

A STUDY ON LEAD GENERATION WITH DIGITAL MARKETING IN B2B SAAS STARTUP TOWARDS EVOLET TECHNOLOGIES WITH REFERENCE TO COIMBATORE

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ABSTRACT

Lead generation strategy describes the marketing process of involvement and capture of interest in a product or service which is aimed at developing sales plans and, as a consequence, soliciting new clients in IT industry. Lead generation is becoming an increasingly popular demand generating strategy, which – through its multichannel led dissemination of the generated message – gives it a much greater reach. Lead generation assists organizations in achieving greater brand awareness, building relationships and attracting more potential clients to fill their sales. The primary purpose of this publication is identifying the possibilities that the implementation of lead generation strategies provides to modern enterprises. It discusses the key aspects of this issue, demonstrating how the significance of organizations change, how their value effectively increases as a result of the implementation of tools furnished by processes that form an integral part of lead generation. The article defines the factors and processes that affect the effective course of actions undertaken within lead generation campaigns.

Keywords: Lead generation, B2B SaaS start-ups, IT industry

1. INTRODUCTION

THE STUDY

Lead generation is the first step taken to meet a customer on their buyer's journey. Before a purchase is made, a potential customer would have walked through a series of steps. Paying customers and returning buyers have been nurtured at one point and it all begins with converting web traffic into quality leads. Therefore, lead generation is all the activities done to show buyers whose problems can be solved with your product or service, how much your product can help them. A lead is a person who has shown interest in your product or service in some way, shape, or form. Either through clicking on your links, visiting your website, signing up for your newsletter, or calling the business line for inquiry. However, he or she is not hasn't made abuying decision yet. At this point, you'll need to educate and nurture them until a purchase is made. In this article, they will examine different SaaS lead generation strategies that guaranteean increase in leads generated and the quality of such leads. But first, why the need for a strategy A good lead generation strategy will help to capture high-quality leads and retain them. Itpositions you to acquire and nurture more prospects into paying customers and recurring revenue, which is key to maximizing your marketing ROI as a SaaS company. The buying patterns and behavior of consumers have changed over the last few years. Gone are the days when a flashy advert is all you need to get the work done. These days, consumers spend a lot of time researching your business and your competitors before making a purchase. Consumers are spoiled for choice, especially SaaS consumers. What this means is that you need to position your brand to take as many leads as possible by using the right strategy.

LEAD GENERATION PROCESS

Now that they understand how lead generation fits into the inbound marketing methodology, let's walk through the steps of the lead generation process. First, a visitor discovers your business through one of your marketing channels, such as your website, blog, or social media page. That visitor then clicks on your call-to-action (CTA) — an image, button, or message that encourages website visitors to take some sort of action. That CTA takes your visitor to a landing page, which is a web page that is designed to capture lead information in exchange for an offer. An offer is content or something of value that's being "offered" on the landing page. This can be an ebook, a course, or a template.



STATEMENT OF THE PROBLEM

Most companies be that B2B or B2C will have some form of marketing plan, and included within that will be how they are going to generate leads. Now, most companies regardless of industry or sector will have similar issues in why they cannot generate enough leads to be sustainable. But fear not, they have got you covered! They have put together some of the most common issues within Lead Generation and some ways in which you can overcome them. Whether it be time, money, employees, or knowledge, limited resources are one of the biggest obstacles in creating an effective lead generation marketing strategy. If you lack the budget to hire a full-time, tech-savvy staff devoted to lead generation, then your lead generation marketing strategy doesn't have the chance it needs to succeed. Because to do this kind of marketing right, you need to have a personal touch. You need your messaging to look and feel like it was made specifically for each prospect.

2. OBJECTIVES OF THE STUDY

- To identify the various strategies used to meet particular lead generation objectives at each stage of the marketing funnel
- To establish the extent to which small businesses are using different marketing strategies to generate leads.
- To identify the key challenges small businesses, face while implementing internet marketing strategies for lead generation
- To study the extent to which small businesses are using different marketing strategies to generate leads.
- To indicate agree level of successful SaaS marketing strategy and growing a business is high competitive challenges

SCOPE OF THE STUDY

Lead generation with digital marketing is more of a function within an organization. So essentially cannot be compared to E-volution technologies. Digital Marketing as a industry could be more focused on Business to Companies and in such a scenario has equal scope. Digital Marketing agencies in a Business to Business scenario, perhaps the scope could be limited especially with big players.

