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FINAL THESIS

Professional Master's Degree in Marketing Management

Theme

**Proposition of a lead generation strategy for a B2B operating
company**

Case company: La Team

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ABSTRACT

The number of marketing agencies and communication firms in Algeria is growing steadily, and as a result the competition for clients is becoming increasingly difficult. Despite the transformation of the digital ecosystem in the country, the majority of agencies rely on word of mouth and consultation with other competitors to sign a client, including La Team.

In our research, we addressed the concepts related to online lead generation with the aim of clarifying them through literature research. We also conducted qualitative research based on semi-directive interviews with digital marketing experts to highlight the best tactics and actions to propose to The Team. The results of the interview analysis allowed us to propose a lead generation strategy for a digital communication agency "La Team" following the SOSTAC planning model, the main results revolved around a conversion funnel that aims to capture leads through social media and a website, nurture them through an email marketing program, and score them using HubSpot CRM and marketing automation.

Key words: Lead generation, Customer acquisition, Conversion funnel, Strategy, Website

Résumé

Le nombre d'agences marketing et de boites de communication ne cessent de croitre en Algérie, par conséquent la compétition pour acquérir les clients deviens de plus en plus difficile. Malgré la transformation de l'écosystème digitale dans le pays la majorité des agences, se basent sur le bouche à oreille et les appels d'offres pour signer un client dont La Team.

Dans notre recherche, nous avons aborder les concepts en relation avec la génération de prospects en ligne dans le but de les éclaircir par le biais d'une recherche documentaire. Nous avons aussi effectué une recherche qualitative en se basant sur des entretiens semi directifs avec des experts en marketing digital pour faire ressortir les meilleures tactiques et actions à proposer à La Team. Les résultats des analyses des entretiens nous ont permis de proposer une stratégie de génération de prospects pour une agence de communication digitale « La Team » en suivant le modèle de planification SOSTAC, Les principaux résultats ont tourné autour un tunnel de conversion qui vise à capturer de prospects via les

réseaux sociaux et le site web, à les nourrir à travers un programme d'emailing et aux scoring des prospects via Hub spot CRM et l'automation marketing.

Mots clés : Génération de leads, Acquisition de clients, Entonnoir de conversion, Stratégie, Site web.

ملخص

عدد وكالات التسويق في الجزائر يتزايد باستمرار، وبالتالي أصبحت المنافسة لاكتساب العملاء أكثر صعوبة. على الرغم من تحول النظام البيئي الرقمي في البلاد، تعتمد معظم الوكالات على الترويج الشفوي وطلبات العروض لكي يتمكنوا من توقيع عقد مع عميل.

في بحثنا، قمنا بمناقشة المفاهيم المتعلقة بتوليد العملاء المحتملين عبر الإنترنت و قمنا بتوضيحها من خلال البحث البليو غرافي. كما قمنا بإجراء بحث نوعي باستخدام مقابلات شبه موجهة مع خبراء في التسويق الرقمي لتحديد أفضل التكتيكات والإجراءات المقترحة لشركة الحالة. نتائج تحليل المقابلات سمحت لنا بتقديم استراتيجية لتوليد العملاء المحتملين لوكالة التسويق الرقمية "لا تيم" وفقاً لنموذج

SOSTAC التخطيط

تدور النتائج الرئيسية حول نفق التحويل الذي يهدف إلى التقاط عملاء محتملين عبر وسائل التواصل الاجتماعي والموقع الإلكتروني، وتغذية تلك العملاء عبر برنامج البريد الإلكتروني، وتقييم العملاء HubSpot CRM المحتملين باستخدام نظام

الكلمات الرئيسية: توليد العملاء المحتملين، اكتساب العملاء، قناة التحويل، استراتيجية، موقع

الويب.

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LIST OF ABBREVIATIONS

BoFu: Bottom of the Funnel

B2B: Business to Business

B2C: Business to Customer

CRM: Customer Relationship Management

CTA: Call To Action

KPI: Key Performance Indicators

MoFu: Middle of the Funnel

MQL: Marketing Qualified Leads

OLGCs: Online Lead Generation Companies

PPC: Pay Per Click

ROI: Return On Investment

SEA: Search engine Advertising

SEO: Search Engine Optimization

SOSTAC®: Situation analysis, Objective, Strategy, Tactics, Actions, Control

SQL: Sales Qualified Leads

ToFu: Top of the Funnel

INTRODUCTION

The Algerian population is undergoing a digital shift as it has been stated in the report published by Data Reportal in January 2023; Algeria has recorded a rate of 32,09 of internet users, a rate that's higher by 1,8% than the year before (Kemp, 2023). This transformation is pushing companies to adopt digital marketing in their communication to increase brand awareness build a good brand image, and acquire new customers.

Acquiring new clients as it has been mentioned many times in literature is more complex for any business than retaining old ones, and with the fierce competition that digital marketing agencies are facing due to their increasing number it has been challenging to win over new customers and expand the customer base.

In this thesis we will be proposing an online lead generation strategy for an Algerian digital marketing agency for the sake of improving client's acquisition, we will tackle the different concepts and theories related to this theme in order to shed light and explain nuances. We will also discuss the importance of lead generation strategy and the process of its implementation.

In order to achieve stated objectives, we followed a qualitative approach using semi-structured interviews with five digital marketing and lead generation experts. The interviews are meant to bring to light the importance of lead generation and highlight the best tactics and actions to propose. We also utilized the interviews results to propose a lead generation strategy for the case company hoping that this research will provide guideline for Algerian companies showing them the procedures to be followed to generate qualified leads.

The thesis is divided to four chapters:

Chapter I: We tackled the context and objective of our study, the theoretical and managerial relevance, the problematic of our research and the presentation of the case company.

Chapter II: We presented the theoretical frame which is divided to two sections, the literature review where we discussed academic researches that has been elaborated in relation to our theme of research, we also elucidated on different concept and definitions related to lead generation.

Chapter III: In this chapter we explained the approach and the methodology we adopted to collect data, the measurements instruments and the model we followed for the proposition of the lead generation strategy.

Chapter III: This last chapter contain the results of the semi-structured interviews, and the proposition of the lead generation strategy, all the actions and tactics we suggested, and finally a discussion where we confronted the results of our interviews and our literature review.

1. Context and objectives of the research

With the fierce competition that marketing agencies are facing due to their increasing number these last few years in Algeria, acquiring new clients has become a real challenge in order to remain competitive on short, medium and long term. It was agreed to propose a lead generation for La team, a digital marketing agency that has been operating in this field since 2018.

Creating a solid lead generation strategy will help the agency build trust and engage with prospects and therefore stay competitive in the market, because a company's success is measured by its capacity of holding regular customer capital, that's why any business operating in an open market economy is looking for the best solutions that will help grow its loyal customer base and that's the main reason lead generation is the number one goal of any business-to-business (B-to-B) marketing department (Świeczak et Łukowski, 2016).

The first step this thesis will follow is the analysis of the current state of the company involving: its objectives, its strategy and the marketing actions implemented to acquire qualified prospects. The second step will be the creation of buyer persona and its purchasing process, the last part will be dedicated to the choice of a strategy, channels and tools to use and finally the KPIs to utilise for controlling the strategy.

The main purpose of this research is to propose a digital client acquisition strategy by improving lead generation, however other objectives has been identified:

- Understanding what is a lead generation strategy:
- Understanding Lead generation tools and ways to attract customers;
- Identifying the buyer persona and customer journey and determining the best tools to influence them in their buying decision.

2. Relevance of the research

2.1 Theoretical relevance:

Academic and professional studies in the marketing field have tackled digital marketing in so many aspects, from communication through social media to content marketing in many digital platforms, yet online lead generation strategies were rarely addressed, and during our research on this topic, we did not find any study that suggests a lead generation strategy in Algeria. There for by addressing this subject we hope to improve and add value the marketing documentation and literature.

2.2 Managerial relevance:

In today's digital age, where the use of the internet by potential clients for research is increasing (Verhoef, Neslin, & Vroomen, 2007), an online lead generation has become an essential part of any successful marketing strategy. For a digital marketing agency such as La Team and with the competition it is facing in the field of digital communication, an effective online lead generation strategy can help generate a steady stream of new business opportunities, expand its customer base, and increase revenue. By using various online marketing channels such as social media, search engine optimization, email marketing, and online advertising, the agency can reach out to potential customers and capture their interest. The agency can then use these leads to nurture relationships and convert them into paying customers.

This thesis will provide also:

- Guidelines for Algerian companies showing them the procedures to be followed to have contacts that are actually interested in pursuing the service or the product they are selling;
- What is needed for a clear and simple implementation of lead generation strategy;

3. Research question

In order to achieve the objectives mentioned in the context above, our research question is phrased like this:

- What are the strategies and actions to be implemented to ensure the acquisition of qualified leads for a digital marketing agency?

Secondary questions arise to better understand our research and to better answer the question our main research question

- How does lead generation and lead nurturing can help a communication agency in acquiring new clients?
- What is the best lead generation strategy to implement in a marketing agency that targets the B2B market in order to acquire qualified prospects?
- What are the most effective marketing actions to propose in order to gain the lead's interest in the case company?
- How to measure the results of a lead generation strategy?





4. The organizational context

4.1 Presentation of the company:

La Team is a digital marketing agency specialized in communication; it was founded in 2018 by Elias Hamla. Its corporate name is SARL SLATM AGENCY.

The agency is composed of a multidisciplinary team; it is constantly looking for new ideas and new concepts in order to satisfy its customers by making them benefit from the latest communication technologies. It has a client portfolio covering three sectors such as telephony, banking, and agri-food.

Table 1 : Principal clients of La Team

Ooredoo	Natixis	Danone	Chips mahboul
			

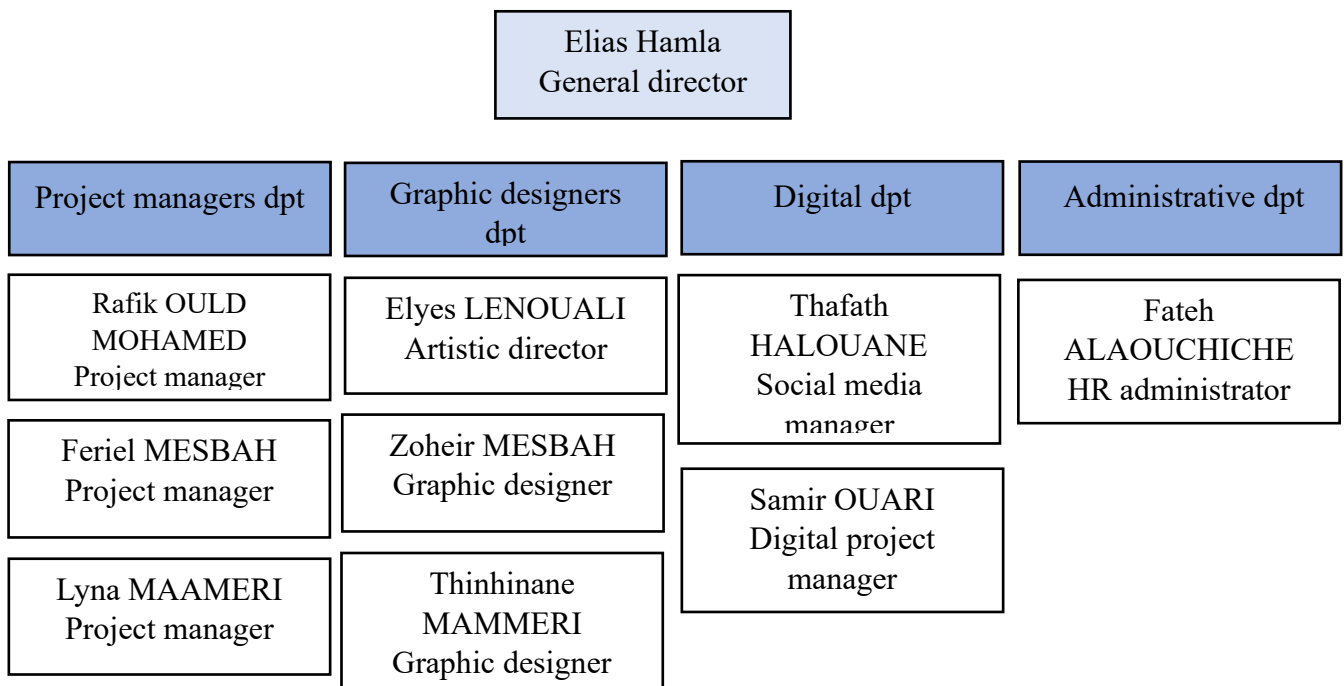
Source: internal documents of the agency

4.2 The organizational chart:

The team is divided mainly into 4 department, it also makes use of freelancers as well as other external collaborators from time to time;

- Project managers department,
- Graphic designer and visuals creation department,
- Digital department
- Administrative department.

Figure 1: The organizational chart of the case company



Source: Internal documents of the case company

CHAPTER II: THEORETICAL FRAME

SECTION 01: LITERATURE REVIEW

In this chapter, we will discuss the previous scientific researches that tackled lead generation strategy and Inbound marketing.

1. Lead generation:

In this first part of the literature review we will highlight scientific researches that have dealt with lead generation strategies, the importance of adopting it in B2B market and the process to follow to insure the capture of qualified leads.

1.1 Importance and process of a lead generation strategy

(Świeczak & Łukowski, 2016) in their article, “Lead generation strategy as a multichannel mechanism of growth of a modern enterprise” aim to identify the opportunities that lead generation strategy provide to the company. Documentary research was adopted in this study and more than 20 references were used to collect valuable data. They describe lead gen as a marketing process that focuses on capturing the interest of the audience in an enterprise product or service, the persons who have expressed their interest by leaving their contact information are called leads. Their likelihood to purchase from the company will be evaluated and marketing actions will be taken in order to turn them into clients and enrich the company’s customer base.

The authors foregrounded the importance of having a lead generation strategy for companies operating in the B2B market, they stated that it assists company’s in attaining brand awareness, getting the attention of more possible customers to fill their sales pipeline, and therefore, developing the business by increasing return on investments ROI.

When it comes to the lead generation process, they declared that it should start by identifying the company’s objectives, and then fixing the targeted leads and their buyer journeys from the moment they are aware of the company’s product or service existence, to taking action by expressing their desire. They also stated that the tactics that should be implemented must be aligned with both the organization’s objectives, and the customer’s needs and where they are in their buying process. Finally, they insisted on testing and experimenting with undertaken actions and tactics, measuring the obtained results and improving them in order to get the best return on investments possible.

This article does not only highlight the importance of an online presence in creating brand awareness, but also in the company's growth and development by filling the sales pipelines with leads and turning them into paying customers. The authors also emphasize the valid knowledge of the targeted audience in order to influence them better in their purchasing decision.

Online lead generation have also captured the interest of German authors (Stolz, Wisskirchen, Schlere, & Hoffmann, 2021), where they have carried out a study titled "Online lead generation: An emerging industry". The study focuses on the online lead generation companies OLGs, these organizations function as intermediaries between customers and companies that provide products and services, they assure the capture of leads, their qualification, and their distribution, sometimes they even close the sales deal and insure the after sales reactivation depending on the company.

The research aims to bring the light to the best practices and actions to implement in order to generate qualitative leads and fill up the conversion funnel, consequently a documentary and qualitative methodology has been applied where 19 semi-structured interviews with experts specialized and experienced in this field have been conducted following an interview guide. The verbatims obtained from the interviews were transcribed and coded with the MAXQDA software, and then analysed for insights.

