A Study on Lead Generation with Digital Marketing in B2B SAAS Startup with Reference to Interview Desk, Chennai.

[1]Sheela Pratheeba S, [2]Vinu Deepthi S, [3]S Vishnu Prasad, [4]Siva Dhanush Kumar. M, [5]Parveen Roja M

[1]PG Scholars Department of Management Studies, PSNA College of Engineering and Technology,Dindigul, Tamilnadu, India

[2] PG Scholars Department of Management Studies, PSNA College of Engineering and Technology,Dindigul, Tamilnadu, India.

[3]PG Scholars Department of Management Studies, PSNA College of Engineering and Technology,Dindigul, Tamilnadu, India.

[4]PG Scholars Department of Management Studies, PSNA College of Engineering and Technology,Dindigul, Tamilnadu, India.

[5]Associate Professor, Department of Management Studies,PSNA College of Engineering and Technology, Dindigul, Tamilnadu, India

INTRODUCTION OF THE STUDY

Lead generation is the first step taken to meet a customer on their buyer's journey. Before a purchase is made, a potential customer would have walked through a series of steps. Paying customers and returning buyers have been nurtured at one point and it all begins with converting web traffic into quality leads. Therefore, lead generation is all the activities done to show buyers whose problems can be solved with your product or service, how much your product can help them.

About lead

A lead is a person who has shown interest in your product or service in some way, shape, or form. Either through clicking on your links, visiting your website, signing up for your newsletter, or calling the business line for inquiry. However, he or she is not hasn't made a buying decision yet. At this point, you'll need to educate and nurture them until a purchase is made. In this article, we will examine different SaaS lead generation strategies that guarantee an increase in leads generated and the quality of such leads. But first, why the need for a strategy.

LEAD GENERATION PROCESS

Now that we understand how lead generation fits into the inbound marketing methodology, let's walk through the steps of the lead generation process. First, a visitor discovers your business through one of your marketing channels, such as your website, blog, or social media page.

That visitor then clicks on your call-to-action (CTA) — an image, button, or message that encourages website visitors to take some sort of action. That CTA takes your visitor to a landing page, which is a web page that is designed to capture lead information in exchange for an offer. An offer is content or something of value that's being "offered" on the landing page. This can be an ebook, a course, or a template.

REVIEW OF LITERATURE

Johnston, M. W., & Marshall, G. W. (2017)[1] Lead generation marketing is a way of generating something that can be referred to as Marketing Qualified Leads (MQLs). Marketing qualified leads is a lead that is legitimate, sincere, and challengeable. Legitimate and sincere leads are such that clients truly intend to buy. These clients have the money and purchase competences and also carefully check the product or service before the possible purchase. A sales engine is any mechanism used to engage the sale of goods and services. Until recently, this mechanism was used almost exclusively by sales staff. In the 21st century, the concept of lead generation marketing has changed the perspective not only on the way that companies treat marketing but also in certain cases on the way they treat sales.

Mayring, P. (2017)[2] Lead generation involves identifying prospective customers and qualifying their likelihood to buy in advance of making a sales call. In short, it's about motivating prospects to raise their hands. Lead generation is the single most important objective of any business-to- business (B-to-B) marketing department. Other objectives, such as brand building, brand stewardship, public relations, and corporate communications are also on the list, to be sure. But, providing a sales force with a steady stream of qualified leads is job one.

Patterson, L. (2018)[3] In general, global marketing is subject to two issues/strategies: brand marketing and lead generation marketing. These two aspects are referred to as the Orwellian "big brother of marketing" and mutually influence each other on a yin-yang relationship basis. There are, of course, other

equally important forms of marketing, such as product marketing. Brand marketing is what gives people an awareness of the relevant product or service offered by a company. What is important in this is the creation of an appropriate impression about the brand in the recipient's awareness and repeating this impression as long as is necessary for the recipient to have a clear or implicit awareness of that brand.

Kannan, P. K., & Li, H. A. (2018) For decades, brand marketing was considered to be the "sexy" part of marketing. The hit television series 'Mad Men" revolved around the life of the staff of a reputable New York advertising agency in the 1960s. At the time, marketers perfectly designed both the artistic concept as well as the advertising content, and the advertisement itself was built on building the brand in the minds of consumers so as to invoke an unconditional desire to purchase a given product in this way. Lead generation marketing was, for a long time, considered the sensitive point of marketing.

