

# Expert Insights: How to Convert Marketing Leads

We spoke to experts in marketing and sales to find their top tips when it comes to upping conversion rates on your marketing leads.



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# Introduction

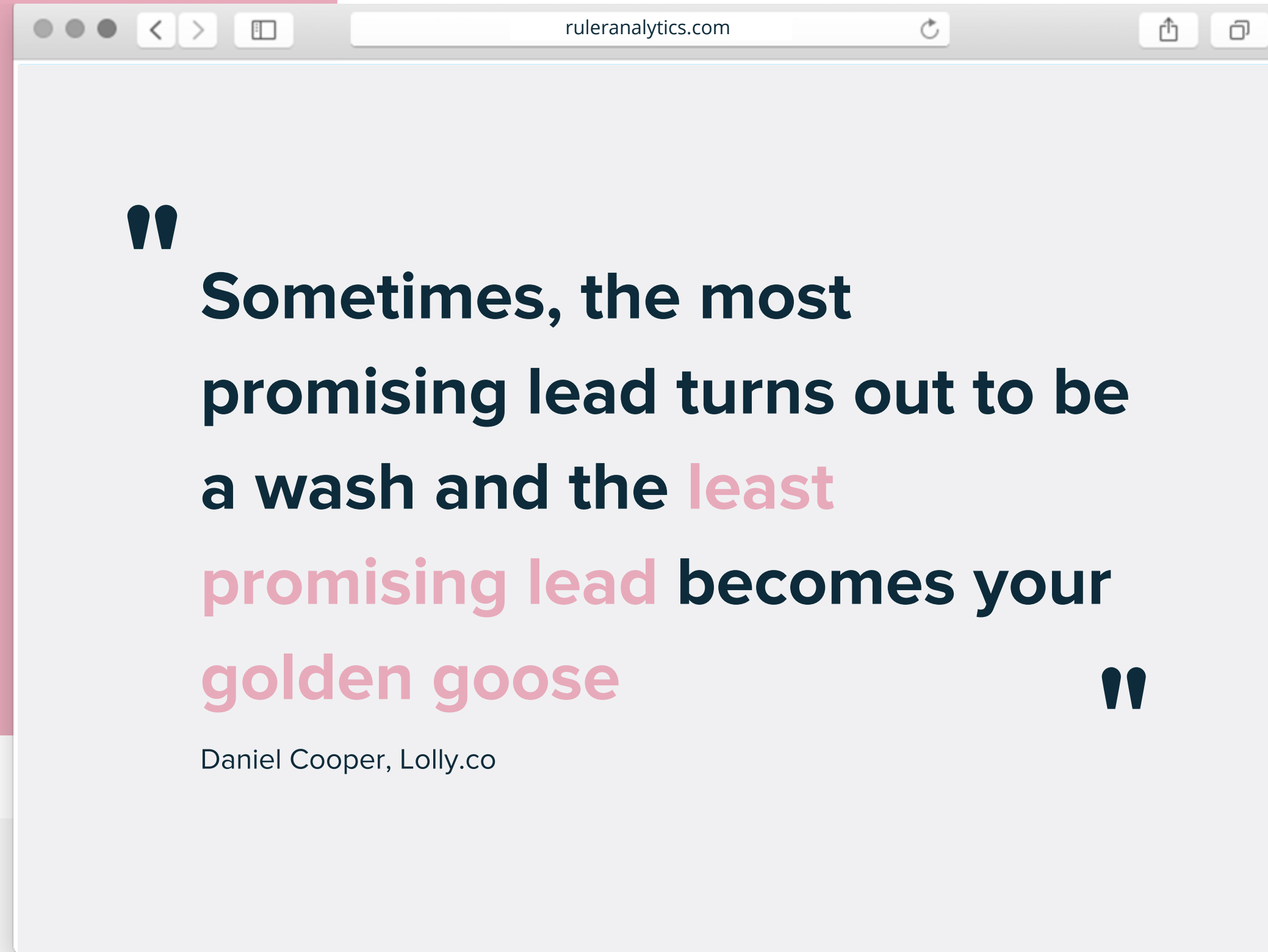
So, you've got visitors to your site and managed to convert them into leads. Whether that was through gated content, paid advertising, or just your overall proposition, well done!

