

Marketing Focused On Doing "Better" Lead Generation versus "More"

BOULDER, CO, June 18, 2013

/EINPresswire.com/ -- CSO Insights announces the release of their 9th annual [Lead Management Optimization \(LMO\)](#) study. Over 600 firms worldwide participated in this 2013 research effort. The survey participants provided input on over 100 metrics regarding the challenges facing marketing and sales in creating demand for their products, why those problems exist, and how companies are leveraging people, process, technology, and knowledge to address those issues.

One of the findings was that 42.5% of the firms surveyed reported that their 2013 marketing budget was the same as or less than 2012. Another 24.2% of companies reported budget increases of 1% - 5%. "In terms of maximizing lead generation efforts, many companies do not have the funds available to do 'more' marketing," said Barry Trailer, Managing Partner at CSO Insights. "The focus for these firms is how to get 'better' at leveraging the budgets they currently have."

"The study data showed major shifts in how funds were being allocated," noted Jim Dickie, Managing Partner at CSO Insights. "Investments in websites, social media, email marketing is on the rise taking funds away from direct mail, advertising, and telemarketing. We are also seeing more firms invest in [lead management](#) CRM applications and services to increase their effectiveness at executing and managing lead generation campaigns."

One area of improvement from 2012 to 2013 was an increase in the percentage of leads turned over to sales that converted to a first discussion. A contributor to this increase in effectiveness was sales rep's access to sales intelligence services that provide them with insights needed to motivate their prospects to start the buy cycle process.



CSO Insights identified 10 critical success factors that are common to companies that excel at optimizing lead generation management. These are highlighted in the 26 page [Key Trends Analysis](#). Details on industry benchmarks of the full study data can be obtained by contacting Laura Andrus at CSO Insights (Laura.Andrus@csoinsights.com).

About CSO Insights

CSO Insights (<http://www.csoinsights.com>) is a sales and marketing effectiveness research firm that specializes in measuring how companies are leveraging people, process, technology, and knowledge to improve the way they market and sell to customers. For 19 years, CSO Insights' surveys of over 15,000 marketing and sales effectiveness initiatives have been the gold standard for tracking the evolution of how the role of marketing and sales are changing to meet the needs of 2.0 buyers.

Media

- To interview Jim Dickie, please email Jim.Dickie@csoinsights.com or call 303-521-4410
 - To interview Barry Trailer, please email Barry.Trailer@csoinsights.com or call 415-924-3500
 - To obtain a PDF copy of the full report, please email Kim Cameron at kim.camerson@csoinsights.com or call 775-831-9013
- Tags: lead management, lead generation, LGM, sales management, sales performance, sales effectiveness, and sales optimization

<http://www.csoinsights.com>

###

Barry Trailer
CSO Insights
775-831-9013
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/154913700>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.