LIMITATION OF THE STUDY

- The respondents may not be true in filling up the questionnaires.
- The study was only confined to 120 respondents.
- The reliability of the data may not be dependable.
- Types of specific channels have not been evaluated in this research, especially in term of digital marketing such as weblogs, blogs and portals which have been widely popular in the technology era.

3. REVIEW OF LITERATURE

Johnston & Marshall, (2017) has presented Lead generation marketing is a way of generating something that can be referred to as Marketing Qualified Leads (MQLs). Marketing qualified leads is a lead that is legitimate, sincere, and challengeable. Legitimate and sincere leads are such that clients truly intend to buy. These clients have the money and purchase competences and also carefully check the product or service before the possible purchase. A sales engine is any mechanism used to engage the sale of goods and services. Until recently, this mechanism was used almost exclusively by sales staff. In the 21st century, the concept of lead generation marketing has changed the perspective not only on the way that companies treat marketing but also in certain cases on the way they treat sales.

Mayring, P. (2017) has reported Lead generation involves identifying prospective customers and qualifying their likelihood to buy in advance of making a sales call. In short, it's about motivating prospects to raise their hands. Lead generation is the single most important objective of any business-to-business (B-to-B) marketing department. Other objectives, such as brand building, brand stewardship, public relations, and corporate communications are also on the list, to be sure. But, providing a sales force with a steady stream of qualified leads is job one.

Patterson, L. (2018) has presented, global marketing is subject to two issues/strategies: brand marketing and lead generation marketing. These two aspects are referred to as the Orwellian "big brother of marketing" and mutually influence each other on a yin-yang relationship basis. There are, of course, other equally important forms of marketing, such as product marketing. Brand marketing is what gives people an awareness of the relevant product or service offered by a company. What is important in this is the creation of an appropriate impression about the brand in the recipient's awareness and repeating this impression as long as is necessary for the recipient to have a clear or implicit awareness of that brand.

Kannan, P. K., & Li, H. A. (2018) has presented for decades, brand marketing was considered to be the "sexy" part of marketing. The hit television series 'Mad Men' revolved around the life of the staff of a reputable New York advertising agency in the 1960s. At the time, marketers perfectly designed both the artistic concept as well as the advertising content, and the advertisement itself was built on building the brand in the minds of consumers so as to invoke an unconditional desire to purchase a given product in this way. Lead generation marketing was, for a long time, considered the sensitive point of marketing.

McGlaughlin, F., Doyle, J., & Balegno, S. (2018) has reported paradigm shift they live in interesting times for lead generation strategy. This strategy is and will always be a sales support function. The primary objective in traditional marketing in corporations is providing the company sales department with warm leads (where a client's interest is focused on specific products or services but the execution of transactions may be spread over a longer period) enabling sellers to close a large amount of offers and generate more revenue. The functioning of the sales department was an essential requirement in every business and lead generation marketing provided sales support. However, the significance of lead generation is constantly growing, many companies are adopting the principles of e-commerce and mobile technologies as sales aids. With the development of the online catalogue and self-service sales, some companies in the e-commerce structure do not even need a sales department. This is one of the most exciting changes that have occurred in the world of business over the last decade.

Banerjee, S., & Bhardwaj, P. (2019) has presented Lead generation process Lead generation marketing is getting people to "raise their hands" and say they are interested in buying, or learning about an available product or service. Leads are people who have identified themselves as candidates who can potentially be turned into sales. Depending on where they are in the buying cycle, leads may have the following nature: "Thinking about buying" or "shopping around" or "considering alternatives" or "ready to buy". However, notwithstanding what they mean, each of them indicates the degree of interest in a given product or service and is identified as a tangible option satisfying specific client needs.

