ℹ️ content kit key info

Content Kit Key Info

Content Kit name: content kit #4 | Meg Gowell | strategic playbook

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Content brief + quotes: meg gowell | content brief + quotes

SME interview folder: Meg Gowell | 4.11.2025 interview

Approved

CW sends 1st draft to CS: Jun 4, 2025
CSM sends 1st draft to client: Jun 9, 2025
Final delivery deadline: Jun 24, 2025

➡️ strategic playbook

content review tracker
[Company Name]

storyarb|

Meg Gowell | strategic playbook

Approved

Recommended publish URL: /how-to-get-better-marketing-leads
Recommended Title: Friction as a feature: How to get better leads.

Alternative Titles:

- How to get more valuable conversions (not just…more)
- The 'Strategic Friction' framework for getting better leads
- Marketers don't want more leads—they want better ones. Here's how to get

Description metadata (max. 150 characters): Discover how to improve lead quality with strategic friction by focusing on the behaviors that identify high-value prospects.

Final word count: ~1200

Friction as a feature: How to get better leads.

Not all conversions are created equal. Director of Growth Marketing Meg Gowell shares how she focuses on lead gen quality, not quantity.

A common marketing pitfall is mistaking **volume** for **value**.

More email addresses. More webinar signups. More PDF downloads.

These don't directly translate to more long-term customers.

"It's easy for businesses with a product-led growth model to get a ton of volume. Except, a lot of that volume is trash," says Meg Gowell, Typeform's Director of Growth Marketing. "They're leads who won't buy, or they'll buy and churn."

Exacerbating this problem is the fact that many marketers don't distinguish between different types of conversions—even when individuals' behaviors and lifetime value vary dramatically.

Not all conversions are created equal. Below, Meg walks through her approach to getting high-value leads that actually move the needle.

There is no magic lever

Here's how most non-marketing execs view growth marketing:

"Boards and CEOs are always wondering: What's the one precise marketing lever we can pull?" says Meg. "As if the marketing team can just go into a back room, pull a lever, and triple sales."

Reality, unfortunately, is a lot messier.

While single-metric focus ("add this CTA everywhere so we can get more emails") can lead to short-term gains, it also leads to long-term churn. The results are low-quality leads, wasted sales resources, and diminished ROI.

The strategic friction approach

If everyone is a high-priority lead, no one is a high-priority lead.

(Also, if everyone is a high-priority lead, your sales team will be very burnt out and confused and probably mad at you.)

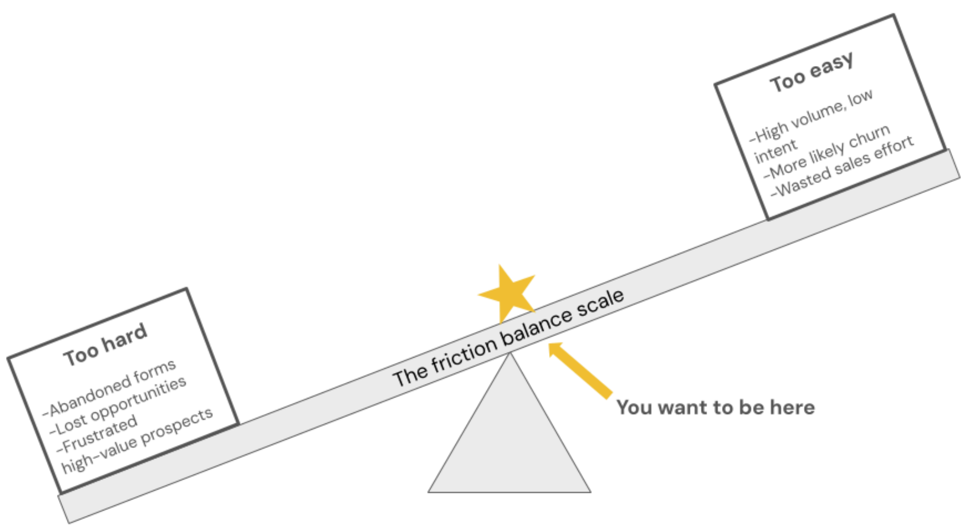
Introducing a higher barrier to entry to MQL status helps you more efficiently allocate your attention.

