



HEADLEY
MEDIA

THE COMPLETE GUIDE TO B2B TECHNOLOGY LEAD GENERATION 2025

Explore the Top Strategies for Tech Marketers in 2025
to Create Valuable, Current & Quality B2B Lead
Generation Campaigns.

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INTRODUCTION: THE QUESTION OF QUALITY

In 2025, high-quality transparent data remains high on the agenda for B2B tech marketers everywhere. When you choose the right suppliers, quality lead generation should play a vital role in building your pipeline and reaching the right technology influencers and decision-makers.

As a marketing professional, you need to trust the data you receive. Many B2B technology marketers find themselves questioning the quality of their leads because their suppliers aren't transparent about their methods and tactics.

With questionable suppliers, you can't be sure your leads are genuine or if they will ever translate into sales opportunities.

Lower cost leads are a false economy, with inaccurate and poor-quality data costing technology companies millions. Whether you use a lead generation provider or employ your own methods, remaining in control of the process is paramount.

AI & THE EVOLVING B2B TECH BUYING COMMITTEE

Alongside the importance of quality leads, B2B tech buyers are completing almost all their research independently. As a result, marketers must adapt how they reach their target audiences.

“100% of buyers want to self-serve all or part of the buying journey”, [TrustRadius](#).

Not only has the way people buy technology changed, but so have the people involved. What tech buying committees are looking for has evolved dramatically – and is still evolving. For example, incorporating artificial intelligence to increase efficiencies and decrease costs is at the forefront of B2B decision-makers’ minds today, with AI-enhancing opportunities available across every department.

As a result, the B2B tech buying committee has expanded, with more people and departments now involved. Two-thirds of people involved in technology buying decisions are not in IT, according to [Gartner](#). Therefore, not only do you need to reach traditional IT job titles, but you also need to promote your products and solutions to a much wider buying committee, all with different priorities, interests, and agendas.



“The eruption of AI has made reaching the right influencers and decision-makers even more challenging, which in turn makes the quality of your B2B leads more important than ever.”

Chloe Addis, Head of Marketing
Headley Media

We [recently surveyed](#) over 700 C-Suite IT and Cybersecurity professionals across our [IT Corporate](#) and [Cybersecurity Corporate](#) brands. Only 14% of respondents now describe themselves as the budget holder in the tech decision-making process, and only 25% the ultimate decision-maker. This is because more departments, such as Finance, Operations, and Legal are now more heavily involved in the buying process.

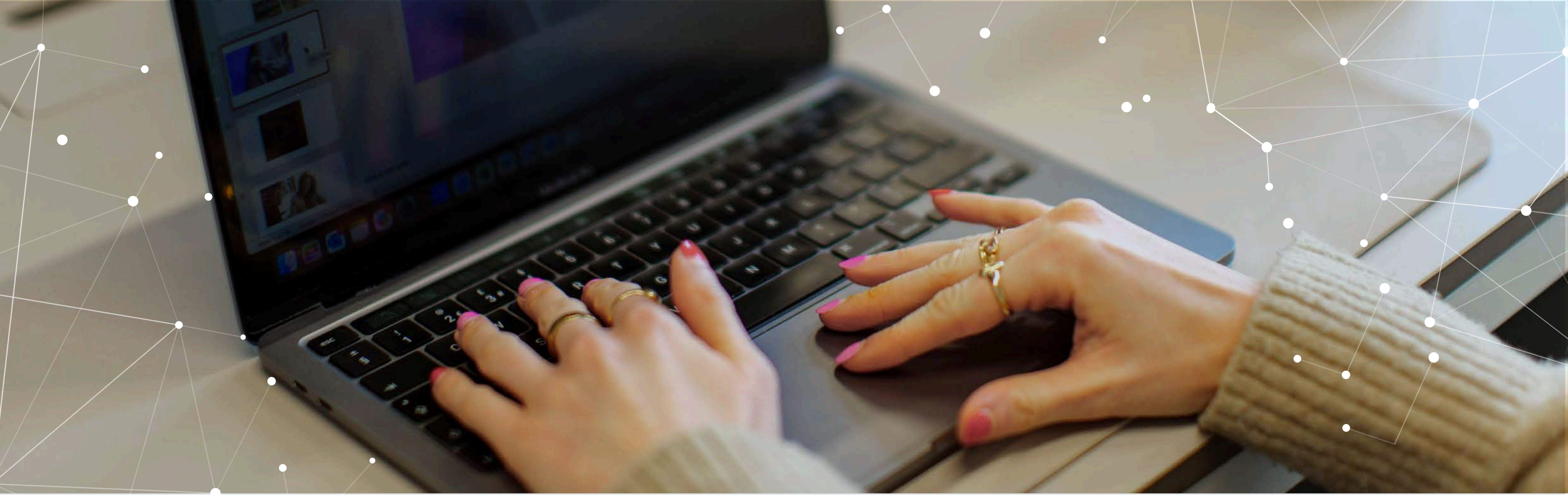
It’s also important to understand how AI has impacted the decision-making process for your solutions, and the practical ways you can reach an ever-expanding group of decision-makers. In 2025, you’ll need to showcase your ROI more than ever. That means focusing your budget on proven, ROI-driven marketing strategies with suppliers you can trust to reach the right influencers and decision-makers in ways that will actively drive the bottom line.