The major findings in the study revolved around the process of lead generations strategies, the first phase is lead capturing it consists attracting leads through information the authors insisted on offering valuable information as lead magnets and well thought call to action CTAs in order to capture the leads attention. They also emphasized the fact that diversifying the information and suggesting other content may generate trust and get the visitors of the website to aften convert into leads by leaving their contact information. Another aspect of lead capturing was highlighted which is the use of a multi-step forms which means asking the website visitors questions about the preferences related to their search and leaving the personal information such as phone numbers for last.

The second phase is lead nurturing and qualification, the results obtained in this part are a bit controversial to what the writers found in literature, they stated that delayed response have generating better results than what literature suggests which is responding as soon as possible.

The last phase before contacting the lead in order to convert him to a client whether by the OLGs or the company is lead scoring, they stated that this is not an obligatory phase as for only seven of the interviewees have implemented it, yet it is a very important step in the activity in order to ensure that only high quality and warm leads are contacted.

We can understand that in order to capture the lead's attention, effective lead magnets must be presented as well as the used CTAs. A relationship of trust must be built, and valuable nurturing programs must be implemented to qualify them, and get them further in the conversion funnel.

2. Inbound marketing and lead generation:

In this part of the literature review we discuss articles that tackled the use of Inbound marketing strategy for the purpose of generating leads and also the ideal tools and actions to implement.

Inbound marketing is described as an innovative marketing strategy that aims to capture the attention of the internet users and convert them into paying customers, by providing content that adds value, (Gedik, 2020). The author of the article compared Inbound and outbound methodologies through documentary research and came to the conclusion that Inbound marketing is the best option that businesses adopt in order to generate more traffic to the website and capture potential leads by the use of blogs, social media, SEO and advertising. Convert those visitors into leads by compelling landing pages, lead magnets and CTAs, and lastly convert those leads into paying customers by nurturing them through the whole process of their buyer journey through email marketing.

Another study revolved around Inbound marketing was conducted by (Baranchenko, Aksom, Zhylinska, Firsova, & Datskova, 2019). The authors summarized the role of Inbound marketing in acquiring new clients and highlighted the best techniques to attract the potential customer's attention. Both qualitative and quantitative approaches were conducted in this study, where a questionnaire has been distributed for the purpose of collecting data and preferences of the targeted audience and also 20 interviews with experts in the fields have had place in order to bring out the best practices to implement in the e-commerce field.

The influence of inbound marketing techniques through valuable content in increasing both lead generation and conversion has been proven. The article also emphasized the role of inbound marketing in lead management, they stated that the use of Inbound marketing tools provide to the company the assistant needed in lead's nurturing, qualification and scoring.

When it comes to the tools and techniques used to attract internet users and seduce them into buying from the company, the researchers cited content creation in different platforms such as blogs and social media. They also talked about search engine optimization and advertising in order to be found in an online engine search, subsequently resulting in a visit to the company's website or landing page where they insisted that lead magnets, and CTA's must be captivating for the purpose of pushing the visitor to leave their contact information whether through registering on the website or filling a form to subscribe to a newsletter. The outcome of these actions is the conversion of a visitor into a lead. The next two stages in the inbound methodology are the conversion of the leads into clients and lastly into ambassadors of the brand, which can be done as the authors stated through email marketing.

Overall, Inbound marketing focuses on gaining the customer's trust by creating high quality content and obtaining the position of an expert in their eyes. Adopting it in a lead generation strategy is the best option to push the website visitors to leave their data, turning them into leads and having more chances to convert them into paying customers.

2.1 Tools and KPIs of a lead generation strategy:

In this digital age where customers are constantly online and their buying process has shifted, companies need to adapt in order to attract them and reach out to them. (Bondarenko, et al., 2019) tackled how does lead generation in internet marketing impacts the development of enterprise potential using a documentary approach. The study seeks to demonstrate the best tools to utilize and actions to undertake for the purpose of ensuring the generation of qualified leads, it also focuses on the ways to control a lead generation strategy, and what KPI's to adapt for guarantying its efficiency. The most important key performance indicators mentioned in the article are ROI return on investment which take in consideration all marketing costs, the number of leads and

conversion rate. (Gedik, 2020) also tackled this point stating that lead traffic, cost per customer, cost per lead, bounce rates, popular pages, and growth rate are the main utilised KPIs while applying Inbound methods.

(Bondarenko, et al., 2019) emphasized the use of content marketing and social media in promoting the company's expertise through valuable content and to build trust with potential customers, they also addressed the use of emails or newsletters in nurturing leads, and they illuminated its importance in getting them further in the sales funnel. They consider the website as one of the most needed tools in lead generation, the authors stated that landing pages can be created only for the sake of lead generation where interested visitors may leave their contact information by filling a form in the exchange of a lead magnet and therefor turn from visitors to leads.

Other authors also drew attention to the importance of having a website, they pointed out that landing pages are the first interface that links a potential customer to the company, they need to captivate the attention of the visitors in order to push them to leave their contact information and persuade them to take actions in the shortest timeframe possible. (Çetinkaya, Külâh, Toroslu, & Davulcu, 2023)

Another study on Client's Perception on Digital Marketing Strategy at a Machine Tool Manufacturing Company was conducted by (Gurusamy & Darshan, 2022) in the scope of understanding the client's point of view on digital marketing, it also focuses on the best digital marketing practices to implement in order to attract quality leads and acquire new clients through inbound strategy. Both secondary and primary data has been utilised in the research, secondary data has been collected through documentary research, primary data on the other hands has been obtained through a questionnaire that has been distributed to 50 clients of the case company and then analysed with SPSS software.

The results of the study have shown that the clients think that digital presence is mandatory in order to give the case company exposure, and giving more chances to be noticed by interested prospects, and they highlighted the use of email marketing for the sake of drawing the targeted audience interest in the B2B market and also the significance of having a website.

The authors of this article shared the same results as (Gupta & Nimkar, 2020) and (Gokhale, 2016) regarding the importance of content marketing in generating leads in the business-to-business context. (Gokhale, 2016) stated that it is a strategic tool to attract the potential client's attention, resulting in capturing them and getting them into the conversion funnel.

(Jenifer, Vishmita, & Sowmiya, 2023) in their study about content marketing through LinkedIn channel stated that it is the ideal channel to create leads in B2B businesses. But they brought to light the challenge of creating very high-quality content in this professional social media platform. They concluded though by accentuating the relevance of lead generation in reaching and maintaining the growth of a business.

In summary all the consulted researches have accentuated the importance of adopting a lead generation strategy for the growth and development of a company, stating that in this digital era inbound methodology is the ideal way to gain customer's trust and getting them to exchange their contact information to valuable content that is distributed through several channels.

SECTION 02 : Conceptuel frame

1. Lead generation:

In this part of the conceptual frame, the concepts related to lead generation will be tackled such as lead types, lead scoring and lead nurturing.

1.1 Definition

Lead generation or also called lead gen has been defined by many authors, as a marketing process of initiating the audience's interest in a product or a service that the company proposes and engaging with them in order to acquire new customers (Rothman, 2014), and also as a marketing and sales process for creating and managing leads that the company wants to convert into customers (Gastaud, 2020). It refers to the identification of potential customers, the main goal that lies behind generating leads and collecting their contacts is to identify the best prospects that have a real interest the company's product or service. (Introbooks, 2019)

On the other hand (Cox, 2023) defines it as the process of attracting potential customers to a business and building their interest through nurturing, all with the ultimate purpose of converting them into a customer.

1.2 The importance of lead generation

(Bodnar et Cohen, 2012) declare that, leads are the main performance metric for every B2B marketing department. Leads serve as an indicator of sales, being able to understand the full online sales cycle from a visit to the website to closing the deal makes the entire marketing strategy looks way much clear.

According to (Gastaud 2020), it has always been a major challenge for companies to attract potential customers, win customer preference and differentiate themselves from the competition, and that's where the importance of a lead generation strategy lies, as its popularity keeps increasing, its main objectives is to create demand and get the company's marketing messages be heard across multiple different channels. Lead generation help boosts brand awareness of the business, build better and durable relationships with prospects, drive more qualified leads down the sales funnel and, ultimately, converting them into clients (Rothman, 2014).

1.3 Lead types:

Before tackling the different lead types, we will explain what does a lead mean, according to (Primi, 2023) a contact that has expressed an interest in the company's product or service is called lead, the term lead is mainly used in a B2B marketing context, it refers to a contact that can be obtained directly by a sales person or through digital platforms (Bathelot, 2023), and this audience that has already shown interest in the company is a much more sensible and attainable target group than the one who have never heard of the company. (Primi, 2023),

Different lead types has been identified in the literature and according to (Cox, 2023) the difference lies in their qualification and the lifecycle stage they're in:

- **Marketing Qualified Leads (MQL):** are leads who have indicated a real interest in the company's product or service through their actions (downloading an e-book subscribed to a newsletter...), they have given their contact information but they are not ready to be contacted by the company yet.
- **Sales-Qualified Lead (SQL):** When the Marketing qualified lead is passed to sales and it is accepted, it becomes an SQL. Sales-qualified leads actually plan to make a purchase, they have engaged with the sales team in order to obtain more information about their product or services.

The leads are classified according to a scoring based on criteria that the marketing and sales team has chosen, both teams need to take different actions with every lead type in order to nurture them and turn them into paying customers.

1.4 Lead magnets

A lead magnet is a tool used to attract the visitor to leave their contact information in the exchange of valuable content. They can be e-Books, webinars, newsletter subscription or even a podcast (McGrath, 2023).

(Betts, 2021) describes it as a way to compel website visitors to leave their contact information in order to obtain a piece of content, that provides value to the potential customer.

1.5 Lead scoring and lead grading:

In B2B marketing the sales cycle is much longer than B to C, which means the conversion of leads into real customers can take more time, therefore, it is quite essential to measure the quality of leads and not just their quantity for the main reasons of determining which marketing actions are more effective, which leads are more qualified, how much time the company's marketing department need to allocate in order to convert them, and which ones need more nurturing to get them further down in the sales funnel (Halligan and Shah, 2014).

Measuring the quality of leads is called lead scoring and according to (Sauvage, 2023), it consists of analysing and classifying them by their value and their importance to the company. (Sweezey, 2014) explains it as a method that measures the internaut interactions, in order to see if they are ready to be contacted by sales or not. Lead readiness is typically determined based on the lead's engagement with the company's marketing campaigns and actions. These engagements may include the frequency of visits to the company's landing page, the number of times the lead searches for the company's name in a search engine, and the number of emails sent by the company's marketing team that the lead has opened. Each interaction is assigned a score, and a scoring system is developed based on specific criteria established by the marketing and sales teams of the company. This process helps to assess the lead's level of engagement and the likelihood of a successful conversion. (Dabi-Schwebel, 2014)

As much as lead scoring is crucial for measuring the quality of leads it needs to be combined with a lead grading method, it reposes on classifying leads according to their demographics and how much they fit the company's buyer persona, these criteria might be the job title, the company's size and the industry it is operating in. Using the two methods in order to qualify leads makes is way clearer for the marketing and sales department to identify the level of opportunities (Sweezey, 2014).

Figure 2: Lead scoring and lead grading



Source: (Sweezy, 2014)

1.6 Lead nurturing

When a lead is in the discovery and evaluation phase in his purchasing process, he needs to be convinced and persuaded that he will be making the right decision of buying from the company, and in order to get him further in the sales funnel a method called lead nurturing is adopted, (Halligan and Shah, 2014). In B-to-B decision-making processes are quite long, that's why using lead nurturing is primordial, it consists of sharing with the company's potential customers high quality content that is adapted to their level of maturity for the main reason of converting them into paying customers (Truphème, 2016).

(Epinette, 2023) describes it as the process of nurturing potential customers with relevant content, with the aim of persuading them in their decision to buy. The content shared in order to nurture those leads and get them to maturity should not be product oriented. Instead, value should be added in every interaction with the leads so that they would be eager to hear from the company. Lead nurturing is about maintaining ongoing communication and dialogue with these leads so that when they are ready to buy, the company's product or service is top-of-mind (Halligan and Shah, 2014).

By nurturing leads through relevant and personalized content, businesses can establish trust, credibility, and loyalty with potential customers, ultimately leading to more conversions and sales. We will see in the next section of the second part of the conceptual frame that lead nurturing is an essential aspect of inbound marketing, which aims to attract, engage, and delight customers by providing them with valuable content and building long-term relationships.

2. Inbound marketing strategy

2.1 Definition:

Companies have come to the realisation that outbound marketing techniques are no longer enough to generate leads and to convert them into loyal paying customers, that is why they adopted the inbound methodology (Gastaud, 2020).

The literature has tackled this strategy in so many aspects, Singh, Abraham and Pandey 2018 define inbound marketing as the art of attracting prospects before they are ready to purchase the company's product, by creating content, using social media, and search engine optimization, the content shared must be based on the leads interests in order to get the internauts attention easily.

Oualidi, 2013 describes it as a strategy that get clients by content, it is based on creating content that answers to the prospects preoccupations in order to attract them to the company's products or services, this content is shared in different platforms according to what the internauts use to get their information.

If inbound marketing is executed well, it can get the company to be recognised on early stages of the customer buying process, and they can be gradually converted into brand preference and then into buying from the company (Truphème, 2016).

In all the definitions of inbound marketing, we retain that the content that the company proposes in order to get the internauts attention and to acquire them as customers, must be of great quality, and reflecting the expertise and the values of the brand, it must also be aligned with the prospect's interests, and preoccupations.

2.2 The process of inbound marketing:

The Inbound methodology goes through 4 stages, the first one will be attracting internauts into the company's website by proposing valuable content. The second one is conversion, it follows the acquisition of traffic and it consists of converting that traffic into leads, where content that pushes the website visitors to fill a form and share with the company their contact information is provided. The third stage is conclusion, this phase is all about maintaining a trust relationship with the leads, nurturing them and scoring them according to their level of maturity in the conversion funnel before engaging with them and concluding a sale's deal. The fourth and last phase is about loyalty, quality content is

shared in order to gain ambassadors from the acquired customers (Truphème and Gastaud, 2023).

Figure 3: Inbound methodology stages



Source: Calderan, 2019 <https://www.marketing-management.io/blog/methodologie-inbound-marketing>

The figure above shows the steps of the Inbound methodology, as well as the tools and techniques used to transform an Internet user who does not know the company into an ambassador who recommends it to his entourage.

2.3 The buyer persona

In order to have an effective inbound marketing strategy, the company must know its audience their characteristics and their motivations (Truphème et Gastaud, 2018) and according to Cames, 2021, to identify the most effective way to influence the purchasing decisions of the company's intended audience, a buyer persona can be created. This persona serves as a fictional representation of the company's target audience and can help pinpoint the exact segments of internet users that the company should engage with. By leveraging insights gained from the buyer persona, a company can determine the best approach to engage and influence potential customers throughout their buying process.

The creation of a buyer persona follows these five stages (Dabi-Schwebel, 2018):

Identifying the customer's profiles: The different customers that buy from the company are represented in categorized, different profiles giving them specific names, and taking in consideration the criteria used while segmenting and choosing the company's target audience.

Establishing the personality of the profiles: In order to add value to the buyer personas, the behaviour and personalities of the profiles must be identified.

Defining the interests and needs of the buyer personas: identifying the targeted audience's interests and the issues they are facing makes it easier to create valuable content and solve the personas problems and needs.

Identifying the platform used to get information: Defining the media that the potential customers use to get information about a product or a service, helps the company reach them.

Building a content strategy based on the buyer persona: According to the information collected about the targeted audience, a targeted content on the topics that will get a qualified audience is created, highlighting the company's knowledge and expertise.

2.5 The conversion funnel and the buyer journey:

The conversion funnel must be clearly defined and understood so that the right information is provided and the best nurturing program is elaborated according to where every potential customer is in his buyer process (Marie-Louise, 2021).