But you know the next step, don't you? Converting marketing leads into sales.

This is often the tricky bit.

But have no fear. We spoke to a lot of experts in the field for their top tips. So, we present you with advice from 39 experts on how to convert more marketing leads into sales.

Let's get stuck in.





# Follow up quickly

One tip that came up time and again when looking for tips from marketing and sales experts was speed



**Randy VanderVaate, Owner and President of Funeral Funds**

“My number one tip to convert more marketing leads into sales is to call the lead immediately when they enter the sales funnel. We call the lead as soon as possible while their buying intent is hot.”

**Sam Sheppard, Co-Founder at Cabana**

"Given the biggest companies will have teams ready to get on the phones straight away, smaller businesses can struggle to keep up. Ensure you have processes in place to contact your leads quickly and you'll see your lead to client rate shoot up."



→

“  
**I’ll just give you the golden nugget.  
Contact your leads as soon as possible.**  
”

Amit from Card Payment Guru





**Tyler Forte, CEO at Felix Homes**

“The best way to turn more marketing leads into sales is to have an effective follow up process. Call your lead and then build out a drip campaign to remind leads about your company and send them content that they find helpful.”

**Matt Dulski, Co-Founder of LiveCall**

"If you are offering your potential customers a possibility to receive a callback, it can actually take up to 43 hours for a sales team to get round to contacting your new lead. Callback software allows for instantaneous callback requests.”



**Stefan Smulders, Founder & CEO of Expandi**

“One tool that you can always use is to set a time limit to your offer. The urgency of the deal creates a psychological effect, especially if it’s an offer they can’t refuse.”

# Go for quality and segment



**Tom Whiley, Head of Demand Generation at edays**

"Deliver leads for your sales team that have high purchase intent. Giving them demo requests instead of eBook downloads will supercharge that conversion rate by filling the pipeline with qualified, ready to buy prospects."

**Rex Freiburger, CEO, Gadget Review**

When evaluating marketing leads, it's important to determine which are more suited to short-term conversion, and which will take longer. The more you're asking of someone the longer you can expect it to take to convert them."





# Breakdown walls between sales and marketing

Sales and marketing alignment is pretty trendy right now. It's a great way to align your goals, your resources and your data.

“**We found we couldn't scale our sales as our marketing and sales teams were working separately.**”

Tom Winter, co-founder of DevSkiller



**Jonathan Lemer, Co-Founder of The Brains Marketing**

“My top tip would be to remove the gap between marketing and sales functions in your company. In too many organisations, marketing and sales are set up as two separate departments which prevents each from helping the other. In truth, marketing should be doing most of the heavily lifting, warming up leads and pushing them down the funnel, leaving the task of sales to be limited to helping prospects sign-on.

Having these departments tied closely together means there can be continuous two-way feedback. Sales can report back on the quality of the leads and any questions or concerns that prospects have communicated. This in turn helps marketing to optimise their campaigns and create content that answers potential objections before the prospect reaches the sales team.”

# Funnel your leads

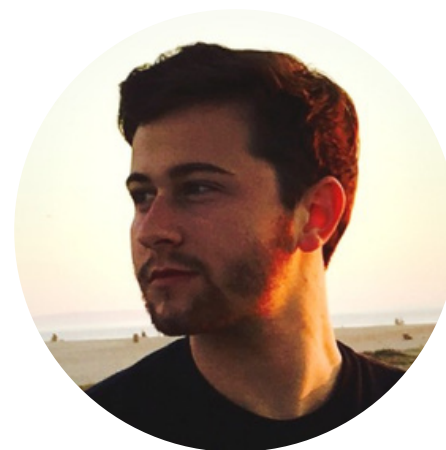


**Cory Young, Founder at BCC Interactive**

"Marketing automation is key for converting more leads into sales. Whether it's a follow-up automation sequence that reminds you to contact a prospect after a specific number of days or delivering value-added content each day during the sales process, a solid automation process helps to make sure nothing slips through the cracks while still adding a very personal element to engaging with prospects."

**Alex Kehoe, Co-Founder & Operations Director  
at Caveni**

"The key is to take your marketing and sales funnel and improve based on the user behaviour you observe, which is the core of our tip: constantly update and optimize your funnel to transition marketing leads into paying customers."