CHAPTER 1: CUTTING THROUGH THE NOISE IN 2025

In 2025, B2B marketers have a multitude of inbound and outbound lead generation strategies available to them, including demand generation, PPC, LinkedIn advertising, and of course, working with a (reputable) lead generation specialist. Each method varies in terms of cost, quality, and effectiveness, which is why choosing the right lead generation strategy bridges the gap between getting your message to the right prospects and getting lost in the crowd.



Demand Generation vs Lead Generation: What Should You Focus On? Despite recent claims on LinkedIn that demand generation is all you need, an effective B2B marketing strategy should include both demand generation and lead generation tactics.



“Too many B2B marketers are only focusing on marketing to the 5% of people who are ready to buy now, rather than the valuable segment of future buyers. This is why lead generation, and nurturing, is so valuable.”

Maddie Penfold, Account Director,
Headley Media

Your demand generation should focus on long-term, brand-building activity to increase your inbound lead generation opportunities; think [display advertising](#), employee advocacy on LinkedIn, SEO, and ungated content.

By contrast, lead generation is a short-medium term strategy focused on filling your pipeline with high-quality, relevant prospects. In 2025, your [lead generation](#) will only be effective if you choose your suppliers wisely, and completely trust their lead generation methods and the data you receive.

IS TELEMARKETING RELEVANT IN THE DIGITAL WORLD?

Telemarketing can be effective when combined with other marketing tactics. However, this method tends to work best when used further along the funnel, to contact leads already generated. Even marketers who have seen good telemarketing results in the past are now experiencing a decline in lead quality and lower response rates as many prospects have moved to working from home or hybrid working. This has rendered office contact details less relevant. Telemarketing also doesn't provide you with a digital trail to authenticate a lead. As a result, it becomes more difficult and time-consuming to track and validate that lead.

