Ditch the Forms—Keep the Data:

Your Guide to Formless Lead Generation

visitortrack®

Fear of email blasts and hounding phone calls have caused savvy business buyers to show more reluctance to fill out contact forms than ever before.

- As few as **1 – 2% of B2B web visitors fill out a form announcing their interest.**
- The explosion of content marketing has made a large volume of resources available to the B2B buyer. The landscape of the traditional B2B sales and marketing process has drastically changed. Buyers can self-educate by researching content that is designed to lead them through the evaluation process (both your own content and that of your competitors).
- **41% of business buyers reported they are waiting longer in the decision process to engage with vendors.**
- Marketing automation platforms are hungry for data from contact forms to feed the nurture process. What is the solution when completed forms seem to be harder to come by?

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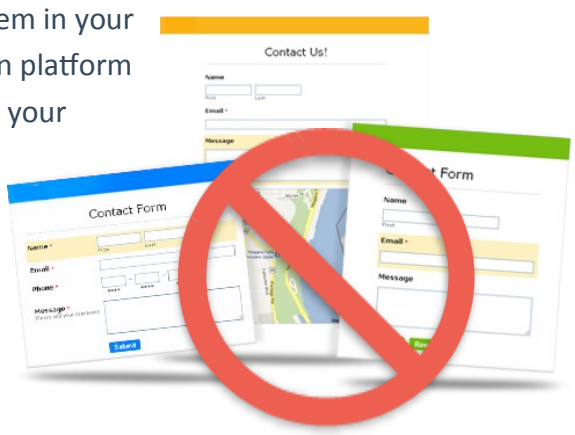
5 Steps for Generating Leads Without Forms

1 Identify Pages That Support the Buying Decision

The first step is to identify the pages on your website that support the traditional buying process. These are high-value pages. Your explainer video, whitepapers, case studies, and webinars all support buying decisions and were once part of the traditional selling process. Identifying these high value pages that relate to the buying process will help you focus in on the most important digital buying signals. The opportunity to capture the identity of these invisible visitors from invisible companies will allow you to begin to nurture them in your automation platform or through your marketing channels.



2 Un-gated Content Fosters Higher Engagement

Your website visitors are more likely to download and consume your content if it is not gated (requiring the completion of a contact information form). By employing an anonymous visitor tracking (or lead capture) technology you can gain intelligence on which businesses are actively researching your offerings and content without the need of contact forms. Technologies are available to track not only web pages, but downloadable content such as PDFs as well. Knowing where these prospect's interests lie allows your future communication to be tailored to their needs.

3 Where They Click Tells A Story

Once you have identified your high value web pages that support the buyer journey, the next step is to understand the story they tell. As a prospect visitor moves through your website, where they click can reveal the nature and level of their interest. Say a visitor enters your site from organic search and then proceeds to view a key product information page, then views a relevant case study, and finally the "request a demo page". . . spending several minutes on each of these pages. This behavior indicates a strong interest in your offering. Because buyers are becoming more self-educated, you can map their online interactions to the sales process and start checking off elements they have seen. This process will allow your team to reach out to the most sales-ready leads.

4 Understand Page Visit Behavior

When a visitor moves through your site and looks at pages that are designed to move them through the buyer journey, take notice of their behavior! Visits to these pages indicate that a prospective client has engaged in the buying process and is researching the offerings of your company (and probably your competitors offerings as well). For example, a pricing page visit can be a strong indicator that a prospect is starting to seriously think about buying. You will find that many prospects land on your website and go immediately to your pricing section. These prospects might be interested, but they're likely still in the initial information gathering stage. On the other hand, a prospect who signed up for a demo or actively tried your product, and **then** visits your pricing page is probably ready to buy.

5 Find Out If They Leave Before They Hit "Submit"

Imagine the value if you could identify prospects that have enough interest to visit your "request for quote", "free trial", or "contact us" page, but for some reason never complete and submit the form. Did they get distracted? Change their mind? Or did they decide to reach out to a competitor and complete their form first? By tracking and identifying the companies visiting contact pages, you can give your team a "heads-up" on the best opportunities amongst your website visitors.

A New Source for Warm Leads!

netFactor Corporation is a leading provider of web visitor intelligence for B2B enterprises. netFactor's flagship information service, VisitorTrack®, delivers real-time insights on the web activities of business buyers who would otherwise go unnoticed. Why VisitorTrack? Because information is money. We believe the more information we can deliver about anonymous web visitors, the more sales executives can get ahead of their buyers' decision journey resulting in more sales and higher margins. See how VisitorTrack works by watching the video. Learn more at www.netfactor.com.