Lead Generation

A complete guide to generating high-quality leads at scale with Google

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Now is the time to rethink your lead gen strategy

Learn how with our latest Ads innovations

Matt Walton
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As we look to the second half of 2020, we know it's the right time to rethink the lead generation rulebook. We have to move away from prioritizing lead volume or lead cost to focusing on the value of each lead with the help of stronger data and more advanced automation.

The pace of change has accelerated, permanently. COVID-19 has fundamentally changed what consumers and businesses want and need. Users are more comfortable than ever doing things digitally, and they're looking for brands to engage with them at every stage of their journey.[1] The back and forth between online and offline touchpoints can make it hard to connect the dots between leads from your ad campaigns and final sales.

It's more urgent than ever to invest in the final sale, not the lead. Sophisticated advertisers are making the fundamental changes to pivot away from traditional lead acquisition to intelligent lead quality, setting themselves up to capture growth opportunities in real-time.

Automation is the best way to turn more leads into sales in a dynamic market. It's not enough to upscale your product or expand into new channels. To drive growth today, you have to capture demand dynamically. How? Our automation solutions use billions of combinations of signals to serve what matters to consumers in real-time. When you couple this privacy-protected data with the first-party data you've earned in building relationships with your own customers, you hold a significant business advantage: maximizing reach of your most profitable customers. Companies that integrate first-party data sources and activate it achieve up to 30% in cost savings and 20% increase in revenue.[4]

30%

of Canadians would rather buy from a company that **provides a wide range of ways to reach them**—like web forms and calls.[2]

34%

In June, **34%** of Canadian consumers **shopped online with a retailer they hadn't shopped with before** COVID-19.[3]

Google has invested in **new product features** to help you generate high-quality leads, faster

Our latest product innovations will help you achieve **two key goals:**
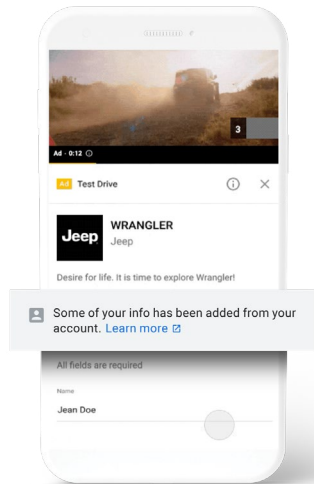
Generate high-quality leads

with updated lead gen ad formats

With **lead form extensions**, you can now show a lead form directly in your ad. The extension is an easy way for you to ask people to share relevant information before they visit your site. Lead form extensions are now available across the Google product suite (Search, YouTube, Discovery, and Display launching later this year).
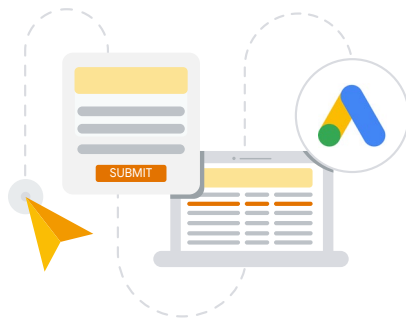
BETA

Turn more leads into sales

with updated measurement solutions

We're making it easier for you to import **offline conversions** just by using the information people have given you in your lead form - like an email address. As a result, clients no longer need to modify their forms or CRM systems to use offline conversion tracking.

Google can help you accelerate what matters and guide your digital transformation.
Integrate your online and offline consumer signal data, and activate your data with automation to generate high-quality leads that convert in a dynamic market. Be ready for what comes next.

Learn more about these product innovations **here**, and read on for the latest insights, tools, and resources.

Find inspiration from best-in-class marketers

Use **automation** to capture new growth opportunities in real-time

Three principles for lead gen excellence from the president of Google Customer solutions

Mary Ellen Coe, President of Google Customer Solutions, shares how the successful advertisers she works with are using signals and automation to create strategies that generate high-quality leads and drive business outcomes.


