

5 FREE B2B LEAD GENERATION TOOLS



MARKETING MASALA

B2B marketing is a complex phenomenon. Due to this, qualifying potential leads, keeping a track on them and understanding the use of mobile in conversion paths are areas where most businesses struggle with.

In this post, we have compiled some of the best free B2B lead generation tools which can help you with the following:

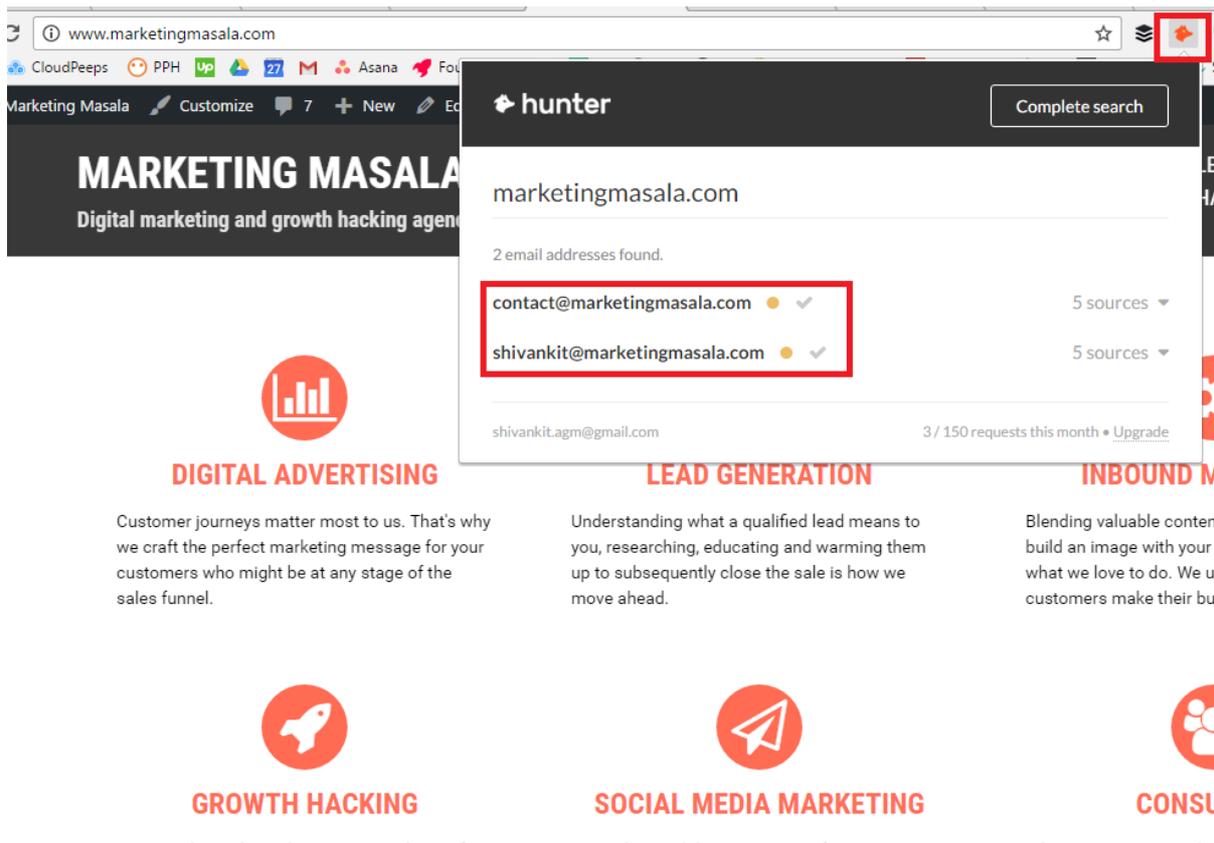
- Finding contact information.
- Using content for lead generation.
- Tracking and following up with leads.
- Creating landing pages for lead generation.
- Managing social media for lead generation.

Let's begin with it!

