Lead Generation
New Users Interested in your Offering

Lead generation is the art of placing the right message for the right target person at the right time.

With our lead generation solutions, we help you find new users, with contact information, who are interested in your products and services, have decision-making and budget authority and are thus potential customers.

Vogel Communications Group is your experienced partner and offers you direct access to numerous target markets through its professional media.

We analyze your objectives personally to find out which lead product is most suitable for your company. We cooperate with you to develop your perfect lead generation strategy.

Is the subject new for you?

Meanwhile, lead generation is no more buzz-word in B2B marketing, but a successful used marketing tactics. Vogel Communications Group has already generated more than 500,000 leads, so certified contacts for the distribution of our customers.

From this experience, we have conceived to these 33 sides strong e-book. Learn everything about B2B lead generation: from the different technical terms about tactics and concrete practice examples from B2B campaigns up to the classical mistakes which you should avoid.

Available in German language.

https://b2bmarketing.works/blog/whitepaper/whitepaper-leadgenerierung-b2b
How Does Lead Generation Work?

Make use of this opportunity to present yourself as a competent solution provider by means of e.g. a whitepaper or live webcast. Embedded in the editorial environment, your content efficiently directs the attention of your potential customers to your range of products and services!

Connect with your target group as they are making a decision and generate highly qualified business contacts.

Access to your corporate content that is promoted in a campaign requires user registration.

Success measurement in the Customer Center – efficient and productive

You can review contact data directly and export it for subsequent dialog marketing.

Data privacy information:
- System-based data transmission in the Vogel Customer Center
- Data requiring verification (e.g. IP address) can be requested for each lead
- All leads come with a valid declaration of consent
- All user activities are documented and can be specified on demand
Our **Lead Product Portfolio - Overview**

From lead generation beginners to professionals – we will be happy to support you throughout your individual lead generation process. Our lead products address various strategies.

<table>
<thead>
<tr>
<th></th>
<th><strong>Lead Generator</strong></th>
<th><strong>Lead Campaign</strong></th>
<th><strong>Lead Solution</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What is the status of the interested user?</strong></td>
<td>searching for information to solve a problem</td>
<td>initial interest in your product or service</td>
<td>concrete interest in your product or service</td>
</tr>
<tr>
<td><strong>How can the lead be contacted?</strong></td>
<td>by e-mail</td>
<td>by e-mail, phone or letter</td>
<td>by e-mail, phone or letter</td>
</tr>
<tr>
<td></td>
<td>the contact is interested in further information about a specific topic area</td>
<td>the contact is interested in further information about your product</td>
<td>approach with detailed information or quotation required</td>
</tr>
<tr>
<td><strong>Who uses the leads?</strong></td>
<td>marketing</td>
<td>marketing / sales</td>
<td>marketing / sales</td>
</tr>
<tr>
<td><strong>What do you get?</strong></td>
<td>you get new contacts for your e-mail marketing</td>
<td>you get business card information of new interested users</td>
<td>you get qualified selling opportunities as specified by you</td>
</tr>
</tbody>
</table>
# Lead Generator

Make initial contact with users interested in your topics and use it for further marketing activities. Write and publish a whitepaper or launch a competition in order to expand your pool of contacts quickly and easily.

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<thead>
<tr>
<th>Objective</th>
<th>Initial contact with users interested in your topic</th>
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<tr>
<td>Available formats</td>
<td>Whitepaper or competition</td>
</tr>
<tr>
<td>Term of the campaign</td>
<td>3 months</td>
</tr>
<tr>
<td>Marketing</td>
<td>Measures chosen by our campaign experts</td>
</tr>
<tr>
<td>Pricing model</td>
<td>Cost per lead (minimum volume 100 leads)</td>
</tr>
<tr>
<td>Lead features</td>
<td>Name, e-mail, company name, interest in topic</td>
</tr>
<tr>
<td>Example</td>
<td>Your e-mail marketing database is in urgent need of qualified contacts interested in your content? This is what you get when using the lead generator – qualified e-mail addresses with opt-in and a basic interest in your topic.</td>
</tr>
</tbody>
</table>

**Price per campaign**

Lead generator with whitepaper [from 4,500,00 €](#) plus applicable VAT
**Lead Campaign**

Your content, aiming at lead generation, is published on our professional portal and promoted with accompanying measures. You generate leads that contain numerous details as well as initial interest in your product.

