

# 9 Ways

Forward-Thinking B2B Marketers  
and Salespeople Use **AI** to  
Generate, Qualify, and  
Convert Leads



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Account Intelligence meets Artificial Intelligence



**Would you like to generate more, qualify better, and convert more leads? If so, artificial intelligence (AI) can help.**

AI excels at extracting insights about your target audience from data provided by your sales and marketing teams. Some tools and platforms powered by AI use that massive amount of data to inform you about your customers' current interests. Other teams use it to find new prospects or to recommend which existing lead pathways to pursue next. With AI, you can quickly and more insightfully segment lists of potential buyers into groups with the highest odds of converting based on their demographic information and create personalized content recommendations for each lead based on their interests.

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**McKinsey** predicts AI can create **\$1.2 trillion to \$2.6 trillion** of value in marketing and sales across all of the businesses in the world.

Today, we will discuss nine big ways forward-thinking B2B marketers and sales teams are using AI technology and tools to generate, qualify, and convert more leads for their business.

# Buyer Predictions

AI and data can help you better understand and predict how people will behave. When you use the right AI tools alongside the right data sets, it is possible to know more about people's behavior in the future. That means that AI can tell you what your prospective buyer might do next. Having good information about customer behavior from various data sources can help you present content in a way that meets your audience at the right touchpoints. Mobile marketing campaigns and demand generation forms submissions are just two ways your business can find the most engaged customers.

According to **TrustRadius**, the average buyer in **2020** uses **6.9** information sources to make a purchase decision, which is a **35%** increase from last year



# Conversational Marketing

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Chatbots can help generate more leads for your business as well. Chatbots are like humans – but not exactly human. They talk to visitors to your website and learn from them through pre-programmed questions or interactions. The information gathered from these conversations enables it to answer questions intelligently and understand the customer's needs and whether the company and potential prospect could be a good fit.

According to **Business Insider**, in **2020**, **80%** of marketers already had **chatbots** set up as part of their customer experience strategy.

If a chatbot is set up in the right way and can automatically define what a good lead looks like, it can start generating leads for your business at scale. You can use AI tools to help convert more leads into sales. These conversational marketing programs work all the time to talk to people who are on your website. You should let these programs do the hard work for you. Often, leads fall through the cracks because organizations just don't have the right resources and even time to qualify every single lead. But AI can make that process much easier. You just have to set your parameters for what a qualified lead looks like, and the system will do the work for you.

# Marketing Automation Tools

There is also an opportunity in this space for marketing automation platforms. Tools such as Marketo (marketing cloud), HubSpot (digital marketing software), and Act-On Software (sales acceleration platform) allow marketers to receive various insights about their prospects.

According to **PWC**, the potential contribution to the global economy from **AI** could be **\$15.7 trillion in 2030**.

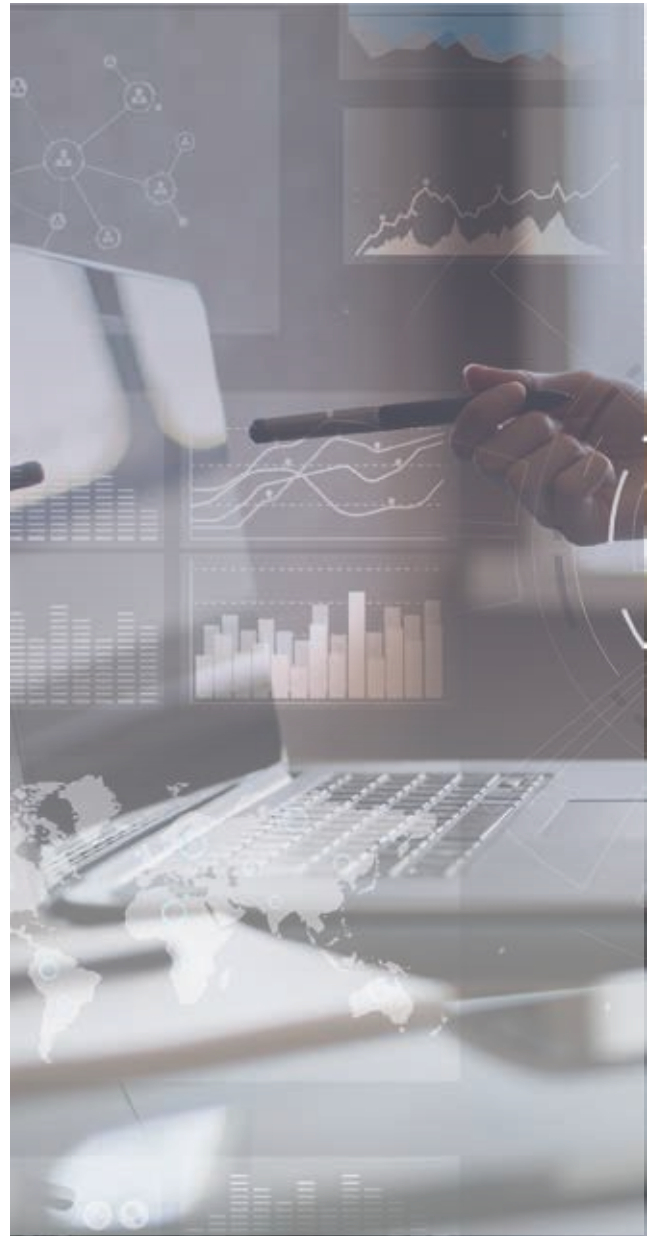


Byonic.AI, however, collates all of this information into an end-to-end Martech stack to fuel demand generation needs in a single place. In addition to generating leads through blogs, email and social media posts, marketers can launch meaningful smart campaigns using the Byonic.AI platform and automate follow-ups based on user actions at any point in the funnel.

