Lead Generation for Technology Companies

Channels ranked by fit, how long each takes, what to prioritise at each company stage, and how to measure pipeline by source.

01 Channels ranked by fit

CHANNEL	FIT	WHY IT FITS TECHNOLOGY BUYERS
1. Technical content, SEO and AI search	High	Technical buyers research alone first
2. Free trial, sandbox or free tier	High for self-serve products	Engineers prefer to test a product before they speak to sales
3. Partners and cloud marketplaces	High for infrastructure and security	Buyers already trust their cloud provider, MSP or integrator
4. Targeted LinkedIn and email outreach	Medium to high	Works with a tight account list and a message specific to the buyer
5. Developer and practitioner communities	Medium to high for developer tools	Trust comes from answering questions and sharing useful code
6. Webinars and events	Medium	Useful during evaluation, but each lead costs more time and money
7. Paid search	Medium	Captures existing demand. Clicks get expensive in crowded categories.
8. Paid social	Lower for direct leads	Better for retargeting and promoting content than first-touch leads

02 How long each channel takes

2-8 weeks
LinkedIn outreach, a short-cycle channel

3-9 months
Content marketing, a long-cycle channel

3-12 months
SEO and AI search, building compounding visibility

6-12 months
Partner marketing, reaching buyers through existing relationships

03 Priorities by company stage

Pre-seed and seed

- Goal: learn who buys and why
- Founder-led outreach to a short list, founders' networks
- Communities where users ask questions, a few deep technical posts
- Hold off on large paid budgets, broad SEO and agencies

Early growth, around Series A

- Goal: repeat what worked
- A first SEO and content programme, documentation as a channel
- A clear trial or demo path, one partner pilot, email nurture
- Hold off on opening many channels at once

Scale-up

- Goal: scale and spread risk
- Category-level SEO and AI search, partner and marketplace programmes
- Enterprise ABM, events, paid search on proven keywords, an outbound team
- Hold off on depending on the founders' network or one channel

04 Reaching technical buyers

- ☑ Keep docs public and searchable, with quickstarts, API references and working examples
- ☑ Let people try the product before a sales call, with minimal form data and a sandbox
- ☑ Publish architecture diagrams, integration lists, security pages and pricing logic
- ☑ Answer questions in developer communities and always disclose who you work for
- ☑ Write two tracks: depth for technical evaluators, cost, risk and outcomes for business buyers
- ☑ Put a solutions engineer on early calls and run technical webinars, not product pitches

05 Measure each funnel stage by source

FUNNEL STAGE	METRICS TO TRACK
Reach	Technical page traffic, AI search citations, docs visits, mentions
Engagement	Trial sign-ups, activation, webinar attendance, outreach reply rate
Qualification	Sales-accepted leads, product-qualified leads, meetings held
Pipeline and revenue	Opportunities, pipeline value, win rate, cycle length, payback

06 Measure outcomes, not activity

> *Connections sent and content published are inputs. Track qualified leads, meetings booked, pipeline created and revenue closed.*

Free to share with a link to the source page · © 2026 Mustard Seed Solutions