Baier, R. Decker, & L. Schmidt-Thieme (Eds.) (2019) has presented Since companies are trying to meet consumer needs by providing more purchasing information and control, they increasingly often employ a tool comprised of lead generation marketing. The change in meaning that takes place in relation to sales within marketing itself decisively reflects this. In order to gain a better understanding of this change, consideration should be given to where the significance of lead generation strategy falls in global marketing and how the concept of brand awareness relates

to this. Brand awareness and lead generation Lead generation is a different animal from general advertising or marketing communications.

Hildebrand, C., & Bergner, A. (2020) has reported along with the development of ecommerce Since companies are trying to meet consumer needs by providing more purchasing information and control, they increasingly often employ a tool comprised of lead generation marketing. The change in meaning that takes place in relation to sales within marketing itself decisively reflects this. In order to gain a better understanding of this change, consideration should be given to where the significance of lead generation strategy falls in global marketing and how the concept of brand awareness relates to this. Brand awareness and lead generation Lead generation is a different animal from general advertising or marketing communications., some companies are capable of implementing activities linked to sales in a comprehensive approach. This tendency places so much greater emphasis on discipline in marketing that in certain organisations; lead generation marketing can effectively generally serve both company sales and marketing. This tendency means a fundamental paradigm shift. They want to conduct their own product testing and get to know their characteristics before making the purchase. The Internet opens up new opportunities for clients to quickly and easily find product information and makes shopping ever more convenient.

Arora, A., Khan, H., Kohli, S., & Tufft, C. (2020) has presented the biggest difference is that lead generation relies on direct marketing, also known as direct-response marketing communications. Direct marketing comprises a set of marketing tools, approaches, and activities that are targeted, measurable, and driven by return-on-investment (ROI) considerations. But the key difference is that direct marketing's goal is to motivate an action. The action can be anything from a click, to a phone call, to a store visit-whatever the goal of the marketer is. Based on customer information captured and maintained in a database and using various analytical and communications techniques, direct marketing provides the underpinnings of some of today's most effective marketing approaches. These approaches include e-commerce, data mining, customer relationship management (CRM), and integrated marketing communications. But the major contribution that direct marketing makes to the business marketing equation is generating leads for a sales force, whether a field sales team, inside sales, or an outside sales resource like a distribution channel partner representative.

Oldroyd, J., Mcelheran, K., & Elkington, D. (2021) has reported an excellent example of the use of lead generation strategies alone is the Fluke Corporation with its registered office in Everett in Washington, United States. Dahaner Fluke-owned, it is a high-income company specialising in the testing of electronic devices like calibrators and function generators. The company harnesses lead generation by directing its offer exclusively to electrical experts and other interested companies. Since their target market is quite specific, there is no need to allocate significant resources to the advertising of its brand. Fluke is recognisable among 95% of electrical experts but not many people outside this group have ever heard of the company.

Strong, E. K. (2021) has presented the Psychology of Selling and Advertising. New York: McGraw- Hill. The subsidiary's marketing activities exclusively or almost exclusively rely on brand awareness marketing. Consortia like Coca-Cola or Delta Airlines need brand marketing since their target group covers all clients. 114 Lead generation strategy as a multichannel mechanism of growth of a modern enterprise www.minib.pl 25% of companies only use lead generation concepts 15% of companies only use brand awareness concepts 60% of companies use both concepts Millions of dollars are spent on their advertising campaigns to make sure that the brand is on the highest level of brand awareness and this is the incentive to purchase the products or services offered by these concerns. Many companies in the electronics industry are not focused on the direct sale of their products. They only ensure that the brand has sufficient value and position as the leader in the sector and that stores are eager to sell their brand. Electronics companies have no reason to create databases of potential clients interested in their products since retail sales offering and specialising in the sale of electronics products will do this for them via their own actions undertaken within brand awareness marketing.