To do this, Meg isn't afraid to create a little friction.

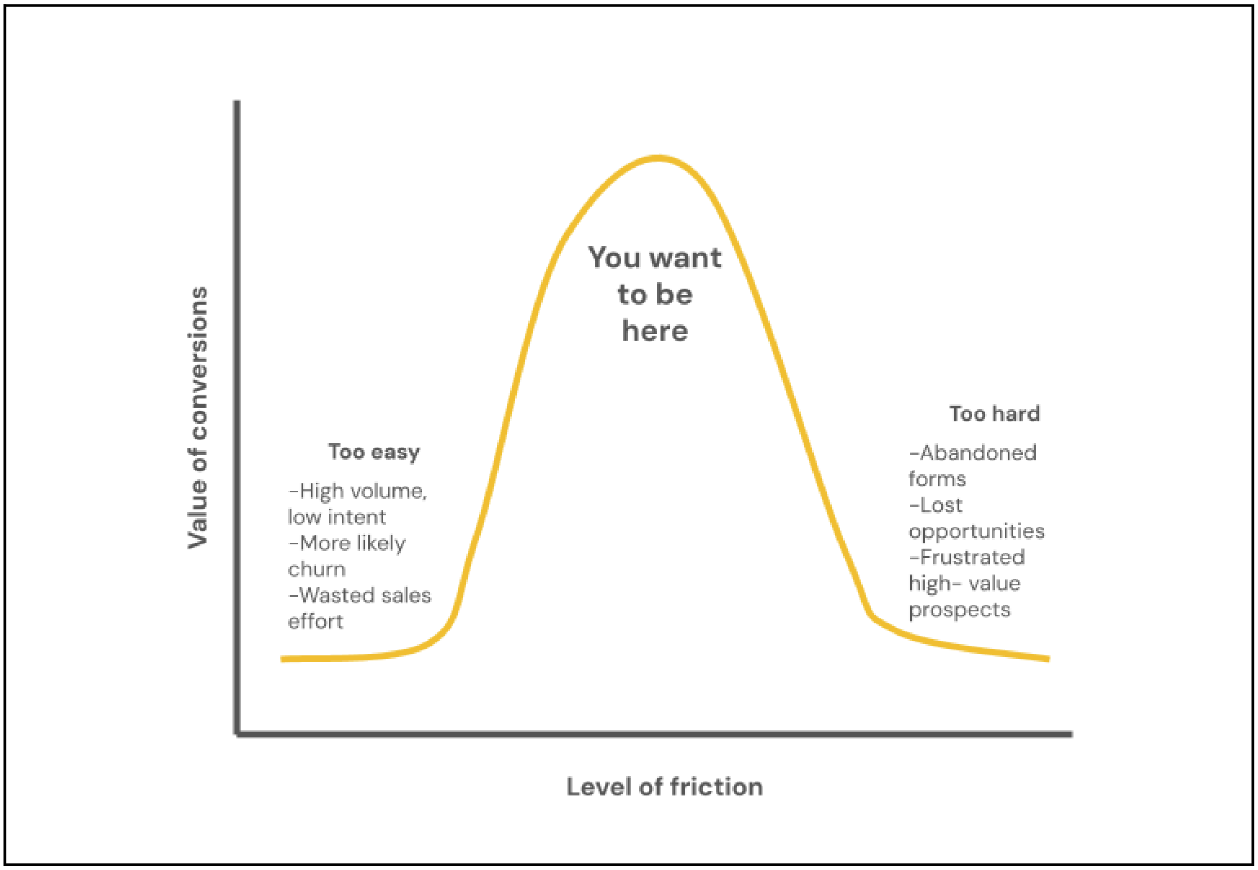
"You don't want just anybody coming in," she explains. "But you don't want to lose your best potential customers by making it too hard to get started either."

By introducing—and continuously re-adjusting—some friction, you spare your sales team from combing through reams of leads going nowhere fast, and instead focus your efforts on truly high-potential prospects.

[visual opportunity: "The friction balance scale"]



[alt visual: the "Goldilocks zone" of form friction — [inspo from this post]]



Here are Meg's considerations for getting into that *juuust right* Goldilocks zone.