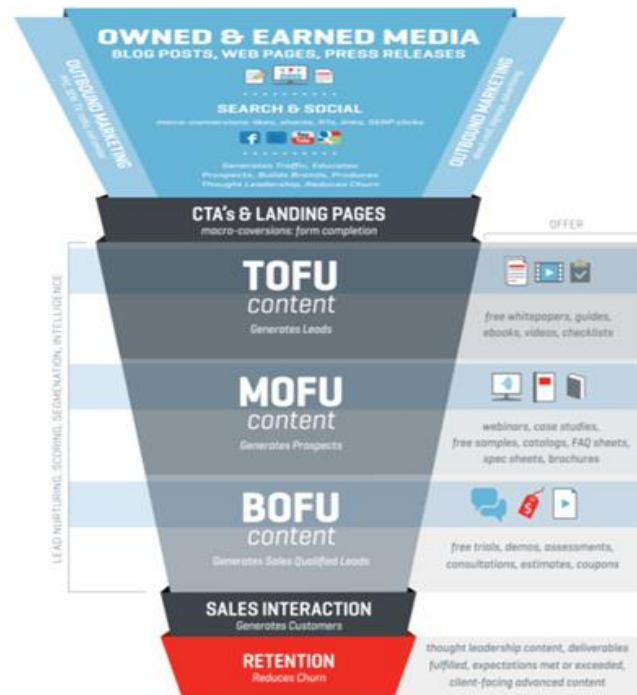
The most common model of the conversion funnel is divided to three-stage according to the customer's buying journey, (Rothman, 2014) and (Truphème et Gastaud, 2023):

Top of the funnel (Tofu): Customers are in the awareness stage in their buying journey, the content shared in this stage aims to attract the internauts attention to the company and get leads into the funnel. During this stage most internauts haven't identified their needs yet, nurturing them the right way and providing educational content will help make them mid-stage buyers and get them to the middle of the funnel, and they may ultimately become paying customers.

Middle of the funnel (Mofu): Customers are in the consideration phase, they start showing an interest in the company's product or service, whether through downloading a variety of eBooks, subscribing to a blog or even attending a webinar. The middle of the funnel marketing practices, must be focused on creating a trust relationship with the lead and the offers must be related to the product or service in order to direct the lead's focus to them.

Bottom of the funnel (Bofu): At this stage the chance of converting leads into paying customers is very high. The leads have identified their needs clearly and are downloading information specific to the product or service they are interested in and are ready for interactions with sales.

Figure 4 : The conversion funnel



Source: social media: The micro-MBA (Ankit, 2019)

The figure above illustrates the 3 stages of the conversion tunnel, and the content adapted to each stage to push the user as far as possible in their buying journey.

3. Lead generation channels

3.1 Website

The website is the front store of any B2B operating company, it is where potential customers can find all information related to an enterprise. It is also the main source of capturing visitors contact information through forms to fill and turning them into leads (Rothman, 2014).

Website ensure the consistent flow of highly qualified leads in an enterprise sales funnel, as it plays a big role in providing targeted audience with valuable information about the

company's products and services, it allows tracking the visitors and identify their interests in order to nurture them better and convert them into paying customers (Loquist, 2022).

3.2 Blog

A blog is an informative website containing informational articles treating current topics (Minaev, 2023). It is a possible platform to build an expert image and credibility among the targeted audience by discussing subjects that are attract their interest and that are related to the company's field of expertise (Rothman, 2014).

3.2 Search Engine Optimization SEO

SEO is process utilized by website owners to increase its visibility by ranking it higher in search engines such as Google or Bing. It involves Keyword research, content creation technical optimization and link building, all activities aim to get better traffic to the website by answering the internet users search needs (Pavlik, 2022).

It is crucial for capturing potential high-quality leads, because it helps the company rank higher in search engine searches giving it more exposure and visibility. (Rothman, 2014).

3.4 Search Engine Advertising SEA

It is also called PPC referring to pay per click, and it means paid advertisement through search engines, by using targeted keywords that are searched by potential customers, allowing the website to rank higher in engine research and more probability of traffic and therefore leads (Rothman, 2014).

3.5 Social media

Social media is a great platform to build brand awareness and a brand image, allowing companies to share content related to their targeted audience interests and capture their attention, allowing the company to turn them into leads whether by paid advertising or by directing them to the company's website (Rothman, 2014)

3.6 Email marketing

Email marketing is a direct digital marketing channel used to promote products or services and to improve brand awareness and get more clients. Quality inbound leads are nurtured and converted into clients often through email marketing (Naibaho , 2015)

It uses leads that are already in the data base, it gets the leads into other digital platforms and give them access to more content diversifying the touch points they have with the company pushing them further in the sales pipeline (Rothman, 2014).

4. Key performance indicators

When setting the objectives of every marketing strategy, key performance indicators must be attributed, they help in evaluating its effectiveness and measure whether or not the objectives has been attained and the results are satisfying. (Florès, 2016)

They are also called metrics and measures and they are used to track the actions taken by the marketing team. (Rothman, 2014) tackled the KPIs used to evaluate lead generation strategies stating:

- Number of leads
- Quantity of SQLs
- Quality of SQLs
- Cost per lead
- Conversion rates: whether from visitors to MQL, MQL to SQL or SQL to customers.

CHAPTER III: METHODOLOGICAL FRAME

We will explain in this chapter the methodology we followed, our methods of collecting data, the measurement instruments and the model we adopted for the proposition.

1. Methodological approach

Interpretivism emphasizes understanding the intentional and discursive nature of social practices, prioritizing comprehensive methodologies to capture the constructed nature of social phenomena. This approach allows for an in-depth exploration of individual cases while still aiming for knowledge generalization within contextual considerations (Thietart & al, 2014) and because the problematic of our research revolves around the best strategies and actions to implement for the sake of obtaining qualified leads, an underexplored concept, we are adopting it as our research paradigm.

An inductive approach has been followed as it allows the analysis of qualitative data in order to emerge with new concepts and practices that can be applied in many cases (Deslauriers, 1991).

2. Methods and measurements instruments

With the intention of a better understanding of our research problem, and for the aim of answering it we deemed it necessary to adopt both secondary data by the means of documentary research and primary data through the utilization of semi-structured interviews.

2.1 Documentary research

Documentary research has been employed as secondary data, the main objective behind adopting this method is to clarify and assimilate all the components and dimensions of our research problematic and objectives. The main sources that have been put to use are:

- Books and websites for enriching the conceptual frame and elucidate all the concepts related to our research;
- Scientific articles in the literature review for the sake of putting to light the previous studies done in relation to our research.

2.2 Semi-structured interviews

We opted for the usage of semi-structured interviews with the general director of the agency in order to collect information related to the agency, following an interview guide (appendix B). Interviews with experts in digital marketing have also been conducted. According to (Cossette, 1994), interviews are utilised in order to dig deeper into the interviewees thoughts and therefore obtain greater data richness and more valid information allowing us to flatten the nuances of understanding and to strengthen knowledge in the studied subject.

2.2.1 Objective of the study of interviews

As explained above the semi-structured interviews aim to smooth out subtleties of the comprehending the problematic, we adopted them for the purpose of:

- Bringing out to light the importance of a lead generation strategy;
- Pointing out the best strategies and actions to implement in order to ensure the generation of qualified lead;
- Highlighting the best way to measure the effectiveness of the proposed strategy.

2.2.2 The choice of interviewees

The criteria adopted in the choice of interviewees are mainly their profession, their knowledge, and their experience in generating leads. Each interviewee occupies a different profession than the other yet they all well informed on the subject which will allow us to collect valuable information in order to respond the best way possible to our problematic.

When it comes to sampling, we adopted non probabilistic, convenience sampling. It is justified by the short period allocated for the conduction of this research, and the availability of the interrogated experts (Gavard-Perret, Gotteland, Haon , & Jolibert, 2008), Therefore only five interviews have had place, details are summarized in the table below:

Table 2: Participants of the interviews

Interviewee	Profession	Justification of choice	Duration of the interview
N° 01	Founder and CEO of a marketing	The interviewee is a lead generation	

	automation agency/ lead generation specialist	specialist, with extensive experience in digital marketing.	45 minutes
N° 02	Founder and CEO of a digital marketing agency/ Digital marketer	The interviewee is a practitioner in digital marketing with more than 13 years' experience	20minutes
N° 03	Founder of a market research agency/ lecturer at EHEC Alger	A lecturer and researcher in digital marketing, he is the head of a market research industry working with international clients	25 minutes
N° 04	Digital acquisition manager and SEO manager	Specialist in lead generation SEA and SEO with more than 6 years' experience in digital marketing agencies	25 minutes
N° 05	Founder of a marketing agency, social media marketing consultant and lecturer	Specialist in social media and email marketing, with more than 5 years' experience	60 minutes

Source: Elaborated by the student

2.2.3 Elaboration of the interview guide

A well-structured interview guide has been elaborated for the semi-structured interviews that had place with experts in the digital field, in order to bring to light the best strategies and actions to implement and therefore respond to the research problematic and achieve

the objectives we tackled above. The guide was centred around 3 categories containing 16 questions as explained in the table below.

Table 3: Interview guide categories

N°	Category	Description
-	Information on the interviewee	The objective that lies behind these questions is to get to know the experts, their experiences and the characteristics of their profession
01	Lead generation strategies in Algeria	The questions in this category aimed to define lead generation strategies and evaluate their implementations in Algerian companies
02	The importance of a lead generation strategy	This category had the purpose of highlighting the significance of having an online lead generation strategy in a B2B company operating in the digital field
03	Strategy and actions to implement	The last category focuses on the strategies to adopt, the process to follow, and the actions to implement including the tracking.

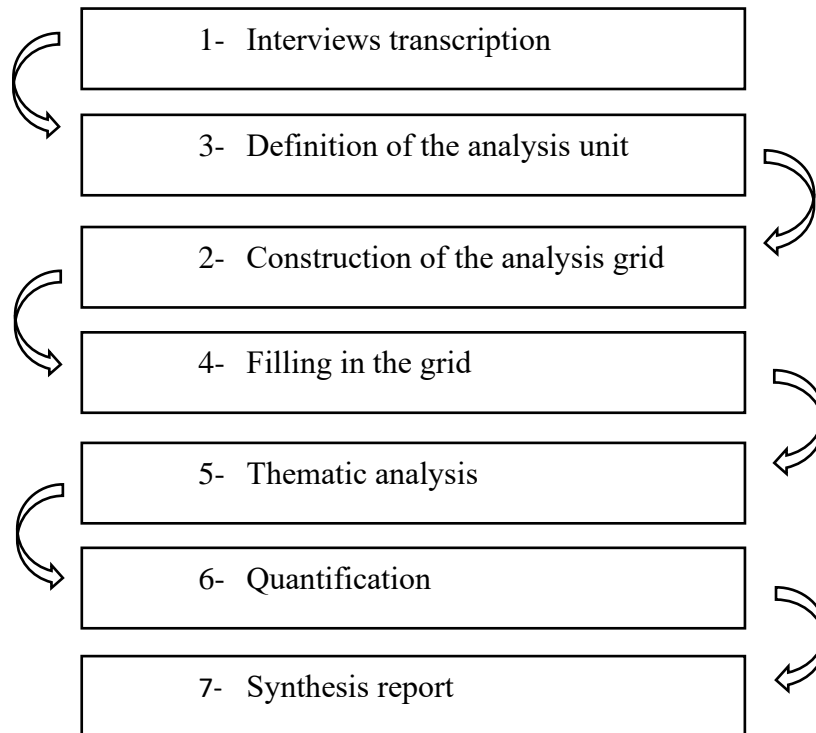
Source: Elaborated by the student

2.2.4 Interviews result analysis

In order to analyse the results of the semi-structured interviews, content analysis method has been chosen. It is defined by (Giannelloni & Vernet, 2015) as a structured method of analysis utilized to come out with an objective conclusion of what has been said in the

interviews or other qualitative methods. The steps of the analysis are schematically represented in the figure below:

Figure 5 : Steps of content analysis



Source: (Giannelloni & Vernet, 2015)

✓ **Interviews transcription :**

This step revolves around writing down every word the interviewee has said without changing any part of the verbatims (Giannelloni & Vernet, 2015), which has been done with the five interviews undertaken for this research. (Check the link <https://bit.ly/424iJ0A>)

✓ **Definition of the analysis unit:**

In this part of the analysis, a choice needs to be made between syntax analysis or semantic (thematic) analysis. (Braun & Clarke, 2006) and (Giannelloni & Vernet, 2015) described Syntax analysis as a method that focuses on words or phrases it puts attention on discourse analysis, it is used to get boarder assumption of the meaning and underlying ideas behind the data. On the other hand, semantic analysis takes in consideration phrases, paragraphs and thematic. It starts by the description, organisation, summarizing and concludes with interpretation.

We judged this unit analysis to be more suitable for analysing the content of our interviews as it concentrates on theorising the significance of the patterns according to their frequency of apparition and association, helping us to respond the best way possible to our research question. (Braun & Clarke, 2006) and (Giannelloni & Vernetto, 2015)

✓ **Construction of the analysis grid:**

When it comes to the construction of the analysis grid, we opted for the inductive categorisation as it is more suits subjects that are not well limited, and to new concepts such is our research. (Giannelloni & Vernetto, 2015)

(Braun & Clarke, 2006) stated that the themes or categories in the inductive approach are strongly linked to the data collected in the interviews, they also insisted that this method of coding is done without seeking to conform to pre-existing coding conventions.

✓ **Codification of the interviews and filling in the grid:**

After Identifying the categories to put in the analysis grid we fill in the grid with verbatims and affect a code to every similar phrase or idea stated by the interviewees following the semantic method. (Giannelloni & Vernetto, 2015) (Check appendix B and the link <https://bit.ly/424iJ0A>)

✓ **Thematic analysis:**

This part is the core of the analysis and is divided in two steps: (Giannelloni & Vernetto, 2015)

Vertical analysis: it consists of analysing the verbatims of each interview with itself. The main objective behind this analysis is to put in order the thematises discussed and determine which one has been the most tackled.

Horizontal analysis: This analysis takes in consideration how the different categories have been discussed between different interviewees. A comparison between the interviews is established in order to come out with the best results.

✓ **Quantification:**

This phase consists of two frequencies, the first one is how many times a category has been brought up by each interviewee (vertical analysis) and among all of them (horizontal analysis); the second frequency is the frequency of association employed by the interviewees between different categories, and it has not been conducted in this research as

it aims to clarify the results when there is a more important number of interviews.
(Giannelloni & Vernetto, 2015)

✓ **Synthesis report :**

The last step of analysing content in qualitative research is writing down a report, the purpose behind it is to clarify a complex subject and answer to the best extent possible the problematic of the study. (Giannelloni & Vernetto, 2015)

3. SOSTAC® strategic model

(Smith & Chaffey, 2008) established an eMarketing planning model called SOSTAC ®, a model used by different kind of professional helping them to propose marketing plans, and we will be adopting it in our proposition as well.

SOSTAC ® refers to: Situation analysis, Objectives, Strategy, Tactics, Actions and Control they are explained bellow: (Smith & Chaffey, 2008)

- ✓ **Situation analysis:** The first step in an eMarketing plan is assessing the current state, it focuses on analysing both internal analysis and external. The internal analysis revolves around the key performance indicators, strengths and weaknesses of the company. External analysis focuses on the economic, technological and other variables that impacts the market; it also focuses on analysing the competitors.
- ✓ **Objectives:** The second phase in SOSTAC strategic model of planification is objectives; where the company wants to go, what does it want to reach. The objective must be SMART in order to ensure their realisation (Specific, Measurable; Achievable; Realistic and Time related).
- ✓ **Strategy:** The choice of strategy defines how to achieve the predetermined objectives, it revolves around the targeted segment, the position the company wants to acquire in the marketplace and how to be different than competitors.
- ✓ **Tactics:** After agreeing on the long-term strategy short term tactics must be established in order to support it and achieve the objectives.
- ✓ **Actions:** They are the implementation and the execution of both strategy and tactic.

