Amplify Your Lead Generation with a Learning Management System

Konvert™

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96 percent

of visitors who come to your website aren't yet ready to make a purchase.

–Marketo

That's a pretty overwhelming statistic, especially for organizations that aren't yet embracing a more customer-focused lead generation approach.

Fortunately, through the investment in a learning management system (LMS), your company has new opportunities for successfully generating and nurturing quality leads.

An LMS is no longer just an employee training platform. It's a B2B lead generation tool that can help you stand out among the competition by supplying relevant and helpful learning content to leads that navigates them through the sales funnel—all the way to the point of purchase.

You have the opportunity to put the needs of your prospects first and convert them into satisfied customers through the usage of valuable learning content that educates and engages them where they are in the buying cycle. Is your company ready to embrace this opportunity?

Discover how to integrate an LMS into your lead generation approach to amplify your results and achieve long-term growth.

Why an LMS?

An LMS is a software platform that allows organizations to store, manage and distribute learning content to internal and external audiences. Through an LMS, companies can set up learning modules and quizzes that make it simpler to educate, engage and train employees, customers, prospects and distributors—and provide a customized experience that will enhance learning opportunities. These personalized experiences can help improve lead generation efforts while also curating long-term customer loyalty and augmenting overall marketing and sales efforts.

With an LMS, you'll benefit from access to:

Multiple Content Formats
You can thoroughly engage your target audiences with text-based and dynamic content, including videos, PDFs and presentations.

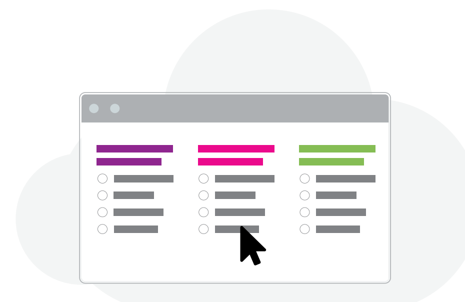
Trackability
With metrics reporting and tracking capabilities, you'll be able to see which educational content is most engaged with in your platform.

Quiz and Survey Functionality
Through quizzes and surveys, you can gauge user understanding of learning modules while also gaining feedback on your learning materials.

Multi-Device Access
Your target audiences may want to access via desktop or mobile, and an LMS expands opportunities for multi-device access to applicable content.

Remarketing Opportunities
You can gain new contacts and re-engage them across multiple marketing activities.

While an LMS provides strong opportunities to enhance your lead nurturing, just investing in the software isn't enough. Your organization needs to take the time to research its customers and document a comprehensive lead generation strategy to see optimal results.



Plan for Success

Creating a successful lead generation strategy requires careful planning and execution—starting with defining how you want to measure your efforts.

SET GOALS

When developing your lead generation approach, setting goals is a crucial first step. Without understanding where you want to go, you won't know what to develop to achieve your company's definition of success.

For optimal success, you want to ensure that your goals are SMART goals*:

Specific

Measurable

Attainable

Relevant

Time-bound

*Hubspot

When you make goals that are specific, measurable, attainable, relevant and time-bound, you're increasing your odds for success by verifying that the goal is achievable, identifying the metrics that define success and creating a roadmap to get to those metrics.

–HubSpot

Your goals could include:

- Generate 50 qualified marketing leads in the next six months
- Grow your customer conversion rate by five percent
- Expand your company's qualified email send list by 15 percent within the next six months
- Expand conversions and sales by 40 percent within the next year