RESEARCH METHODOLOGY

RESEARCH DESIGN

"A Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure". The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behaviour of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

SAMPLE SIZE

The study based only on the opinion and expectation of consumer. Total number of sample taken for the study is 120 respondents.

POPULATION SIZE

A population is the entire group that you want to draw conclusions about. It is from the population that a sample is selected, using probability or non-probability samples.A research population is generally a large collection of individuals or objects that is the main focus of a scientific query. It is for the benefit of the population that researches are done. However, due to the large sizes of populations, researchers often cannot test every individual in the population because it is too expensive and time-consuming. This is the reason why researchers rely on sampling techniques.

TOOLS FOR ANALYSIS

1. Percentage analysis

2. Correlation

3. Chi-square analysis

4. Anova

SUGGESTION

- The world of technologies is changing fast, so is digital marketing. Because of the continuous technology development, there are emerging many new areas and topics on daily basis regarding digital marketing. Hence, possible future studies could research on other digital marketing channels and their optimization.

- Many B2B companies are not exploiting all the benefits of the digital marketing nowadays, thus creating potential opportunities to conduct a research regarding digital marketing in many SaaS marketing strategy companies. high level of prior knowledge within the B2B companies differences were identified in the evaluation of the market.

- The B2B companies have a less sophisticated analysis of the market with barely any collection of data compared to the SaaS marketing strategy.

- In addition the innovative and fast moving environment of startups create a dynamic where fast decision making is needed.

- The marketing process of startups was therefore identified as more iterative than what the literature suggests. Information is looping back to previous components of the process in order to adjust the activities according to the feedback from the measured performance in the execution.

CONCLUSION

A thoroughly worked-out SaaS marketing strategy can help you bring a product to market, place it, and raise awareness about it. A strategy document, even formalized, brings order to the occasional chaotic actions of marketers and eliminates a number of mistakes. At the same time, neglecting a systematic approach to your marketing activities, you might lose growth opportunities, freeing the way to your competitors.

BIBLIOGRAPHY

1. Peter S.H. Leeflang ed all (2014) - European Management Journal, Challenges and solutions for marketing in a digital era, Volume 32, Issue 1, February 2014, Pages 1-12.

2. Filipe Oliveira ed all (2014) - Procedia - Social and Behavioral Sciences, Social Gaming Platform for Digital

3. Marketing, User Profiling and Collective Behavior, Volume 148, 25 August 2014, Pages 58-66.

4. Mayank Yadav ed all (2015) - Procedia - Social and Behavioral Sciences, Mobile Social Media: The NewHybrid Element of Digital Marketing Communications, Volume 189, 15 May 2015, Pages 335-343

5. Denish Shah (2021) - Journal of Business Research, Marketing in a data-driven digital world: Implications for the role and scope of marketing, Volume 125, March 2021, Pages 772-779

6. 13 Mohammad Faruk ed all (2021) - How digital marketing evolved over time: A bibliometric analysis on scopus database, Volume 7, Issue 12, December 2021,

7. Belma Rizvanovićed all (2023) - Technological Forecasting and Social Change, Linking the potentials of extended digital marketing impact and start-up growth: Developing a macro-dynamic framework of start-up growth drivers supported by digital marketing, Volume 186, Part A, January 2023, 122128

8. Weng Marc Lim (2023) - Journal of Business Research, Transformative marketing in the new normal: A novel practice-scholarly integrative review of business-to-business marketing mix challenges, opportunities, and solutions, Volume 160, May 2023, 113638.

9. 20 Ludovica M. Oliveri ed all (2023) - Procedia Computer Science, Successful digital transformations enabled by technologies or by open mind? Italian case studies, Volume 217, 2023, Pages 1066-1075.

10. Chiara Ancillai ed all (2023) - Technological Forecasting and Social Change, Digital technology andbusiness model innovation: A systematic literature review and future research agenda, Volume 188, March 2023, 122307.