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**Consistent marketing journeys are a great start to converting prospects. Especially once you understand what's converting.**

”

James Markwell from Andante Travel

1-Propose 4-Close





**Jeff Green, Owner at Green Thoughts Consulting**

"Converting leads to sales is really a statistical analysis question. The method lies in conversion rate optimization and being someone that deeply cares about the data related to the varying parts of your funnel. There's no easy one-stop fix for converting leads to sales. However, a lot of it has to do with doing deep work related to your ideal customer and what their customer journey looks like."

**Maria Siewierska, Digital Marketing Specialist at mohi.to**

"What might help you recognize when a lead should be converted to an opportunity at your company is building a customer journey."







### **Daniel Foley, CEO of Daniel Foley Marketing Agency**

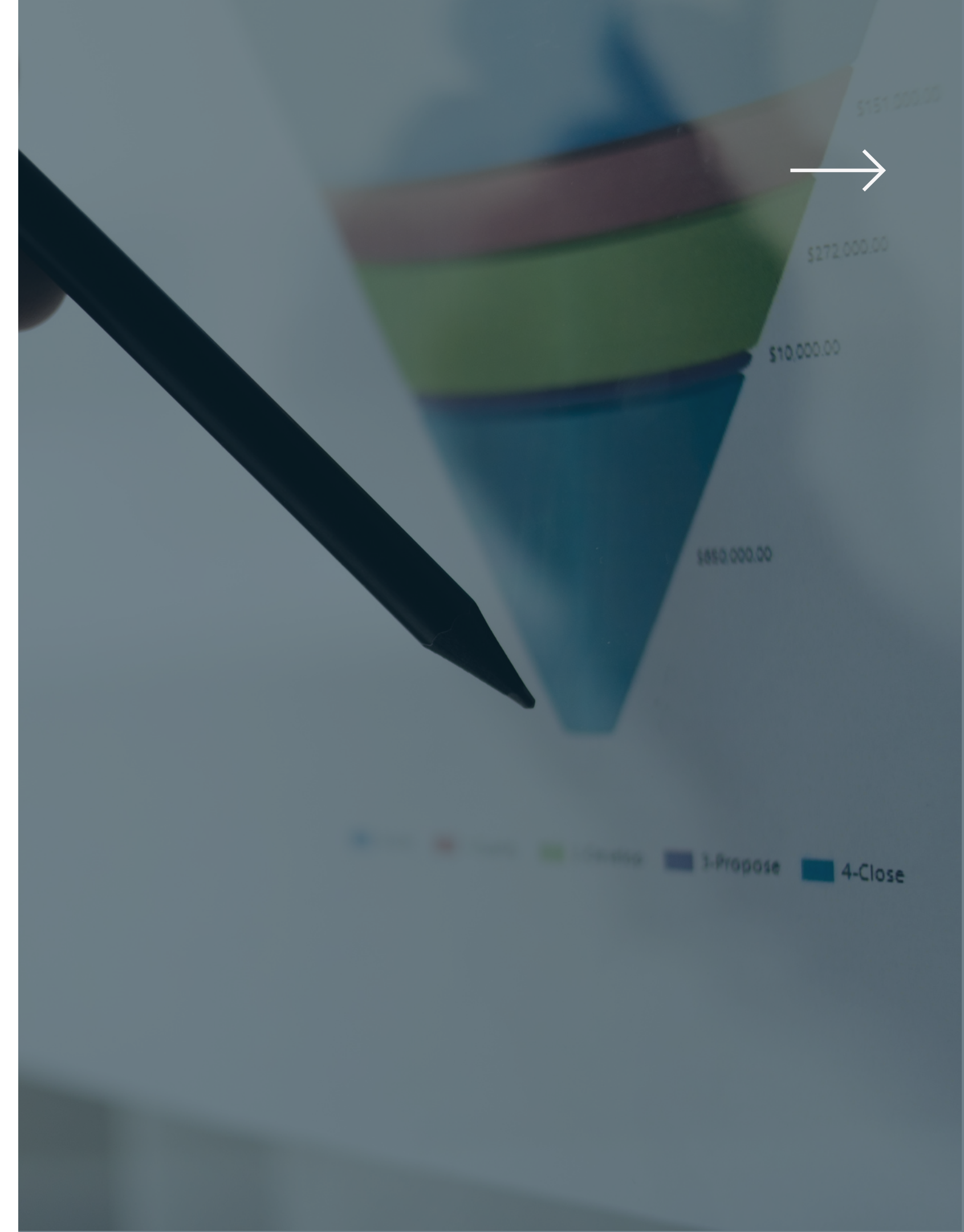
“How leads are qualified varies from business to business. Once your qualification metrics are defined, only then will you be able to take appropriate action that will convert your leads into sales. Using a sales qualification process prevents you from coming on too strong and putting off potential clients. It also helps your sales team save valuable time and instead focus on customers who are ready to buy.”