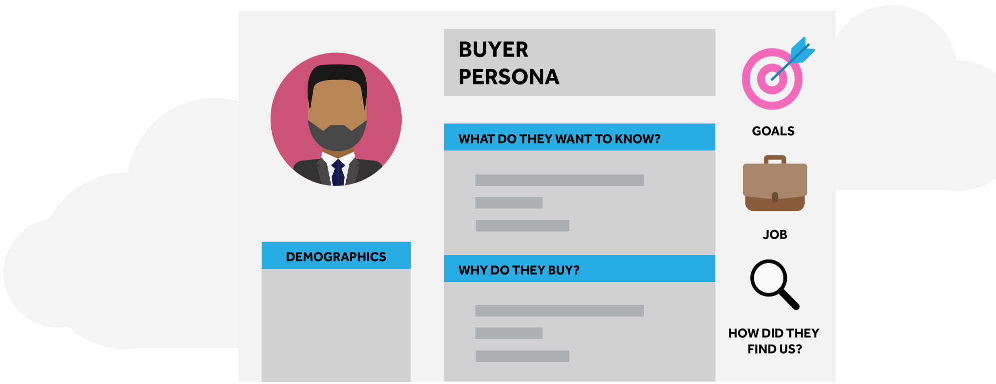
Whatever your goals may be, understanding what you want to achieve will help set you on the path to success.

IDENTIFY YOUR BUYER PERSONAS

Your lead generation efforts will only be successful if you know who you are speaking to. Putting out messaging without any backend research will lead to inefficient content and low sales performance.

Start by building buyer personas, which are fictious representations of your primary audiences. When developing these, identify:

- What are their typical job roles?
- What do they want to know?
- What are their goals?
- What are their challenges?
- What are their emotional triggers?
- Why do they buy from your company?
- How did they find your company?



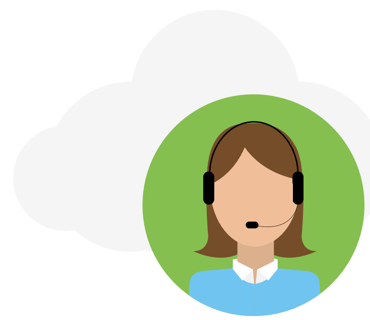
Based on your personas, you can also map out content formats that may apply to each department and its employees. The below outlines some potential content types that can benefit four primary departments within organizations: marketing, sales, product/services and human resources (HR).

MARKETING: Engage customers and prospects with learning content

- Whitepapers
- Product videos
- eBooks
- Webinars
- Presentations

SALES: Inform and educate inside and outside sales teams

- Sales presentations
- Product handbooks
- Competitive analysis sheets
- Product webinars
- Continuing education (CE) courses



PRODUCT/SERVICE: New customer onboarding and training with options for certificates and CE credits

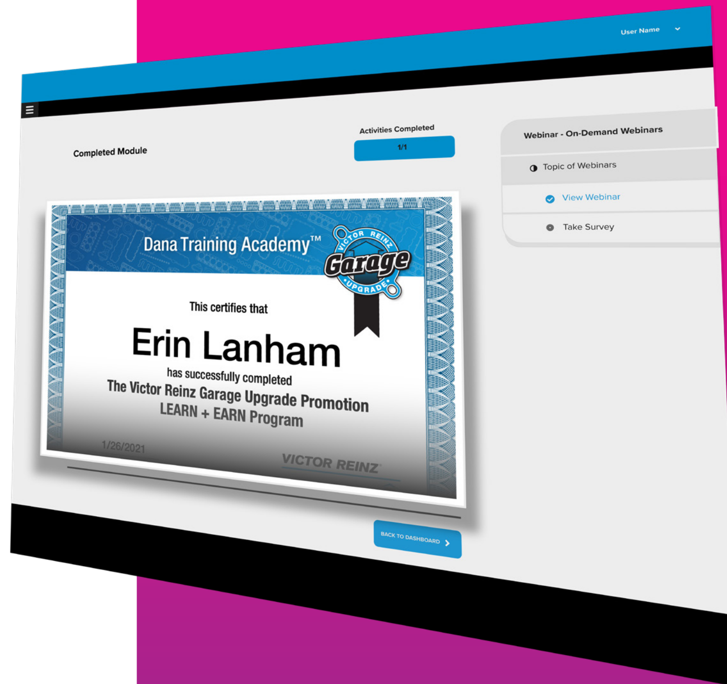
- Product handbooks
- Product videos
- Research reports
- Troubleshooting guides
- Demonstration videos
- CE courses

HR: Onboard new hires and train employees on critical topics from company policy to diversity and inclusion

- Company videos
- Annual reports
- Staff directory
- Press releases

CASE STUDY

Supporting a Promotional Campaign with Customized Learning Modules



To offer beneficial training opportunities while gaining customer data, Dana set up a customized campaign through its Dana Training Academy within the Konvert™ LMS.

