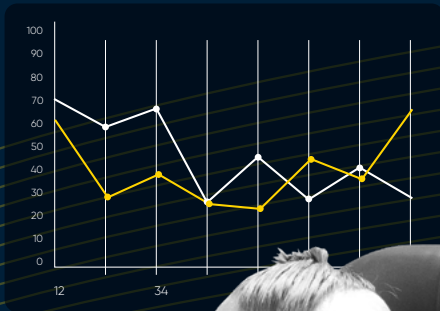




How to Generate Leads that Close

The Ultimate Guide



Introduction

As with anything in life, quality is (almost always) better than quantity. This is especially true when we turn our lens to your sales department.

Any salesperson worth their salt will tell you they'd take 10 high-quality leads over 100 tenuous ones any day of the week.

So, how can you ensure that your lead generation efforts are delivering the leads you need to grow your business? How can you ensure your marketing efforts are delivering the high-quality prospects that your sales team desperately want?

Fortunately, you've downloaded the right guide!

With evolving buyer expectations, tighter privacy rules, and the rise of AI across marketing and sales, the landscape has never been so turbulent. It's time to rethink your lead generation playbook.

This guide gives you the practical steps, smart tools, and strategic mindset needed to generate leads that don't just clog up your CRM, they actually close.



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Step One: Identifying Your Target Buyers

Your sales team doesn't want more leads.

They want the right ones.

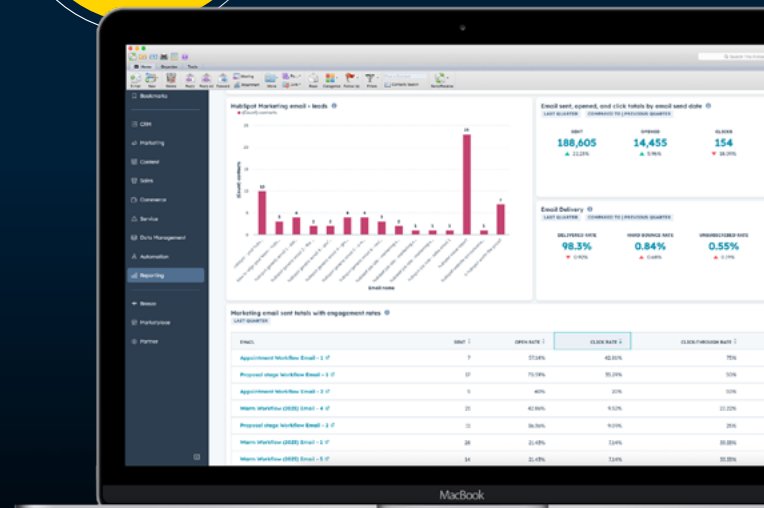
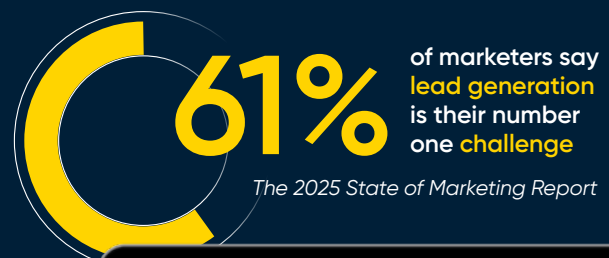
That starts with clear, dynamic buyer intelligence. Yes, you need buyer personas, but not the vague kind with non-specific job titles. You need real, usable insights, built from live data and conversations across your commercial team.

Ask your sales and marketing team:

- Are your personas based on fresh data or guesswork?
- Are your teams aligned on what a 'qualified' lead really looks like?
- Are you regularly reviewing and adapting personas as your business (and your buyers) change?
- What conversations are sales having with leads that are converting, and how can we bring these learnings into our marketing process?

Action steps:

- Bring together sales, marketing, and customer success for a cross-functional persona workshop.
- Analyse your CRM, HubSpot dashboards, and behavioural data to spot patterns.
- Use AI-powered tools like HubSpot's predictive lead scoring or ChatGPT-based clustering to refine segments and unearth unexpected audiences.



