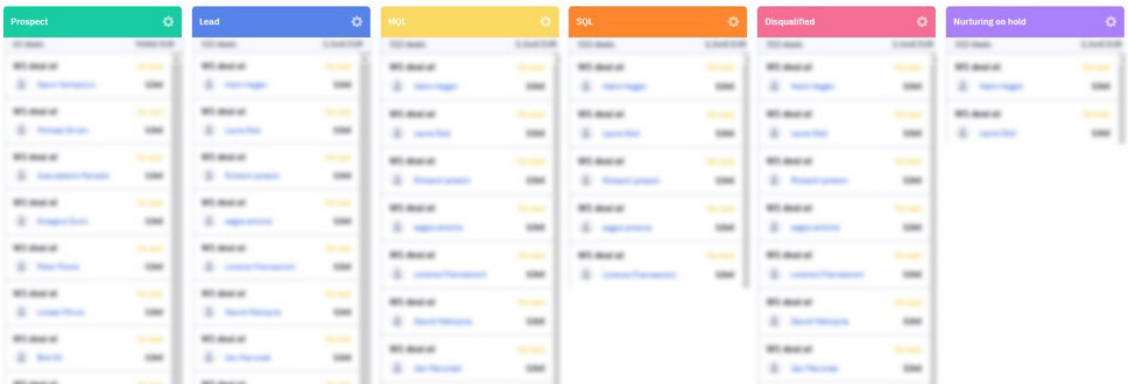

Figure 9. Marketing pipeline view available in marketing automation.

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Do note that it also includes stages to account for disqualified and unsubscribed contacts in addition to marketing pipeline stages.

Additionally, companies must have single view dashboards that integrate data from all data sources to enable a single view of all relevant information starting from marketing pipeline and costs per lead, to spending on paid channels and organic traffic results.

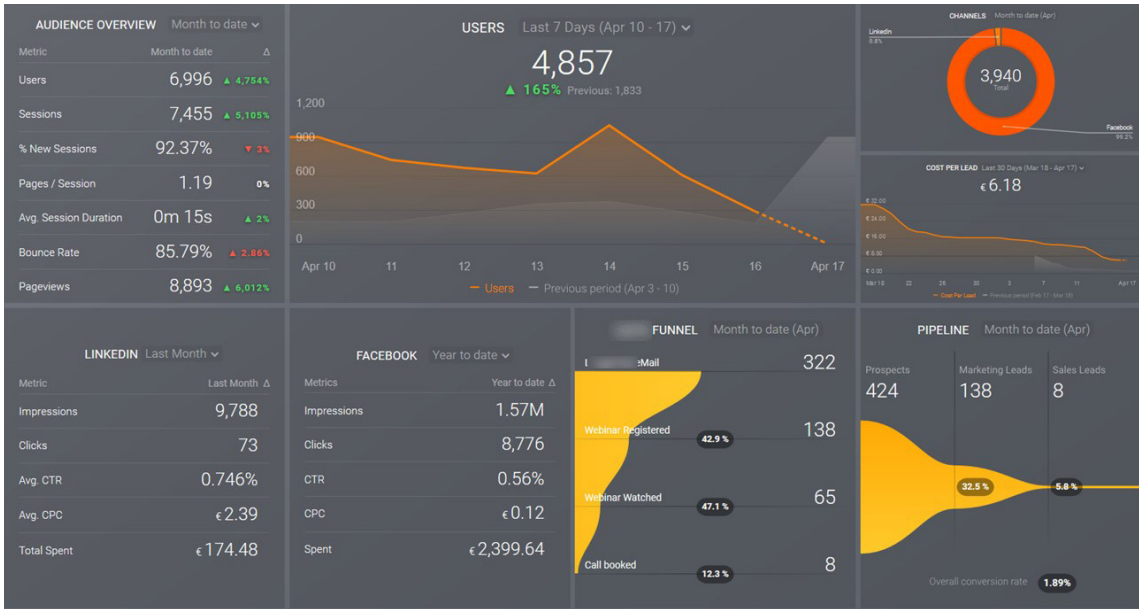

Figure 10. A lead generation campaign dashboard for one of our clients.