THE PROS & CONS OF LINKEDIN ADVERTISING

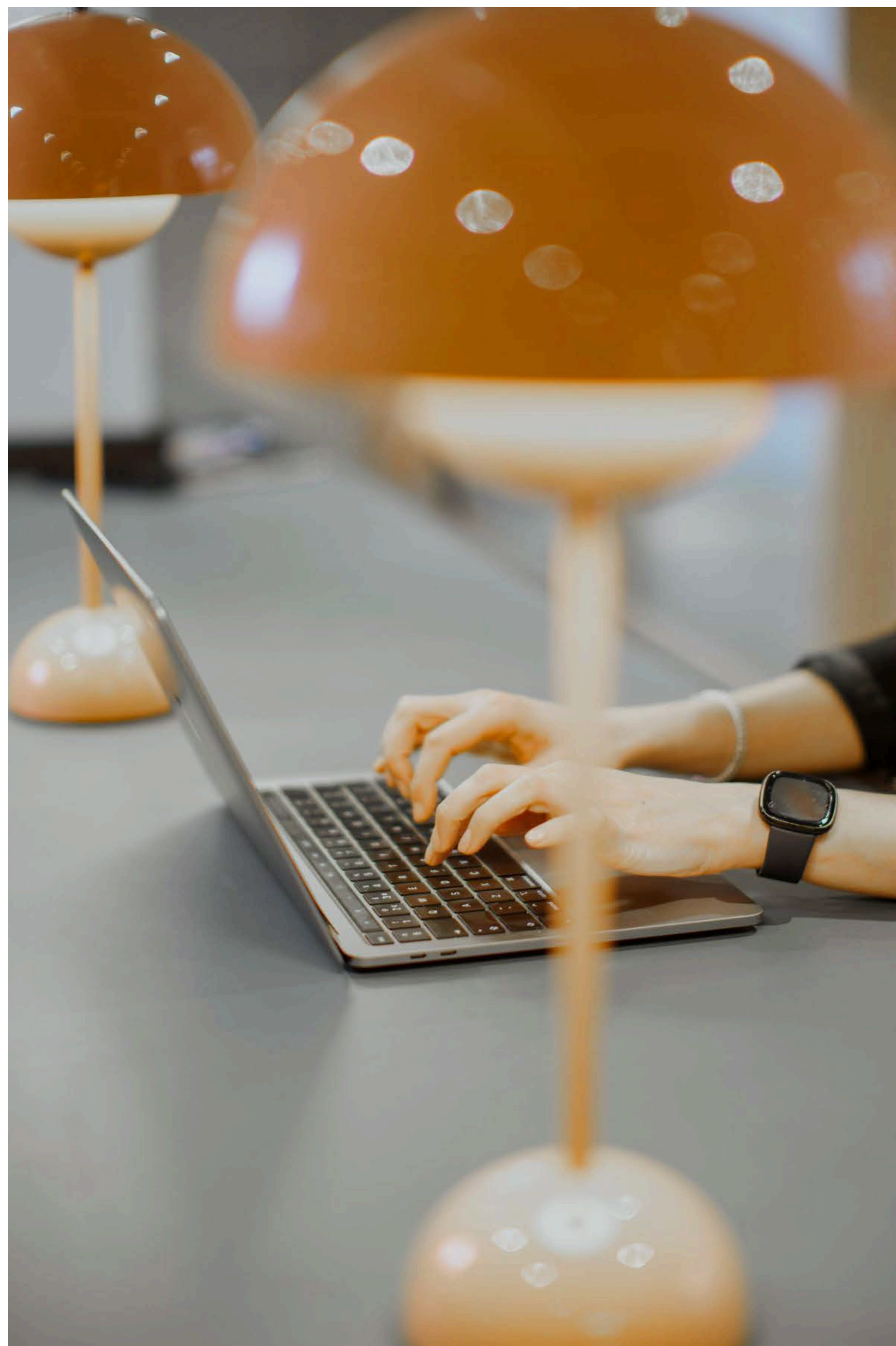


LinkedIn advertising can work very well within your overall B2B marketing and demand generation strategy.

Senior executives are receptive to advertising on LinkedIn because it's a business-to-business network. The platform also has over a billion users, and offers some targeting options to help you to reach the right audiences.

- It's a crowded platform. LinkedIn's advertising revenue is set to hit over \$10 billion by 2027, a more than 42% increase over its 2024 figures, so there is now more competition to reach your target audience on the site.
- LinkedIn costs are relatively high. The average cost-per-conversion is now estimated at over \$175 as of Summer 2024 – almost doubling in just two years.
- While you can control your daily budget, you have no guarantee of how many leads you will generate. You also can't guarantee you'll only receive business email addresses.
- Limited campaign reporting. LinkedIn doesn't offer the level of granularity you need to investigate the causes of ineffective or under-performing campaigns.
- Targeting limitations. LinkedIn doesn't automatically recognize all the possible variants of job titles. You could miss many prospects you want to reach.

These factors can limit your success when using LinkedIn whilst also making it difficult to budget effectively.



