



4 Lead generation ideas for B2B startups to fill up sales pipeline

Description

For a B2B startup, every day is a new set of challenges and opportunities to tackle. One minute you're refining your pitch, the next you're wondering how to get more qualified leads into your pipeline. Creating a lead generation strategy for B2B helps. Here are 4 lead generation ideas.

Cold emails are a good strategy. But they carry the risk of being marked as spam and conversion rates are also low. Paid ads can be effective for building a potential customer list. But they can be expensive and hit-or-miss.

So, how do you get those leads flowing? There are a few creative ways that can help your startup stand out and keep that sales pipeline flowing. Read on, for we'll share them here.

#1 Slide into LinkedIn DMs

[Cold messaging](#) on LinkedIn might not sound like a great idea. But this can be an effective way to generate leads. Around 89% of B2B marketers use LinkedIn for this purpose and a significant 62% confirm it actually generates leads for them.

Don't just fire off messages, however. There are some golden rules you must follow.

Sending out a generic, copy-pasted message is a big no-no. Personalization is the secret to capturing your prospective leads' attention.

Use their name, but dig a little bit more. Have they recently shared a fantastic post or left an insightful comment on someone's post? Mention that.

Your very first message is not the time to launch into your full sales pitch. So, keep it short and sweet. The goal here is simply to start a conversation and build a tiny bit of rapport. That way, you can ask a smart question to see if they are even facing a problem you can help solve.

Avoid sending messages on weekends because response rates are generally low. Tuesdays are the most active day on LinkedIn, so send messages on that day.

#2 Publish thought leadership content on established platforms

Corporate white papers present in-depth information, so they demonstrate thought leadership and build credibility with potential clients. But not everyone is going to stumble across your company's website and read them.

Instead of waiting for people to discover your website, publish collateral right where they already hang out. Harvard Business Review, Fast Company, or niche industry blogs that decision-makers trust are examples.

Guest posting on respected industry sites or publications can also help you tap into their established audience and borrow a bit of their credibility.

Don't echo the same old advice. Instead, aim to spark a genuine breakthrough with your insights. Offer a perspective that hasn't been considered, a novel solution, or a completely fresh angle on a common challenge.

Back it up with hard data and real examples. Got some interesting internal data, a compelling case study, or results from a quick survey you ran? Use it. This makes your points concrete and way more believable.

#3 Refresh your website

Your company's website has a substantial impact on its ability to attract leads and convert them into sales.

If your website is outdated, lacks a clear message, or overwhelms visitors with information, it will hinder the success of your lead generation campaigns.

How do you make sure your website is a welcoming, lead-capturing haven? Your headlines need to be crystal clear and compelling. The instant someone lands on your page, they should know what you do and, more importantly, how it helps them.

Don't make people hunt for calls to action (CTAs). And it almost goes without saying these days, but your website must be mobile-friendly. So many B2B decision-makers are browsing on their phones. If your site looks like a jumbled mess on mobile, you're definitely losing leads.

Now, refreshing your site manually can take weeks. Instead, use an AI website builder. According to [Hocoos](#), AI website builders save time and money compared to traditional website building methods.

It can help you rebuild your site in just a few minutes. You simply input your business information, pick a style, and the AI handles layout, copywriting, and SEO setup.

#4 Stand out with video content

If your content strategy is all blogs and PDFs, it's time to diversify your content mix.

People can get tired of reading walls of text. But video content grabs attention instantly. It also builds connection and trust. Seeing faces and hearing voices makes your brand feel more human and relatable.

Plus, some things are just way easier to explain by showing rather than telling. Quick product demos that highlight benefits over features are a great starting point. Keep them short—60 to 90 seconds is the sweet spot.

Try [some bite-sized](#) How-To or Quick Tip videos for social media. These are perfect for showing off your expertise without overwhelming your audience.

And if you have to break down complex ideas or processes, animated explainers are excellent.

Just like any other piece of content, always end your videos with a clear CTA. That guides your viewers to the next step.

At the end of the day, you don't need to be everywhere to generate leads. Just be where your target audience is, speak their language, and offer something genuinely helpful. Rest assured, you'll start seeing results.

Category

1. Business Growth
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