#1 Hunter

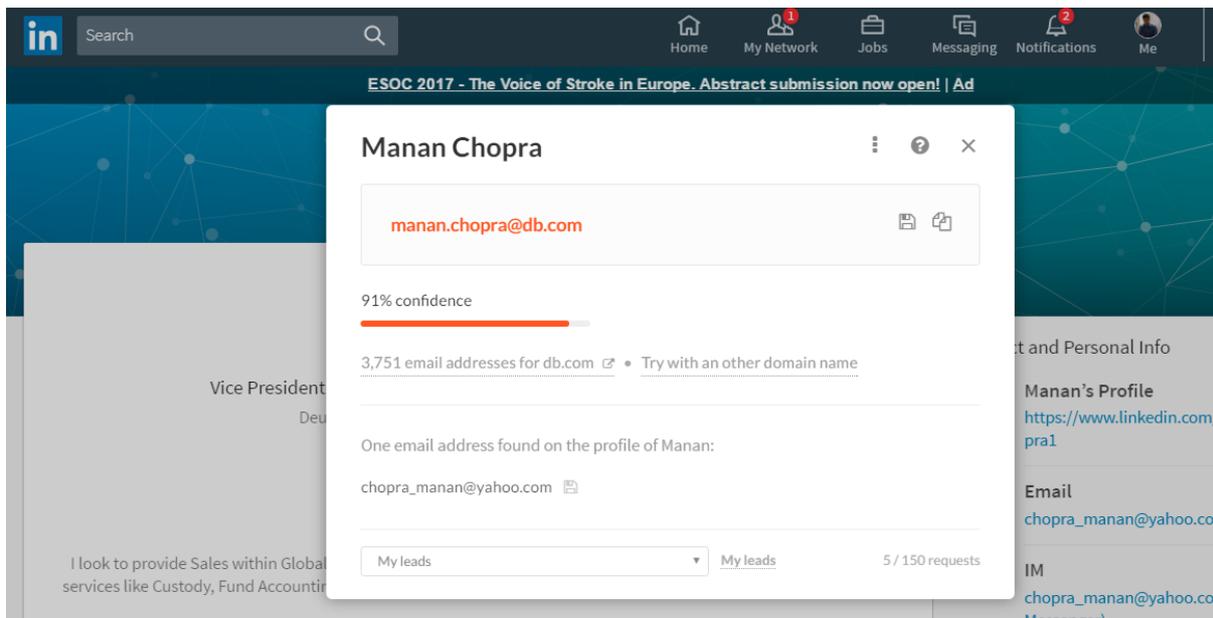
Mainly used for finding email information from websites and social profiles, Hunter is best for marketers who need to start one-on-one email conversations. Free for 150 requests per month, this tool helps you scan email IDs of your potential leads. You can either go to the website or install their Chrome browser extension.

It is a pretty simple tool to use. Once on the website, just click the extension button from the top and you would be able to see the emails associated with that domain.



The screenshot shows a browser window with the Hunter Chrome extension open. The extension interface is dark-themed and displays the search results for 'marketingmasala.com'. It shows two email addresses found: 'contact@marketingmasala.com' and 'shivankit@marketingmasala.com', both with a yellow dot and a checkmark icon. The extension also shows '5 sources' for each email. The background of the browser window shows the Marketing Masala website, which has a white background with red accents. The website features a navigation bar with 'Marketing Masala', 'Customize', '7', '+ New', and 'Ed'. Below the navigation bar is a large red icon of a bar chart with the text 'MARKETING MASALA' and 'Digital marketing and growth hacking agency'. The main content area has three columns: 'DIGITAL ADVERTISING' with a red rocket icon, 'LEAD GENERATION' with a red paper plane icon, and 'INBOUND M' with a red group of people icon. Below these are three more red icons: a rocket for 'GROWTH HACKING', a paper plane for 'SOCIAL MEDIA MARKETING', and a group of people for 'CONSU'.

Hunter is amazing with LinkedIn as well. While browsing through a profile of a



The best point about Hunter is that it lets you know the confidence level associated with each email.