WORKING WITH A LEAD GENERATION SPECIALIST

Most technology marketers that need to generate high-quality and relevant B2B leads will choose to work with a specialist lead generation provider.

A reputable lead gen specialist will agree a cost-per-lead (CPL) with you while scoping out your campaign, allowing you to budget with confidence. These providers typically generate leads via content syndication.

Content syndication is the method of publishing your content - such as a white paper, research study, report, etc. - on platforms you don't own. In B2B marketing, this content is usually gated, so readers must enter their professional details to access it.

Once they enter their information, and if they match your criteria, they'll become a marketing qualified lead (MQL).

As a responsible marketer, you need to know exactly where your leads are coming from. There are several questions you must ask of any lead gen provider using content syndication, as the quality of leads can vary significantly.

Key questions include:

- 01** Where will your content be hosted? Does the provider show you exactly which websites will host and share your content? And do you have any control over this?
- 02** Do they own the websites your content is hosted on? Or are they using 3rd party 'networks' or 'partners'? If the latter, will they show you who these 3rd parties are and where they are located? If not - why not?
- 03** Who owns the data generated? If they are using 3rd party external networks and partners, are you confident they own the data being supplied?
- 04** Can they provide you with full visibility into the reader journey? Can they show you where and how the reader downloaded your content? As well as how and when your leads gave consent to share their information with you directly?



YOU SHOULD ALWAYS CHOOSE A LEAD GENERATION PROVIDER THAT CAN:

- Host your content on internally owned and operated website(s).
- Show you a clear reader journey from start to finish.
- Prove they own all the data generated.
- Verify and validate that data to a high standard.
- Prove they never outsource your lead generation campaigns to unknown 3rd party suppliers or networks without your consent.

You should only work with lead generation providers that can do all the above. This approach gives you complete visibility and control over your campaigns, leading to higher quality leads that are more likely to deliver better long-term business results.



Download our ungated [Quality Lead Generation checklist](#) to use when vetting your B2B technology lead generation suppliers.

CHAPTER 2: CONNECTING WITH THE RIGHT TECHNOLOGY DECISION-MAKERS



To generate high quality leads, you need to target the right audiences. There are several ways you can do this.





ACCOUNT-BASED MARKETING

Account-Based Marketing (ABM) is one of the most common methods used to generate more targeted leads, with 85% of B2B marketers reporting that they consider having an ABM program to be “crucial”.

Targeting campaigns based on individual companies or accounts allows you to improve strategic prospect and customer engagements. However, you need to ensure the data you're using within your ABM campaigns is accurate.

An ABM campaign requires a target list of companies. You'll need to consider how many people per company, and in which departments, you'd like to reach. If your ABM list is small, or feels too targeted, you might expand it with 'lookalike' accounts that are similar to those on the list, or to your existing customers. An ABM lead generation specialist can help you do this.

You might also use an ABM list to exclude certain accounts, for example to avoid targeting competitors, or to avoid re-engaging existing customers.



LEVERAGING INTENT DATA

Intent data is company-level behavioral data that can identify whether a company has recently expressed interest in your type of product or solution.

B2B technology prospects tend to research extensively before they're ready to be contacted. They might have visited competitors' websites, comparison sites, and review sites, and downloaded several pieces of relevant content.

All of this leaves a digital trail you can use. By leveraging intent data from reputable providers, and combining with your own, or that of your lead generation provider, you can ensure you reach the right prospects at the right time.

Enhancing your campaigns with intent data targeting tactics allows you to find out which of your prospects are already researching solutions like yours, making them higher-quality leads that are much more likely to convert.



DETAILED PROFILING

If you don't have an ABM list, you'll need to set parameters for your target audience.

Most target groups include characteristics such as job titles, location, and company. However to stay ahead in 2025, you need to go deeper; for example by profiling your ideal customers according to department, seniority and company size.

If one goal of your lead generation campaign is to learn more about your target group, you could add profiling or qualifying questions to the form they need to fill in to access your content. This will help you to gain a better understanding of their needs and motivations regarding your services.