- ✓ **Control:** In order to ensure the effectiveness of the undertaken marketing actions, measuring them is a primordial step in establishing any marketing plan, and for the purpose of that key performance indicators will help measure whether objectives has been attained or not.

CHAPTER III: RESULTS & DISCUSSION

In this chapter the results of our qualitative study are presented, followed by the proposition of the lead generation strategy for La Team according to SOSTAC model.

1. Results of the semi-structured interviews

Both horizontal analysis (inter-interviewee), and vertical analysis (intra interviewee) have been conducted, the results are shown in the table in the appendix B. The discussions below are focused on horizontal analysis elaborated from the verbatims transcribed from the digital marketing expert's interviews, in order to highlight the best practices to implement.

1.1 Lead generation in Algeria

Lead generation is the process of getting visitors contact information in exchange of offering them valuable content, (I1, I5). It goes through the qualification of the visitors checking their real interest and whether they fit the characteristics of the company's buyer persona in order to convert them into leads and final clients afterwards. (I2, I04)

Client acquisition methods differ in Algeria; most companies depend on word of mouth and on pitching their offer among a bunch of their competitors in consultations to sign the client. As much as word of mouth is an effective way in getting people interested in the company's service it is not a long-term strategy that an enterprise can build on a perennity nor a consistent flow of new clients, especially with the shift the digital ecosystem is facing in the country (I01; I04; I05).

Lead generation strategies are mainly implemented by training institutes such as Kampuss 22 Insaag business school and Igeeg, they target new students searching for a training program (I01, I02). When it comes to digital marketing agencies Shrewdbots, kyo conseil and CommuniC use online lead generation to get clients, they use both Inbound method and paid advertisement to capture the leads attention (I01, 05).

1.2 Importance of lead generation

Online lead generation is mandatory to reach the targeted audience (I03, I05) it is low cost, and offers the company more opportunities in attracting prospects and converting them into clients (I05). It is directly related to an enterprise growth and its revenues (I01, I04). B2B operating companies need to always have a flow of leads in their sales pipeline, and with

that they'll have higher probability of converting them into paying customers which will be translated in revenue. (I01, I02, I04).

In this digital era, it has become indispensable for a company to promote its image online through sharing content that aligns with the company's targeted audience in order to attract them convert them into leads and pushing them further in the sales funnel. (I01, I02, I03, I04, I05). And with the number of digital agencies increasing the competition in Algerian marketplace is getting higher, and in order for a company to stand out, build an expert image, diversify its client's portfolio, and get higher revenue it needs to be present online and implement lead generation approaches. (I01, I02, I03, I04, I05). *« Ça se traduit en conversion ça se traduit aussi en chiffre d'affaires donc si une entreprise veut faire un chiffre d'affaires bien élevé euh on va dire on doit automatiquement intégrer une stratégie de génération de leads dans sa stratégie globale ».* (I04)

1.3 The process of implementation

The first step of a lead gen strategy is the analysis of the situation, through which channels are they selling their service and what methodology are they opting for. It is followed by the identification of buyer's persona their characteristics and needs, creating relevant content for them and distributing it in channels they are present in. Attracting them to the company's website where a lead magnet is presented in order to exchange it for their contact information. After obtaining their contact a nurturing program should be adopted in order to qualify them and convert them into paying customers (I01, I02, I04, I05).

2. Proposition of a lead generation strategy

2.1 Situation analysis

In order to propose a lead generation strategy following SOSTAC strategic model of planification a situation analysis is elaborated. Both internal and external environments are analysed.

For both analyses, we will focus on the case companies and its competitors, their digital presence how they capture their leads, through which channels, and how they present their lead capture in their website.

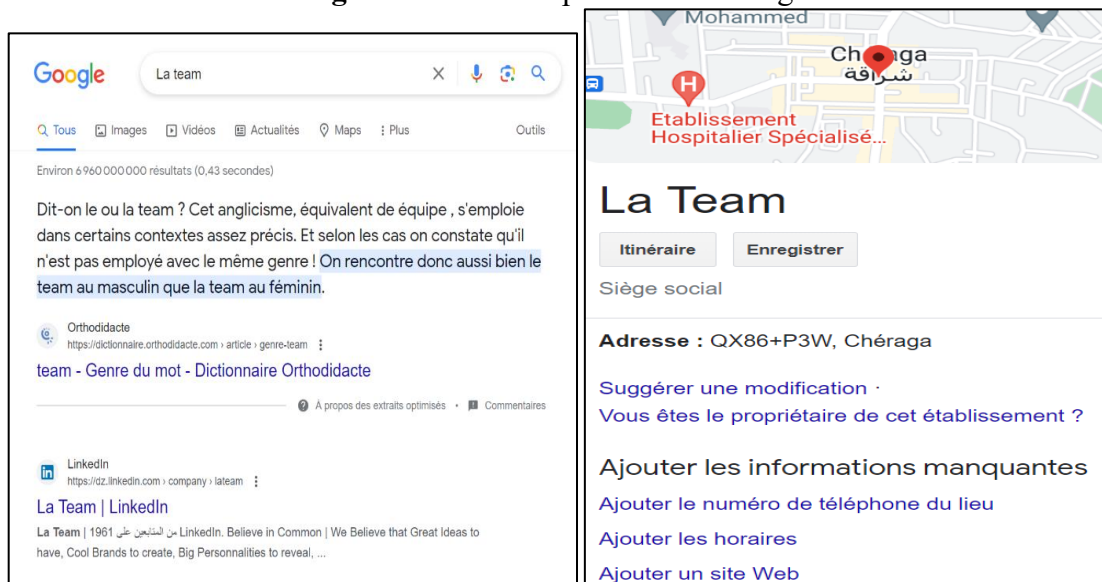
2.1.1 Internal analysis

The digital presence of La Team:

➤ On Google:

The digital presence of La Team on google is limited, the company has taken the essential steps of creating a Google My Business account, which provides basic information about its name and location. However, the account lacks a comprehensive description of the company’s activities and services and its contact information. The case company does not have a website and while searching “La Team” on Google, the second results in the first page is the company’s LinkedIn account. Nevertheless, the remaining search results are primarily related to the definition of the word “Team”. (Figure 06)

Figure 6 : La Team presence on Google



Source: Google search results

➤ On social media:

When it comes to social media the case company’s is present in three social media platforms as it is demonstrated in table 04 with different level of followers. However, the common thing is that the company is not active in all platforms, no content strategy is implemented and no editorial calendar is followed.

Table 4: The agency's social media presence

Platform	LinkedIn	Facebook	Instagram
Number of followers	1976 followers	1,9 K followers	81 followers

Client acquisition channels:

According to the interview conducted with the founder and the general director of the agency, the company's main source of getting new clients is customer success, they rely on word of mouth from clients they've worked with before in order to attract the attention of new prospects. The case company also participates in consultations launched by different enterprises where the employees have to pitch an offer competing against different digital marketing agencies in the country, resulting with only one signing off the client.

2.1.2 External analysis

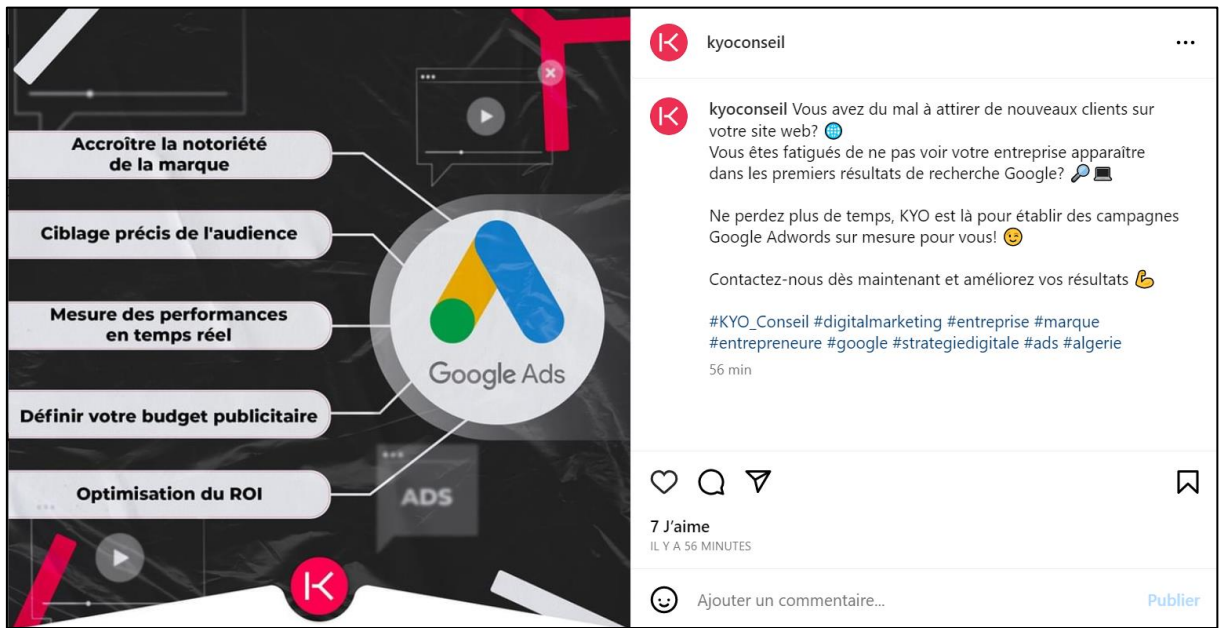
Choice of competitors

The number of marketing agencies in Algeria is increasing and so is the competition but according to the general director of the agency their three main competitors are: Allégorie, Kyo conseil and Lotus conseil.

Lead capture methods and channels

Social media platforms are used as channels to capture potential customer's attention, increase their interest in the brand and generate leads; therefore, we proceeded on analysing the three main competitor's social media pages. Based on our analysis it has been determined that their content strategy is oriented towards increasing their brand awareness and building a perception of expertise. Even though the main objective of these agencies is not generating lead, but the content strategy they implemented can attract targeted audience and potential customers and result in social sharing and referrals. On the other hand, Kyo Conseil has recently implemented a targeted lead generation approach (Figure 07) within their broader content strategy focused on brand awareness and expertise, where they shared a post on LinkedIn, Facebook and Instagram that tackles a specific problematic, offers a solution related to their search engine advertising services, and concludes with a CTA prompting the targeted audience to contact the agency. They aim to attract customers by addressing their needs, showcasing their position as experts and facilitating engagement for potential lead conversion.

Figure 7 : Post shared by Kyo Conseil



Source: Kyo Conseil's Official Instagram page

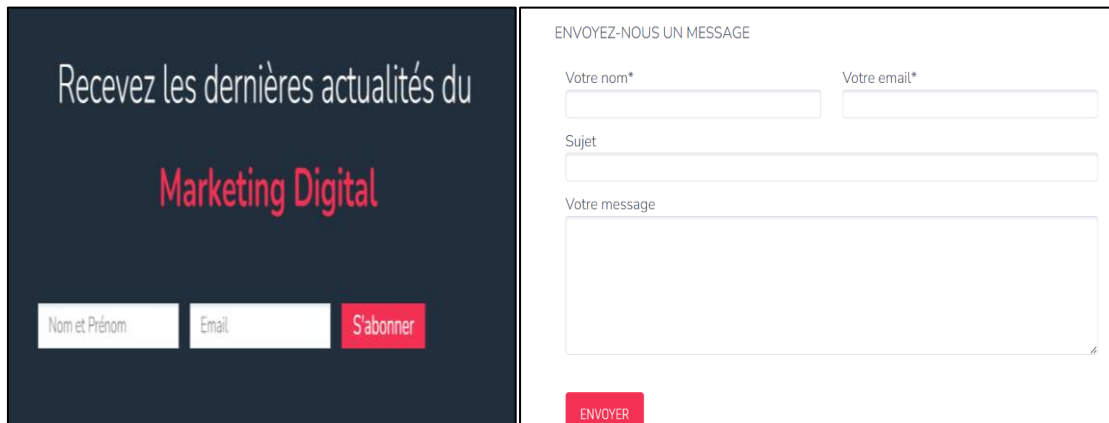
Lead capture presentations (forms):

When it comes to the forms shared in the competitor's websites, it was observed that both Kyo Conseil and Allégorie adopt a similar approach, they offer a newsletter as a lead magnet, requiring the website visitors to complete a contact information form to receive it. However, Sense Conseil does not provide any type of content in exchange for the potential customer's contact information. The forms used are presented in the figure 08, 09 and 10.

Figure 8: Allégorie lead capturing form

Source: Taken from Allégorie's website on the 15/05/2023

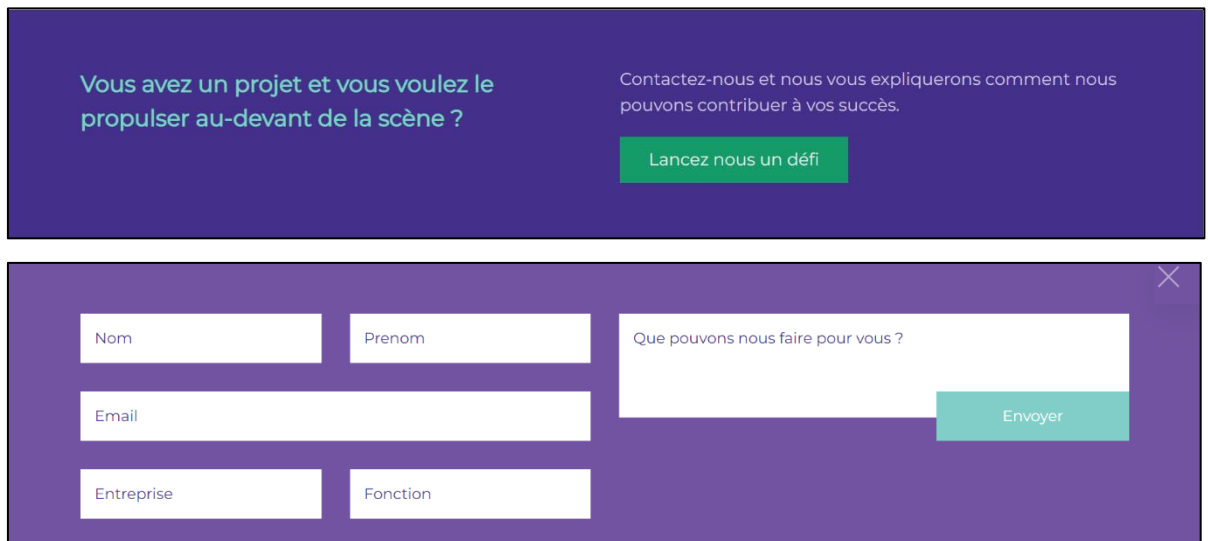
Figure 9: Kyo Conseil lead capturing form



The image shows two parts of a lead capturing form. On the left, a dark blue banner with white text reads "Recevez les dernières actualités du Marketing Digital". Below this banner are two input fields labeled "Nom et Prénom" and "Email", followed by a red "S'abonner" button. On the right, a white form titled "ENVOYEZ-NOUS UN MESSAGE" contains four input fields: "Votre nom*", "Votre email*", "Sujet", and "Votre message". A red "ENVOYER" button is located at the bottom of the form.