### **Eric Clay, CEO of Vale Creative**

“Be careful to qualify, never sell a solution that you can’t deliver. On each sales call, before selling a solution make sure to ask yourself three questions:

1. Can I deliver and overperform expectations on this project?
2. Is this customer likely to be a good fit for my business?
3. Is this someone that I want to work with long-term

Finally, make sure to follow up, and rigorously.”







# Get smart with your touchpoints

”

**One way to convert your leads is to understand where you might be falling short in capturing and keeping leads in the buyer’s journey.**

Jacob Dayan, CMO and Co-founder of Community Tax

”



**Maria Waida, Content Strategist & Writer, Saasy Copywriting**

“In content marketing, you have to tie each piece you plan back to a targeted part of your sales funnel. I often create 50% TOFU, 30% MOFU, and 20% BOFU content. I tie each piece back to what stage the ideal reader is in, what their goals are and how I can connect their goal with our product in a genuinely helpful way.

When you know which stage you’re creating for and put yourself in a service mindset, that’s where the magic happens.”

**Kevin Miller, CEO and Co-Founder of GR0**

“Focus on educating prospects to overcome objections and answer common questions. The fundamental difference between a marketing lead and a buyer is that the lead still has questions, concerns, or objections that are preventing them from making a purchase.

So, your primary objective as a marketer should be to answer and correct those objections by educating the prospect to the point where they feel confident enough to make a decision.”





# Add value to your leads

One key way to convert leads into sales is by demonstrating you have their needs at your core.



**Attila Colaci, Performance Marketing Manager at HatchHouse**

As soon as I have a lead that is interested in our services, I always book in a call. But, the purpose of the call is not to promote our services or try to persuade the client that we are the best in our area (even if we believe we are!). The point of the call is to just to understand their pain points and see if we can help them.

**Richard Kennedy, Marketing Agency Owner at Arken Marketing**

“We’ve all seen it in our inbox ‘just bumping this to the top of your inbox’. It’s garbage and you shouldn’t do it, it’s lazy. By all means you should follow up, but add something to the conversation. Had a recent client win? Share that. Just published new research that would benefit them? Share that. Try and avoid lazy follow-ups.”



“**Enable the marketing team to provide a personal incentive to speak with sales**”

Richie Pusateri from Postal.io







# Establish trust



## **Peter Schoeman from The Dog Adventure**

“I would suggest nurturing your leads through timely personalized follow-ups. You are getting to build a relationship with them and address their pain points so you can send a personalized message or email that will let them know you care about them.”

## **Stewart Dunlop, CEO of Linkbuilder.io**

“Due to the harsh competition and information overloading, people may be tired of time-limited offers, discounts, and pop-ups if they haven’t decided yet on your product.

Instead, establish trust by offering something for free, giving customers some advice on what they can do without your help to achieve the results they want, and prove your expertise by showing how other clients benefited from using your services including case studies and success stories.”







# Use data



**Josh Brown from Helpjuice**

"One way to convert more leads into sales is to become more data-driven as this allows an organisation to better define MQLs, SQLs and when a lead fits within the defined criteria. By using data to inform your decisions, you'll be able to have hard evidence of what works best for your organisation as well as what doesn't. All of this will allow your organisation to not only get better quality leads but will also allow you to close more deals."

**Katie Holmes, Digital Marketing Manager at Ruler Analytics**

"Data is the biggest commodity for a marketer. Integrating your marketing with a marketing attribution tool is a key way to optimise your campaigns. With attribution, you'll be able to focus on driving revenue, not just clicks and conversions. So, even if you're working in B2B, you'll be able to see how your online content is influencing offline sales."