INSTALL BASED TARGETING

Install based targeting is a great way to find prospects who are already using a specific technology solution which is compatible with your solution. For example, many vendors can integrate with platforms such as HubSpot or Salesforce, and therefore would benefit from targeting existing customers of those platforms.

On the other hand, you might want to target users of competitor brands with similar technology solutions to yours. Targeting competing vendors can help you tailor your marketing communications by focusing on the benefits of your solution compared to theirs. For example, you may choose to highlight features your solution has over your competitors.

REACHING AI DECISION-MAKERS

As the world of AI is moving so quickly, reaching the right AI decision-makers for your technology solutions can be particularly challenging.

Some companies now have dedicated AI roles, such as AI Solutions Architect or Deep Learning Specialist. We're also seeing extensions of existing job titles, such as AI Compliance Specialist and AI Solutions Architect for Marketing. However, the current responsibilities for AI decision-making still often sit with traditional tech buyers, including Managers, Heads of departments and C-Suite job titles, such as Chief Experience Officer (CXO).



“Identifying who the buying committee is for your AI solutions is only the first step. You also need to understand what they care about, how to reach them and – crucially – when to target them within the buying cycle.”

Freya Ward, Global Sales Director, Headley Media

This means it is vital to continue communicating with a broad target audience when attempting to build your credibility and brand recognition in an AI-specific environment. This is where a specialist brand such as [AI Corporate](#) can help to connect technology marketers with AI decision-makers across multiple industries.

GLOBAL REACH, LOCAL RELEVANCE: THE BENEFITS OF GEOTARGETING

Targeting by geography may sound obvious, but it's important to get right. You will want to do this if you have a presence in multiple territories, and targets for each specific location. For example, many of our technology clients host their content across our portfolio of owned and operated websites which span 60 countries, in 32 languages, to better resonate with their global target audiences.

Geotargeting personalizes your content based on where your prospects are located, offering content in their own language and adapting messaging to reflect cultural nuances.

This level of localization is crucial for companies looking to establish credibility in a new market and strengthen their brand positioning.

By demonstrating a deep understanding of regional preferences and business environments, you can build stronger connections, increase engagement, and position your technology organization as trusted leaders in their target territories.



"Many of our technology marketing clients need to connect with decision-makers across multiple countries or regions. With a global audience of senior technology professionals, decision-makers, and influencers in over 60 countries, we leverage our expertise to deliver highly targeted lead generation campaigns tailored to their specific audiences and campaign objectives."

Laura Harwood, Senior
Account Manager, Headley Media

CHAPTER 3: DATA USAGE & CONSENT IN THE MODERN WORLD



Data privacy and consent are key priorities for marketers in 2025. There are now 18 countries that have similar data protection regulations to the EU's GDPR, including the UK, Brazil, Japan, Canada, and New Zealand.



As a result of the much-needed focus on data protection regulations across the world, it is more important than ever that you have complete confidence in data quality and compliance when outsourcing your B2B lead generation.

One key factor is to ensure that each lead generated has agreed to share their information via a manual opt-in checkbox.

This also helps you feel confident in the quality of the data, since leads will consist only of prospects who have actively agreed to hear from your organization directly. Working with lead gen providers who will amend the consent statement to your required wording will also show that they take data usage and consent seriously.



“We only recommend working with specialists that advocate the use of manual opt-in checkboxes. This gives you peace of mind that each lead has consented to share their information.”

Christian Hoelscher, VP of Sales DACH, Headley Media

THE IMPORTANCE OF 1ST PARTY DATA

Data comes in two types; 1st party and 3rd party data. 1st party data comes from sources and channels you own, such as people who sign up for your email newsletter or download content from your website.

3rd party data is that which has been collected from any one of a myriad of outside sources such as social media activity, Google searches, websites visited, and content downloaded from websites you don't own.

When it comes to lead generation, it's important to work with a provider who can deliver 1st party data generated via channels they own. You want to ensure the specialist you're working with can provide full traceability of the data you receive.