Natalie Zmuda
Global Executive Editor, Think with Google

Mary Ellen Coe
President of Google Customer Solutions
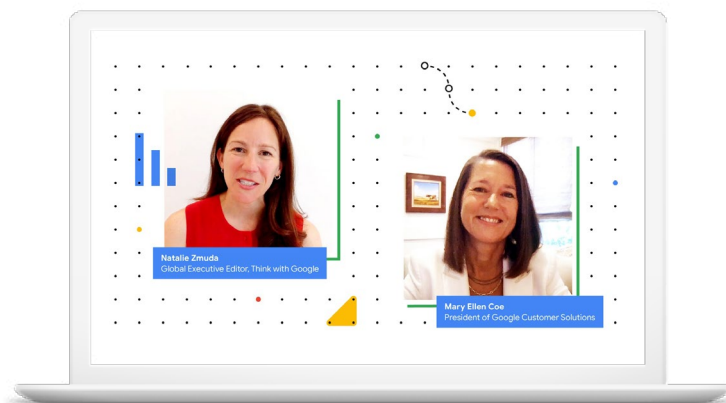
Key takeaways

✔ **Revisit strategy fundamentals.**
Use automation to make sure your keyword, audience, and creative strategies keep up with rapid changes in consumer behaviour.

✔ **Adopt a holistic measurement strategy.**
Lead gen involves complex individual journeys with a lot of touchpoints. Track what happens offline (closed sales) and use those insights to build a picture of what the high-purchase intent customer looks like. Use this information in combination with automation to ensure your bidding strategies find customers who have strong intent to purchase.

✔ **Embed a test-and-learn philosophy.**
Keep up with changing consumer demand by testing new ad formats, like enabling customers to connect with you directly from your ad through new efficient, user-friendly formats.

How to spend the right resources on the best customers

In today's competitive landscape, attracting — and retaining — customers is more challenging than ever. Here's how you can ensure your offerings enable loyal customers to add more value for your business.
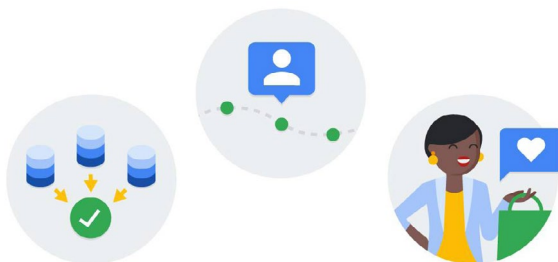
Key takeaways

✔ **Unify your data to get a snapshot of your best customers:**
Unify your customer data by breaking down internal silos, measuring across the full customer journey, and creating dynamic customer experiences.

✔ **Let your resources inform the complexity of your Customer Lifetime Value (CLV) model:**
Once you've identified what resources you can commit, you're in a better position to determine how sophisticated your model can be.

✔ **Understand that customer lifetime value is a marathon, not a sprint:**
Developing your CLV model is the first step toward long-term business sustainability, but the model alone will not drive business outcomes. What truly matters is how you act on your new data.

Make the most of your ads investment

Use this framework to guide your lead generation marketing strategy

STAGE 1

Focus on the fundamentals

Start by refreshing the basics. Be discoverable to people who are interested in your products or services and are more likely to become your customers.

STAGE 2

Generate high-quality leads

Grow your customer base with lead gen ad formats that make it easy and seamless for high-potential customers across all of Google's platforms to express interest in the moment via phone call or form.

STAGE 3

Turn more leads into sales

Improve the quality of your leads with automation – it'll adjust to changing customer needs in real-time and drive growth by finding more customers who are more likely to convert.
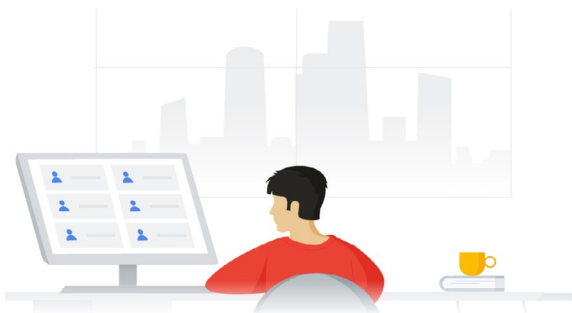
Learn about each stage with our latest product deep dives

