



As a B2B marketer, you should know by now that converting leads into clients is a daunting process. But it's something you just can't ignore.

There are a lot of good reasons why companies choose to focus more on conversions rather than acquiring higher web traffic. Writing for Bizible, [Chris Keller](#) points out how essential conversions are towards the bottom line and towards possible business growth. In contrast to traffic, conversions are more tied up with revenue because obviously higher conversions relate closely to higher sales.

Even if you were able to collect a lot of leads using your landing page, these metrics won't tell you about the slightest increase in revenue. To put it simply, having a basket full of tomatoes doesn't necessarily mean you have the best tomatoes.

Conversions on the other hand guarantee more accurate sales numbers. Keller goes on to say that "if you increase traffic but you have a low conversion rate, it does little for your bottom line." In other words, if you focus too much on quantity, you won't be able to secure higher revenue. But if you build a strong system for converting leads into sales, you will be able to get relatively better results. Quality right now is king, and if ever you want to stay ahead of the competition, it's best for you to improve your messaging and your approach to audience engagement.

Apparently, a lot of companies in this industry are figuring out ways to better improve their numbers in terms of conversions. For a multichannel marketing campaign, it's just a matter of identifying the platforms that are effective in turning warm leads into opportunities faster

and without any letup.

And since we are talking about multiple channels, we will have to look at the five strategies that deserve a Best in Lead Conversions Award.

#5 Social Media



To start our list off, we have services such as Facebook and Twitter. It might sound outrageous, but there are pretty good reasons why social media got this position in the first place. To go beyond its strengths along the lines of brand-building and [direct audience engagement](#), social media also has its limitations when it comes to giving audiences the right cues. Moreover, anything you post on social media is subject to scrutiny by everybody. So, if you happen to publish content that's controversial or poorly researched, expect the fallout to land on your bottom line. Conversions then would be the least of your worries.

Related: [Social Media Metrics to Track in 2018](#)

#4 Email



Who still uses email? Well, a lot of business executives do, and you can bet your bottom dollar that most of them prefer to learn about a product or service through newsletter subscriptions. But one caveat about email marketing is [deliverability](#) and accuracy. When [building a marketing list](#), you need to make sure that certain details are in order. Neglecting this crucial activity would mean putting your email campaign in dire straits. If an inbox detects your emails as spam, then expect your messaging to suffer and with that, your sales conversions.

Related: [40 B2B Sales Email Templates for Every Situation \[Free PDF\]](#)

#3 Telemarketing



It might seem like this strategy belongs in a museum, but what most people fail to realize is that cold-calling is still an effective means to set up your pitches and deliver your proposals in a way most B2B clients like: direct and instantaneous. After all, having knowledgeable telemarketers to handle your campaigns can actually drive better results.

Related: [Earn Appointments with These Cold Calling Scripts for All Industries](#)

#2 Webinars



WEBINARS



The most effective means to maintain interest in your product or service is to simply market your brand as an expert. B2B clients, as a case in point, have little understanding of the nature of your product, especially if it's a piece of IT hardware and software. For this, webinars are basically your best bet if you aim to increase understanding of your products and services.

#1 Testimonials



TESTIMONIALS



This ain't no lie. Apparently, soliciting reviews from current and previous clients can greatly help you win more opportunities for the pipeline. If anything, B2B executives are meticulous and they are keen on the companies or the people they are dealing with. Rather than depend solely on your pitches, you can use client experiences to back you up. Essentially, this will help you build new networks and, ultimately, reach out to new clients.

Related: [The 7 Things We Did to Make Our Australian Clients Feel Special](#)

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