# Be consistent and personalise



**Dan Bailey, President of WikiLawn**

“People rarely convert to sales leads after the first exposure. You need repeated exposure to convince them that your product or service is a viable solution for them. Depending on how hands-on you are, this can be anything from automated email or social media campaigns to actually speaking directly with the potential lead. But it has to be consistent and it has to be continuous. Ideally, it also has to be personalized.”

**Moeed Amin, Director & Founder at Proverbial Door**

“Even if you respond quickly, don't expect them to have free time to talk. Be prepared that your call will likely lead to scheduling another one. Make sure you have a very strong hook/angle that will arouse their curiosity and increase their desire to learn more from you. They will likely agree to a longer call/meeting.”



“My biggest advice for turning MQLs into sales is **developing your relationship with that customer through regular communication.**”

Amit from Card Payment Guru



# Prove your worth



**Isabel Pak, Founder of Business One on One**

"Businesses need a strategic and structured way of approaching sales. The main objective is to build trust and you can do this in three ways. The first is by providing the most value upfront, the second by showing social proof, and third by making sure your marketing funnel pushes to your sales page."

**Holly Zorbas, Assistant Editor at CreditDonkey**

"Social proof will not only confirm that you're talking the talk, but that you're walking the walk. Let your current customers sing your praises by encouraging them to write a review or testimonial through email, on Yelp, Facebook, or any other relevant review site. For those "special" reviews, showcase them on your website."





# Try out different channels



**Trevor Rappleye, CEO at CorporateFilming**

“No one cares what I think about myself or our marketing videos – they care about what my customers think about us. Real videos of your customers raving about you providing social proof that you CAN do what you are selling is an amazing way to push leads down the funnel.”

**Jayson DeMers, CEO of EmailAnalytics**

“Converting leads into sales is all about your email drip campaign to those leads. I like to use Intercom for managing that drip campaign. It’s important to be friendly, unique, and most importantly, authentic with your email communication. People want to do business with other people (especially people they like!). Not corporate brands.”



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**Retargeting ads  
are like magic  
when executed  
correctly.**

”

Brian Robben, CEO at Robben Media







### **John Ross, CEO of Test Prep Insight**

“My top tip for converting marketing leads into sales is to run retargeted Google Ads with very narrow parameters. Specifically, to maximize conversion rates and get the most bang for your buck, you should focus on narrowing down the time of day that retargeted ads are run. We have had the most success narrowing our retargeted ads to evenings and weekends.”

### **James Hughes, Founder of Digital Marketing 4 Leads**

“You have probably left countless voice notes on WhatsApp to your friends. But, did you know you could leave a voice note on Instagram or LinkedIn? We tripled sales for one of our clients by using voice notes to engage leads on Instagram. Voice notes are a super innovative way to build a relationship with your leads. When you leave a voice note, your lead will get a notification on the home screen of their phone. This generates intrigue. Until they listen to your message, they have no idea what the voice note is about. Once a conversation is started, you hand the lead over to sales who go on to close the sale.”





# Going beyond lead generation

Don't get us wrong. Lead generation is important. But there's something more important at play than clicks, impressions and conversions: revenue.