STAGE 1   Focus on the fundamentals

Learn the basics for driving quality leads with Google Ads

In this Skillshop learning path, you'll discover the foundational tools and strategies you can use to drive quality leads and reach your business goals.
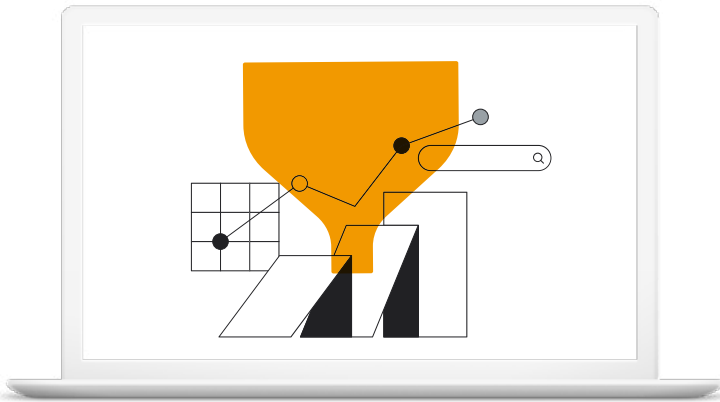
Key takeaways

- ✔ Successfully measure your business goals with helpful tools like conversion tracking to evaluate your campaign results and take action.

- ✔ Meet your performance goals target volume with relevant ads, correct messaging, and impactful creatives.

- ✔ Reach valuable customers in Search and Display, connect with your audience on YouTube, and analyze and optimize your campaigns with conversion data to drive higher-quality leads.

Learn about the latest lead gen ad formats on Google

In this new session, Google product experts discuss how to find qualified leads using lead-focused ad formats that span across the Google ecosystem, including call ads and lead form extensions.

Key takeaways

✓ Use lead form extensions in Search, YouTube, Discovery and Display to capture interest or drive signups. Have those leads delivered in real-time by integrating Google Ads directly with your customer relationship management (CRM), or use the new Zapier integration for an easier set up.

✓ If your business values a direct human connection, sells complex products, or needs help to drive online transactions, use call ads to drive higher quality leads. Imported call conversions will let you track the most valuable call outcomes to improve your Google Ads strategy.

GENSCO
DISTRIBUTOR AND MANUFACTURER OF HVAC PRODUCTS

With the launch of Local Service Ads by Google in 2018, the opportunity to generate leads under a "pay per call" model attracted Gensco, a distributor of leading HVAC brands such as Trane and American Standard, to become an early adopter of the program. Gensco partnered with SearchKings, a Google Premier Partner, to build a plan that supported Gensco's goal of growing its market share and accelerate lead generation for independent dealers. With over 150 new advertisers joining, Gensco's early engagement with Local Service Ads provided a first-to-market advantage. Gensco dealers who participated in the GLS program with SearchKings saw an average growth of **30%** in their business year-over-year.
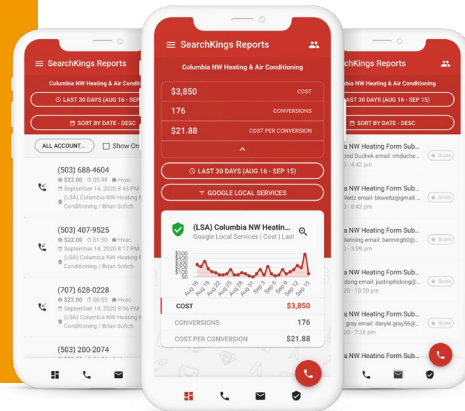
> "Through our partnership with SearchKings and Google, our team was able to guide small business owners through the process of adopting a new lead generation platform."
>
> Bret van den Heuvel
> Vice President, Gensco

+210% increase in leads

30% Growth in purchases of participating dealers

Learn how to integrate your offline customer data with Google Ads

Target users who are active leads with more personalized advertising. Use remarketing lists for lead submissions, or upload offline 'customer match' lists to help prospects find the info they need to close the deal.

