

# Return, Rinse and Repeat

## Defining ROI for Demand Generation Marketing

### The Problem

- Lack of knowledge around the total value of marketing-contributed revenue and pipeline
- Lead quality is mediocre at best



**61%** of B2B marketers find generating high-quality leads as their biggest challenge.<sup>1</sup>

**74%** of companies that weren't exceeding revenue goals did not know their visitor, lead, MQL, or sales opportunities.<sup>2</sup>

Only **5-10%** of qualified leads successfully convert for marketers.<sup>3</sup>

### The Solution

- Quality vs. Quantity: Focus on driving quality leads that convert -- leads that don't won't help your bottom line
- Develop lead nurture campaigns to guide prospects down the funnel
- Metrics to Prove ROI: Cost Per Lead, Lead to SAO ratio, % of closed revenue that's marketing influenced

For every **\$92** spent acquiring customers, only **\$1** is spent converting them.<sup>4</sup>

B2B brands see

**3.5X**

higher conversion rates on LinkedIn than on other social networks.

**94%**

of leads generated through our LinkedIn campaign are sales accepted.  
-NetBrain Technologies

eDataSource saw a

**69%**

decrease in lead-gen costs when using LinkedIn Sponsored Content.

Expertise in lead nurturing results in a

**50%**

increase in sales-ready leads, along with a

**33%**

decrease in its cost.<sup>5</sup>

"Understanding your objectives is critical in determining how to measure performance and ROI. Map your metrics to what matters."

**Arjun Desai, Product Marketer**



Generate brand awareness, leads and prove ROI on LinkedIn.

**Create your first ad.**

**Next up: Social Media and Content Marketing**