Smith, T. M., Gopalakrishna, S., & Chatterjee, R. (2022) has reported a three-stage model of integrated marketing communications at the marketing-sales interface. Marketers harnessing lead generation strategy ask the question of how a market with a well-established awareness of a given brand or product can be stimulated to an extent where the shift can be made from considering a purchase to its actual execution? One thing is to check whether or not the client is aware that the relevant solution is the most advanced and innovative, another is to convince them to purchase this solution. This is what lead generation strategy is all about. It is difficult to measure the degree to which companies harness lead generation marketing in percentages However, several interesting statistics like those developed by the Lead generation strategy as a multichannel mechanism of growth of a modern enterprise globally, 83% of companies use some form of internet lead generation tactics like, for instance, e-mail marketing, or run sponsored links, website positioning and optimisation campaigns.

Verhoef, P. C., Neslin, S. A., & Vrooomen, B. (2022) has presented if several other off-line campaigns that only use traditional lead generation tactics like trade fairs, dispatch of advertising materials by post or telephone conversations are included in this, it can be roughly estimated that around companies around the world use at least one tool that is part of the lead generation strategy. The companies that most strongly implement the lead generation concept are those that run online stores or are involved in direct selling. Each company that runs a direct sales process and/or forced direct sales or forced captive sales or any other area of forced sales will generate substantial benefits as a result of the implementation of marketing tactics within the framework of the lead generation strategy.

4. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it they study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods techniques but also the methodology.

RESEARCH DESIGN

"A Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure". The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behaviour of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

POPULATION SIZE

A population is the entire group that you want to draw conclusions about. It is from the population that a sample is selected, using probability or non-probability samples. A research population is generally a large collection of individuals or objects that is the main focus of a scientific query. It is for the benefit of the population that researches are done. However, due to the large sizes of populations, researchers often cannot test every individual in the population because it is too expensive and time-consuming. This is the reason why researchers rely on sampling

techniques.

SOURCE OF DATA Primary data Secondary data

Primary data

The study basically uses primary data only through which uses interview schedule of questionnaire. Primary data mainly been collected through personal interviews, surveys etc. Primary data means data which is fresh collected data.

DATA COLLECTION METHOD

Descriptive research was undertaken to the study of the problem. The study is descriptive in nature. Descriptive research is those which are concerned with describing the characteristics of a particular individual of a group. The descriptive research describes the demographic the characteristic of the respondents and is typical concern with determining frequency with something occurs how the variables vary together.

SAMPLE SIZE

Population size is 175. The study based only on the opinion and expectation of consumer.

Total number of sample taken for the study is 120 respondents.

TOOLS FOR ANALYSIS Percentage analysis Correlation

Chi-square analysis Anova

PERCENTAGE ANALYSIS

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the response of the respondent. In this tool various percentage are identified in the analysis and they are presented by the way of Bar Diagrams in order to have better understanding of the analysis.

Number of respondents

Percentage of respondents = ----- 100

Total respondents

CHI – SQUARE TEST

Chi-square was done to find out one way analysis between socio demographic variable and various dimensions of the programme.

$$\chi^2 = (O - E)^2 / E$$

Where, O – Observed value, E – Expected value

In general the expected frequency for any cell can be calculated from the following equation.

$$E = RT \times CT / N$$

Where,

E = Expected frequency, RT = Row Total

CT = Colum total, N = Total No. of observations

The calculated value of chi-square is compared with the table value of χ^2 given degrees of freedom of a certain specified level of significance. It at the stated level of the calculated value of χ^2 the difference between theory and observation is considered to be significant. Otherwise it is in significant.

CORRELATION

There are several different correlation techniques. The survey systems optional statistics module includes the most common type, called the person or product moment correlation. The module also includes a variation on this type called partial correlation. The latter is useful when you want to look at the relationship between two variables while removing the effect of none or two other variables

$$\sum XY$$

$$r = \frac{\sum XY}{\sqrt{(\sum X^2)(\sum Y^2)}}$$

$$(\sum X^2)(\sum Y^2)$$

ANOVA

Examination of change, or ANOVA, is a solid measurable method that is utilized to show contrast between at least two methods or parts through importance tests. It likewise shows us an approach to make numerous examinations of a few populace implies. The Anova test is performed by looking at two sorts of variety, the variety between the example implies, just as the variety inside every one of the examples. Beneath referenced recipe addresses one way Anova test

measurements:

$$F = \frac{MST}{MSE}$$

F = Anova Coefficient

MST = Mean sum of squares due to treatment MSE = Mean sum of squares due to error