Step Two: Understand the Real Buyer Journey

The classic funnel will never be the same.

Buyers zig-zag through content, jump between devices, ghost your sales reps, and reappear weeks later on a demo call.

It's essential that you understand your buyer journey on a fundamental level – what are your prospects doing before they convert, what content are they reading, what do they want from your team?

Your marketing efforts need to be optimised on how your leads want to research, evaluate, and engage with your business.

The modern buyer journey:

Awareness

Goal: Show up early. Build credibility. Solve a problem before selling a solution.

Here, your prospects are problem-aware but not yet solution-aware. They are Googling problems, scrolling LinkedIn, or asking ChatGPT what to do next. Your content needs to show up with relevance and authority. Not sell, but solve.

Notice that we mentioned ChatGPT above? People are, in growing numbers, searching directly in ChatGPT (or their large language model of choice). You need to ensure that your content is optimised for both Google and AI. This means:

- Using short, snappy sentences
- Keeping your language basic and easily understood
- Using first-party data wherever possible
- Creating AI summaries at the top of your pages

Generally, the more useful and data-rich your content is, the more likely AI is to pick it up and use it.

Tactics to use:

- **SEO-led blog content**

Answer the exact questions your ideal buyer is asking. Use tools like AnswerThePublic, SEMrush, or HubSpot's SEO planner to identify long-tail keywords and phrasing.

Example: Instead of "Why choose our CRM?" try "How to stop losing track of customer interactions."

- **Top-of-funnel lead magnets**

Create downloadable content that adds value: industry reports, checklists, templates, or how-to guides. These can be lightly gated to capture early-stage leads.

- **LinkedIn thought leadership**

Post personal, insight-driven content that addresses pain points, shares trends, or sparks conversation. This builds familiarity and trust before anyone visits your site.

- **AI-generated educational content**

Use ChatGPT or Claude to spin up quick explainers, repurpose blog content into infographics or carousels, or generate niche Q&A-style content optimised for AI search engines.

- **Answer questions on AI tools**

Generative search tools (like Google SGE, Perplexity AI, and ChatGPT itself) are becoming research platforms. Optimise your content to be found and cited by these tools, using natural language Q&A structures.



Consideration

Goal: Show your value. Educate without overwhelming.
Differentiate without boasting.

Here, your prospects are comparing options, reading reviews, scanning your pricing page, and lurking on your webinars. This is where smart personalisation and helpful content make the difference.

By this point, prospects know there are potential solutions out there. They're narrowing down their options and trying to figure out who really "gets" them, and who's just throwing buzzwords around.

This is where your ability to **educate, personalise and reassure** becomes critical.



Tactics to use:

- **Product/solution explainers**

Clear, concise web pages, comparison charts, and video walkthroughs that show how your solution works. Avoid jargon and focus on practical outcomes.

Example: "What it's really like to switch from [Competitor] to [Your Product]."

- **Smart website personalisation**

Use HubSpot Smart Content or similar tools to change messaging based on industry, company size, or previous page views. Even small tweaks ("We work with teams like yours") can boost relevance.

- **Case studies and testimonials**

These shouldn't just be praise-heavy PDFs. Create real stories with context: what was the problem, what was done, and what happened as a result. Include quotes, data, and visuals.