YOUR CRM
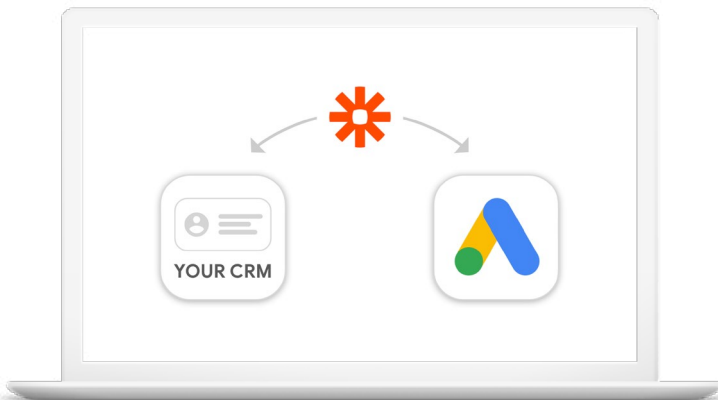
Key takeaways

In this session, Google product experts walk you through how to implement offline conversion tracking using Zapier, a third-party online automation tool, so you can refine your lead quality using your company's own signals.

✓ You can measure important steps of the customer journey that happen offline like closed deals or phone sales by importing those conversion actions directly into Google Ads with offline conversion tracking.

✓ Zapier makes it easy to import these offline conversions and significantly reduces the technical work needed to connect your CRM to Google Ads.

fattmerchant

Fattmerchant is a tech company that provides payment processing to merchants of all sizes. It used Zapier's automation tool for Google offline conversion tracking to measure which campaign strategies were generating more sales-qualified leads (SQLs) from its CRM. The setup took under ten minutes, and enabled Fattmerchant to automatically import anonymized offline ad conversions into its Google Ads account in real time and allowed its Google smart bidding strategies to optimize for SQLs. As a result, Fattmerchant saw a **50%** increase in SQLs and is saving **three and a half hours** every week on manually uploading its CRM data.

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The Google-Zapier integration is such a time saver. We set up in minutes, and now my offline conversions get piped into Google Ads instantly.

Eric Simmons
Digital Marketing Specialist, Fattmerchant

+50% increase in sales-qualified leads

3.5 hours/week saved on CRM uploads

Optimize your campaigns towards your offline sales with Smart Bidding

In this session, Google product experts show you how to optimize your campaigns towards conversions that grow your business, enabling you to generate high-quality leads more efficiently with automation and make the most of your marketing investments.
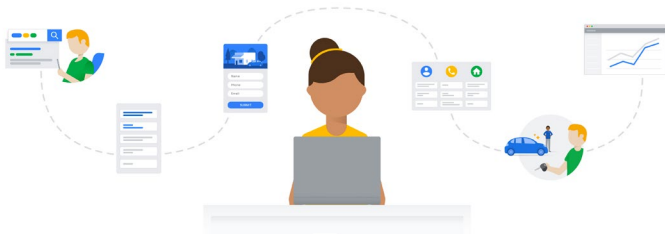
Key takeaways

- Your competitive advantage starts with creating a measurement strategy that aligns with your unique lead-to-sales journey.

- From there, you select what offline conversions to measure, assign conversion values, and improve performance reporting with custom columns.

- Finally, you can optimize towards business outcomes by choosing the best conversion actions, and activate Smart Bidding with the strategy that best fits your marketing objective.

Check out the lead generation section on **The Advertising Solution Center** for more content and product innovations designed to help you generate high-quality leads.

Follow these **steps for**
lead gen excellence with Google

	STAGE 1	Focus on the fundamentals

01   **Ensure healthy keyword coverage and creative excellence**

Search behaviour is dynamic, with brand new queries happening every day. Make sure to periodically review your optimization score tab, add new relevant keywords to your business, and ensure your ads remain relevant to a dynamic audience.