During its National Sales Promotion Campaign, target audiences were incentivized with potential prizes to register for the Dana Training Academy and complete applicable learning modules.

A customized link ensured that target prospects only saw content applicable to them, helping streamline the training process.

Completion of the registration page by participants gave Dana access to valuable prospect and customer data, allowing the company to build out customer personas that helped direct media placements and marketing decisions, as well as supported remarketing efforts. Metrics reporting additionally allowed Dana to monitor usage of the LMS to determine which content formats were resonating most to guide long-term content creation strategies.

DEFINE YOUR QUALIFIED LEADS

Each organization will define a qualified lead differently. Documenting upfront what is considered to be a qualified lead will help determine your content approach, including applicable follow-up.

The sales team should be involved in any discussions about who would be identified as a qualified lead, as they are the ones who will be going after these prospects. Have conversations to determine who they would define as qualified and which types of leads are the easiest to engage. This will be your starting point for documenting what your organization defines as “qualified.”

When defining your qualified leads, you could consider:

- Demographics, including company industry, company size and employee count
- Financials, including available budget and planned investment
- Behaviors, including time on a specific website page
- Actions, including completing a contact form on a landing page

An LMS additionally offers a strong opportunity to directly qualify a lead within the platform, as even just someone signing up for your LMS can be considered a qualifying event. You can also use LMS quiz performance metrics or overarching engagement with content within the LMS as potential qualifiers. How a prospect is interacting with your LMS and responding to your content can identify where he or she is at in the sales process—and if this prospect is engaged enough to start selling to.

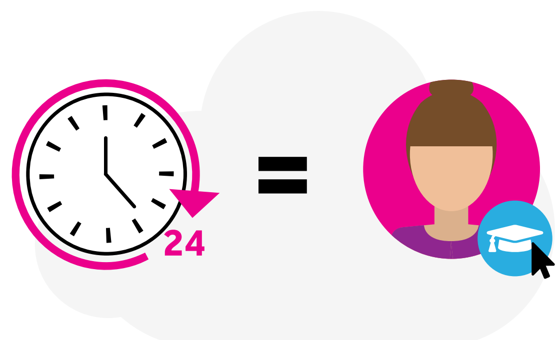
You'll want to revisit your qualifications on a regular basis, whether quarterly or annually. Based on the success ratio of converting a qualified lead, you may need to adjust your criteria—whether to expand it or make it narrower. The important thing is ensuring ongoing conversation between all departments, including sales and marketing, to guarantee team members stay on the same page throughout this step of the process.

DOCUMENT YOUR SALES PROCESS

Your company may already have a documented sales process in place that identifies how and when your sales team should treat certain touchpoints; however, with the inclusion of an LMS into the process, it's important to update accordingly to ensure effective usage of this B2B prospecting tool.

You'll need to determine at what point potential leads are invited into your company's LMS. What qualifies them to gain access to your organization's educational content? Your company may want to share this early on as a value-add—or you may want to hold it until the prospect is a little further into the sales funnel.

For some organizations, it makes sense to use an LMS as an open proposition to all interested parties to engage a wide range of target individuals. You may want to consider investing in an LMS that focuses on sessions over seats in its usage structure, as that can curate a larger user base that is still affordable for your organization.



Each company has a different sales process, though, and should identify its LMS usage accordingly.

To determine where an LMS may fit naturally within your company's processes, start with a conversation with your sales team. Identify key pieces of their process, including:

1. How was the lead acquired?
2. How promptly did follow-up occur after the initial conversation?
3. Which methods or tools were used for follow-up?
4. Which resources were sent to the prospect? Did the prospect seem to need more beyond those resources?
5. How long does lead nurturing typically take? Are there opportunities to expedite this?
6. Is there any opportunity for retargeting?