DATA VALIDATION

Data validation means checking the accuracy and quality of source data before importing or using it. With lead generation, this means knowing that the leads you get are:



Accurate: Does that person still work at the company? Is their job role or title up to date? Does your lead gen provider communicate how they have checked for accuracy?



Timely: Have they signed up recently? Are they currently looking for the type of solution you sell?



Consenting: Have they given their permission for you to contact them? Does this comply with the data privacy and consent laws in their country or region?

You need to know the answers to these questions before you can be confident enough to use data from any lead generation provider.

DIGITAL TRACEABILITY

A grocery store can trace the eggs they sell back to the farm where they were laid. If anything is wrong with them, the store has a full, traceable record which allows them to investigate any quality issues.

The same needs to be true of any leads you receive from a lead generation provider. Any good provider should offer full digital traceability of the lead, including:

- 01** When they signed up
- 02** What they signed up for
- 03** The level of consent given
- 04** Any other relevant online activity

This helps ensure the quality of the lead and means you can troubleshoot if your leads convert at a lower-than-expected rate.

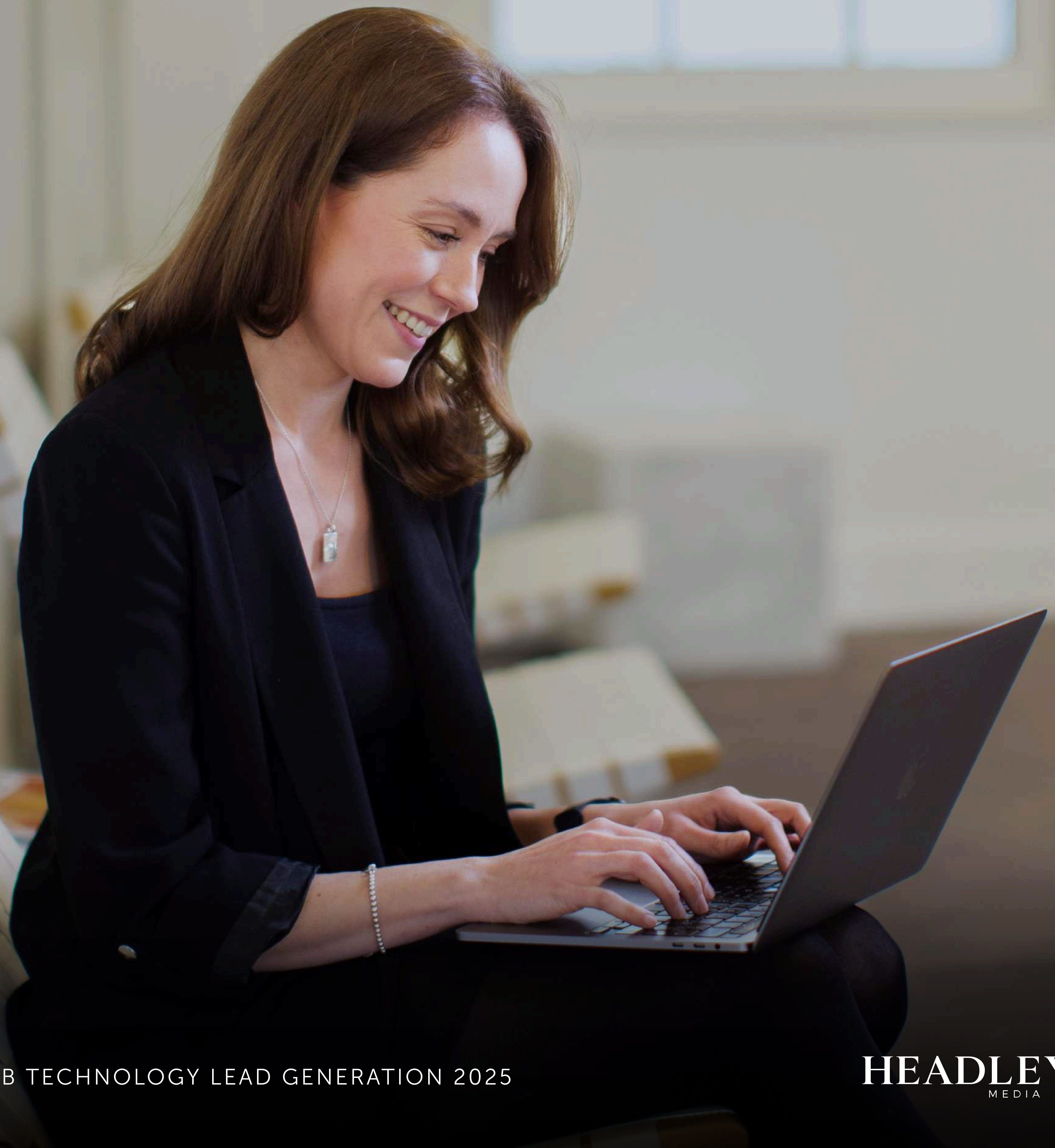
Also, if a prospect questions their consent to receiving communications from you, you should have full visibility of their digital journey so you can pinpoint when they signed up, what for and the level of consent they provided when downloading your content.



