

## The Benefits of Outsourced Lead Generation Efforts

Marketing is a multi-faceted business function, with so many specialties. Lead generation is one of these functions and is quickly becoming a hot topic amongst B2B companies looking to drive sales. The process of generating leads can be time-consuming and challenging, leaving your current marketing staff unable to perform other strategic functions. This is where outsourcing lead generation can accelerate your results.

Of course, it seems as though an in-house professional would have a better understanding of your business, resulting in higher lead generation. But do they possess a broader industry understanding? Do they have solid experience in generating quality leads? Maybe. Taking the time to outsource a qualified professional specializing in driving leads will likely create quicker and better-quality leads.

### 1 Expertise and Experience

Lead generation is so important to the growth of a business but having someone on staff doesn't always make sense. One person may not have the know-how or the depth of expertise that an outside marketing firm could bring. When companies outsource their lead generation, they get access to the lead generation of an entire team.

A Deloitte survey on outsourcing found that [28% of businesses used outsourcing](#) to gain access to expert talent and knowledge. While there are lots of reasons to look externally for help with business growth, it just makes sense to want to work with the very best expertise available.

An individual who has learned all the tricks and tools of the lead generation trade, and who has partnered with other similar professionals, is the team that you want working with you. These are the marketing professionals who know how to get leads that will drive sales, and they're ready to help you.

### 2 Tools of the Trade

There has been a dramatic upsurge in the number of B2B lead generation tools made available in the past decade. This includes digital implements like webinars, social media, and interactive software communication programs. A marketing generalist working along in a B2B company may not have the time or background to be acutely aware of the availability or usefulness of these items.

Outsourcing to a marketing firm will allow you to learn about and implement proven lead generation methods that can deliver high quality leads. These are leads that work with your industry, have the personas you are targeting, and fall within the right geographical areas. This can save both time and money by avoiding lead generation initiatives that won't deliver and ensuring that you're using only the tools that make the most sense for your B2B company.

If you're wondering how much lead generation outsourcing might cost, read a little more [here](#) to find out what considerations to keep in mind.

### **3 Cross-Functional Proficiency**

Most lead generation projects are multi-faceted. This means that additional third-party vendors, like writers, graphic designers and social media specialists, may be brought in by the marketing firm to get the job done.

Outsourcing your lead generation needs to a marketing firm can open access to a wide range of professionals who will offer your business top notch quality service. This degree of expertise, and its associated cost, is not realistic for a small or medium-sized B2B business to have as full-time staff. Outsourcing allows you to reap the benefits of quality professionalism, when you need it, and for the specific projects you need it for.

Outsourcing lead generation offers a greater level of expertise, quicker and better-quality results and a better executed project. It's a sure-fire way for companies to access experts with knowledge and tangible experience with various tactics, tools, and closing strategies. This means companies get results from lead generation more quickly, and they can build their organizational knowledge of how to grow their pipeline and revenues.

Now that we've convinced you that outsourced marketing expertise could be beneficial to your organization, find out what to consider when choosing a lead generation partner.

Remember, lead generation is the process of nurturing or finding potential customers for your business. Depending on the industry, it can be an ongoing process, or an ad-hoc need that fluctuates. Either way, accessing possible sales can be difficult, particularly in niche B2B markets. Bringing in expertise and value-added resources when you need them, frees up your workforce to focus on the core functions of the business.

For a detailed look at the reasoning behind outsourcing lead generation, download our whitepaper today. (LINK REMOVED)