It's from these answers that you can determine appropriate places to include your LMS or other resources to continue guiding prospects through the sales funnel. You should then document any updates to your sales process to note natural places where the LMS should be considered, as well as how it can be integrated at those points.

REMEMBER: A documented and updated sales process is key for success. Your team will only succeed if every member is aligned on the right approach for nurturing a lead.

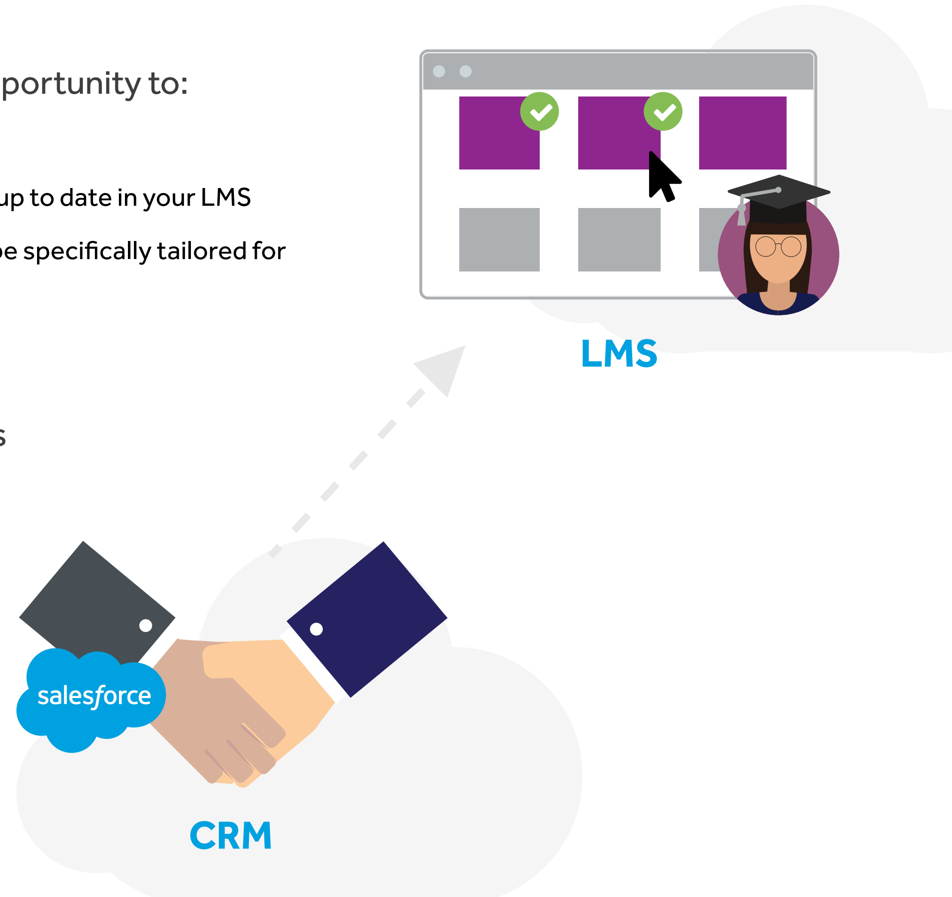
INTEGRATE YOUR CUSTOMER RELATIONSHIP MANAGEMENT (CRM) PLATFORM

Your CRM is the hub for your prospecting and customer data—but by keeping your CRM and LMS siloed from each other, you're limiting the power that both platforms have. Instead, create greater efficiencies and opportunities by integrating your CRM into your LMS and build a more streamlined lead generation approach.

By integrating your CRM platform into your LMS, you have the opportunity to:

- Automatically sync only active accounts
- Integrate a complete list of assets within the CRM that are automatically kept up to date in your LMS
- Provide access only to the learning modules applicable to the user, which can be specifically tailored for prospects, customers or distributors
- Gain contacts that can be re-engaged across multiple marketing activities

Centralize your data and enhance your educational opportunities by taking the time upfront to incorporate your CRM into your LMS platform.