CHAPTER 4: CUSTOMIZING THE EXPERIENCE



When using content syndication to generate leads, customizing and tailoring your content for local audiences helps you to better focus on your target readers.





“Our technology audiences respond differently to content topics, types and formats depending on their industry, job titles, seniority, departments and country. By sharing these valuable audience insights with our technology clients, we ensure they are set up for success by using the most effective content for their campaigns, depending on the decision-makers they need to reach.”

Edith Barrett, Senior Account Manager, Headley Media



The Benefits of Translating Content & Using Country-Specific Websites

If you're targeting prospects in several countries, readers in those countries may be used to receiving content in English. However, even prospects in countries that are used to English content will respond better to content in their own language.

Offering your content in multiple languages on country-specific sites shows you are serious about a specific territory. Taking this approach is likely to increase your engagement with a wider audience who are interested in B2B technology solutions like yours.



Experience-Led Customization

An experienced content syndication specialist can advise you on the right level of customization depending on your target market. This experience goes beyond translation, looking at the more subtle nuances in how you pitch and target your content.

While most markets respond better to content that educates rather than sells, different cultures may interpret this differently.

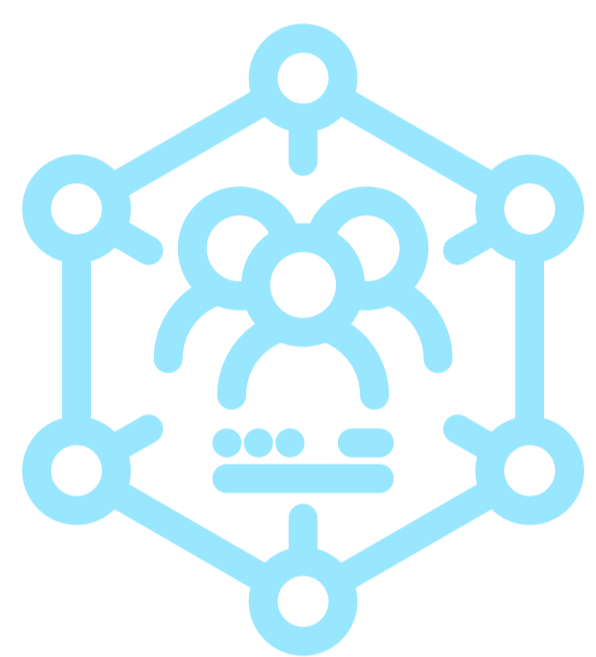
For example, German-speaking audiences often perceive content that leads with benefits as pushy. For such markets, it is better to rely on communicating facts and then mentioning benefits later, rather than the other way around.



Even when targeting English-speaking markets, local subtleties can make a huge difference.

For example, HR technology content might talk about 'human capital' or 'people operations' in the US, terms that aren't as common in the UK and Ireland, where they use the phrase 'human resources' instead.

You may also choose to run your campaigns in local language to further appeal to your target audiences. A specialist lead generation supplier will be able to advise you on the best way to run local language lead generation campaigns, based on the audiences and regions you need to reach.