- **Webinars and Q&A sessions**

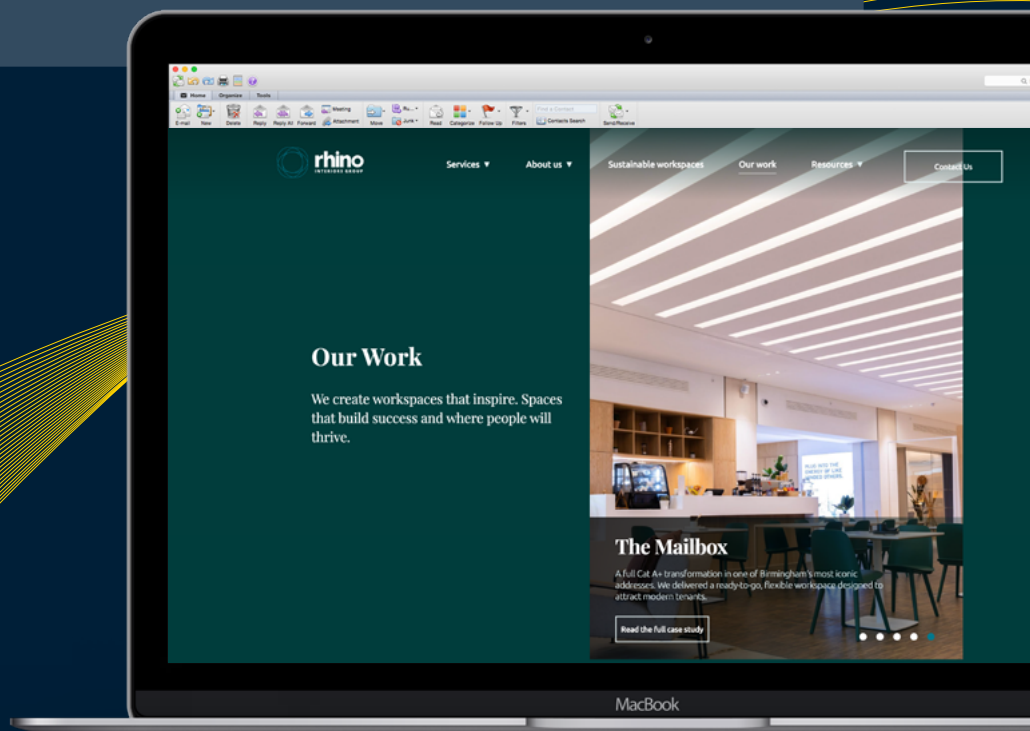
Live or on-demand, webinars are a great way to engage mid-funnel leads. Keep them educational, with a subtle nudge toward your solution.

- **Lead scoring and segmentation**

Use behavioural signals (pages viewed, time on site, forms filled) to tailor your nurture journey. Not everyone at this stage needs the same content.

- **AI tools for segmentation and personalisation**

Use predictive AI (like HubSpot's AI assistant or 6sense) to group prospects based on intent signals, then tailor messaging or sales outreach accordingly.



Decision

Goal: Remove doubt. Build trust. Make saying yes easy.

Your prospect is nearly there, but this is where many businesses fall at the final hurdle. Push too hard, and you kill the momentum. Offer too little, and the lead goes cold.

Here, your role is to act as a **strategic partner**, not a seller. Help them make a confident, informed decision.

Tactics to use:

- **Free trials, audits, or demos**

Make it easy to experience your solution without heavy commitment. Ensure these are tailored, not generic; personalised walkthroughs convert far better than recorded demos.

- **ROI calculators or pricing breakdowns**

Help buyers justify the cost internally. A simple interactive calculator or transparent pricing page (with context) can be a major differentiator.

- **Social proof and reviews**

Showcase real-world feedback. Include third-party reviews (G2, Trustpilot), peer endorsements, or video testimonials. The key is authenticity, not perfection.

- **Sales enablement content**

Provide your sales team with tools like objection-handling guides, email templates, or decks tailored to key industries or roles. The smoother the buyer's internal buy-in process, the quicker the close.

- **Consultative calls**

Train your sales team to listen, not pitch. The goal of your final call shouldn't be "get the signature" — it should be "help them make the right decision." That's how trust becomes loyalty.