CASE STUDY

Optimizing CRM Integration for a Seamless User Experience

To help accommodate Alma™ Lasers' large and unique customer base, the company integrated its customer relationship management (CRM) system Salesforce into its customer communication initiatives. Alma Lasers turned to Konvert™ to implement an intuitive LMS that also allows for integration with its Salesforce account. Konvert automatically syncs with Alma Lasers' Salesforce account to allow updates made to accounts within the CRM to automatically be pulled into Konvert—without the need for extra steps on Alma Lasers' part.

Improve Your Lead Generation Efforts

As customers are going through your sales funnel, the content you produce should be tailored to whatever stage they're at in the buyer's journey. It's important to know the difference between customers who have just discovered their problem and customers who are ready to make a purchase.

By correctly optimizing your LMS content, you'll see more success from your lead generation.

PROVIDE A PERSONALIZED EXPERIENCE

Your prospects want to feel valued and understood—and curating content for each stage of the buyer's journey within your LMS can support this effort.

Take into consideration your buyer personas and what your company goals are. From there, build out content that aligns with who your prospects are, what you want to achieve and what is applicable for each stage of the buyer's journey.

Targeting users with content relevant to their position along the buying process yields 72 percent higher conversion rates.

–Aberdeen

AWARENESS STAGE

During the awareness stage, consumers realize they have a problem and need help solving it; this is where they will research their problem and possible solutions to it. Ensure that consumers are aware of your brand by providing helpful and informative content related to their problem like:

- Website articles
- Social media posts
- eBooks

CONSIDERATION STAGE

Once your prospects have taken an action to learn more about your specific brand, utilize this opportunity to invite them to access your LMS. Within your LMS, you can provide examples of solutions, including your own products and services with information on what sets them apart. This can mean content like:

- Instructional documentation
- On-demand webinars
- Explanatory videos

DECISION STAGE

When they are ready to move on to a purchasing decision, prospects enter the decision stage. It's during this stage that you should explain why you are the solution to their problem and tailor your content to be as personalized as possible. Within your LMS you can provide:

- ROI calculation tools
- Surveys
- Training videos on your products and services

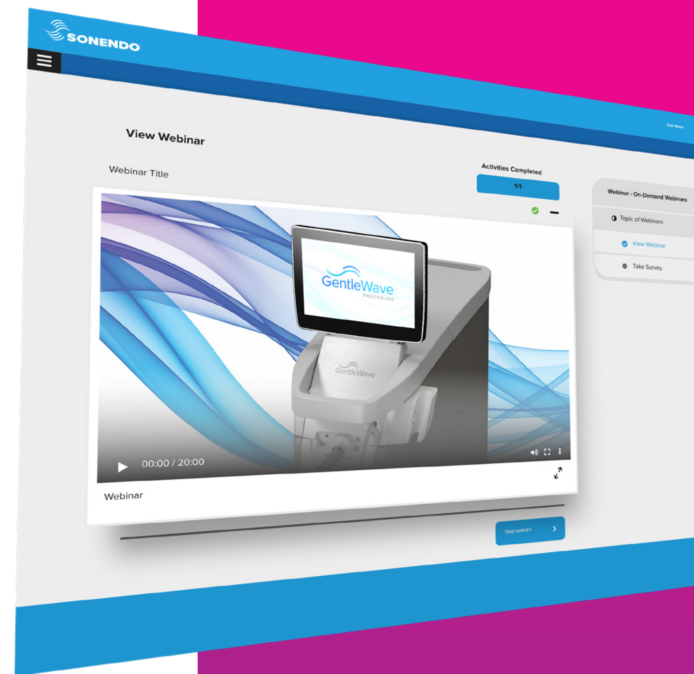
When you personalize the buying experience, you'll have carved the path that allows leads to reach a conclusion on their own. This not only helps your customers feel valued and understood, but it also establishes your business as a trusted solution to their problems.

CASE STUDY

Enhancing Continuing Education Opportunities with Customized Learning

Sonendo® has prioritized being a leader in educational opportunities. Through the creation of its Sound Science® Academy, the company is able to offer high-quality courses to engage and educate target audiences.