Availability of such data provides a single version of truth for all involved. It also answers the question of what marketing contributes to the company's growth. This provides much needed additional empowerment to marketing teams as they can measure and present the results of marketing investments made.

Continuous optimisation

The technologies described above automate what would otherwise be manual work-intensive processes prone to mistakes. However, perhaps more importantly, they enable data-based decision making, optimisation and continuous improvement.

Today, some of the optimisation decisions can be left to Machine Learning; however, it is critical to have an experienced expert looking after the system and making optimisation decisions as soon as a statistically significant event occurs.

Our practise shows that campaign review meetings must take place once per week or at least bi-weekly. Apart from our managers, client's marketing and salespeople must be present. And at least quarterly review with client's executive management should take place to maximize the value clients get from the partnership.

It is a mistake to assume that most of the cost and effort would be spent until launching the campaign. Our experience shows that for a 6-month campaign around 30 – 40% of the budget is spent on preparing the content and technologies and approximately 60 – 70% for managing campaign performance and implementing changes. (This estimate ignores the cost of media, which can vary dramatically).

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Over the weekly meeting results of the previous week are discussed, budget and messaging decisions are made and input about lead quality from sales reviewed.

This, no doubt, is a costly process; however, it is the only way to achieve strong campaign performance. Over time weekly reviews become an indispensable routine of sales and marketing management.

Implementing a system for lead generation

As with every solution, one of the key questions is to whether to try to 'make' it internally or 'buy' an external solution.

Here is my view on the benefits and possible problems and risks with each approach. Reader, no doubt, will see additional points I have missed.

'Making in-house'

Benefits

- An internally made solution might uniquely fit with company's requirements.
- Company will not be dependent on an external service provider.

Problems

- Marketing professionals and managers in most cases lack necessary technical and quantitative skills. Either significant re-training or hiring would be required.
- Selecting, testing, integrating, and GDPR vetting technologies can take months. Moreover, it will require negotiating work to be done by IT and legal team.
- Implementing necessary processes will be difficult and time-consuming, as it is likely that the company will need to develop its own best practices through extensive tests and trials.
- The process will sap attention and precious resources away from other priorities, such as product development.

Risks

- Company may fail to hire necessary talent in time or re-train the team.
- If a key member of the team leaves and takes her/his knowledge away, it may be challenging to sustain a working lead generation system.

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- There is a risk of other teams (IT or legal) taking excessive time to approve and implement technologies.
- Competition may take over the marketplace quickly and benefit from the first movers advantage.
- Third-party technologies might need to be replaced quickly due to technical or legal obstacle. Replacing technology may be a lengthy and costly process.
- The company would not be able to demonstrate results quickly, would lose momentum and management support.

The major drawback of implementing modern marketing in-house is time to market. Although there are some digital marketing talents available to hire, there is a considerable shortage of marketing leaders skilled in creating a lead generation system in B2B.

Using third party consultants

Benefits

- Fast time to market. A couple of months to show strong results.
- Marketing technologies are selected, fully integrated, tried and tested over many times.
- GDPR compliance is carefully reviewed, and all necessary paperwork and procedures are in place.
- Instant access to the know-how. Best practices, processes, and procedures in technology marketing.
- Full transparency right from the start.
- End-to-end service including content production, media management, technology implementation and campaign optimisation.
- Multiple times lower cost.
- Consultants can be easily fired if there is a need.

Clients use our services because of four key reasons: 1. Deep know-how of tech business, 2. Fast time to market 3. Low risk and 4. Less cost than to hire / re-train the team.

Problems

- Finding competent consultants in B2B marketing is a challenge. It is even more difficult to find consultants with knowledge of tech industry solution sales.
- Scope of work should be carefully agreed as consultants will be reluctant to invest more effort than agreed.
- The company is becoming reliant on the third party it does not control.

