

# A Study on the Effectiveness of Digital Lead Generation in B2B Manufacturing: A Study with Reference to STM Plastic

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## ABSTRACT

This study examines the effectiveness of digital lead generation strategies in the B2B manufacturing sector, with special reference to STM Plastic. The research analyses how digital platforms such as Meta, Google, and LinkedIn contribute to business enquiry generation using a structured funnel-based approach. The study is based on primary data derived from digital campaign performance and supported by secondary sources. The findings reveal that Meta generates the highest lead volume (41%), while LinkedIn produces higher-quality leads (67%) and Google captures high-intent users (55%). The results also indicate a strong positive correlation (0.72) between website engagement and lead conversion. However, challenges such as low lead relevance and funnel drop-offs persist. The study concludes that an integrated digital marketing strategy significantly enhances both lead quality and conversion effectiveness in B2B manufacturing.

**Keywords:** Digital Marketing, Lead Generation, B2B Manufacturing, Funnel Strategy, Conversion Rate

## 1. INTRODUCTION

The rapid growth of digital technologies has significantly transformed marketing practices across industries, including the manufacturing sector. Traditionally, B2B manufacturing companies relied on offline marketing methods such as trade exhibitions, distributor networks, and direct sales visits. However, with the increasing use of digital platforms, industrial buyers now depend on online sources to search for products, compare suppliers, and evaluate solutions before making purchase decisions.

Digital lead generation has emerged as a critical function in modern marketing, especially in B2B environments where purchase decisions are complex and involve multiple stages. It refers to the process of attracting potential customers through online platforms converting them into qualified business enquiries.

In this context, STM Plastic has adopted digital marketing strategies to improve its visibility and generate enquiries. This study aims to analyse how effective these strategies are in generating relevant and conversion-ready leads.

## 2. LITERATURE REVIEW

Digital lead generation has become a crucial component in modern B2B marketing, especially in industrial and manufacturing sectors where buyer decision-making is complex and information driven. Mishra (2023) highlighted that the use of artificial intelligence and analytics improves lead identification and conversion efficiency by analysing user behaviour and engagement patterns. Banerjee (2023) emphasized the effectiveness of professional networking platforms such as LinkedIn in generating high-quality leads due to precise targeting based on industry, job role, and seniority. Raghunath (2023) examined marketing automation and found that it enhances lead nurturing through timely and personalized communication, thereby improving conversion rates and marketing-sales coordination.

Chatterjee (2022) analysed digital transformation and concluded that organizations with higher digital maturity generate better-quality leads and achieve stronger customer engagement through the use of CRM systems and analytics tools. Dutta (2022) further stated that continuous digital engagement is essential in B2B markets, as buyers require multiple interactions before making purchase decisions. Hawaldar (2022) found that digital marketing practices positively influence B2B sales performance by improving brand visibility and trust among customers. Narayanan (2022) highlighted that integrating digital channels such as websites, email marketing, and online platforms improves communication efficiency and enquiry management while supporting traditional relationship-based marketing. Aithal (2022) concluded that digital business models enhance market reach and lead generation outcomes in competitive environments. Earlier studies by Venkatesh (2021) showed that B2B buyers increasingly depend on digital information before contacting suppliers, and firms providing detailed content generate higher-quality leads. Suresh (2021) emphasized the role of marketing analytics in improving campaign performance and optimizing resource allocation. Malhotra (2021) found that digital marketing adoption improves visibility and enquiry generation at lower costs, while Reddy (2020) observed that digital tools enhance operational efficiency and customer acquisition. Dash (2020) and Murthy (2020) highlighted that CRM integration improves lead tracking and follow-up efficiency, though challenges such as limited digital skills remain. Venkatesan (2019) emphasized the importance of data-driven marketing in improving lead conversion, while Mukherjee (2019) highlighted that digital engagement strengthens relationship marketing in B2B contexts. Singh (2018), Ghosh (2018), and Krishnamurthy (2018) further concluded that digital marketing practices improve targeting, brand credibility, and customer interaction. Overall, the literature indicates that digital lead generation effectiveness depends on strategic integration, targeting accuracy, and continuous engagement, and although digital marketing offers significant advantages, challenges such as lead quality and campaign optimization still need to be addressed for better performance.