The Konvert™ team worked to build a continuing education (CE) extension through Sonendo's existing Customer Portal in Konvert. This extended Sonendo's Sound Science Academy to provide endodontists and other relevant audiences with opportunities to gain required CE credits directly in the Portal. Additionally, Sonendo can send a post-webinar questionnaire directly within Konvert, providing the company with insight on which training opportunities are beneficial—and which may need adjusted to best suit the needs of their audience.



MAINTAIN ENGAGEMENT AND AVOID FATIGUE

It can be easy to lose potential leads before you even get the chance to engage with them. Rather than trying to follow them through various platforms such as social media or your website, try inviting leads to access your LMS. If prospects accept your invite, you can create a customizable link for whatever stage of the buyer's journey they're in, which allows you to set user permissions to provide access to the right content.

You can also auto-assign leads to certain courses or activities, guiding users through the sales funnel without overwhelming them. By utilizing this invite method, you are also able to gather valuable information on your leads, such as their name and email, for further nurturing later on.

Prospects can experience message fatigue from seeing the same messaging repeatedly to the point of exhaustion. Guiding them through a carefully tailored LMS offers leads the information best suited for their needs while allowing them to learn at their own pace.

Additionally, with an LMS, you can track which content is resonating with your audience with intuitive metrics tracking features. We'll discuss metrics tracking in more detail later on this guide.

Vary your content based on the needs of your prospects. Don't use the same piece of content for different stages of the buyer's journey.

CONTINUE THE CONVERSATION

Making a sale does not mean the conversation is over. Conversely, you need to continue to engage your customers to maintain them as long-term brand loyalists.

You can consider a number of approaches for continuing the conversation after a sale:

- Send a follow-up email with a survey asking for input on their experience with your company, product or service
- Send a follow-up email with helpful articles and videos that pertain to which product or service was purchased
- If you have their phone number, have a quick conversation to ensure they are satisfied with their experience
- Provide a special offer or limited-time discount on a product or service that works well in tandem with what the customer purchased

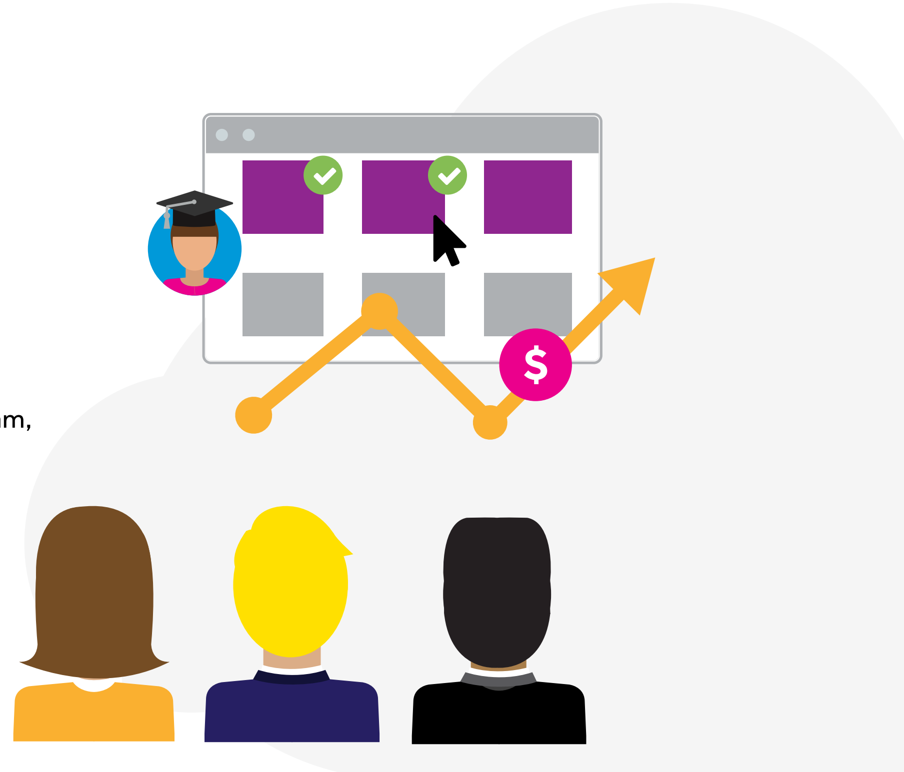
In addition to the above, it's critical to take this opportunity to ensure your customers are active within your LMS. Continue to provide them with new and beneficial training and educational content; this will position your company as a trusted resource they can turn to. By engaging them with this educational content, you'll continue to nurture them as qualified prospects for future sales.