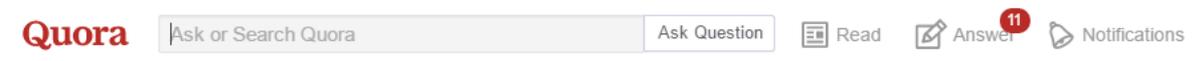
For example, the above email address is extracted with 91% confidence. Our suggestion is to use email addresses which show up with more than 85% confidence in Hunter

#2 Answer Quora Questions

Quora is mainly used for building your credibility by providing valuable answers. It's the best Q&A forum for marketers who need to reach out to a larger audience using their content. The best part about this tool is that it's free for life.

Quora is one of the biggest underdogs in B2B marketing. Since your potential leads are looking for solutions all across the web, one of the biggest platforms they use is Quora.

Answering questions on Quora where your target audience needs education is one of the best lead generation strategies. Here's how we have been using this opportunity:



How can a small software development company start getting projects from big companies?



Shivankit Arora, Founder and Growth Hacker at MarketingMasala.com
Written Jun 21

Hi there,

Show some great work on your small projects. Start getting from sites like

1. [Upwork](#) - Biggest and the best
2. [Fiverr](#)
3. [People per hour](#)

Build your work portfolio with small and medium size companies. Take projects from different geographies. That's the best part of freelancing, you can get projects from anywhere in the world. Slow build your profile on these sites.

A big companies are always looking for small companies to outsource some of their

I have invested in Quora for a while now. And the results are great! I receive a healthy flow of traffic every month and a bunch of business leads every week.

Source / Medium	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	222 % of Total: 5.32% (4,173)	68.02% Avg for View: 76.54% (-11.13%)	151 % of Total: 4.73% (3,194)	1.35% Avg for View: .93% (-65.61%)	2.98 Avg for View: 2.97 (0.47%)	00:01:34 Avg for View: 00:01:28 (6.53%)
1. Quora / Questions	210 (94.59%)	66.19%	139 (92.05%)	1.43%	2.97	00:01:36

#3 Instapage- Landing Page Tool

This tool is extensively used for building high-conversion landing pages. Instapage is the best for marketers who need to distribute content/resources to add leads to the top of the funnel.

Free for first 30 days, the paid version starts from \$29 per month.

B2B marketers can create eBooks, whitepapers and other resources using Instapage. They can then ask for contact information in return and nurture the leads further.

Here is how you can build and edit a landing page in Instapage.

