



# **B2B AI Lead Generation Process Guide**

Emerj's best-practices and processes for attracting and converting AI-focused business leaders at scale.

Research | Strategy | Competitive Intelligence

## Advertising and Lead Gen with Emerj.com – for AI Leading Brands

*AI-focused business leaders - accessible with targeted scope, and digital scale.*

At Emerj.com, we work with AI-related brands who want to generate pipeline by reaching business leaders who are eager and interested to adopt AI in their organization.

Our global audience of 250,000 business monthly readers come to Emerj to learn about the AI trends and applications that they can use to gain a competitive advantage in their market.

Leading AI vendors, AI related ecosystem players (consulting firms, third party data providers), and AI events use Emerj.com to reach AI-focused executives at scale:



What separates Emerj.com from any other lead source:

- **Only AI-Focused Business Leaders** - Our loyal subscribers and readers engage with Emerj to find AI-related service providers, solutions, and trends. If they're on Emerj, they found us because they are actively looking for AI solutions.
- **Best-Practices for Lead Conversion** - Through hundreds of AI-related B2B client campaigns, and by studying the most successful AI firms, we've developed a complete playbook for attracting and converting AI-focused executives. Clients who work with us not only win more business, but they get the benefit of using our complete playbook, which they can use to enhance any future digital marketing effort.
- **Business Leaders, Not IT Leaders** - We don't write about the code or the science, we write about the impact on the bottom line. Our editorial and research focus is the C-suite. AI-related companies work with Emerj to reach business buyers (not just IT leaders).

Learn more:

[emerj.com/advertise](https://emerj.com/advertise)  
[advertise@emerj.com](mailto:advertise@emerj.com)  
1-617-945-8567

Emerj advertising clients receive a complimentary copy of our \$1000 best-practices guide called: *"Best Practices of Growth - B2B Lead Generation Blueprint for AI Products and Services"* ([learn more about the full guide here](#)).



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## Landing Page Checklist

Because our advertising work with B2B AI companies is geared toward lead gen and creating pipeline, we're incentivized to make sure our clients' landing pages convert well.

The original checklist that we used with clients was nearly a dozen items long, but as it turns out, the vast majority of the improvement we can see in a landing page comes from the five key points in the landing page checklist below.

Checklist:

- Headline appeals directly to an objective or objection of your potential buyer
- The offer is clear and compelling for your desired prospect
- Benefit-driven bullet copy tells visitors exactly what they'll get by taking action
- A visual representation of what the prospects get if they take action
- Opt-in item or web form is above the fold

We'll discuss why each of these points is critical:

*Headline appeals directly to an objective or challenges of your potential buyer.* The headline is what encourages a visitor to stay on your page, or to leave. By directly appealing to objectives (goals that the prospect is moving towards) or challenges (problems that the prospect is struggling with), you ensure that the right visitor will have a reason to read on, and take action.

*The offer is clear and compelling for your desired prospect.* If you are selling AI for eCommerce recommendation, there is no need to appeal to readers in finance. Your goal is to make your offer compelling to the group of people that you want to build a relationship with, and eventually, potentially, convert.

An "offer" can be rephrased as "what you will get from me if you take action." In this case, "action" generally implies little more than an email opt-in, and what the prospect "gets" is some kind of tangible, useful value. The offer cannot be vague or implied. What the prospect gets for taking action must be crystal clear, and the compelling utility and value of what they get must also be crystal clear.

This specificity could imply:

- Knowing exactly what they'll learn with your resource
- Knowing exactly what problems they'll be able to solve from the advise in your resource
- Knowing how many pages your PDF is, or how long the webinar lasts, or how many respondents were involved in the creation of your research
- How they'll get the resource (we recommend making it very clear that it will be sent to their inbox directly after submitting your web form)

*Benefit-driven bullet copy tells visitors exactly what they'll get by taking action.* Tying into the point above, it's important to convey the benefits of why a prospect should take action. While paragraph copy can help to introduce your brand and describe the offer, bullet copy...