Educate Your Sales Team

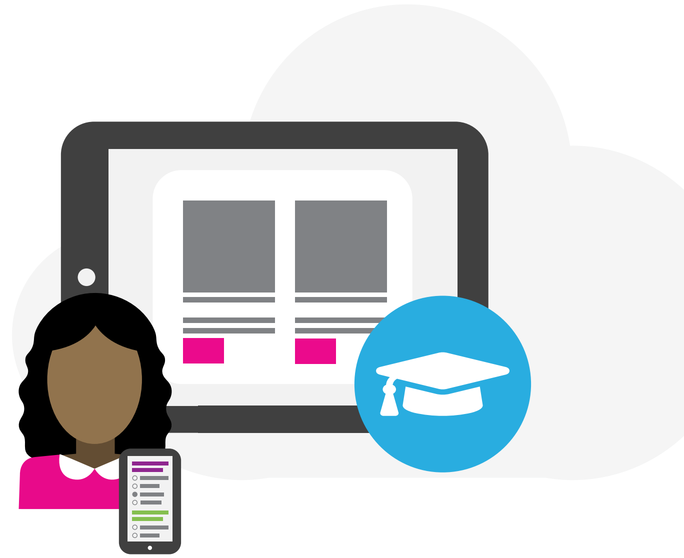
Your lead generation approach will only be successful if your sales team is aware of how to appropriately use the LMS for sales initiatives, as well as understands what content is available for their use. Their success is directly correlated to knowing what content is available to them and how they can utilize it to guide prospects through the sales funnel.

Consider integrating your LMS into internal training initiatives to educate your sales team on better understanding overarching processes and approaches to optimize sales efforts and LMS usage. With an LMS, you can empower your sales team with the latest information they need to interact with qualified leads by:

- Developing their sales skills to better serve prospects and customers
- Enhancing communication efforts with the ability to connect with the marketing team, other sales representatives or prospects
- Providing immediate access to information needed to make a sale



Additionally, an LMS can enable you to track your sales representatives' training progress and conduct performance assessments to keep them at the top of their game. Consider setting up training modules and accompanying quizzes within your LMS to ensure all sales team members have taken the time to explore the LMS. While these quizzes don't necessarily need to focus on pass or fail, they should identify active engagement with the LMS from each team member.



You should also continuously offer updated training on your products and services, as well as individualized training support, to assist your sales team as much as possible. As your company's products, services and processes change, so should your LMS setup.

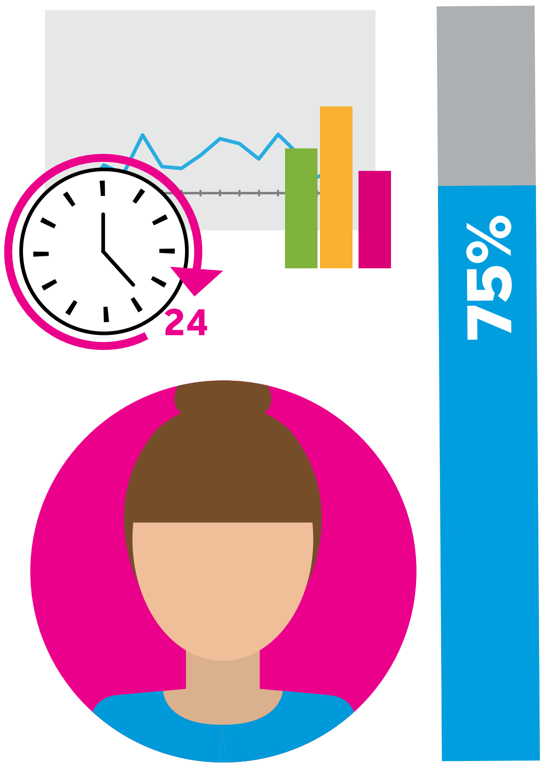
Your LMS does not just need to be for direct prospecting; it can additionally be used for internal training initiatives to optimize your sales team's efforts.