Remember your ICP is a person, not a company

Traditionally, marketers rank conversions based on firmographic information (company size, industry, revenue, location). But these signals alone can be misleading.

A lead from a target company might look perfect on paper—but if they're in the wrong department or lack decision-making power, even "positive" firmographic signals can be worthless.

(For example, that SDR probably isn't going to be buying your cloud-based graphic design suite for the whole company. They probably just wanted to make a prettier email.)

Dig into behavior, not just demographics

What steps do your prospective customers take that demonstrate a genuine need for your solution?

"At Typeform, we use 'question creation' as a conversion rubric for Facebook," says Meg. "Rather than looking at everyone who signs up for Typeform, we look at who's signed up *and also* created a question in a form. And we know the more questions you create, the more likely Typeform can really help you."

Brainstorm with your team: What actions indicate a high-quality lead?

Constantly reevaluate who qualifies

Remember when we said reality was messy?

This is the messy part.

"Qualifying behaviors won't be static," says Meg. "You have to constantly look at the data to figure out what a good prospect really looks like."

Some changes that may alter your criteria include:

- You launch a major website redesign that changes how users interact with key features.
- Seasonal patterns—like holiday shopping, or Q4 budget flush—temporarily shift user behavior.
- The product team decides to auto-create a first project for every new user—so "creating a new project" is no longer a qualifying event.
- You used event registration as a qualifying event, but now your event is passed. Instead, you may want to look at who actually attended the event, who engaged with event content on social, who opened the follow-up email, and other attendee behaviors.

Know when to remove friction entirely

Part of a strategic friction strategy is knowing when to eliminate friction entirely. This is where Meg's zero-click paid social strategy comes into play.

"I believe in having paid social that isn't all gated, but offers something immediately consumable in the platform where you see it," she explains.

Giving away some gold for free serves two purposes:

1. It builds brand awareness and trust before asking for anything in return
2. It helps you identify what content resonates with your audience before investing in lead capture around similar topics

By observing how users engage with zero-click content, you can make more informed decisions about where to dial up friction in your funnel.

Growth marketing: Not dead, just different

One of the most valuable benefits of a more nuanced approach to conversions?

Longevity.

Both for your company, and for marketers writ large.

“There’s this common narrative right now that marketing is dead. None of us know what we’re doing and all the channels suck,” says Meg. “Marketing isn’t dead. It’s just not as easy as it used to be.”

As our industries have become more crowded—with competitors, with influencers, with AI-generated marketing collateral—it’s harder than ever for marketers to stand out. Successful marketers are the ones who:

- Question longstanding assumptions (like “all conversions are good conversions”)
- Think critically about customer behavior, not just background
- Constantly reevaluate their qualification criteria
- Know when to dial up the friction to gain access to something, and when to give the good stuff away for free

As budgets tighten and competition increases, marketers who rely on the “easy wins” of pure volume are struggling. “People who have been doing the more advanced version of growth marketing are still seeing results,” says Meg. “It’s the people who only did the easy version who get priced out of the market.”

Four equations to drive quality, not quantity

For marketers looking to level up their approach to conversions, there are a few simple equations to keep in mind:

Behavior > demographics. Your highest-potential leads are gorillas, and you're Jane Goodall. Observe their behavior. Where do they go? What do they look for? How many bamboo shoots do they eat in a day? (Bamboo shoots here being gated content downloads.)

Ship to iterate > Wait to perfect. Meg is a firm believer in shipping first and asking questions later. There's a lot to learn from a campaign or CTA that you've already published—and no new data from projects still sitting in your drafts.

Multichannel > single levers. "Growth marketing isn't just one thing. It's a 2+2=8 kind of scenario," explains Meg. True growth comes from orchestrating multiple channels and tactics simultaneously, rather than searching for a silver bullet solution.

Some friction > No friction. Strategic "barriers to entry" for qualified leads filter out low-value users, while streamlining experiences for high-value prospects.

➡️ newsletter

content kit newsletter #4

Approved

Subject line: the case for more friction in your marketing funnel

Alternative subject lines:

- Dom Perignon, not Franzia 🍾
- is your funnel letting in the wrong crowd?
- how to be a leads bouncer

Description metadata (max. 150 characters): Discover the strategic friction approach to lead generation: how to filter out low-value prospects while attracting the ones that truly convert.