Source: Taken from Kyo Conseil's website on the 15/05/2023

Figure 10: Sense Conseil lead capturing form



The image shows two parts of a lead capturing form. The top part is a purple banner with white text that reads "Vous avez un projet et vous voulez le propulser au-devant de la scène ?" and "Contactez-nous et nous vous expliquerons comment nous pouvons contribuer à vos succès." Below this banner is a green "Lancez nous un défi" button. The bottom part is a white form with a purple background, containing five input fields: "Nom", "Prenom", "Email", "Entreprise", and "Fonction". A large text area labeled "Que pouvons nous faire pour vous ?" is on the right, with a green "Envoyer" button below it.

Source: Taken from Sense Con's website on the 15/05/2023

Visits on the website:

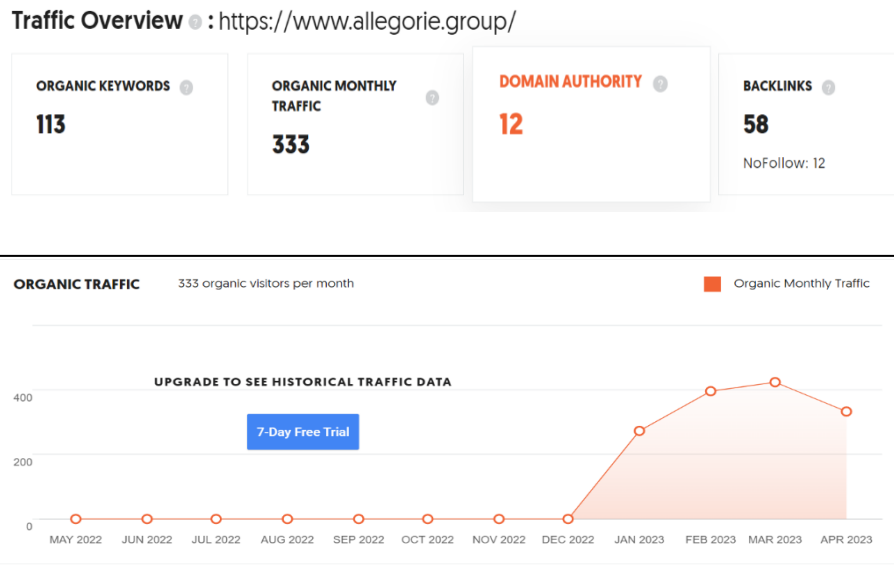
We conducted an analysis through Ubersuggest tool, of the website traffic for the three competitors, as it represents a key pillar in a lead generation strategy.

Allegories' website detains 333 organic traffic monthly, lower than both Kyo Conseil and Sense Conseil who registered 443 and 513 respectively. The findings are represented in the figures below.

When it comes to backlinks, we can see that there is tremendous difference between the three competitors Allegories backlinks building is very low as its domain authority, Sense conseil ranks a little higher with 6025 number of backlinks.

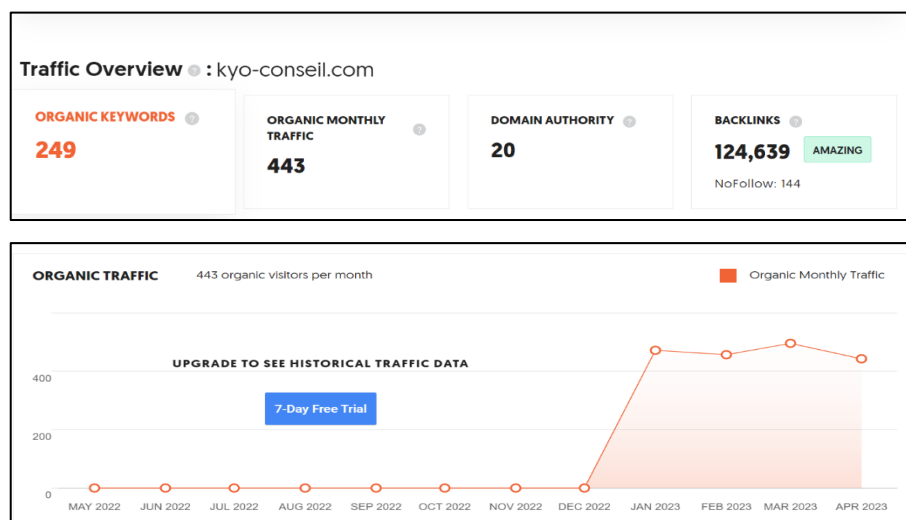
However, Kyo conseil detains an important number of backlinks (124639), even though their number cannot determine their quality as it depends on many factors such as the authority of the source and its relevance to the field, we can perceive that the agency adopts backlinking in its SEO strategy, as it can boost its website search engine ranking, reach wider audience by increasing its visibility including potential leads.

Figure 11 : Allegories’ website traffic



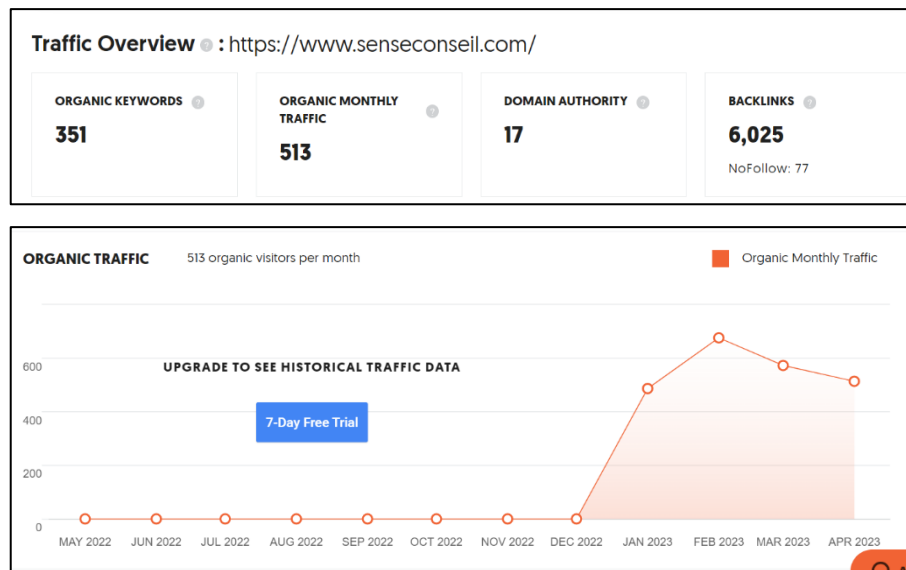
Source: Uber suggest

Figure 12: Kyo Conseil’s website traffic



Source: Uber suggest

Figure 13 :Sense Conseil’s website traffic



Source: Uber suggest

2.2 Objectives

- Build a position of a leader in digital communication by detaining a large portfolio of important clients;
- Attract new potential clients, convert them into leads and then, paying customers;
- Collecting contact information of potential buyers, and familiarising them with the company by nurturing them;
- Increase the revenues of the agency by the aid of more clients.


2.3 Strategy

In this part of SOSTAC we will be focusing on the targeted audiences of the agency, their characteristics and their needs. During the interview, the owner of the agency explained that they target mainly big size companies and they would like to expand their client portfolio in this sense, they target all kind of high-ranking employees such as marketing directors, finance, digital and even CEOs, but we have proceeded to creating the persona of the marketing directors only, this choice is made because of the restricted time allocated for the elaboration of the thesis.

2.3.1 Creation of the buyer persona

As explained in the conceptual frame, a buyer persona is a fictional character that represent the characteristics of the targeted audience. The buyer persona elaborated bellow (Figure 14) was made using HubSpot Make My Persona website according to information shared by the general director of the company and after analysing the current customer base.

Figure 14: The agency’s main buyer persona




Job Title
Marketing Director

Age
35 to 44 years

Highest Level of Education
Master's degree

Social Networks



Industry
Food & Beverage

Organization Size
201-500 employees

Ahmed

Preferred Method of Communication

- Phone
- Email
- Face-To-face
- Social Media

Tools They Need to Do Their Job

- CRM Software
- Project Management
- Email
- Reporting Software
- Employee Scheduling Software

Job Responsibilities

- Implement an effective marketing strategy,
- Maintain and increase brand awareness and sales,
- Manage the marketing budget to online and offline actions.

Their Job Is Measured By

Revenue, Image of the brand, sales, awareness

Reports to

CEO

Goals or Objectives

Increase sales, a good brand image and awareness.

They Gain Information By

Online courses, Conferences

Biggest challenges

- Navigating client’s relationship,
- Communication, Digital communication.

Source: Elaborated by the student using HubSpot Make My Persona website according to the information of the interview

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2.4 Tactics

2.4.1 The buyer's journey

Based on the interviews conducted with the digital experts, and with the help of the employees of the agency a suggested buyer journey has been elaborated. Focusing on the three stages that precede the conversion of a lead into a paying customer, which are the awareness, the consideration and the decision phase. (Table 05)

The first phase is awareness, a potential customer is confronted with a need of assigning a digital marketing agency to manage their digital marketing, he starts researching for information through search engines. The prospect might visit different digital marketing agencies websites or their social media pages, he might even read related articles. The agency's marketing practices should be focused on how to meet the potential buyer in channels he has chosen, and provide him with information that align with his problematics.

The second phase is consideration, the potential customer has discovered the company's website and have left his content information in exchange of valuable content converting into a lead. In this stage engaging with the prospects is the most important key element that helps influence them into considering signing off with the agency, high quality content can be shared via email and compelling CTAs must be put to light to get him further into the conversion funnel.

The last phase is decision, the lead is familiar with the company's offers and the other digital marketing agencies. He is looking to confirm the information he detains about the agency and he is looking for a way to organise a meet or a phone call, that's why it is essential in this stage too, to focus on CTAs, or contact the prospects directly.

Table 5: The buyer's journey

Buyer's journey	Awareness phase	Consideration phase	Decision phase
What is the BP thinking?	<p>Scenario 01: The BP is stressed about his company's digital marketing, his team cannot manage all the company's online and offline marketing actions and he is being pressured by his boss to find a solution, so he starts thinking about externalising the task to a digital marketing agency.</p> <p>Scenario 02: The BP is not satisfied of the practices his company is making in term of digital marketing and promoting the brand on social media, so he wants to assign a digital marketing agency for the job.</p>	The BP is confronted with a large amount of digital marketing agencies, he struggles to make a decision.	The BP have limited his choices to couple of agencies, now he is looking to confirm the information he was provided online related to the quality of service and the ability of the service to accomplish his needs.
What are the actions undertaken by BP?	The BP conduct both google and LinkedIn search for digital marketing agencies, related articles, referrals.	The BP is comparing multiple digital marketing on LinkedIn and google. Subscribing to newsletters leaving his contact information on different websites.	Checking his emails, clicking on CTAs, clicking on links in emails, rechecking the content published by the companies.
What is the BP researching?	Best digital marketing agency in Algeria, Social media management, on Google and LinkedIn.	The BP is looking for expertise, good quality service, ability to meet deadlines.	Checking the possibility of phone call or face to face meet, to make up his mind and take a final decision.
What are the actions that must be taken to move the BP forward in the funnel?	Content creation in LinkedIn, SEO optimisation on google (long term) and maybe blogging+ SEA (short term).	Offering valuable content in all interaction points with the lead, adopting email marketing to keep the lead engaged.	Highlighting the experience of the company's clients (customer's testimonials), putting to light the steps of the buying process, and focusing on compelling CTAs in order to start a sales call/meet.

Source: Elaborated by the student with the help of the case company.

2.4.2 Defining the channels and the methodology

According to the results of the experts' interviews analysis, three main channels and tools are suggested for an effective lead generation for the case company, the choices are explained below and summarized in the table 06.

Social media: The main social media channel that four of the experts suggested for an effective lead generation for La Team is LinkedIn (I01, I02, I04, I05). This channel aims to capture the leads attention by sharing organic and informative content that positions the company as an expert in its domain. Content that aligns with the problematics of the company's prospects will help the agency transform a simple visitor into a lead, and even though Inbound methods takes time in general it will be easier for La Team as it has detained a certain awareness in the Algerian marketplace (I01, I05). A whole editorial calendar of the content to be shared must be carried out taking in consideration the needs and the problematics of the agency's targeted audience.

A presence in other social media platforms like Facebook and Instagram has been suggested for developing brand awareness, and paid advertisement has been advised to boost the content (I01, I02).

Website: All of the experts in the conducted interviews have emphasized the importance of creating a website and optimising it for the case company. The potential customers will be directed to the agency's website in order to have information, increase their interest in the company and convert them into paying customers. The content shared on the website detain not only a big role in convincing the visitors in the agency's expertise, but also when it comes to search engine optimization. SEO is a long-term way to enhance the visibility of the website, and rank higher on engine searches conducted by potential clients. *« un contenu sur google, il répond à un besoin direct et c'est le contenu qui a besoin d'être référencé et c'est le contenu sur YouTube ou sur le site web et là le blog devient intéressant ou vous allez justement mettre des articles qui vont répondre à des questions existantes et là c'est du SEO pour pouvoir référencier votre site et attirer les prospects de cette manière aussi »* (I02).

Search engine advertising has also been suggested as it has the ability to attract very high-quality leads in a short period of time. *“En B2B je préfère aller sur la plateforme google, certes peut être ça va vous couter un peu plus cher sur google mais derrière si vous*

analysez bien vos leads vous allez on va dire trouver que le taux de conversion est plus élevé sur google parce que c'est des leads vraiment très très qualifiés et que vous avez eu parce que ces deniers recherchaient le même type de produit le même type de service donc pour moi la plateforme de générer des leads de bonne qualité c'est vraiment Google''(I04).

Overall, we suggest the creation of a website or a landing page and ultimately adopt blogging which will improve SEO practices in terms of generating up to date content, keyword optimization, backlinks building and increasing traffic resulting automatically to high quantity and quality of leads. We also advise the adoption of google ads campaigns in the period that follows the creation of the website and the implementation of the strategy, for more rapid and effective results.

Emails: The adoption of email marketing is suggested in the nurturing phase when the visitors have left their contact information and are considered as leads. It plays a big role in the consideration phase of the buyer's journey, as it allows an effective engagement with the potential customers and it pushes them further into the funnel persuading them to sign with the agency.

CRM: We also suggest the adoption of a HubSpot CRM, as it allows a better management of data, better tracking, scoring and the automation of campaigns.

Table 6: Lead generation channels

Buyer's journey	Conversion funnel	Channels and tools	Type of content	Organic/ paid
Awareness	ToFu (Capturing the lead)	Social media Website	Informative Entertaining	Organic+ paid advertising
Consideration	MoFu (nurturing the lead)	Emails Website/landing page	Informative Convincing	Organic
Decision	BoFu (converting the lead)	Emails	Informative Convincing	Organic

Source: Elaborated by the student

2.4.1 The conversion funnel

According to the buyer persona and its journey elaborated above, a conversion funnel is suggested, all the stages are explained below and schematized on figure 15:

Top of the funnel: attract

The first stage in the conversion funnel consists of capturing the lead's attention, and directing him to the agency's landing page, and that is done through organic content created on the agency LinkedIn page, through Search Engine Optimization and Search Engine Advertising.

Both Facebook and Instagram can be used to increase brand awareness, resulting in more potential customers.

Middle of the funnel: engage/ convert

This stage of the funnel the potential customer is already on the agency's website. No matter what is the channel that captured his attention, a lead magnet must be presented, offering a valuable content. CTAs in this stage are crucial to convert the visitor into a lead, they must address the needs and the phase of the buyer process the visitor is in.