### **3. RESEARCH METHODOLOGY**

Research methodology refers to the systematic process of collecting and analysing data to achieve the objectives of the study. This research adopts a descriptive research design to evaluate digital lead generation effectiveness.

The study is based on both primary and secondary data. Primary data includes digital campaign performance metrics such as leads generated, engagement levels, and conversion rates. Secondary data is collected from journals, articles, and industry reports.

The study adopts a convenience sampling technique based on available campaign data from STM Plastic, as the study relies on available campaign data from STM Plastic. Various analytical tools such as percentage analysis, comparative analysis, correlation analysis, and conversion analysis are used to interpret the data.

This study follows a data-driven approach, where conclusions are based on measurable digital marketing performance indicators.

### **4. DATA ANALYSIS AND KEY FINDINGS**

The analysis of digital campaign data provides several important insights into lead generation effectiveness.

A majority of the leads (41%) were generated through Meta Ads, indicating its strength in reaching a broad audience and generating enquiry volume. Google Ads contributed 36% of the leads and showed strong performance in capturing users with active search intent. LinkedIn Ads generated 23% of total leads but recorded the highest lead quality at 67%, making it the most effective platform in terms of relevance.

The funnel analysis revealed that 12,500 users were reached at the awareness stage, 2,150 users engaged with product content, and 200 enquiries were generated at the conversion stage. This shows effective movement of users through the marketing funnel.

The conversion rate was calculated at 9.3%, indicating that a significant portion of engaged users converted into enquiries. Additionally, a strong positive correlation of 0.72 was observed between website engagement and lead generation, highlighting the importance of content interaction in driving conversions.

## 5. DISCUSSION

The findings of the study highlight the importance of using an integrated digital marketing approach in B2B manufacturing. Each platform plays a distinct role in the lead generation process. Meta is effective for awareness and volume generation, Google captures high-intent users, and LinkedIn targets decision-makers and generates high-quality leads.

The study further emphasizes the importance of the TOF–MOF–BOF funnel strategy in guiding potential customers through different stages of the buying process.

However, challenges such as low lead relevance and high drop-off rates at the consideration stage indicate the need for better targeting and content optimization.

## 6. CHALLENGES IN DIGITAL LEAD GENERATION

Despite the advantages of digital marketing, several challenges affect lead generation effectiveness in B2B manufacturing. One of the major challenges is the generation of low-quality or irrelevant leads, which increases the workload for the sales team.

Another challenge is the drop-off of users between funnel stages, particularly from the consideration stage to the conversion stage. This indicates that not all engaged users are ready to take enquiry action.

Additionally, platform-specific limitations, budget constraints, and ineffective targeting strategies can impact campaign performance. These challenges highlight the need for continuous optimization and strategic planning in digital marketing.

## 7. CONCLUSION

Digital lead generation has become an essential component of marketing in B2B manufacturing. The study concludes that an integrated digital marketing approach significantly improves lead generation effectiveness.

The findings indicate that each digital platform plays a distinct role in the lead generation process. Meta is effective for generating lead volume, Google captures high-intent users, and LinkedIn produces high-quality leads.

The study also highlights that lead quality, engagement, and conversion potential are more important than lead quantity. Therefore, businesses should focus on structured and data-driven digital strategies to achieve better marketing outcomes.

## 8. RECOMMENDATIONS

Based on the findings, several recommendations can be made. Organizations are recommended to adopt an integrated funnel-based digital marketing strategy to improve lead generation performance. Greater focus should be given to lead quality rather than quantity.

Greater emphasis should be placed on Google search campaigns to capture high-intent users, while LinkedIn should be used strategically for targeting decision-makers. Product pages should be improved to enhance user engagement and conversion rates.

Additionally, retargeting campaigns should be implemented to re-engage interested users. Continuous monitoring of campaign performance and better alignment between marketing and sales teams will further improve effectiveness.

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