Word count: 540

[intro/warm up ~100 words]

Not all conversions are created equal.

But when your marketing strategy is *"More emails, more signups, more downloads, more more more!"*, you treat them like they are. And end up with a mountain of prospects with the buying potential of a broken vending machine.

Time to turn up the friction.

Like a bouncer for your lead funnel, our Director of Growth Marketing, Meg Gowell, has mastered the art of who you let in. She's sharing her strategic approach for marketers who want Dom Perignon, not boxed wine.

The velvet rope awaits below.

What's inside:

⚖️ Striking the right friction balance
📱 Mobile form-fillers take over
[TK point for marketing section]
🧙 Is your marketing funnel more Gandalf, or Oprah?

———————

[anchor story, ~150 words]

The strategic friction approach

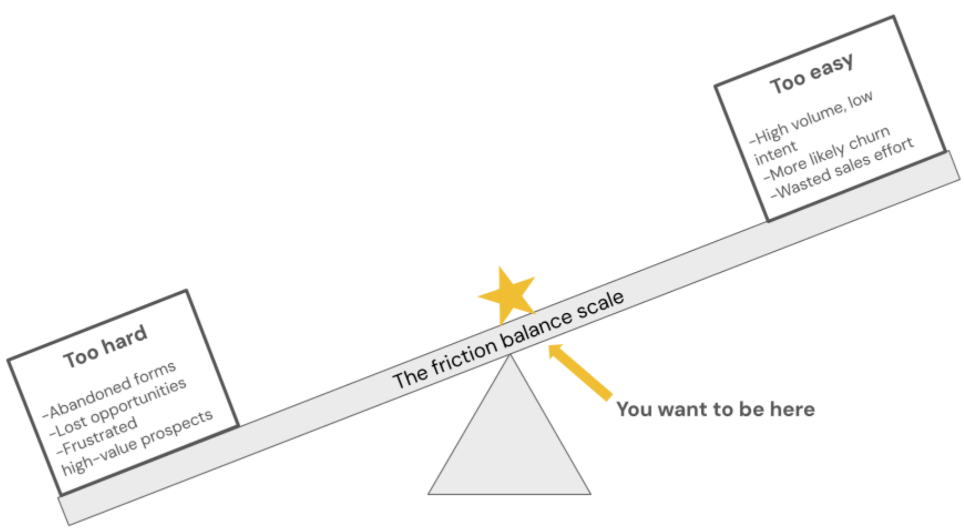
If everyone is a high-priority lead, no one is a high-priority lead.

(Also, if everyone is a high-priority lead, your sales team will be very burnt out and confused and probably mad at you.)

"You don't want just anybody coming in," Meg explains. "But you don't want to lose your best potential customers by making it too hard to get started either."

It's a delicate balance to strike—but introducing some barriers to entry for your conversion ultimately helps you spend your time on the prospects who can actually move the needle.

[visual: add in whatever visual you end up using for the playbook]



Some things to keep in mind:

- **Your ICP is a person, not a company.** Ranking conversions on company data alone is insufficient.
- **Behavior tells you more than demographics.** What steps do your prospects take that illustrate genuine need?
- **You gotta reevaluate.** Qualifying behaviors won't be static. Revisit the data so you know where and when to tweak.
- **Know when to remove friction entirely.** There's a time and a place for giving the gold away for free.

Meg breaks this all down in our latest playbook: [link to published playbook]

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[curated links]

Worth a click

Four stories worth bookmarking:

- Placeholder for timely story.
- Placeholder for timely story.
- Marketing is like investing in the stock market: As soon as the downturn hits, you want to pull your budget. Ad agencies say you should stay the course. (Marketing Brew)
- Mobile form-fillers are taking over: In Q3'24, 61% of survey responses worldwide came from mobile devices. (Backlinko)

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[marketing]

Typeform toolkit

[~50 word marketing plug for Typeform team to add in—events, other content, product updates, podcast episodes, partnerships + activations, job postings, etc.]

———————

[interactive poll]

Question of the week

We'll share the results in our next issue.