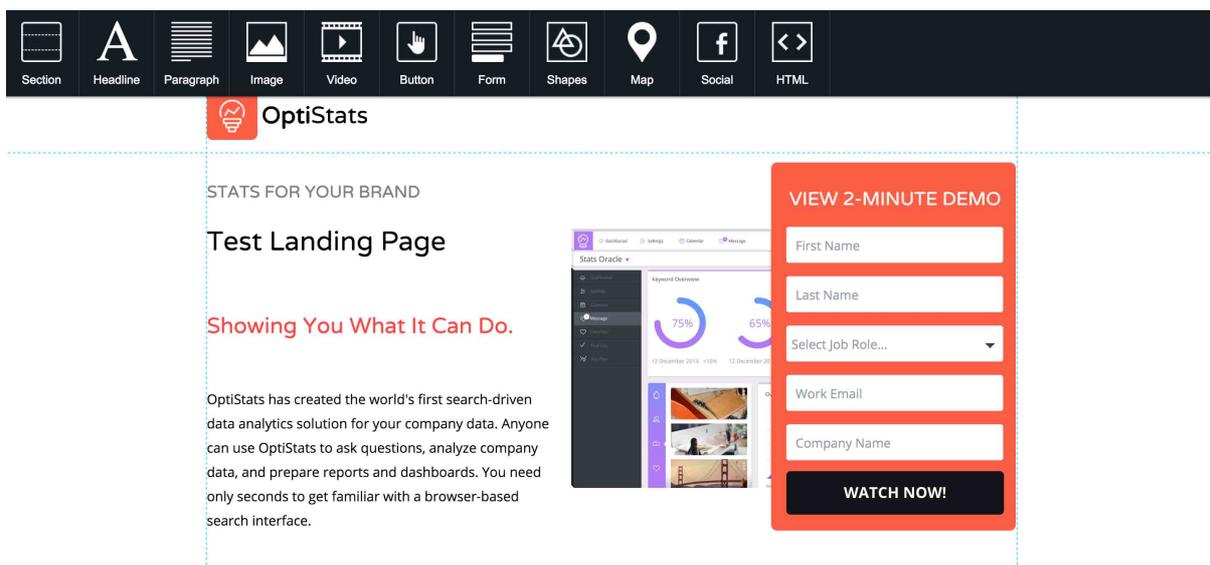


Image : RahulGhosh.ca

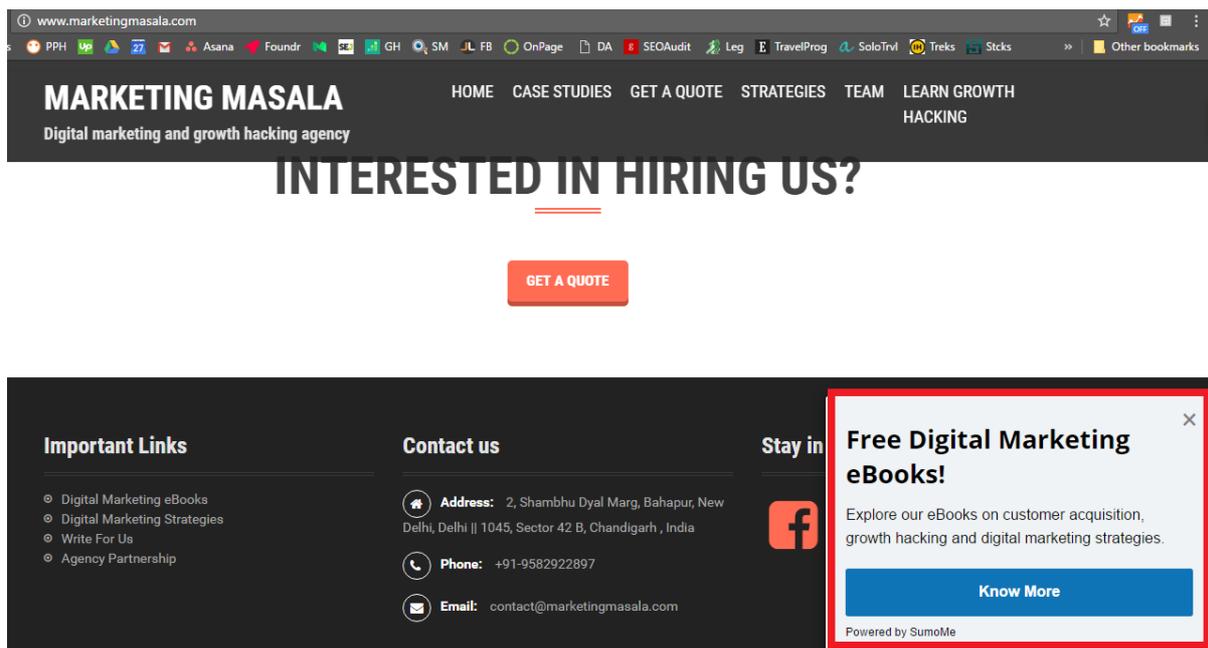
It's fairly easy to get 25% or more conversion rates from Instapage's landing pages.

#4 Sumo Me- The email popup tool

Sumo Me aids in improving email signups and adding people to your funnel. Best for marketers who produce resources which can be exchanged in lieu of contact information, the best part about it is that it is free for life. Paid packages are available for added features.

Sumo Me is a reliable tool when it comes to growing your email list. I have been personally using it for a long time now to promote my eBooks.

Here is a snapshot of the same



Sumo Me comes with a simple dashboard that integrates with your website. You can configure settings like when to show a popup, it's content, connecting Sumo me with email service (like mailchimp etc.) and also A/B testing of the same.