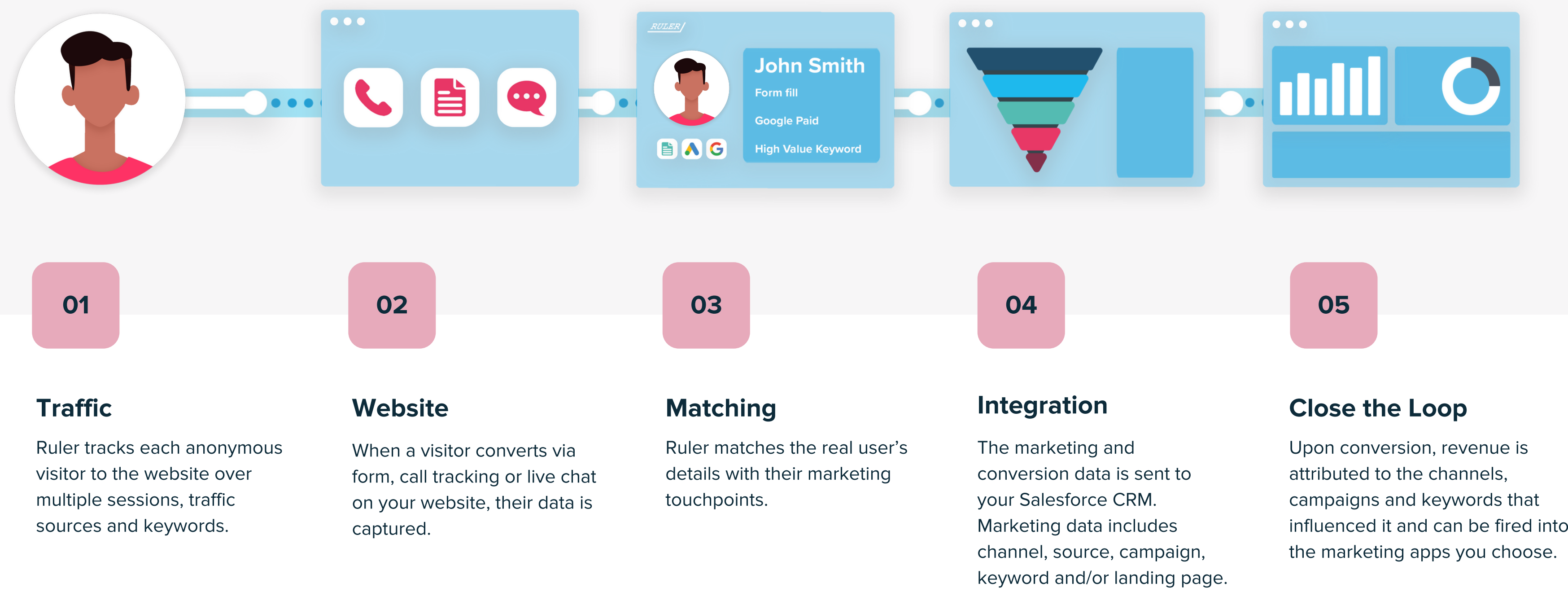
Revenue is the best metric for marketers.

But how do you track revenue from your marketing activity when customer journeys are getting longer, and users can convert offline?

