

# Analyze the Impact of Lead Generation And Conversion Strategies at NGXP Technologies, Kochi

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**Abstract-** This study explores the effectiveness of lead generation and conversion strategies at NGXP Technologies, a digital transformation firm based in Kochi, Kerala. In the competitive B2B technology market, the company employs various channels including digital marketing, social media outreach, SEO, and CRM tools to attract and convert potential clients. The research evaluates the impact, cost-effectiveness, and performance of these strategies through data collected from all 41 employees via structured questionnaires. Statistical tools such as Percentage Analysis, Chi-Square Test, and Weighted Average Method were used to interpret the data. Key findings reveal that LinkedIn Marketing and Content Marketing are the most effective lead generation channels, while referrals and partnerships rank lower in performance. The study concludes with strategic recommendations to optimize marketing investments and improve conversion rates, emphasizing the importance of digital strategies, targeted outreach, and CRM optimization for sustained business growth.

**Keywords-** lead generation, lead conversion, LinkedIn marketing, content marketing, SEO, digital marketing, referral strategy.

## I. INTRODUCTION

In today's dynamic and highly competitive business environment, lead generation and conversion strategies are crucial for sustaining growth, especially in the B2B technology sector. Companies invest significant resources in attracting potential customers through various marketing channels such as digital marketing, social media outreach, SEO, paid ads, and referrals. However, the effectiveness and efficiency of these methods vary, requiring businesses to continuously analyse and optimize their strategies to improve return on investment (ROI). Through this research, an in-depth analysis of NGXP Technologies' current lead generation and conversion practices is conducted using data collected from employees. By applying quantitative methods such as percentage analysis, chi-square testing, weighted average ranking and ANOVA test this study provides insights into the performance of different channels, the impact of CRM tools,

and the overall cost-effectiveness of the company's marketing efforts.

## II. REVIEW OF LITERATURE

**According to SERVEH SAEIDI & SVEND HOLLESEN (2024)**, LinkedIn analytics provide valuable insights into post performance, engagement levels, and the effectiveness of lead generation efforts. By analysing this data, businesses can fine-tune their strategies, tailor content, and reach the right audience for better results. Digital marketing on LinkedIn blends both organic and paid methods to generate high-quality leads. This includes optimizing profiles, sharing valuable content, engaging actively on the platform, and using targeted outreach and advertising to attract and convert potential leads into loyal customers.

**According to VERBYTSKA ANNA (2022)**, social networks are one of the key promotion channels in the process of lead generation. Social networks make it easy to direct your subscribers to action. It is also important to form a profile of the target audience to more accurately determine the characteristics of the lead generation plan in the social network channel.

**According to ELLIS-CHADWICK (2020)**, email marketing is an effective channel in nurturing and converting leads. Personalized email campaigns achieve higher open and response rates than generic email blasts. IT firms using automated drip email campaigns experience a 40% increase in conversions, as these emails keep potential leads engaged with relevant content and timely follow-ups.

**According to NGUYEN & SIMKIN (2020)**, customer relationship management (CRM) systems will help to improve lead management and conversion rates. CRM tools like ZOHO CRM and SALESFORCE help businesses by automating follow-ups, segmenting customers, and tracking interactions, leading to faster lead conversion. IT firms that implement CRM systems improve customer engagement by 40% and see a higher return on investment (ROI) in marketing campaigns.

## OBJECTIVES OF THE STUDY

### PRIMARY OBJECTIVE

- To analyze the impact of, lead generation and conversion strategies at NGXP Technologies.

### SECONDARY OBJECTIVE

- To identify if lead generation channels significantly impact, lead conversion.
- To analyze if there is a significant difference in the mean effectiveness ratings of CRM systems across different CRM software tools
- To find the most performing and least performing channels and suggest improvement strategies.

## RESEARCH METHODOLOGY

The study follows a descriptive design. It aims to evaluate the effectiveness of various lead generation channels and their impact on customer acquisition and conversion rates. A structured questionnaire was used to collect primary data, which was then analysed using statistical methods.

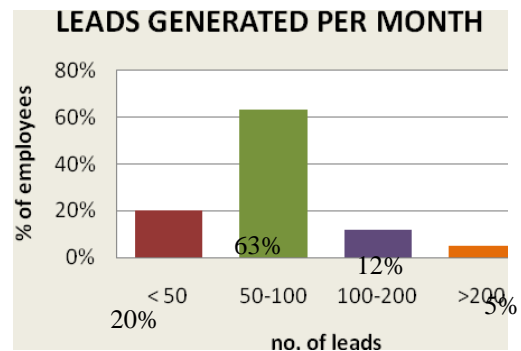
Population is 41 employees from NGXP technologies, Kochi.