5. FINDINGS

1. Majority 61.7% of the respondents are Male.
2. Majority 35% of the respondent's age group between 36 – 40 years.
3. Majority 83.3% of respondents are married person.
4. Majority 5% of the respondents are Qualified in Diploma.
5. Majority 33.3% of the respondents are earning between Rs. 10001-15000.
6. Majority 45.8% of the respondent is approaches for Content marketing.
7. Majority 39.2% of the respondent is Improve lead generation for Blogging.
8. Majority 39.2% of the respondent are qualifying and prospecting about Consideration.
9. Majority 40.8% of the respondents are focusing on Cultivate solid marketing practices and strategy.
10. Majority, 38.3% of the respondent are suggest to suggest to Discovery about achieve specific lead generation.
11. Majority, 43.3% of the respondent are comprise lead generation for Analysis of competitors.
12. Majority, 28.3% of the respondents are Improve SEO content marketing.
13. Majority 26.7% of the respondents are Digital marketing metrics track is Search rankings
14. Majority 29.2% of respondents are Ahrefs tools used for comfortable in digital marketing.
15. Majority 36.7% of the respondents are Company performance of digital marketing activities is Google ads.
16. Majority 42.5% of respondents are Lead qualification is important aspect of lead generation.
17. Majority 35.8% of the respondents are Branding is priorities of successful market strategy.
18. Majority 37.5% of the respondents are Agree that Take new approach to direct mail.
19. Majority 33.3% of the respondents are Strongly Agree that Social Media.
20. Majority 33.3% of the respondents are Agree that The cost of paid advertising is skyrocketing
21. Majority 31.7% of the respondents are Agree that Deep drive into your market
22. Majority 46.7% of the respondents are strongly agree that Google AdWords.

CHI SQUARE TEST

The significant value (0.53) is > greater than the P value (0.000). Hence null hypothesis is accepted so there is no significant among the improvement of lead generation and Qualifying high-quality leads. For email marketing is Majority used for research and awareness. blogging is Majority used for consideration, web Page Optimization is Majority used for decision, Optimize Mobile Traffic is utilized for lead performance.

The significant value (1.38) is > greater than the P value (0.000). Hence null hypothesis is accepted so there is no significant relationship between Marketing strategy comprise a lead generation and Tools used in comfortable digital marketing

CORRELATION

There is significant relationship between Look towards the future and Social, Media.

There is strong positive correlation that exists between these two variables.

This is a positive correlation. There are relationships between Monthly Income and Qualifying and prospecting high-quality leads.

REGRESSION

There is a significant relationship between Ultimate plan of Look towards the future and Social Media. For every unit of social media efficiency increase by 0.873. From the above analysis, they find that calculated value of the value is a positive value. There is a significant relationship between Ultimate plan of Look towards the future and Follow Emails with Direct Mail. For every unit of social media efficiency increase by 0.569. From the above analysis, they find that calculated value of the value is a positive value.

ANOVA

From the above analysis, they find that calculated value of the F-value is a positive 37.288 value, so H1 accept. Since the P value 0.000 is less than < 0.05 . There is significant Differences in the challenges in different aspects of lead generation. The results are significant at 5 % level.

6. CONCLUSION

Future studies within the subject are therefore recommended to test the conclusions by replication in other cases and contexts in order to increase the generalizability of the findings from this study. This could be done by for example test the findings in a larger geographical area by conducting an evaluation of the marketing process at startup companies from different parts of the world.

Thus, only one person's perspective and experience of how the marketing process is conducted at the company was captured in this study. Therefore, in order to decrease the bias and get multiple perspective on the same process it is suggested. Lastly, due to the identified prioritizing dynamic that startups are encountered by, a need was identified in this study to further understand how to prioritize among the many existing marketing activities if the resources are limited at a company. Therefore a suggestion is given to future researchers to investigate the prioritization dynamic, where startups need to prioritize between being fast and being confident. This is expected to increase the relevance and applicability of the frameworks found in the existing research.

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