*This “distant” call to action can even be... (contact [advertise@emerj.com](mailto:advertise@emerj.com) to work with us directly, or [purchase our full B2B AI Lead Generation blueprint online here](#))*

## Let Your Leads Qualify Themselves

An ideal marketing and conversion engine not only fills the CRM with the right relevant leads (of varying degrees of buying readiness or and authority to purchase), it also parses those leads automatically into the following respective categories:

- *(Right Fit, High Intent)* Leads that deserve immediate, high-touch follow-up
- *(Right Fit, Questionable Intent)* Leads that deserve some manual follow-up
- *(Questionable Fit, Questionable Intent)* Leads that should be nurtured in the hopes of future interest

Salespeople should spend their time focused on the right leads first, not digging through and assessing an unlabeled bucket of names dumped into the CRM.

Even more ideal would be a conversion engine that fills the salesperson’s calendar with the right appointments via automated or entirely digital means.

Through running countless campaigns for various AI vendors, we’ve developed a set of fool-proof ideas to allow your leads to qualify and book themselves.

We recommend implementing these ideas as default tactics in any marketing campaign:

- *Thank-you pages always include an appointment next step:* Ensure that all thank-you pages (for white papers, webinars, and other opt-in assets) include a clearly visible next step call to action to allow the lead to book a demo or evaluation call to learn more about your product or service. Be sure to be clear about *who* this demo or evaluation call is for, so that you screen out companies and contacts who are unlikely or unable to move forward toward a deal.
- *Confirmation emails always include an appointment next step:* This is exactly the same tactic as you see above, but included in the first email after the opt-in event. See the Delivery or Confirmation Email Example included in this chapter.

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## Fielding Sales from Newsletters

While most newsletters serve the primary purpose of educating audiences, and gradually warming up contacts into buyers.

However, each and every broadcast email should include at least one light call to action. Calls to action can include any of the following:



- An invite to a middle-of-funnel or bottom-of-funnel webinar (preferably featuring a case study of how your firm has helped other companies like them)
- A link to allow subscribers to book a demo and test drive a new or exciting feature of our product
- A link to a bottom-of-funnel landing page (a page that signifies buying interest, and makes any converted lead on that page worth an outbound call from a salesperson)

These calls to action can often be placed in the middle or bottom of your newsletter email messaging, and don't require much fanfare or overt promotion. Simply embed them along with your more purely educational content, and allow the more interested subscribers to engage with them.

Even if a newsletter doesn't include any direct calls to action, the content that it links to should. For example:

- Link to content on your site - and on the sidebar or footer of that content is a call to action for a middle-of-funnel webinar, or for a web form to sign up for a demo of your product or service
- Link to a podcast episode, and in the intro of that podcast you mention how prospects can get in touch about your product or service
- Link to a video - and the end of the video provides clear directions for how prospects can test drive or demo your product immediately

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# Outline: Best Practices of Growth - B2B Lead Generation Blueprint for AI Products and Services

At Emerj.com, our client campaigns are based on our blueprint for B2B AI lead generation - including best practices, frameworks, and simple checklists to maximize conversion, and optimize lead quality. Emerj.com advertising receive a complimentary copy of the full blueprint, [which is also available for \\$1000 online](#).

## 0. Introduction

### 1. Determine and Convince Stakeholders

- Defining Key Stakeholders
- Defining Points of Contact
- Defining Other Stakeholders
- Customer and Go-to-Market Research
- Determine Buying Motives and Objections
  - Positive Buying Motives (“Running To”)
  - Negative Buying Motives (“Running From”)
  - Objections
- Appealing to Buying Motives

### 2. Content Marketing Strategy

- Four-Phase Process of Content and Landing Page Planning
  - *Phase 1 - Idea Generation:*
  - *Phase 2 - Landing Page Offer Determination*
  - *Phase 3 - Ranking Content for Search and Conversion*
  - *Phase 4 - Determine Content Cadence*
- Two Content Topics and Themes
  - Attraction Themes
  - Positioning Themes