Three different CTAs are suggested:

- ✓ Request a free consultation: This CTA offers the visitors the chance to schedule a consultation with one of the agency's employees. It emphasizes the personalized attention they will receive and the chance to discuss their goals and challenges.
- ✓ Unlock the power of social media, Download the ultimate guide now: This call to action allows the visitors to access valuable content that provides insights, and tips related to their problematics.
- ✓ Explore our case studies, this CTA directs the visitors to explore real examples of the agency's successful digital marketing campaigns and it allows them to gain confidence in its capabilities.

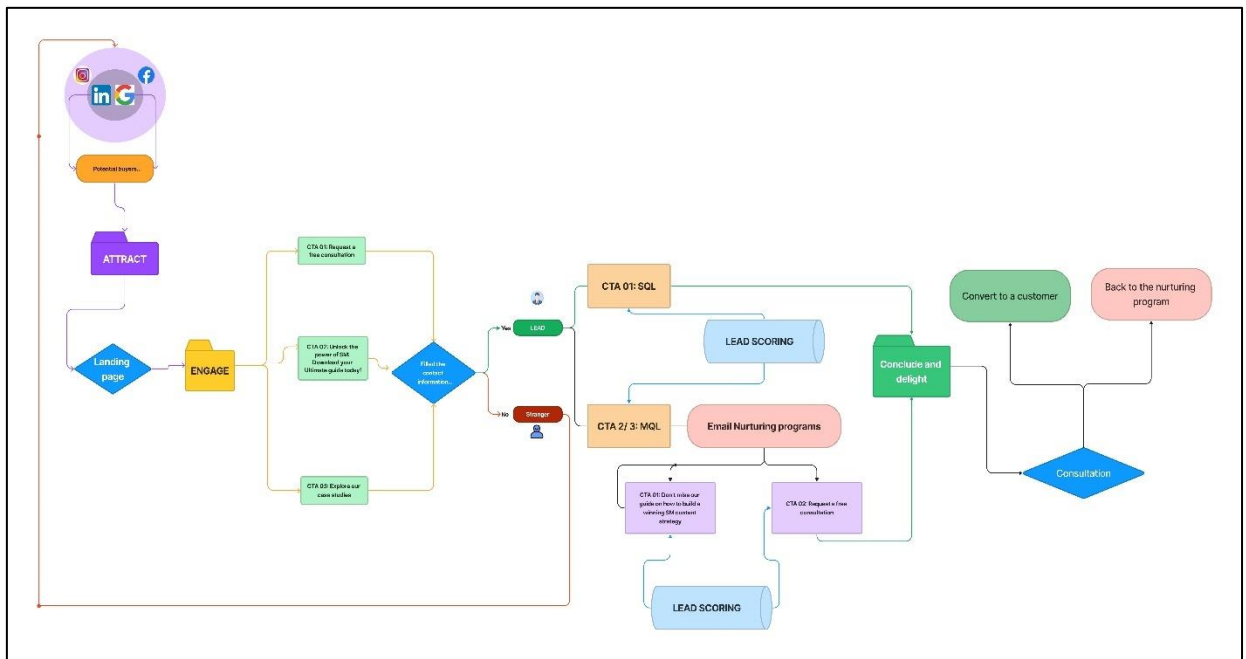
All of these three CTAs, push the visitors into a form where they must fill out their contact information and therefore will be converted into a lead.

An emailing campaign is suggested to nourish the leads and push them further into the conversion funnel, where prominent and persuasive CTAs are brought to light in order to drive desired decisions.

Bottom of the funnel: Conclude and delight

The last stage of the funnel revolves around concluding the deal and signing off the client. Scoring and grading the lead is important in order to evaluate their readiness to be contacted by the agency.

Figure 15: The case's company proposed conversion funnel

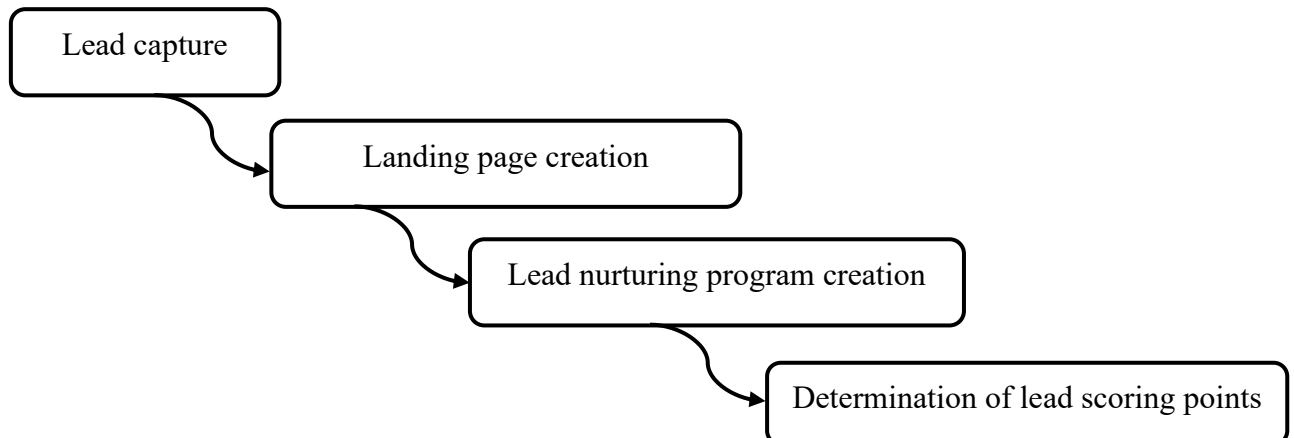


Source: Elaborated by the student

2.5 Actions

The suggested actions revolve around the execution of the tactics discussed above they are summarised in the figure 16 and are further explained below.

Figure 16 : Actions



Source: Elaborated by the student

2.5.1 Lead capture

For the case company, as discussed above the main channels to capture leads are both LinkedIn and the company ultimate website, therefore a whole content strategy should be implemented and an editorial calendar must be established for LinkedIn and it will not be discussed in this thesis due to the restricted timeframe.

When it comes to the website, search engine advertising actions can be implemented focusing on effective keywords. For the long term a SEO strategy is suggested to rank higher on search results.

2.5.2 Creation of a landing page:

A website is mandatory for the agency, as it is one of the main sources for information in the B2B marketplace, but as a beginning we suggest the creation of a landing page to attract visitors and to generate lead, it must contain a form to fill and compelling CTAs an example of the form and a lead magnet is proposed in figure 17.

The creation of a lead magnet revolves around creating content that answers to the visitors' problematics in different formats (PDF, video, webinar...). For the agency and according to the fictive persona's problematic, we suggest the following topics:

- “Building a winning content strategy for social media success”;
- “Best practices to increase brand awareness through digital channels”;
- “The ultimate guide to maintain a leader image for your brand”.

Figure 17: An example of a lead magnet in a landing page

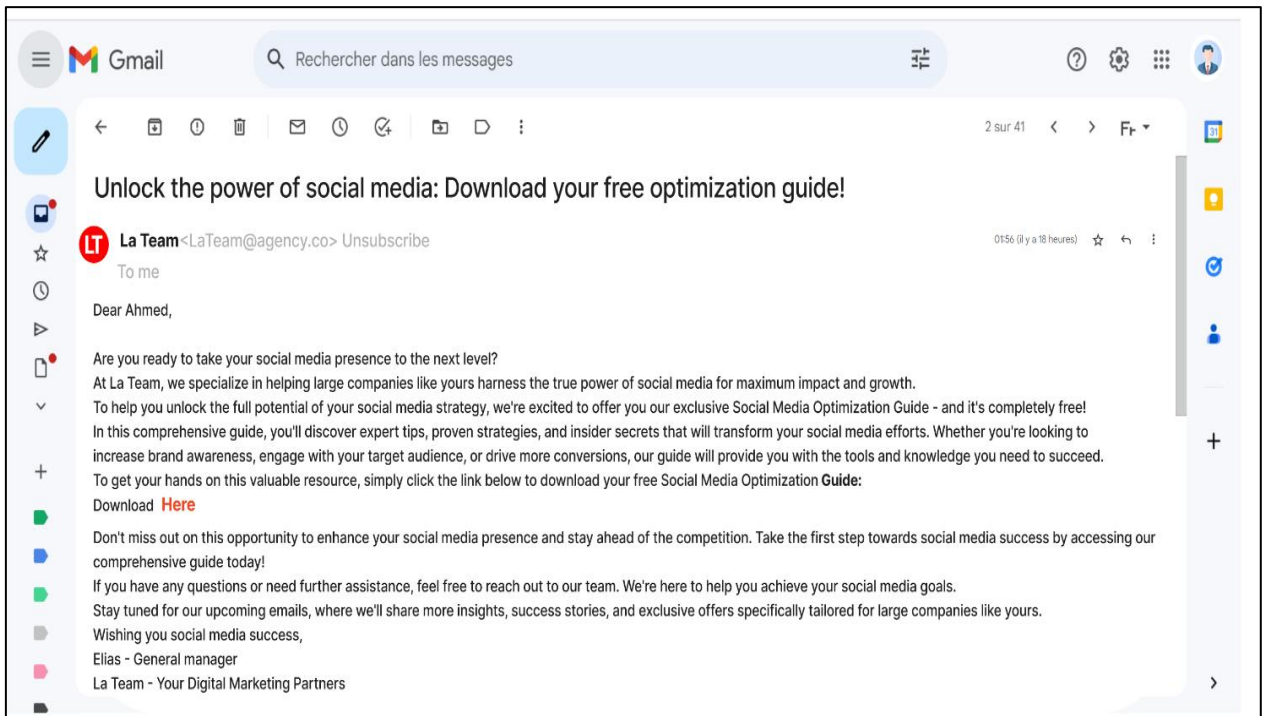


Source: Elaborated by the student

2.5.3 Creation of a lead nurturing program

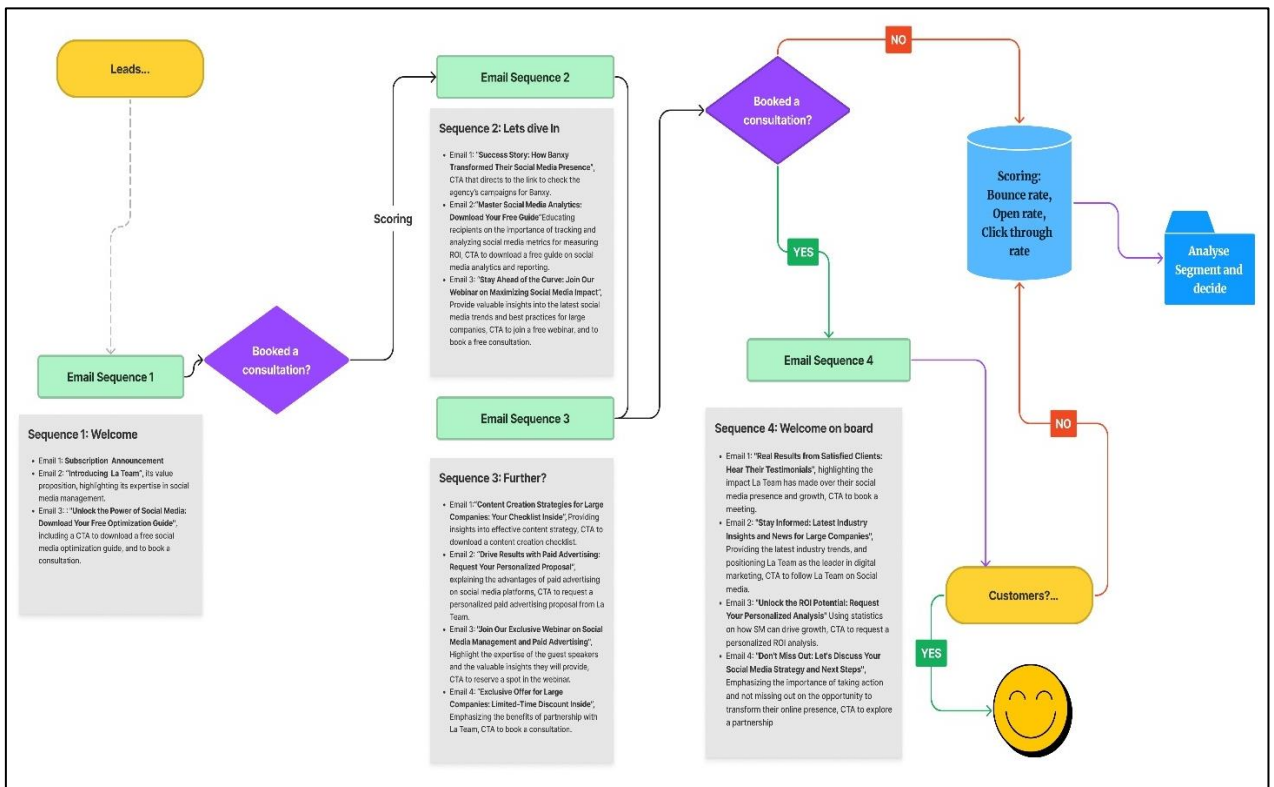
Email is the channel chosen for this action; therefore, an emailing strategy must be implemented, content must be created according to the agency's targeted persona and compelling and persuasive CTAs must be chosen in order to encourage lead engagement and drive desired decisions. An example of an email as well as a suggested nurturing program are presented in the figures 18 and 19.

Figure 18: An example of an email from the lead nurturing program



Source: Elaborated by the student

Figure 19 : Proposed nurturing program



Source: Elaborated by the student

2.5.4 Determination of scoring points

Lead scoring criteria can be determined by comparing the leads activity, and we propose the scoring points in table 07, in order for a lead to be considered MQL they need to score 40 points, and for them to be considered as SQL they need to score 100 points.

Table 7: Proposition of lead scoring points

Actions	Points scored
Contact request on landing page	100
Filling the contact form	20
Email openings (open rate/ bounce rate)	20
Email CTAs clicks (Click through rate)	30
Landing page CTAs clicks	20
Social media following	10
Social media engagement	10
Website visits	10

Source: Elaborated by the student

2.6 Control

In order to ensure an impactful control all of the actions that were tackled table07 should be measured. However, we suggest four main measuring metrics to adopt to control a lead generation strategy and they are represented in the table 08.

Table 8: Key Performance Indicator for a lead gen strategy

KPIs	Reason of choice
Traffic to the website	The main reason behind choosing this KPI is to measure the effectiveness of our lead capture actions.
Number of leads	This KPI aims to measure the effectiveness of the lead generation strategy implemented.
Source of leads	Knowing where the leads come from, allows the agency to determine which

	channel is more performing ad which one needs corrective actions
Conversion rate	The conversion rate allows to determine the effectiveness of the executed actions, what are the optimizations to implement and at what stage of the funnel in order to ensure the attraction of higher quality leads and therefore more conversion into paying customers.

Source: Elaborated by the student

Lead generation is an essential process for businesses in order to obtain contact details from potential customers in exchange for valuable content. Adapting to the digital transformation the country is facing and building an online presence is essential for the case company. Attracting and converting prospects into customers through online lead generation is cost effective and works better on the long term. Through the understanding of the targeted audience's needs and problematic, the adoption of an effective conversion funnel, the implementation of inbound marketing strategies and choosing the right channels to capture leads, the agency can generate an important flow of potential clients into its sales pipeline. The effectiveness of the strategy is measured by key performance indicators such as website traffic, leads, conversion rate and lead sources.

3. Discussion

3.1 Importance and process of a lead generation strategy

The literature review and the analysis of the interview results both emphasize the importance of lead generation strategies for companies. They agree that lead generation is crucial for achieving brand awareness, filling the sales pipeline, and ultimately increasing the return on investment (ROI) for the business.