02   **Activate Smart Bidding to achieve your goals**

Depending on your goals, use the **Maximize conversions bidding setting** to drive as many leads as possible within your specified budget, or tCPA bidding to maximize them within a cost per lead target.

	STAGE 2	Generate high-quality leads

03   **Use call ads, call extensions and lead form extensions**

Call extensions and call ads encourage people to call you for more information, and provide further insight about the received calls, such as call recording and call length in Google Ads report.

Lead form extensions guide users to tap a call to action in the ad extension such as "Get a quote" or "Sign up", and then reach a customizable, Google-hosted form, prefilled with information for logged in users to submit their inquiry.

	STAGE 3	Turn more leads into sales

04   **Integrate your offline conversion data**

Measure what happens in the offline world after your ad results in a click or call to your business. Start importing offline conversion actions and value to feed your strategies with high-quality lead data.

- Import all offline customer actions.
- Add value to feed your strategies with high-quality lead data.
- Target users who are active leads with more personalized advertising. Use remarketing lists for lead submissions, or upload offline 'customer match' lists to help prospects find the info they need to close, or share with them the feature you know helps to close a sale.
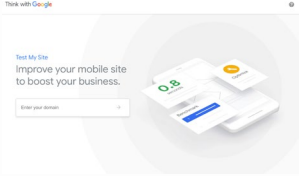
05   **Use Custom columns and Smart Bidding**

With high-quality lead data available, start developing growth strategies based on your business goals.

- Activate Smart Bidding for business outcomes.
- Use custom columns for better decision making.
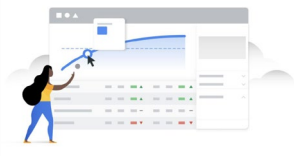
06   **Assess your performance**

Measure the full value of the value you get from digital. Assess your campaigns using Google Ads. Review your performance on a weekly basis and use optimization score to improve results.

Use these tools to make the most of your Google Ads investment

User experience

Test My Site gives you an immediate analysis of your mobile site speed and provides recommendations on how to improve.
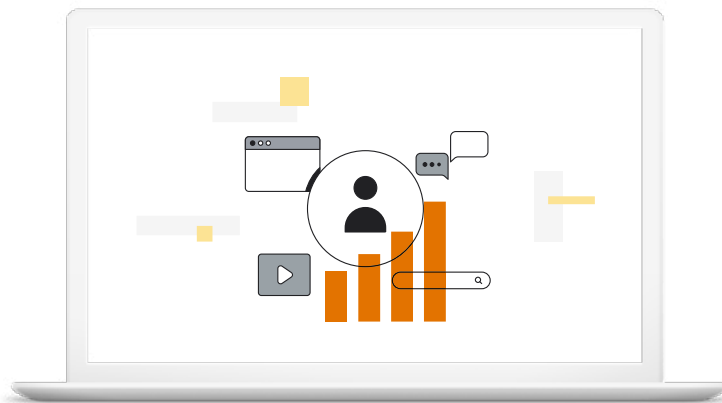
Performance

Use Performance Planner to create plans for your advertising spend and see how changes to campaigns might affect key metrics and overall performance.

Optimization

Use optimization score to get an estimate of how well your Google Ads account is set to perform. You'll see a list of recommendations that can help you improve each campaign.

Customer Match is a tool that helps you make the most of your own data (online and offline). It makes it easy to continue the conversation with your best customers, whether it's creating an online connection with an offline customer, or enhancing existing relationships with a custom message.

Reach out to your **Google Account Strategist** to discuss how to take action.

Sources

1. Google / Ipsos Connect, Consumer Discovery Study, U.S., December 2018,
    n of 2,001 US consumers age 18-54 who go online at least once a month.

2. Google / Ipsos Connect, Consumer Discovery Study, U.S., December 2018,
    n of 2,001 US consumers age 18-54 who go online at least once a month.

3. Google commissioned Ipsos COVID-19 tracker, US n=1000 online consumers
    18+ per market. June 25-28, 2020.

4. BCG. Responsible marketing with first-party data. May 2020.