Sampling Technique used here was census sampling, where data was collected from every employee in the population to ensure comprehensive and accurate analysis.

## III. DATA ANALYSIS

### LEADS GENERATED PER MONTH

particulars	No. of employees	Percentage of employees
< 50	8	20%
50-100	26	63%
100-200	5	12%
>200	2	5%
<b>total</b>	<b>41</b>	<b>100</b>



The above figure shows that, 20% of the employees were told that the lead generated per month is less than 50, 63% of employees were told that 50-100 leads are generating per month, 12% of employees were told that 100-200 leads are generating per month, 5% of employees told more than 200 leads are generating per month.

### RELATIONSHIP BETWEEN LEAD GENERATION CHANNEL AND LEAD CONVERSION (CHI SQUARE)

Ho: There is no significant relationship between the lead generation channel and lead conversion.

H1: There is significant relationship between the lead generation channel and lead conversion.

leads converted into customers	lead generation channel that provides most leads					TOTAL
	social media ads	email marketing	cold calling	SEO	referrals	
<b>Yes</b>	15	4	3	11	2	<b>35</b>
<b>No</b>	0	1	1	1	3	<b>7</b>
<b>Total</b>	<b>15</b>	<b>5</b>	<b>4</b>	<b>12</b>	<b>5</b>	<b>41</b>

$$\text{Chi-Square } \chi^2 = \sum (\text{O}-\text{E})^2 / \text{E}$$

Where,

O = Observed Frequency.

E = Expected Frequency.

E = (Row Total × Column Total) / Grand Total

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
15	12.80488	2.195122	4.81856	0.376307
4	4.268293	-0.26829	0.071981	0.016864
3	3.414634	-0.41463	0.171921	0.050348

11	10.2439	0.756098	0.571684	0.055807
2	4.268293	-2.26829	5.145152	1.205436
0	2.560976	-2.56098	6.558596	2.560976
1	0.853659	0.146341	0.021416	0.025087
1	0.682927	0.317073	0.100535	0.147213
1	2.04878	-1.04878	1.099941	0.536876
3	0.853659	2.146341	4.606782	5.396516
<b>TOTAL</b>				<b>10.3714</b>

**Degree of freedom** = (c-1) (r-1)

= (5-1) (2-1) = 4

**Level of Significance** = 5%

**Table value** = 9.488

As per the calculation here, the calculated value (10.3714) is greater than the table value (9.488). Therefore, the null hypothesis is rejected and it concluded that there is a significant relationship between the lead generation channel and lead conversion.

#### LEAD GENERATION CHANNELS AND LEAD CONVERSION PERCENTAGES (WEIGHTED AVERAGE) RANKING

factors	Weighted average	Rank
SEO	6.61	3
Content marketing	6.76	2
Google ads/ paid ads	5.85	4
LinkedIn marketing	7.71	1
Email marketing	5.66	5
Referrals & partnerships	5.57	6

According to the above data, LinkedIn marketing ranked first, content marketing ranked 2<sup>nd</sup>, SEO ranked 3<sup>rd</sup>, Google ads/paid ads ranked 4<sup>th</sup>, Email marketing ranked 5<sup>th</sup>, referrals & partnerships ranked 6<sup>th</sup>. LinkedIn marketing is the best performing channel to provide more leads, followed by content marketing. Referrals & partnerships is least performing channel.

#### RELATIONSHIP BETWEEN CRM SOFTWARE AND RATE OF EFFECTIVENESS OF CRM TOOLS (ANOVA TEST)

Ho: There is no significant difference in the mean effectiveness ratings of CRM systems across different CRM tools

H1: There is a significant difference in the mean effectiveness ratings of CRM systems across different CRM tools

source	Degree of freedom	Sum of squares(SS)	Mean sum of squares (MSS)	F	Fa
B/w samples	2	42.3	21.15	6.65	4.26
Within samples	9	28.62	3.18		
total	11	70.92			

Here the calculated value (6.65) is greater than the table value (4.26). Therefore, the null hypothesis is rejected and it concluded that there is a significant difference in the mean effectiveness ratings of CRM systems across different CRM tools.