Of buyers choose a vendor who provides content at each stage of the buying process

Demand Gen Report, 2023



Step Three: Use AI to Supercharge Content Strategy and Ideation

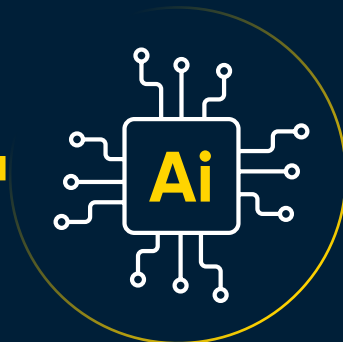
Content still drives lead generation, but now, it's about creating less fluff and more strategic value. That's where AI shines.

From market research to content ideation to campaign execution, tools like ChatGPT, Jasper, and HubSpot's AI Content Assistant can:

- Identify trending pain points via social listening or search trend analysis
- Repurpose high-performing blogs into LinkedIn posts, emails, and nurture sequences
- Generate draft content outlines or SEO briefs in seconds
- A/B test subject lines and CTAs at scale
- Automate personalisation for different buyer segments

Looking for some extra-curricular reading around how to use AI in your marketing efforts? We've got you covered:

- [AI and Market Research Guide](#)
- [The Future of PPC in AI Search Engines](#)
- [How AI & Performance Max Are Changing PPC Forever](#)
- [What is AI Mode and How Will It Affect Your Marketing Efforts?](#)
- [How to Leverage AI to Boost Marketing Efficiency \(With Examples\)](#)



Step Four: Share Smarter

Reach the right people, on the right platforms, in the right formats, or don't bother.

Many B2B marketing teams are still publishing content like it's 2013, flooding every channel with the same assets, crossing their fingers, and hoping for the best.

But your buyers aren't everywhere. They're in a few specific places, engaging in a few specific ways. If you're not showing up where they are, with content tailored to that platform and buying stage, you're just adding noise.

This is about **precision, not volume**. Modern content distribution is strategic, intent-led, and performance-optimised.

Quick Wins to Get Started:

- **LinkedIn Ads (targeted by job title, company size, or sector)**

Promote top-level content, like whitepapers, live webinars, or solution guides, directly into the feeds of decision-makers. Use lead gen forms for seamless conversion.

- **Remarketing campaigns (Meta and Google Display)**

Re-engage users who visited your site but didn't convert. Show them tailored content based on the pages they viewed (e.g. case studies after a product page visit).

- **Email workflows based on behaviour**

Trigger follow-up emails when users engage with key pages or downloads.

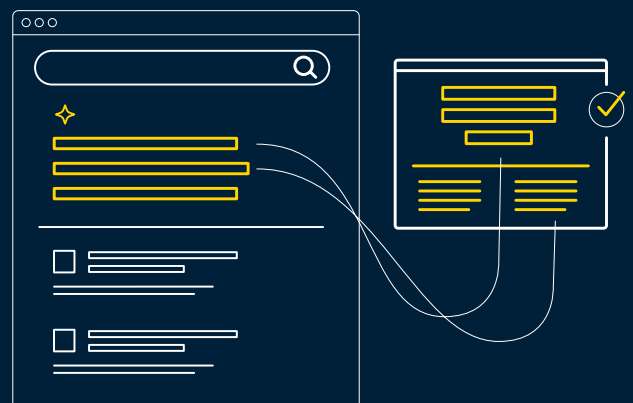
Example: Downloaded a pricing guide? Follow up with a "What to Expect from Implementation" guide.

- **Repurpose for platform fit**

Break down long-form blogs into LinkedIn carousels, reels, or infographics. Turn webinars into short clips with subtitles for social media. Tailor format and length to how your audience consumes content on each platform.

Emerging channel tip:

Generative Engine Optimisation (GEO) is changing search. Tools like ChatGPT, Google's Gemini, and Perplexity AI are becoming key discovery platforms, and if your content isn't optimised for them, you're missing out.



Step Five: Nurture, Nudge, and Qualify with Tech

Your funnel's full. Now what?

Most leads fall through the cracks, not because they're bad, but because they're not ready. And pushing them too early only makes them disappear faster.