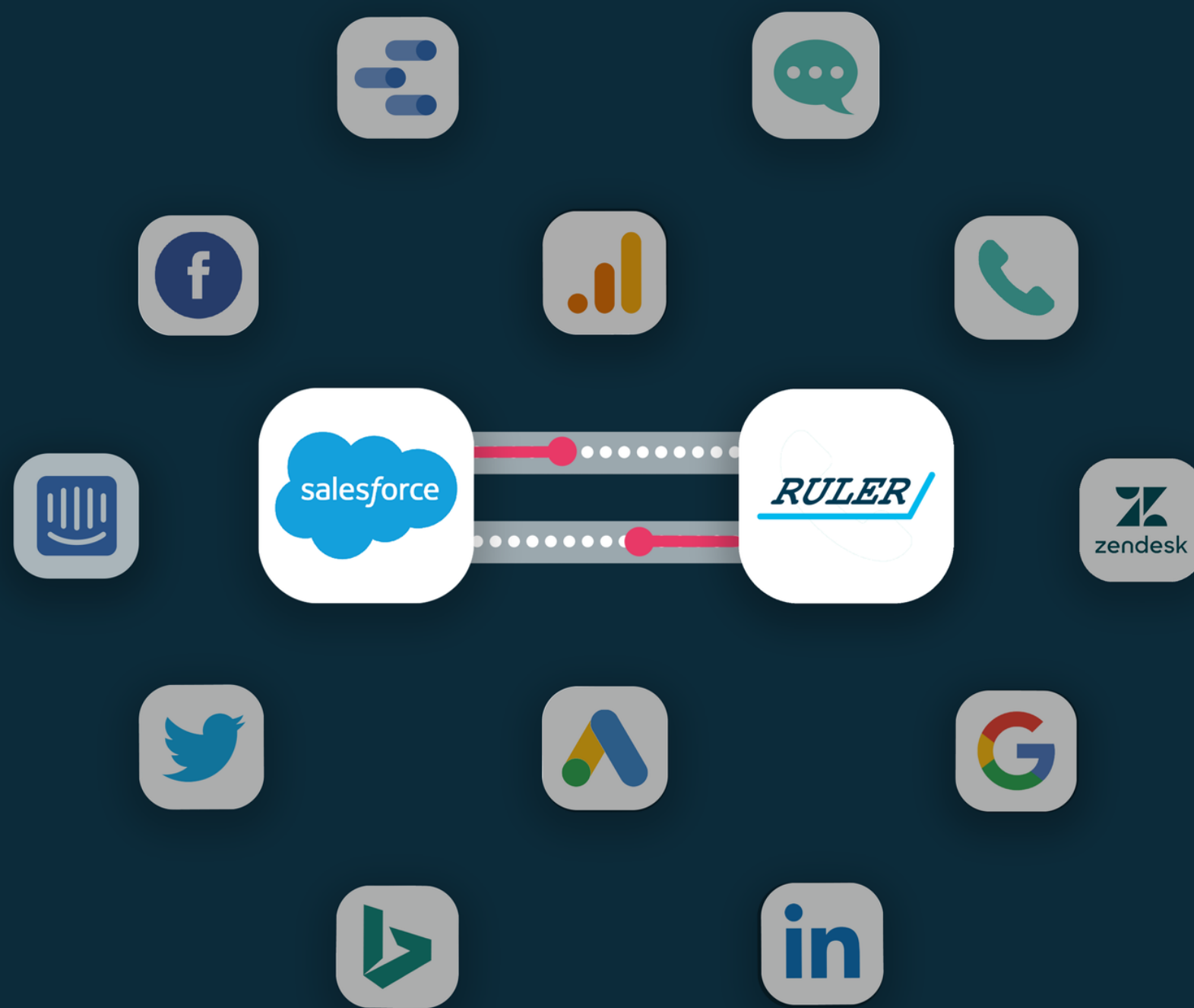




# How Ruler's closed loop works







# What Ruler can do

Ruler can help solve the data gap between your sales and marketing. We can:

## Track

Track form submissions, phone calls and live chat and then match them to the marketing channel, campaign and keywords which drove the lead.

## Enrich your CRM

Enrich your CRM with first-click and last-click marketing source variables tracked to individual visitors interaction

## Pass through additional variables

Pass through additional variables including marketing source, keyword, campaign, UTMs, GCLID

## Integrate with over 1000+ platforms

Ruler can also integrate with over 1000+ other platforms including Google Ads, Google Analytics, Facebook Business Manager and more.

Ruler can also integrate marketing data with your products via native integrations, Webhook or SQL.



# Case Study - Hitsearch



Hitsearch creates digital marketing campaigns for a range of businesses. Creating impactful campaigns, particularly in B2B, requires access to the full picture.

Hitsearch found matching campaigns to sales an administrative headache for their clients. “We found that around 50-90% of revenue each month was not being attributed, as the majority of sales were being made offline with no tracking in place.”

They implemented Ruler’s tracking code onto the client’s website, alongside dynamic phone numbers for call tracking. Now, the team can report on their campaigns for both online and offline sales, and break it down by keyword, campaign and UTM.

Armed with a new stream of accurate and reliable data, the team was able to uncover valuable insights through marketing attribution and definitively report on Return on Ad Spend.

“Layering on Ruler Analytics with attribution data allowed us to build a complete picture of our performance across channels including considering models beyond last click.

Assigning a value to the calls meant we could use a ROAS-based model to help drive more real-time decisions with regards to our investment strategy.

Team Ruler have always been helpful to us both in terms of platform roll-out and getting the most out of Ruler. They respond quickly and are a pleasure to work with.

Victoria Foster, Senior Account Manager

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# How can Ruler Analytics help you?

Knowing where your conversions are coming from is key. To maximise ROI, however, you need to take a collaborative approach to understand what constitutes a high-quality lead so that you can use that insight to reduce churn, improve retention and increase revenue incomes.

Using a tool like Ruler Analytics, you can unlock powerful data across the entire sales cycle, and more importantly, evidence the effectiveness of your marketing campaigns based on actual revenue, and not just the number of conversions you've generated in Google Analytics.

Contact us to find out how to implement Ruler's marketing attribution solution and take your end-to-end conversion tracking to new heights.



## Want to find out more?

Book a demo with Ruler's attribution experts today at

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