#### IV. FINDINGS

##### PERCENTAGE ANALYSIS

- 51% of employees stated that social media outreach provides the best return on investment (ROI).
- Organic marketing (27%), referrals & partnerships (20%), and paid ads (2%) were ranked lower.
- 85% of employees agreed that the current lead generation strategies effectively attract clients, while 15% disagreed.
- 76% of employees stated that price sensitivity often leads to lead dropouts, while 24% disagreed.
- 63% of employees reported that NGXP Technologies generates 50-100 leads per month.
- 68% of employees stated that it takes 1-3 months to convert a lead into a customer.
- 20% said it takes 3-6 months, while 10% said less than 1 month.
- 51% of employees rated lead generation strategies as neutral in cost-effectiveness.

- 54% of employees stated that 3-5 follow-ups are required to convert a lead.
- 49% of employees stated that ZOHO CRM is the most used tool.
- 27% use HubSpot, while 19% use Salesforce.
- 49% of employees stated that blog articles & SEO content work best for engaging potential leads.
- 29% preferred case studies & success stories, while 15% preferred webinars & video demonstrations.

## CHI SQUARE TEST

- According to chi square test, the calculated value (10.3714) is greater than the table value (9.488). Therefore, the null hypothesis is rejected and it concluded that there is a significant relationship between the lead generation channel and lead conversion.

## WEIGHTED AVERAGE METHOD

- LinkedIn Marketing (3.95) has the highest effectiveness, followed by Content Marketing (3.46). Referrals & Partnerships (2.85) is the least effective for lead generation.

## ANOVA TEST

- According to anova test, the calculated value (6.65) is greater than the table value (4.26). Therefore, the null hypothesis is rejected and it concluded that there is a significant difference in the mean effectiveness ratings of CRM systems across different CRM tools.

## V. SUGGESTIONS

- Focus more on LinkedIn Marketing and Content Marketing, which were ranked highest in effectiveness. These channels should be further optimized with personalized content, case studies, and industry-specific campaigns.
- Strategies like Referrals & Partnerships, which performed least effectively, should be reassessed. The company can consider incentivizing referrals or improving the structure of referral programs to enhance their impact.
- Although Google Ads are currently less effective, they can be improved through A/B testing, targeted keyword selection, and better ad copy to increase ROI and lead quality.
- Since 76% of employees indicated price sensitivity as a reason for lead dropouts, NGXP should explore

competitive pricing models, flexible payment options, or bundling services to improve conversion.

- With ZOHO CRM being the most widely used, the company should invest in employee training to maximize its functionalities—like automation, analytics, and customer segmentation—to boost lead nurturing and conversions.
- With most conversions taking 1–3 months, strategies like automated follow-ups, targeted email campaigns, and live chat support can be used to reduce this time and improve the sales cycle efficiency.

## VI. CONCLUSION

This study, titled "**Analyzing the Impact of Lead Generation and Conversion Strategies at NGXP Technologies**," set out to evaluate how different marketing strategies influence lead acquisition, conversion, and overall business performance. Through a combination of statistical tools such as percentage analysis, Chi-Square Test, Weighted Average Method, and ANOVA Test, the research uncovered actionable insights that can drive strategic improvements within the organization.

From the Weighted Average method, it was found that LinkedIn Marketing holds the highest score of 7.71, followed by Content Marketing (6.76) and SEO (6.61). These findings clearly indicate that digital strategies, particularly LinkedIn campaigns, are the most effective in generating quality leads. On the other hand, Referrals & Partnerships, with the lowest score of 5.57, were found to be the least effective and need strategic revision.

The Chi-Square Test showed a significant relationship between the choice of lead generation channels and actual lead conversion, reinforcing the importance of selecting effective platforms. Moreover, the ANOVA Test revealed a significant difference in the effectiveness of different CRM tools, with ZOHO CRM emerging as the most commonly used system within the company. This research clearly establishes that LinkedIn Marketing, Content Marketing, and SEO are the most impactful channels at NGXP Technologies. With data-driven refinement of underperforming channels like referrals, and better CRM optimization, the company can significantly increase lead conversion, improve cost-effectiveness, and gain a competitive edge in the B2B technology market. The implementation of personalized outreach, pricing flexibility, and enhanced CRM analytics will be crucial to future success.

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