# Develop a Bigger and Better Pipeline

Getting more leads and getting them faster is all well and good. But AI can actually help companies improve the quality of that pipeline, too. By tracking how leads interact with your marketing and sales materials, AI can help you identify which ones are the most valuable.

For example, let's say a B2B marketer is optimizing their website to improve conversion rates—and they are using artificial intelligence to do so. By having AI track where prospects actually click on the page (i.e., what elements they are choosing or how far users go down on a page) as well as other metrics such as average time spent on site or bounce rate, marketers can quickly identify which pages have low engagement that need tweaking in order to convert more visitors into customers.



# Automated Email Campaigns

Email is not dead. AI-enabled frameworks can be utilized to create automated email campaigns. These campaigns are often driven by customer information, interest, intent, and behavior. For example, AI can help to identify users who have not opened an email in the past month and then send them a follow-up campaign with personalized content.



According to **Statista.com**, **41%** saw revenue improvements and **13%** saw click-through rate improvements as a positive effect of using **AI** in email marketing in **2018**.

Some tools take automated emails one step further by suggesting which specific subject lines or even individual words might work best for the target buyers based on what they have read before (e.g., "Did we forget something?"). These types of AI-powered suggestions are especially helpful when marketers need quick solutions to high volumes of customers as well as a remedy for low engagement.



# Predictive Analytics

According to **Accenture**, AI will boost profitability by **38%** and generate **\$14** trillion of additional revenue by **2035**.

Many B2B companies use some form of predictive analytics to make future predictions about their sales and marketing efforts. An artificial intelligence model is created using historical data from previous lead generation campaigns and it analyzes these campaigns by experimenting with different types of content forms. It then makes predictions about what might work better in the future.

Digital marketing and sales teams have to figure out how best to use the AI models they have access to for their own marketing campaigns. One approach is to focus on what actually matters most – prospecting generated from AI algorithms rather than traditional methods such as cold emailing (which can be more costly in the long run).



# Machine Learning

Marketing and sales campaign success is partly determined by how well you connect with prospects as individuals (based on their interests and intent). Both artificial intelligence-powered content recommendations, as well as AI chatbots that converse one-on-one with customers, can help here. In addition to conversation starters based on a customer's previous history or personal preferences, these tools also continually learn from every interaction, so they get smarter over time.

**30%** of companies globally will be using **AI** in at least one of their sales processes.  
**(Venture Harbour)**

Much like humans, machines learn best when there is a pre-defined clearly given objective. Making certain that the marketing goal is quantifiable based on a machine learning platform is a huge step to ensure success with any campaign. Machines require lots of data and machine learning algorithms are only as good as the data it provides. While marketing teams can assume the best use cases, it is important to have a data analyst by your side each step of the way.



# Personalized Experiences

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Several studies have demonstrated that websites and brands that offer their customers customized and charming experiences will have more loyal clients. In addition, AI can help to make these personalized experiences possible.

According to **SEMRush.com**, **71%** of marketers find **AI** could be useful for personalization.

Another great way artificial intelligence is being used for lead generation and conversion is through the creation of personalized customer experiences for each individual prospect that is tailored to understand and meet their needs. Interactive content including customized polls and surveys can often generate interest among prospects and guide them through to the next step in piquing more interest in a product or service.

CRMs such as Salesforce offer automated personalization which are based on what has been learned about your prospects' interests and behaviors over time. The first step might be an email or social media post highlighting something they have done in the past (i.e., making a purchase from you before or downloading a whitepaper or report) with links back to your website where those products are sold. The platform knows there is a likelihood that if someone has bought from you once, they will buy from you again if given the chance. This type of marketing strategy is typically referred to as retargeting and can be an outgrowth of creating a personalized experience.

# Lead Validation and Qualification

Lead validation is a very important step in the lead generation and qualification process. It's important to validate a lead before it is passed on to the next step so it doesn't waste your sales team's time. The lead qualification process determines if an individual who has expressed interest in purchasing products or services from you can be converted into a customer by applying specific marketing and sales tactics. There are three levels of qualification: active leads, hot leads, and cold leads.

Did you know that **61%** of **B2B** marketers directly send leads to sales? However, only **27%** of those leads will be qualified.

(Marketing Sherpa)



Active leads have bought something within the past six months, while hot leads have shown more recent activity such as signing up for email newsletters or requesting information about your company with some level of intent but not enough commitment yet that qualifies them as prospects. Cold leads are less likely to convert because there isn't much history available about their intentions or what they are looking for.

Marketing and sales teams are using artificial intelligence to generate, qualify, and convert leads in various ways. Artificial intelligence has been proven valuable in helping companies make better decisions about their marketing strategy when generating more leads. With the information discussed here, you can intelligently think about AI technology and tools and successfully integrate multiple aspects of artificial intelligence and machine learning into your company's marketing and sales strategy.



*Byonic.AI ([www.Byonic.AI](http://www.Byonic.AI)) is the next generation of end-to-end demand generation and marketing solutions. It blends account intelligence, lead insights, marketing automation, and creative content into a single platform that stands on an Artificial Intelligence and Machine Learning foundation.*

***Request a demo today to find out more.***



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