

25+ Questions to Ask Your Lead Gen Provider (Before Hiring Them)

Ready to start working with a lead generation partner but unsure how to find the right one?
You've come to the right place.

Not all demand generation partners are created equal. Some have built loyal, engaged audiences over time through thought leadership and editorial strategies. These are the partners who value and prioritize lead quality and focus on identifying in-market accounts likely to convert into sales.

On the other hand, some vendors rely heavily on large, purchased databases and sending eBlasts to your ICP until they get enough opt-ins to meet their commitments. **{Hint:** These are the ones you want to avoid at all costs.)

In addition to doing your own research, the following questions can help you learn more about the approach, capabilities, and values of a potential content syndication or lead generation partner. Ask these questions before you sign on the dotted line and avoid any surprises later.

Want more details on the red flags to watch out for when vetting a new lead generation partner, and the kinds of answers you want to hear to the questions below? Check out [The B2B Marketer's Guide to Choosing the Right Lead Generation Partner](#).



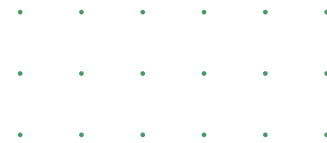


Audience Makeup & Channel Questions

- ☐ What audience are you targeting with my content?
- ☐ Is it an audience you've developed and nurtured yourself, or are you syndicating my content to other 3rd-party audiences?
- ☐ If it's your own 1st-party audience, how was it developed and how are they engaging with your brand?
- ☐ Is it an email list you curated over time, a newsletter list that people subscribed to, a media site that attracts visitors, or something else?
- ☐ What specific channels are you using to reach this audience?
- ☐ Can I see specific examples of how content or promotions show up in these channels?
- ☐ How can I become a part of this audience so I can see the experience for myself?
- ☐ Can I sign up for the newsletter, join the community, visit the websites, or get on the email list?
- ☐ Can you point me to the landing page for another vendor you're currently working with?

Audience Targeting Questions

- ☐ How often and how does the team update the contact list?
- ☐ How do you approach audience targeting?
- ☐ How are leads qualified?
- ☐ Beyond demographic and firmographic data, do you prioritize leads based on other activities, engagements, buying signals, or intent data? If so, can you clearly explain what that data is, where it comes from, and how it is used in these campaigns?
- ☐ Are you able to target accounts who are demonstrating that they are actively in-market for a solution? If so, what specific data points or signals do you use to qualify an account as "in-market" or "high intent"?
- ☐ Are you able to target a specific set of accounts on our ABM (Account-Based Marketing) list? If so, how does that work?



Partnership & Support Questions

- ☐ Can you explain your process for running a campaign with a vendor like us? Once it launches, are we able to maintain visibility into leads that are being generated during the campaign, or do we need to wait for the lead list at the end of the campaign?
- ☐ What type of guidance or recommendations does your team provide before, during, or after a campaign to ensure our pipeline and revenue goals are met?
- ☐ When you provide leads, do you ensure that they have explicitly downloaded our content asset and opted-in to receive communications?
- ☐ Do you ever provide leads based on downloads of content bundles, where our content is packaged together with other assets from other brands?
- ☐ What is your policy and process if we receive leads that do not fit our filter criteria, do not appear to be properly qualified, or do not recall engaging with our brand or content?
- ☐ Can you connect us with a reference customer who targets the same audience as we do?

Company Makeup Questions

- ☐ What does the breakdown of your company look like? What areas do you invest in most? (For example: If a lead gen provider is investing heavily in editorial, technology, and customer success roles, that's usually a good sign).
- ☐ How many people do you have on your email marketing team?
- ☐ How many people do you have on your social engagement team?



BONUS!

Lead Generation Partner Evaluation Scorecard Template

Grab our scorecard template to help you
evaluate potential content syndication or
lead generation partners.

[Get It Here](#)



We Can Answer Your Questions

TechnologyAdvice is a lead generation partner you can count on to build your brand and generate demand with a highly engaged audience of B2B technology buyers. Join forces with a company that's not afraid to answer your questions and share some best practices. Find out more about our [lead generation programs](#) today.