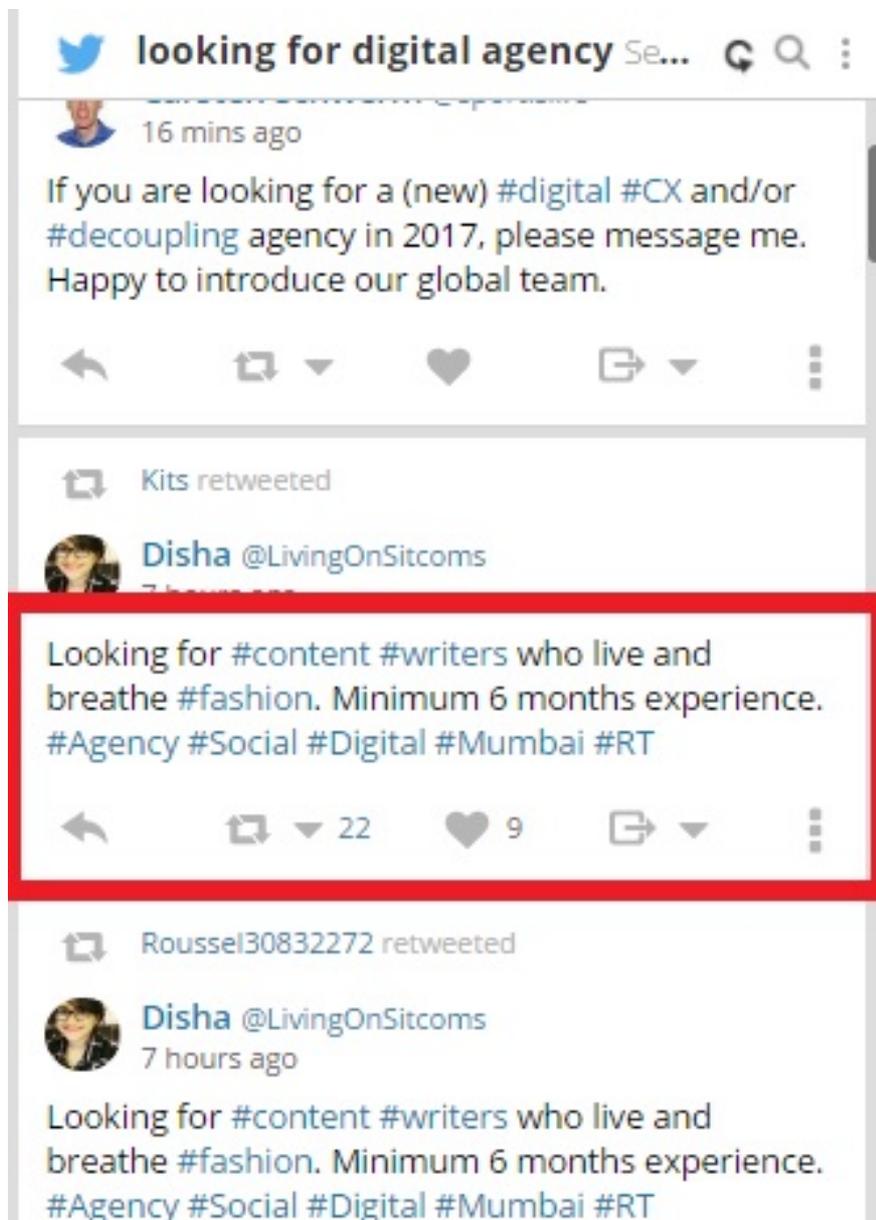
#5 Hootsuite- social media scheduling

This is the tool you can bank on for scheduling social media content and interacting in conversations. Extensively used for social media, it is free for 3 social networks.

Hootsuite is a well-known social media scheduling tool. You can schedule content in advance. However, I want to talk about finding business opportunities and interactions using Hootsuite. If you understand what your potential leads might be sharing on social media, you can start conversations with them using Hootsuite.

For example, you can scan tweets where people are looking for digital services and interact with them accordingly.

Here is a snapshot that shows you how to do it:



In A Nutshell

There are a ton of tools which can help you generate more leads. As a B2B business owner/marketer , you need to understand

- Who your ideal customer is?
- Which digital platform do they use? Are they active on LinkedIn? Do they read blogs for educating themselves?
- How to attract them to the top of your funnel?
- How to take the lead nurturing process further?