Both sources emphasize the need for a well-defined lead generation process. The literature review suggests that the process should begin with identifying the company's objectives and then defining the targeted leads and their buyer journeys. This aligns with the interview results, which indicate that analysing the situation and understanding the company's target audience are essential steps in lead generation.

The literature review highlights the significance of having an online presence in creating brand awareness and filling the sales pipeline with leads. Similarly, the interview results indicate that online lead generation is mandatory for reaching the targeted audience. This implies that companies need to leverage digital platforms and content marketing strategies to attract and convert leads. The interview results also emphasize the increasing competition in the marketplace, which further emphasizes the need for companies to stand out and build an expert image through online lead generation approaches.

Both sources acknowledge the importance of nurturing leads and qualifying them before converting them into paying customers. The literature review suggests that effective lead magnets, such as valuable information and well-thought call-to-action (CTA) strategies, are crucial in capturing leads' attention and building trust. The interview results support this by highlighting the need to offer valuable content in exchange for visitors' contact information. Additionally, the interview results indicate that lead nurturing programs play a vital role in qualifying leads and pushing them further in the conversion funnel.

In conclusion, the literature review and the interview results provide valuable insights into the importance and process of lead generation strategies. Both sources highlight the significance of an online presence, the need for effective lead magnets and nurturing programs, and the focus on understanding and targeting the company's audience.

3.2 Inbound marketing and lead generation

Inbound marketing emerges as a key approach in lead generation, as highlighted in the literature review and the analysis of the interview results. The literature review establishes inbound marketing as an innovative strategy that aims to capture the attention of internet users and convert them into paying customers by offering valuable content. Similarly, the interview results affirm that inbound marketing is the preferred option for companies aiming to establish themselves as experts in their field and attract potential customers.

The literature review emphasizes the role of various tools and techniques in implementing inbound marketing strategies. Content creation through blogs and social media platforms, search engine optimization (SEO), advertising, lead magnets, and compelling CTAs are identified as crucial components. The interview results reinforce this notion by suggesting the use of LinkedIn for organic content, a website or landing page, and email marketing as effective channels for B2B lead generation.

Both sources stress the importance of understanding the target audience and addressing their needs through valuable content. The literature review states that inbound marketing focuses on building trust and positioning the company as an expert in the eyes of potential customers. This aligns with the interview results, which emphasize the significance of providing content that addresses the problematics faced by prospects. By offering relevant and valuable content, companies can transform visitors into leads and nurture them into future clients.

While the literature review provides an overall perspective on the benefits and techniques of inbound marketing, the interview results offer specific insights into the Algerian marketplace. The interviews highlight the effectiveness of inbound marketing on LinkedIn, although it may require content boosting through sponsorship. Additionally, the interviews suggest that the case company, benefiting from a certain level of notoriety in the Algerian marketplace, may find it easier to generate leads through inbound marketing strategies.

In conclusion, both the literature review and the analysis of the interview results underline the significance of inbound marketing in lead generation. They emphasize the use of various tools and techniques, such as content creation, SEO, advertising, and compelling CTAs, to attract and convert leads. Moreover, understanding the target audience and providing valuable content tailored to their needs are crucial elements in successful

inbound marketing strategies. The interviews further illustrate the practical application of inbound marketing in the specific context of the Algerian marketplace.

3.3 Tools and KPIs of a lead generation strategy

The literature review and the analysis of the interview results shed light on the tools and key performance indicators (KPIs) used in lead generation strategies. They provide valuable insights into the tools and metrics that companies should consider when implementing and evaluating their lead generation efforts.

The literature review emphasizes the use of content marketing and social media as crucial tools in promoting a company's expertise and building trust with potential customers. It also highlights the importance of email marketing and the role of websites, particularly landing pages, in capturing leads. These findings are supported by the interview results, which suggest that creating adequate content for different channels, including lead magnets, and establishing a website are key actions in a lead generation strategy.

Both sources mention the significance of KPIs in evaluating the effectiveness of lead generation efforts. The literature review highlights the importance of ROI, the number of leads, and the conversion rate as key metrics to consider. It also mentions additional KPIs such as lead traffic, cost per customer, cost per lead, bounce rates, popular pages, and growth rate, particularly when applying inbound marketing methods. The interview results emphasize the importance of tracking website traffic, the number of leads, the conversion rate, and the source of leads as critical KPIs.

Overall, the literature review and the analysis of the interview results provide complementary insights into the tools and KPIs of lead generation strategies. They both highlight the significance of content marketing, social media, email marketing, and websites as essential tools in capturing and nurturing leads. Additionally, they emphasize the importance of key metrics such as ROI, lead traffic, conversion rate, and the source of leads in evaluating the effectiveness of lead generation efforts.

To conclude, the literature review and the analysis of the interview results highlight the significance of inbound marketing and effective lead generation strategies for businesses. Both sources emphasize the importance of an online presence, utilizing tools such as content marketing, social media, email marketing, and websites to attract and convert

leads. They also stress the need to understand the target audience and provide valuable content tailored to their needs. Additionally, the discussion underscores the importance of tracking key performance indicators (KPIs) such as ROI, lead traffic, conversion rate, and the source of leads to evaluate the success of lead generation efforts, all have been taking in consideration while elaborating our proposition for the case company. By integrating these insights, La Team can optimize its lead generation strategies, build trust with potential customers, and enhance its chances of converting leads into paying customers.

CONCLUSION

Algerian companies, specifically digital marketing agencies utilise classical methods to acquire clients such as word of mouth and competitive consultations, online lead generation strategies are rarely adopted even though, like it has been discussed in this thesis, they're essential in an enterprise growth, as it allows a consistent flow of potential customers in the company's sales pipeline, more leads and therefore more clients. It is centred around the comprehension of the targeted audience and reaching them through their chosen channels, collecting their contact information and using it to influence them better in their buying decision.

This research aimed to unveil the meaning of a lead generation strategy, bring out to light the importance of adoption of such strategy by a digital marketing agency such as La Team, and propose a lead generation strategy for the case company in order to will allow it to have higher potential of acquiring new clients on the long-term and therefore diversifying its client portfolio.

In order to achieve the objectives of our study, documentary research has been conducted for the sake of clarifying related concepts, followed by qualitative research through semi-structured interviews with five digital marketing experts for the purpose of highlighting the best practices and actions to implement. We used SOSTAC strategic model of planification in the proposition, starting by analysing both internal and external environment, where the digital presence of the company and its competitors has been tackled as well as their lead generation channels. The objectives of the strategy and the agency's targeted audience have been determined followed by tactics and actions where the buyers' journey have been explained and the best action to influence and convert them into leads have been suggested. We finished the proposition by recommending key performance indicators in order to control the strategy all throughout its implementation.

We would like to recommend to the case company to establish an effective online presence through creating a professional website. A well-designed website not only serves as a digital storefront but also enhances the agency's credibility and trustworthiness in the eyes of potential clients. Additionally, updating their Google My Business account is essential as it helps improve local visibility. We also recommend leveraging social media channels, while the agency already has social media accounts, it is essential to leverage these platforms effectively by developing a content strategy, consistently sharing relevant and valuable content will enhance brand image and awareness and position the agency as a thought leader and builds trust with the target audience. Finally, we highly endorse the

implementation of lead generation techniques to enhance lead generation efforts, the agency should incorporate effective techniques into its digital marketing strategies. These techniques may include creating compelling lead magnets such as e-books, whitepapers, or webinars to capture the contact information of potential leads. Furthermore, implementing lead capture forms on the website and landing pages, utilizing call-to-action buttons, and integrating lead management and automation software can help streamline the lead generation process.

During our research we encountered difficulties in finding digital marketing experts specialized in lead generation as it is not practiced by many professionals In Algeria, we also had challenges finding documentary references related to lead generation in B2B markets. When it comes to limitations, this thesis does not tackle the budget to allocate for the possible implementation of this strategy and that is due to the confidentiality of such information.

The subject of this thesis can be more explored by future students in order to enrich the literature and dig deeper in the suggested approaches. An implementation of the proposed strategy can be considered as well for digital marketing agencies who share the same targeted audience as the case company, and therefore the measurement of the efficiency of the tactics and actions and whether the objectives can be achieved.

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APPENDIXES

APPENDIX A: INTERVIEW GUIDES

GUIDE D'ENTRETIEN 01 :

Bonjour M.X, je m'appelle Amira Yasmine Lounici, je suis étudiante en Master 02 Marketing Management à l'ENSM.

Je tiens tout d'abord à vous remercier d'avoir accepté de participer à cet entretien, et du temps que vous nous consacrez. Cet entretien se fait dans le cadre d'une étude que nous menons au sujet de l'acquisition des leads qualifiés pour La Team, Je me permets d'ajouter qu'aucune information ne sera diffusée.

Informations sur l'interviewé :

Nom :

Prénom :

Poste Actuel :

1. Pouvez-vous nous parler brièvement de votre expérience et comment avez-vous débuté dans le domaine du marketing digital ?

Thématique 01 : Les offres de l'entreprise

2. Pourriez-vous nous parler de ce que La Team offre aux entreprises ?
3. A quelles difficultés étiez-vous confrontés en commercialisant cette offre sur le marché algérien ?
4. Avez- vous essayé d'adopter votre offre pour mieux répondre aux besoins des entreprises algériennes ? si oui comment ?

Thématique 02 : Les objectifs, la stratégie de l'entreprise et les concurrents

5. Comment voyez-vous La Team dans les cinq et dix ans à venir ?

6. Quelles sont les évolutions que vous voyez venir dans votre secteur ?
7. Qu'est-ce que cela implique pour vous et votre entreprise ?
8. Quelles sont les entreprises ciblées par La Team ?
9. Pourriez-vous nous décrire le profil du client ciblé par La Team ?
10. Quel est le parcours mené par vos clients avant de vous contacter (comment font-ils leurs recherches) ?
11. A votre avis quelles sont les actions à mettre en œuvre pour l'influencer dans son parcours d'achat ?
12. Quelle est la position occupée par La Team dans le marché Algérien ?
13. Quels sont les principaux concurrents de La Team et en quoi sont-ils différents ?

Thématique 03 : Les actions marketing mises en œuvre

14. Comment La Team a pu acquérir ses clients depuis le jour de sa création jusqu'à aujourd'hui ?
15. Quels sont les défis auxquels votre entreprise a fait face en termes d'acquisition de nouveaux clients ?
16. Que pensez-vous du fait que la team n'est pas présente sur le digital ? et quelle est la raison derrière cette absence ?
17. Pensez-vous que se baser seulement sur le BAO et les appels d'offre est suffisant pour avoir des clients à long terme ?
18. Pensez-vous que la team pourra survivre dans l'ère du digital et dans un marché concurrentiel sans avoir une stratégie, et une présence digitale ?
19. Comment pensez-vous qu'une présence digitale (être présent sur les réseaux, avoir une landing page qui explique les offres et qui mets en valeur l'expertise de l'agence

et de ses employés et tout ce qui vient avec) pourra impacter la team en termes d'acquisition de prospects qualifiés ?

GUIDE D'ENTRETIEN 02:

Bonjour M.X, je m'appelle Amira Yasmine Lounici, je suis étudiante en Master 02 Marketing Management à l'ENSM. Dans le cadre de l'élaboration de mon projet de fin d'étude intitulé « la proposition d'une stratégie de génération de leads en B2B » j'effectue des entretiens avec des experts en marketing digital afin de ressortir avec les meilleurs stratégies et actions à mettre en œuvre.

Je tiens à vous remercier d'avoir accepté de participer à cet entretien, et du temps que vous nous consacrez. Je me permets d'ajouter qu'aucune information ne sera diffusée.

Informations sur l'interviewé :

Nom : Prénom :

Poste Actuel :

1. Pouvez-vous décrire brièvement votre expérience dans le marketing numérique ?
2. Quelles sont les principales caractéristiques et aspects de votre profession ?

Thématique 01 : La stratégie de génération de leads en Algérie

3. Selon vous, qu'est-ce que la génération de leads ?
4. Pouvez-vous nous citer des entreprises algériennes qui ont une stratégie digitale pour acquérir des clients ?

Thématique 02 : L'importance de la génération de leads

5. Selon vous, quelle est l'importance d'avoir une stratégie de génération de leads pour une entreprise opérant en B2B dans le secteur du digital ?

6. Pensez-vous que se baser seulement sur le BAO et les appels d'offre est suffisant pour acquérir des clients à long terme ?

7. Pensez-vous qu'une entreprise opérant en B2B dans le secteur du digital pourra survivre dans l'ère du digital et dans un marché concurrentiel sans avoir une stratégie, et une présence digitale ?

8. Comment pensez-vous qu'une présence digitale pourra impacter cette entreprise en termes d'acquisition de prospects qualifiés ?

Thématique 03 : Stratégie et actions à mettre en œuvre

9. Quel est l'aspect le plus important d'une stratégie de génération de leads ?

10. Quelles sont les étapes que vous suivez lors de l'élaboration d'une stratégie de génération de leads ?

11. Quels sont les canaux digitaux les plus adaptés aux cas de la génération de leads en B2B ?

12. Pensez-vous que la publicité payante sur les réseaux sociaux pourrait être un bon compromis pour générer des leads qualifiés en B2B ? Pourquoi ?

13. Pensez-vous qu'une stratégie Inbound est plus efficace pour toucher la cible en B2B et l'influencer dans son parcours d'achat ? et pourquoi ?

14. Selon vous quelles sont les actions à mettre en œuvre pour générer des leads qualifiés en B2B ?

15. Quel est le modèle de planification stratégique utilisé pour la génération de leads ?

16. Comment peut-on contrôler une telle stratégie et quels sont les KPi's à exploiter ?

APPENDIX B: INTERVIEWS ANALYSIS GRID

Categories/ codes	Interviewee 01	Interviewee 02	Interviewee 03	Interviewee 04	Interviewee 05	Horizontal analysis
Thematic 01: Lead generation						
Exchange-Identify potential customers	Lead generation for me is the process of exchanging value for contact information, this transaction will give me permission to get in touch with the lead and try to sell my product or service and convert him into a client.	Lead generation is all the techniques that revolves around gathering a website visitor's contact information in order to identify them as potential customers and qualify them into lead and after that client.	/	lead generation is the process of having a having a list of potential clients that fit perfectly our targeted audience, and that are qualified enough to convert into a final client.	Lead generation is a whole journey, that starts from the day strangers discover the company, until they decide to express their interest in the services or products that the company offers and try to reach out to become clients by reaching out or leaving their contact information.	Lead generation is the process of getting visitors contact information in exchange of offering them valuable content, (I1, I5). It goes through the qualification of the visitors checking their real interest and whether they fit the characteristics of the company's buyer persona in order to convert them into leads and final clients afterwards. (I2, I04)
Algerian companies	The two marketing agencies that adopt lead generation in their client acquisition strategy are shrewdbots and kyo conseil but also training institutes like insaag business school and kampsuss 22.	The companies that implement Lead generation strategy are generally those operating in the B2B marketplace, like assurance companies, real estate and banks. There are also e-commerce companies like Batolis with whom	The marketing agencies that adopt lead gen are Amachal Allégorie and sense conseil.	Almost all Algerian companies are adopting lead gen in their global marketing strategies, I've worked with companies from the medical sector to hotel groups, for	I can cite Sahn technologies, the training institutes as an example Igeeg What I found is that the companies that offer services are very much in the generation of leads through social networks, even us a communication agency we seek to have leads through social media platforms .	Marketing agencies: Shrewdbots, Kyo conseil, Amachal, Allégorie, Sense Conseil, CommuniC. Training institutes: Kampuss 22, Insaag

		we worked with before and of the main objectives of the implemented strategies were pushing the visitors to create an account in order to have their contact even though if they end up not buying anything.		me it is extremely necessary to have a lead gen strategy in any Algerian operating company.		business school and Igeeg
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Thematic 02: The importance of lead generation