Job titles can also differ on both a local and company level. It's essential to consider the different title variations a role may have when creating a customer-led experience for two main reasons.

Firstly, to ensure your lead generation efforts reach the right decision-makers involved in a purchase decision, and secondly, so your content resonates with that audience. Suppose you want to target Senior IT professionals responsible for purchasing IT technology solutions. In that case, the person or team of people you need to reach might vary.

Considerations such as a company's location, size, structure, and the industry they operate within will all impact the job titles of their Senior IT team.

For example, the VP of IT may be the right person to target in a US-based company, but a VP of IT is not a title used broadly across the UK, instead for the UK market you'd focus on an IT Director, CIO, or Head of IT for the same result. When we look at job title diversity within AI specifically, the job titles of decision-makers and influencers varies greatly. While there will likely be an evolution of AI specific job titles over time, there is still a reliance on other titles to share the responsibility for AI. There are also some extra differences in AI-related job roles in different countries.

These differences are both country and industry-specific, and an experienced lead gen provider can help you navigate them and ensure your content targets the right people at the right time.

CONCLUSION: HOW TO RETAIN CONTROL OF YOUR LEAD GENERATION



Lead generation is a priority for most B2B marketers, but generating quality leads that convert is becoming more challenging than ever. To get a healthy ROI from your leads, you need to trust the quality of the data you receive and the lead generation providers you work with. You need complete visibility of who your leads are and where they have come from, as well as the ability to control the processes and parameters of your campaigns.



WE'VE PUT TOGETHER THIS LEAD GEN PROVIDER CHECKLIST:

- Do they generate your leads via their own websites and channels? Or do they subcontract your marketing campaigns to unknown 3rd parties for fulfilment?
- If they do generate leads for you via channels they own, can your providers show you an end-to-end reader journey? And can they offer a transparent and traceable digital footprint for a lead?
- If they outsource your lead generation to anonymous 3rd party sources, like many large lead providers do, can they still show you a full reader journey for each lead?
- Can they target your desired audience and manage campaigns that resonate, to guarantee content downloads from relevant prospects?
- Do they have the experience and market insights to effectively target tech buying audiences on AI-related topics and to reach the right influencers and decision-makers in a rapidly evolving landscape?
- Do they have the market insights and local expertise that allow them to effectively target audiences in different countries, regions, and industries?
- Are they able to guarantee they comply with data protection regulations in all your target markets and handle lead data securely?
- Do they offer a measurable and predictable ROI? For example, a pre-agreed cost-per-lead (CPL)?
- Do they care about your brand equity and reputation?

Lead generation partners who can answer all these questions to your satisfaction will be best placed to offer you the control and transparency you require.

ABOUT HEADLEY MEDIA

At Headley Media, we pride ourselves on transparency, offering complete visibility into where your content is hosted and how your leads are generated - setting us apart from other suppliers in the industry.

Through an industry-leading, 100% digital, content syndication process we guarantee you'll generate quality leads that meet your exact ICP, laying the foundation for a successful marketing strategy.

Our audiences of technology and business decision-makers span across our 7 brands, with a portfolio of over 300 owned and operated content library websites in 60 countries and 32 languages, connecting you with active and engaged contacts.

OUR 7 BRANDS & TARGET AUDIENCES:



WHAT MAKES HEADLEY MEDIA UNIQUE

By promoting educational, informative and subject-specific content on behalf of leading technology companies across our brands, we have built a global database of readers who are already showing interest in technology solutions like yours.

When you work with a 1st party publisher, with over 35 years of experience collaborating with technology companies and media agencies worldwide, you'll benefit from our proven expertise.

Plus, every lead is subject to our dual data validation process. Backed by our in-house team and AI-driven tool, Headley Validate, we guarantee high-quality and authenticity, every time.

Total ownership of our lead generation process is what makes Headley Media unique.



We'd love to hear from you! To find out more about Headley Media, or to discuss any upcoming campaigns you have, please contact our friendly, expert team.

To find out more, visit: www.headleymedia.com or email: info@headleymedia.com



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