That's where **intelligent, tech-enabled nurturing** makes all the difference. It turns curiosity into intent. Awareness into trust. Browsers into buyers.

This isn't about setting up a 5-email drip and calling it a day. It's about leveraging automation, personalisation, and insight to guide every lead through the journey.



What great nurturing looks like in 2025:

- **AI-personalised email workflows**

Use tools like HubSpot, ActiveCampaign, or Salesforce Marketing Cloud to personalise emails dynamically, based on role, industry, or on-site behaviour.

Example: A Facilities Manager in retail sees different content than a CFO in manufacturing, even if they downloaded the same guide.

- **Sales enablement tools**

Equip your sales team with Smart Content, one-click follow-up templates, battlecards, and content suggestions based on what leads have engaged with. Tools like HubSpot, Seismic, or Highspot can do the heavy lifting.

- **Always-on chatbots and live chat**

Use bots (e.g. Drift, Intercom) to qualify leads, answer FAQs, and book meetings 24/7, especially helpful for global or out-of-hours engagement.

- **Lead scoring 2.0**

Combine:

- **Behavioural data** (e.g. “Visited the pricing page 3 times in a week”)
- **Firmographic data** (e.g. “UK-based SaaS company, 100+ employees”)
- **Intent signals** (e.g. downloaded bottom-funnel content)

Then trigger actions: sales outreach, tailored nurture flows, or high-intent alerts.



Businesses that excel at lead nurturing generate **50% more sales-ready leads at 33% lower cost.**

Step Six: Align Sales and Marketing

The step that always gets ignored.

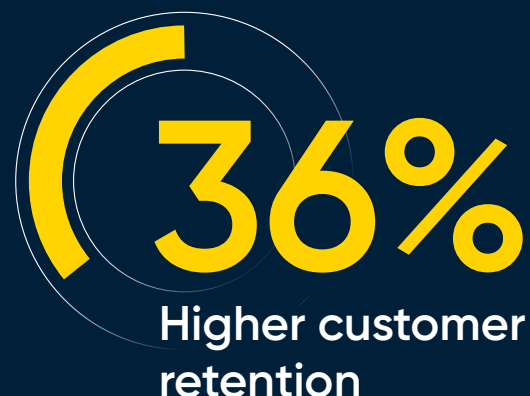
Today, lead generation only works when **sales and marketing operate as a single commercial engine**. It's not enough to "hand over MQLs" and hope for the best.

You need a joint strategy, shared goals, integrated tech, and continuous feedback loops, or your lead gen will keep leaking revenue.

To help you keep those teams nicely aligned, we've created a checklist for you to use every week:

- **Shared definitions of lead stages**
Are both teams clear on what qualifies as an MQL, SQL, opportunity, and closed-won?
- **Regular feedback on lead quality**
Are sales logging feedback on why leads convert, or don't? Are marketers adjusting campaigns in response?
- **Joint campaign planning**
Are both teams involved in messaging, content topics, webinar themes, and follow-up sequences?
- **Unified metrics and dashboards**
Are you looking at the same KPIs: pipeline created, conversion rates, revenue influenced, not vanity metrics?
- **Tech stack integration**
Is your CRM (like HubSpot, Salesforce or Pipedrive) integrated with your marketing automation? Can both teams see the full buyer journey?

Companies with tightly aligned sales and marketing functions achieve:



Let's Wrap This Up

If you want to generate leads that close, you need to make sure that everything you do, you do with purpose.

Don't pump out gated eBooks or flood LinkedIn with your brand and hope for the best. You need to:

- Build trust with your audience through insight and empathy
- Use AI and automation to scale smart, personalised experiences
- Align every part of your commercial engine to attract, convert, and close

It won't happen overnight, and it's not necessarily easy to get right, but the rewards are absolutely worth the effort.

Need a little one-to-one guidance? Get in touch with our marketing experts for a no-obligation chat. We're here to advise, ensuring you head in the right direction and start generating the leads you need to grow.

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