**Objective**
- Detailed lead information and product interest

**Available formats**
- Whitepaper, live webinar, multimedia presentation, infographics, product test, demo version, ...

**Term of the campaign**
- 3 months

**Marketing**
- Guaranteed reach (mailing, banners, etc.)

**Pricing model**
- Fixed price with individual lead guarantee

**Lead features**
- Name, contact information, job title, department, career level, industry, company name, address and size, interest in the topic

**Example**
You are looking for new contacts for your marketing or sales? Our classic lead campaign format is exactly what you need. You get the contact details of our users who, for example, read your whitepaper or attended your webinar. We will be happy to support you in creating suitable content or implementing a live webinar - lead generation guaranteed.

**Price per campaign**
- Lead campaign with whitepaper or infogragic 7,500,00 €
- Lead campaign with advertorial for a product testing 8,000,00 €
- Lead campaign with live webinar 8,500,00 €
- Lead campaign with multimedia presentation 9,000,00 €

plus applicable VAT
Lead Solution

Implement individual lead campaigns with us - tailored to your objectives, target markets and target groups. This way, you generate qualified contacts along with the required lead features.

**Objective**
Highly qualified leads with specific additional information according to your individual requirements

**Available formats**
Whitepaper, live webinar, infographics, multimedia presentation, competition, product test or demo version, ...

**Term of the campaign**
Individual

**Marketing**
Individual, based on the campaign objectives

**Pricing model**
Depending on services included

**Lead features**
We collect the lead features you have specified.

**Example**
You know your buyer personas and are looking for new leads in line with this ideal? Rely on a lead solution campaign to get segmented and qualified contacts for new markets and new products.

**Price per campaign**
From 10,000,00 €
plus applicable VAT
# Lead Generation – What’s the Benefit?

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<tr>
<td><strong>Leads</strong> with interest in a topic or product</td>
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<tr>
<td><strong>Qualified leads</strong> with sales potential</td>
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<td>•</td>
</tr>
<tr>
<td><strong>Highly qualified leads</strong> with sales potential</td>
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<tr>
<td><strong>Cost control</strong> through billing based on cost per lead or lead guarantee</td>
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<tr>
<td><strong>Lead guarantee</strong> in consideration of the competition filter</td>
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<tr>
<td><strong>Individual campaign management</strong> based on your objective</td>
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<tr>
<td><strong>Neutrality</strong> through co-branding of the media brand</td>
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<td><strong>Transparent reporting</strong> in our Customer Center</td>
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<tr>
<td><strong>Detailed campaign report</strong> at the end of the term</td>
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**Suitable Lead Generation Formats**

A **whitepaper** is a document that covers topics with high solution potential and value for readers.

Content: Case studies, analysis or market research results, technology studies, best practices, checklists, ...

As a matter of fact, the more neutral and solution oriented and the less sales focused the content, the more often it will be accessed by the target group.

In a **live webinar**, you present your employees resp. company directly as a competent solution provider.

The presenters as well as your logo are shown next to the actual presentation. Chats and live polls facilitate direct interaction with the audience, and files can be provided for download.

You want to bring **technical presentations** held at congresses and events to your target group, in a format that is easily consumed, and use them to generate sales potential?

You can reuse technical presentations and generate leads through a **multimedia presentation**.

Bring your experts to the digital stage!

An **infographic** is a document that explains topics with high solution potential and value for readers.

Content can also be presented in an interactive format, spanning case studies, analysis or market research results, technology studies, best practices, checklists, ...

Other formats like **product tests, demo versions and competitions** can be implemented as required.
**Exemplary Whitepaper Campaign**

The campaign experts of Vogel Communications Group take suitable measures to promote your whitepaper during the term of the campaign.

Possible measures: Editorial newsletters, stand-alone mailings, direct mailings with multiple whitepapers, banners/text ads, related content, re-targeting, content distribution networks and press portals, social media postings, social media advertising, search engine advertising, advertising networks, telemarketing, native advertising, ...

- Text ad in editorial newsletter
- Facebook ad
- Stand-alone mailing with call-to-action button
- Teaser box on the portal
- Link to whitepaper
- Registration for unregistered users
- Leads are collected in the Customer Center

Landing page on the portal
Webinar Campaign - Example

The campaign experts of Vogel Communications Group take suitable measures to promote your webinar during the term of the campaign.

Possible measures: Editorial newsletters, stand-alone mailings, direct mailings with multiple webinars, banners/text ads, related content, re-targeting, content distribution networks and press portals, social media postings, social media advertising, search engine advertising, advertising networks, telemarketing, native advertising, ...

Leads are collected in the Customer Center.
We empower you!

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