Read one of the best blogs about choosing between doing yourselves and hiring a consultant by Rand Fishkin here.

Risks

- Consultants may decide to discontinue business relationship if not happy with it.
- Knowledge and know-how still reside with consultants.

Knowing the shortage of skills on the market, I do not see alternatives to working with consultants at least initially. We have worked with many clients helping their marketing teams acquire the skills and become self-sufficient over time.

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Working with IBD Consulting

I believe that we provide a disruptive, game-changing offering for tech companies.

We either provide marketing-as-a-service or work with our client's teams to amplify their contribution and improve lead generation. Some of our customers have decided not to hire internal marketing, but rely on us instead.

Just think about it – you can fill your sales pipeline with qualified leads in as little as few weeks at cost that is less than hiring a junior full-time employee.

We know the tech marketing and industry exceptionally well. Moreover, we know what it takes to sell tech solutions as every one of the company founders has built part of their careers in sales.

This allows to plan and launch campaigns quickly. If needed in as little as three weeks. Additionally, we have a ready-to-go marketing technology stack that can be deployed in days. All integrated. All GDPR compliant.

Since 2017 we have run dozens of lead generation campaigns across the world. Because of this, we have observed results and A/B tested various set-ups and developed data-based best practice.

We know exactly what works and what does not. This alone saves thousands of euros for our clients.

Our services are not cheap. However, because of speed, efficiency, and know-how, our services are multiple times less expensive at the end of the day than what it would cost to implement world-class digital marketing without us.

Most of our customers pay for our services less than they would pay for a single in-house marketing specialist.

We provide full marketing pipeline view, and analytics dashboards that track every euro spent, every lead and every key event in the marketing pipeline. This offers full accountability to all stakeholders involved.

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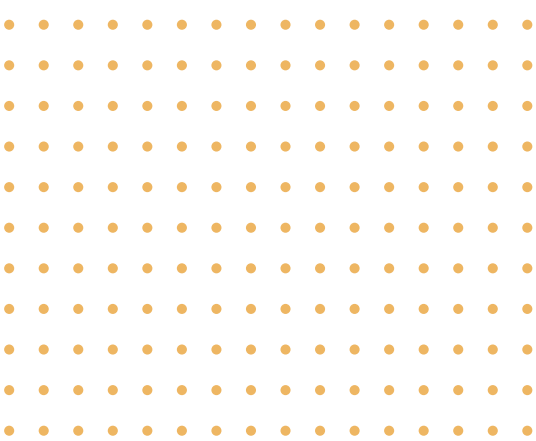
Conclusion

Over the last four years, we have experienced the power of modern marketing. Digital Sales EngineTM opens the doors for sales team quickly and fills sales pipeline with opportunities.

We have generated thousands of leads for tech companies across Europe, allowing them to scale their business quickly even if they have no in-house marketing and no sales office in local markets.

If you are interested in growing your business, do not hesitate to reach out to me personally!

Digital Sales Engine is not the best approach for every company. Let's briefly discuss your business and see if it is the right tool for you.



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About the author

ROLANDS OZOLINS

Is a business growth strategist, a former Microsoft executive with over 20 years of experience in technology marketing and sales.

In 2017 he co-founded IBD Consulting, a management consultancy, specialized in technology marketing and lead generation.

Rolands is married, has two children and lives in Riga. He is a graduate of the full-time MBA program from Copenhagen Business School (2004). He has an undergraduate degree in Business Administration with a major in marketing (2001) from Ventspils University College.

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About IBD Consulting

IBD Consulting is a leading management consultancy helping technology companies grow their business. The company was founded in 2017 by former Microsoft executives. Because of its unique business model, it efficiently serves different types of technology businesses. It's projects range from generating customers for SaaS applications created as side-projects by a single developer, working with ambitious start-ups and helping some of the largest tech companies generate leads.

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