### 3. Landing Page and Conversion Fundamentals

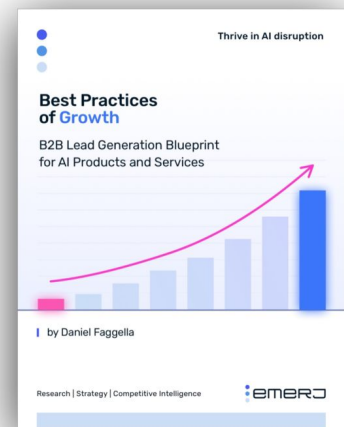
- Landing Page Fundamentals, Offers, Checklist, and Design
- Thank You Page Principles and Design
- Landing Page and Thank You Page Examples
- Delivery or Confirmation Email Fundamentals
- Delivery or Confirmation Email Example
- Landing Page Placement and Promotion
- Let Your Leads Qualify Themselves

### 4. Email Automation

- Front-End Automation
- Converting Low-Value Leads and High-Value Leads
- List Hygiene

### 5. Ongoing (Broadcast) Email Strategy

- The Purpose of an Email List
- Newsletter Rotation, and Sales from Newsletters
- Follow Up Thresholds



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## What Emerj Can Offer

### SPONSORED EDITORIAL

- Podcast Interviews
- Long-form Educational Articles
- Custom Surveys, Charts and Graphs
- Article Series

### PROMOTION

- Homepage Exposure
- Email Newsletters
- Social Promotion and Retargeting
- On-Site “Recommended Content” Listings

### THOUGHT LEADERSHIP ASSETS

- White Papers and Executive Briefs
- Custom Research
- Infographics, Charts and Graphs



#### STEP 1

We create the most robust AI reports and articles



#### STEP 2

Executives searching for information find us first at emerj.com



#### STEP 3

We gain trust through excellent reports, podcasts, and email newsletters.



#### STEP 4

We retarget our audience with content and offers across Google and social media

Learn more about our advertising services and our suite of B2B AI lead generation best practices, contact Emerj.com today:

[emerj.com/advertise](https://emerj.com/advertise)  
[advertise@emerj.com](mailto:advertise@emerj.com)  
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# Emerj Artificial Intelligence Research

## *Survive and thrive in an era of AI disruption*

We work with business and technology leaders to develop artificial intelligence strategies that win in the competitive marketplace.

## Core Services

### Market Sizing and Growth Rate Forecasts

Measuring the impact of AI on specific business sectors and lines of business. The sizing and forecasting data that leaders need to confidently make strategic decisions. [Learn more.](#)

### Vendor Landscape - AI Capability Space

Assess the full range of AI capabilities for your business or sector with a robust scoring of the full AI vendor landscape, separating hype from reality by determining the credible applications with real evidence of ROI. [Learn more.](#)

### Competitor Analysis - AI Capability Space

Quickly measure your firm against industry leaders and direct competitors by assessing the AI initiatives of companies in your sector, with a clear view on the strengths and weaknesses of their strategies. [Learn more.](#)

### AI Business Strategy Process

An immersive two-day on-site process to determine a coherent, powerful strategy around the AI capabilities most aligned to company goals and strengths. [Learn more.](#)

### Other Products and Services

- Syndicated research reports
- Advisory and consulting
- AI vendor selection services
- More...

### Contact Research Services

[services@emerj.com](mailto:services@emerj.com)  
1-617-945-8567





## Daniel Faggella, CEO at Emerj

Called upon by the United Nations, World Bank, INTERPOL, and many global enterprises, Daniel is a globally sought-after expert on the competitive strategy implications of AI for business and government leaders.

Daniel helps organizations navigate the competitive landscape of AI capabilities, determine high-ROI applications that match and organization's strengths, and build AI strategies that win.

In addition to his advisory work with leaders, Daniel has interviewed thousands of AI researchers and founders, and his research and reports are cited by Harvard Business Review, the World Economic Forum, and other leading publications.

Daniel has been devoted to studying the consequences and applications of AI since graduating from UPENN with a master's degree in cognitive science. He lives in Boston.