Your marketing funnel personified is most like…

- Willy Wonka — Flashy and exciting, but only a few make it to the end.
- Gandalf — YOU SHALL NOT PASS. You've got limited time and a sky-high bar for qualification.
- Sherlock Homes — Meticulously investigating every lead.
- Oprah — YOU get a demo. And YOU get a demo. EVERYBODY gets a demo!

Last week, we asked you: **What contact form field do you wish you could eliminate (but sales won't let you)?**

You said:

Image of results

———————

[conclusion]

We live to per-form. Hit reply to share your thoughts on this week's newsletter.

Fill you in next time…

➡️ social posts

content kit #4 | exec/company social

Revisions

Text formatter on linkedin

Company/Employee Enablement

Boilerplate 1: Strategic playbook post

"More leads = more better" is a pretty flimsy marketing strategy. It's also a pretty common one.

In our latest blog post, Typeform's Director of Growth Marketing Meg Gowell shares why value is a better criteria than volume—and how marketers can actually identify it.

TLDR:
-Be more selective about who you let into your funnel
-Dig into the data about who your prospects actually are (not just where they work)
-Observe how the best prospects behave

Read the full playbook for a practical approach to getting better leads, not just more of them: [add link to published playbook]

SME Social

(Meg) SME 1: Strategic playbook post

I keep hearing it.

"Growth marketing is dead."

Marketing is over, none of us know what we're doing, all the channels suck, and we should just give up and lay down and die. 💀

But I disagree.

I think what's actually going on is that people are finally realizing: growth marketing is HARD.

And it's hard because in the last few years, a few things have gotten easier. Like:

-Starting a company (so there's more competition)
-Becoming an influencer (so there's different competition)
-Putting out AI-generated marketing content (so there's a whole lotta noise)

Of course the marketers who only did the easy things are getting priced out of the market.

But marketers who have been putting in the hard work—constantly returning to their data, strategically adding in some friction to their funnel, knowing when to gate and when to give away the gold for free—are in a better spot than ever.

I talk about this in Typeform's latest playbook. Think of it as my guide to being your marketing funnel's favorite bouncer.

[add link to published playbook]

(Meg) SME 2: Strategic playbook post

CEOs setting their marketing strategy be like…

The truth is, there's no single lever you can pull to magically make your marketing machine work better. But execs sure love asking you to double down on it.

I talk about this misconception—and about how to ACTUALLY get more valuable conversions—in our latest marketing playbook from Typeform. Link in comments 👇

Executive Social

(Kay-Kay) Exec 1: Strategic playbook post

Your ICP is a person, not a company.

So why are you only using company info to qualify your leads?

Many marketers value conversions based on firmographic data. Company size, industry, revenue, location. We've all got that "wishlist of logos" tacked up on the hypothetical wall.

(Or real wall. Call me, Disney/Microsoft/Sephora, I just wanna talk.)

And while a lead from a wishlist company might look perfect on paper, if they're in the wrong department or lack buying power, they're not the ICP for you.

❌ An SDR probably isn't buying your enterprise design suite. They probably just want to make prettier emails.

❌ An intern downloading your market report isn't signing a $10K/month contract. They probably needed one stat for a deck.

❌ An HR assistant isn't purchasing executive coaching. They're probably just researching for their internal program.

Qualifying leads based on their company alone isn't enough.

We dive into what IS enough—and how to prioritize value over volume—in our latest playbook from Typeform, with insights from the brill Meg Gowell. Link in comments.

[in comments: link to published playbook]

(Lydia) Exec 2: Strategic playbook post

Your marketing funnel should at least be as discerning as a bouncer at a dive bar.

I.e., it shouldn't let in everyone with a pulse. (Check those ID's, sir.)

The truth is, a lot of us have been trained to chase volume. More emails! More downloads! More signups!

But when your entire marketing strategy is "more!", you end up with a mountain of prospects with the purchasing power of a Monopoly bank.

If you want conversions not just crowds, you need to embrace fiction and set higher barriers to entry.

At the very least, the marketing version of: no shoes, no shirt, no service.

Check out the full breakdown in Typeform's latest marketing playbook, by the reigning queen of lead gen Meg Gowell: [add link to published playbook]

And to get these insights directly in your inbox, make sure to subscribe to informed! [add link to informed landing page]