Lead generation importance in a company's growth, converting clients and harnessing opportunities	I find it very important because in order to have growth you need to always have leads and as a company working in B2B in the digital field, its sales pipeline must always have a flow of leads in order to have higher probabilities to have clients and therefore the company will be able to control its growth in the market and take more wise decisions.	The main importance that lies behind adopting a lead generation strategy is having more potential clients that fill out your marketing funnel, these prospects are really interested in what the company has to offer and they can be converted into clients. So, the more leads you have the more clients you have it's as simple as that.	Everybody is on a screen right now, it is indispensable.	Lead generation is very necessary today because in time those leads will become the company's final clients if the strategy is well implemented and the leads are very qualified and they share the same characteristics as the targeted audience. Once the leads are converted the company will reach a high revenue.	The first benefit we get from an online lead generation strategy is the low cost, us as a digital marketing agency we benefit a lot from LinkedIn as a channel of lead gen specially because we can reach the target directly, like a CEO of a company or a marketing manager and sometimes it's them who contact us. Lead generation becomes important too when it comes to the company's image, we are promising companies to sell for them through social media, will they trust us if they don't see us selling our own services online? This is the second importance. The third one is the opportunities available in the digital world through Inbound marketing I can convert a simple visitor into a paying customer.	Lead generation is directly related to an enterprise growth and it's revenues. (I01, I04) a B2B operating companies need to always have a flow of leads in their sales pipeline, and with that they'll have higher probability of converting them into paying customers which will be translated in revenue. (I01,I02,I04) Online lead generation is mandatory to reach the targeted
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						audience (I03,I05) it is low cost, and offers the company more opportunities in attracting prospects and converting them into clients (I05).
Client acquisition methods in short and long term in a competitive market	I01: Contenting of clients that come for customer success (word of mouth) and calls for offers might be sufficient for now, however if we want to look into the future and how the digital ecosystem is transforming in Algeria these last few years, we need to keep up with it and start putting in action good Inbound marketing practices that pay off when the digital will take the biggest part of the market in the future. So WOM might be working for now but we can see that the buying journey of the holders of decision is changing now they are referring to the company's digital presence before taking any decisions.	I02: For some companies the call of offers can be supported by a lead generation strategy, in order to get them to participate. But other than that, all companies that operate in the B2B market must adopt lead generation.	I03: In order to understand the customers, need and expectations a company needs to be present online, especially with the level of competition. A company must have a digital strategy to acquire clients.	I04: Consultations are not a guarantee of signing the client, because competitors of the same field will be participating so it will depend on many criteria. WOM helps a lot it is a work of notoriety and brand image, but a company must not neglect advertising because it plays a big role in a strategy.	I05: WOM works always, it is one of our sources of getting clients, but it is not a strategy especially not in long term, it is something we cannot control and definitely not something you build on a company's perennity. On the contrary Inbound marketing is, we can control all our actions and we can identify the source that is working the best in generating our leads, and because of the tracking everything we can work on improving the strategy according to our objectives. WOM works it gives good results but it is not a long-term strategy.	Client acquisition methods differ in Algeria; most companies depend on word of mouth and on pitching their offer among a bunch of their competitors in consultations to sign the client. As much as word of mouth is an effective way in getting people interested in a company's service it is not a long-term strategy that an enterprise can build on a perennity nor a consistent flow of new clients, especially with the shift the digital ecosystem is facing

						<p>in the country (I01; I04; I05). Online presence and strategy give the company the chance to understand its targeted audience better and it allows it to stand out from the fierce competition that exists in the digital marketing field. (I03) Lead generation through inbound methods allows the tracking and the improvement of each undertaken action according to the company's objectives (I05).</p>
<p>Opportunities of the digital world (Competition and client acquisition/ Strategy)</p>	<p>I01: As much as you diversify your client portfolio its better for a company, and in order to that, all lead generation approaches must be implemented instead of relying on WOM.</p> <p>I01: A digital presence attract prospects, and with a well-studied strategy and efficient actions these prospects will turn into paying</p>	<p>I02: A company can persist without having a digital presence nor a strategy but it will be very very ineffective.</p> <p>I02: In order to have an effective lead gen strategy a content strategy need to be implemented for the main purpose of</p>	<p>I03: Without a digital presence a company may lose up to 95% of the opportunities that the digital world offers and only content with 5%.</p> <p>I03: Creating content that aligns with the targeted</p>	<p>I04: companies that are not present in digital platforms and don't follow any digital strategy are confronted with rude competitions in consultations. If a company wants a higher revenue it needs to go search</p>	<p>I05: Demand in the market is getting higher each year and so is the competition. Today, if a company is not present online it like it's giving its share of the market to its competitors. It is mandatory to be present online to have a website, social media accounts and a google my business account because the way prospects search for information has shifted to the</p>	<p>With the number of digital agencies increasing the competition is Algerian marketplace is getting higher, and in order for a company to stand out, build an expert image, diversify its</p>

	customers and participate in the growth of the company.	attracting people and pushing them further in the conversion funnel, and by scoring and qualifying them the company will be able to convert them into clients very easily.	audience interests and being present on a daily basis will arouse the client's interest in the company.	for clients it self via advertising and emailing channels, it should also work on its notoriety and image. I04: The big majority of the Algerian population has access to digital platforms, and if a company neglects its digital presence, it means it is neglecting a part of her revenue.	digital world, when they are in need of the company's service, they type their needs on google or they search in social media so if a company does not have a digital presence how will it survive? I05: Having a good presence in digital platforms will impact the perception of the company that clients detain; if a company neglects the digital world, it is neglecting potential future customers. No presence in the internet means no clients (Us as a marketing agency 80% of our clients are acquired through social media) if n online strategy is implemented to generate prospects the company is dead in long term.	client's portfolio, and get higher revenue it need to be present online and implement lead generation approaches. (I01, I02, I03, I04, I05). In this digital era, it has become indispensable for a company to promote its image online through sharing content that aligns with the company's targeted audience in order to attract them convert them into leads and pushing them further in the sales funnel. (I01, I02, I03, I04, I05).
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Thematic 03: The process of implementation

Steps	I01: 01: understanding the persona, understanding our clients, their characteristics and identifying who is the decision maker of the targeted company, 02: creating content that answers to their problems, 03: testing and experimenting.	I02: 01: Situation analysis, (type of product, the sale method used, digital channels), 02: Creating content in the available channels, and after that creating a website if not available or a landing	I03: 01: understand the targeted customer and fix objectives	I04: 01 : Situation analysis, 02: Fixating objectives 03: highlighting the product, studying the content, the perception of the persona, 04 :	I05: 01: Defining objectives, 02: Defining the persona, 03: Choosing the channels, 04: creating relatable content, 05: engaging with potential customers, 06: determining a way of getting their contact information/ lead magnets, 07: Converting them into leads 08:	The first step of a lead gen strategy is the analysis of the situation, through which channels are they selling their service and what methodology are
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	<p>In the sale funnel, the buyer journey of clients starts from when he is a stranger than they visit the company's website or the company's social media account, and in order for them to become a lead they need to show interest they must take an action and in the digital world this action is leaving their contact information for a valuable lead magnet. Then it comes to the marketing team to score those lead and classify them as MQLs Or SQLs, Marketing qualified leads are people who fit into the characteristics of our buyer persona and they have expressed an interest, on the other hand Sales qualified lead are more mature they have detained the necessary information they need to know about the company and they are ready to take decision therefore to be contacted by a sales person.</p>	<p>page with a form to fill, 03: Connecting everything to a CRM</p>		<p>Choosing the channels (google or SM), 05: Call to actions/ Filling a form or contacting the company, 06: Conversion.</p>	<p>Nurturing, 09: converting them into clients</p>	<p>they opting for. It is followed by the identification of buyers persona their characteristics and needs, creating relevant content for them and distributing it in channels they are present in. Attracting them to the company's website where a lead magnet is presented in order to exchange it for their contact information. After obtaining their contact a nurturing program should be adopted in order to qualify them and convert them into paying customers.</p>
<p>Channels</p>	<p>I01: Landing page, LinkedIn and email marketing, a presence in Meta is suggested if they want to make ads.</p>	<p>I02: Website and all social media platforms.</p>	<p>I03: a website focusing on content and CTAs.</p>	<p>I04: LinkedIn for organic content, Website as for Facebook and Instagram it depends on the targeted audience</p>	<p>I05: LinkedIn, Landing page and emailing.</p>	<p>When it comes to B2B lead generation channels, LinkedIn as a social media platform is</p>

						recommended for organic content, a landing page or a website is necessary too as well as email marketing.
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Thematic 04 Strategies and tactics

Aspect	I01: Understanding your persona, its characteristics and its needs, is the key of generating qualified leads.	I02: The content is the magnet you share with the targeted audience it needs to be valuable to them in order to get their interest and exchange it for their contact information.	I03: Lead generation is axed on understanding the need of your potential customers.	I04: Studying the targeted audience is primordial for lead generation, then come the content you create based on their interest in order to attract them into your sales funnel.	I05: The content is the translation of my lead gen strategy it needs to attract my targeted audience and push them to purchase from my company.	Understanding the company's targeted audience, their need and characteristics and providing them with valuable content that answers their problems is the most important aspect in lead generation.
Paid advertising	I01: Paid advertising using Inbound content gives the company the chance to target her ideal buyer persona's without implementing tremendous efforts. It can work in emails as well as LinkedIn.	I02: Paying for advertising the content you already shared organically makes you reach your targeted audience easily and making generating leads quicker.	I03: Organic content is way more effective.	I04: When it comes to paid advertisement on B2B google can get way better results than social media, than after that comes Facebook and Instagram.	I05: It needs to be well implemented in order for it to be effective, by sharing the right kind of content and targeting the right audience. It is mandatory in social media but not in emailing.	Adopting paid advertising to promote content that aligns with the targeted audience needs helps the company capture the potential customer's

						attention without implementing tremendous efforts.
Inbound MKG	I01: Inbound marketing give the company the position of the expert in its field, it attracts prospects who have a need in the company’s domain of expertise making the conversion go easier. Even though it takes some time for La team it will be easier and more effective than outbound because they have a certain notoriety.	I02: Inbound marketing is always more effective because it offers a potential customers valuable content, it gives the brand an expert position and it makes the company sells better.	I03: Inbound marketing is more effective when it comes to reaching the targeted audience.	I04: An Inbound strategy is very effective in LinkedIn, but in meta platforms without sponsoring the content a company won’t be able to reach its targeted audience.	I05: Content marketing is the component if Inbound strategy, and when a company creates content related to its field and that answers to the problematics of its targeted audience it allows it to transform a simple visitor into a customer. Yet meta platforms this content needs to be boosted by paid advertisement in order to reach the targeted audience.	When a company seeks to obtain the position of the experts in its domain of activity in the targeted audience brain, Inbound marketing is always the first option to adopt, (I01,I02,I03,I04,I05) even though it is not quite effective in term of reaching the audience in meta platforms and it need to be boosted by sponsoring the content it is very effective in LinkedIn (I04,I05). Content that aligns with the problematics of the company’s prospects will help the company transform a simple visitor into a lead and through nurturing into a future client, and even though it takes

						time in general it will be easier for La Team as it has detained a certain notoriety in the Algerian marketplace. (I01,I05)
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Thematic 05: Action

Actions Tools and channels	I01: Understanding the persona, Choice of the approach (Inbound or Outbound) and experimenting.	I02: Creating content, choosing the channels of distributing it, creating a website and connecting everything to a CRM; Blogging to be found on google.	I03: Understanding the persona, creating a precise plan, developing an effective strategy.	I04: Paid advertisement on google.	I05: Understanding the persona and their buying journey, Strategy, Channels (LinkedIn and emailing), Creating content that attracts leads/ lead magnets such as eBooks, catalogues, presentation of the company; nurturing the lead.	When it comes to the actions to undertake in a lead generation strategy, it starts by choosing the channel to capture leads from, followed by creating adequate content for each channel (lead magnets). Creating a website if the company does not detain one and choosing whether the company adopts SEA or SEO to stand out in google, knowing that a blog will help the website rank higher in an SEO strategy.
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Thematic 06: Control

KPIs	I01: Conversion rate, Number of leads, conversion rate in each step of the funnel, traffic	I02: Conversion rate, number of leads and the sources of leads.	/	I04: Conversion rate, number of lead and ROI.	I05: Number of clicks, number of leads.	The most important KPIs to take in consideration in a lead gen strategy is the traffic to the website, the number of leads, the conversion rate and the source of leads.
Vertical Analysis	Lead generation is the process of obtaining contact information from potential clients in exchange of valuable content, allowing businesses to initiate communication and work on converting the leads into customers. It involves attracting visitors to the company's digital platforms, encouraging them to show interest and provide their information. Marketing teams then score and classify leads as MQLs or SQLs based on their level of qualification and readiness for sales engagement. Lead generation is crucial for sustainable growth, enabling companies to control their market presence, make informed decisions, and adapt to the	Lead generation is a strategy used by companies, especially in the B2B market, it revolves around gathering potential customer's contact information. It is focuses on creating valuable content to get the targeted audience's attention and push them further into the marketing funnel. A website or a landing page are essential elements for an effective lead gen strategy,	Being present in digital platforms is crucial in today's competitive market. It helps companies understand better the customer's problematics and keep up with the opportunities the digital world offers. When it comes to lead generation, it relies on	Lead generation is important to find potential clients who align with the company's buyer personas. It enables companies to increase their revenues and not rely only on competitive consultations. Neglecting digital presence and advertising puts companies at a disadvantage	Lead generation is a crucial journey from initial discovery to potential client conversion. Online strategies offer cost efficiency and control, with platforms like LinkedIn allowing direct targeting of desired prospects. Inbound marketing provides opportunities for converting visitors into paying customers. While word-of-mouth is valuable, a long-term strategy requires digital presence. Neglecting the digital world limits market share and	General analysis: Lead generation is an essential process for businesses to use to obtain contact details from potential customers in exchange for valuable content. Adapting to the digital landscape and building an online presence is essential in the Algerian market. Attracting and converting prospects into customers through online lead generation is cost effective. Through

	<p>evolving digital ecosystem. Diversifying lead generation approaches beyond word-of-mouth is essential for a diverse client portfolio perennity and long-term success.</p>	<p>Inbound marketing practices and creating content is considered more effective as it positions the brand as an expert in its domain of activity and it works as valuable lead magnets.</p>	<p>creating content that speaks to the targeted audience through inbound methods. Understanding the company's buyer persona and developing a precise plan are primordial for an effective lead gen strategy.</p>	<p>when it comes to developing a rich client portfolio. Creating engaging content that aligns with the targeted audience and distributing it through the right digital channels is essential to generate high quality leads.</p>	<p>customer perception. Effective lead generation involves defining objectives, persona, channels, creating relatable content, engaging with prospects, acquiring contact information, nurturing leads, and converting them into clients. LinkedIn, landing pages, and email play important roles. Content marketing, boosted by paid advertising, drives customer transformation. Key factors include understanding the persona, strategy, channels, and compelling content.</p>	<p>the understanding of buyer personas, the creation of relevant content and the implementation of inbound marketing strategies, companies can position themselves as industry experts. Analysing the situation, identifying buyer personas, creating compelling content, attracting website visitors, nurturing leads and converting them into customers are all part of a well-defined lead generation strategy. The effectiveness of the strategy is measured by key performance indicators such as website traffic, leads, conversion rate and lead sources. Business growth and</p>
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						customer portfolio expansion can be optimised by using digital platforms and lead generation techniques.
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