Review Analytics and Track Your Success

It's crucial to take the time to analyze results and implement adjustments accordingly. Depending on what you are looking to achieve, certain metrics can hold more significance than others. Make sure you tie back your analysis to any goals that you set to ensure your LMS is aligning correctly; if not, now is the opportunity to make adjustments.

Fortunately, an LMS can make metrics reporting and analysis simple. Most LMS solutions offer customizable reports and evaluation parameters so you can easily track items such as:

- Individual users' activity and progress
- Sessions and pageviews
- Activity scores and common answers to questions
- Module completion rate
- User satisfaction levels and overall approval of a course



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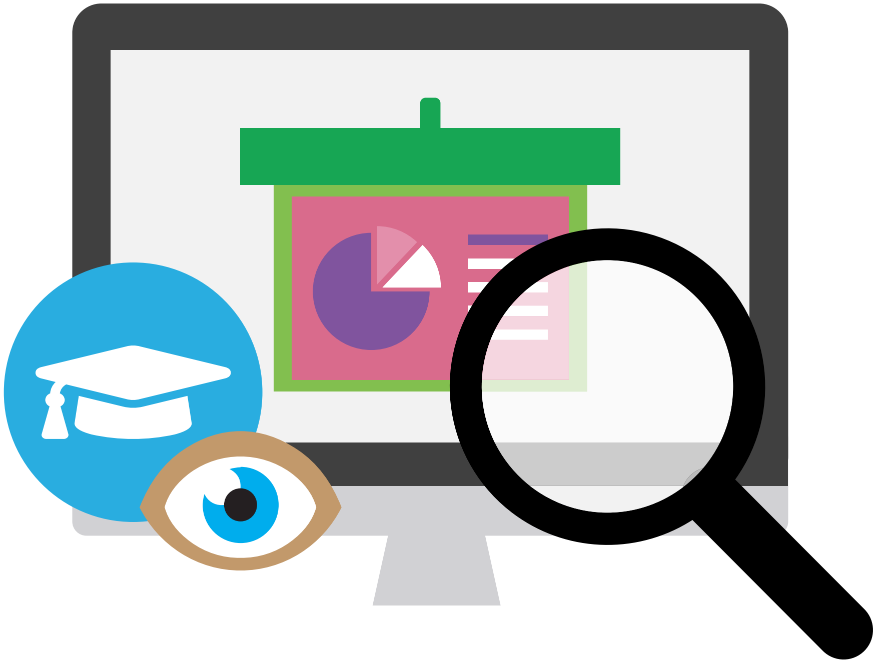
We recommend establishing some sort of cadence for when you check in on your LMS metrics. A quarterly review of your content and the interaction with it can help guide adjustments to your content approach, as well as your overarching sales strategy. Your goal is to support your sales team and give prospects the content they want to become customers, and regular review of your LMS can support this.

Remember, the success of your sales team and lead generation strategy depends on how effective your LMS is. By taking the time to analyze key aspects of your LMS, you can ensure that users are seeing the content they want.



Invest in a Better Way

The Konvert™ LMS offers a dynamic way to monitor, engage and convert leads into qualified, educated customers. Konvert allows you to guide your customers through the buyer's journey and equip them with the information they need to make a purchasing decision. Additionally, the Konvert LMS can seamlessly integrate into CRM platforms, including Salesforce, to enhance your lead generation initiatives.

The Konvert platform reimagines previous uses for LMS software—and provides a new edge in the battle for B2B lead generation.

Rethink your B2B business tools. **Contact us today to kickstart your lead generation strategy.**

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