

30 Lead Generation Strategies to Help Grow Your Business



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Introduction: Why Generating Leads is Critical

A lead is the profile of information gathered about a potential customer from a variety of interactions with your company. Putting various processes and events in place to capture leads is important to the long-term growth of your business, since the goal of growing your database of leads is to eventually convert them into paying customers.



Lead generation is important for your business because the traditional buying process has dramatically changed and therefore, requires your business to stimulate interest in your products or services across the customer pipeline.

A thorough lead generation strategy is necessary to keep potential and relevant customers flowing into your database for ongoing nurturing by your sales and marketing teams. The quality of the leads generated for your business is often one of the biggest challenges, says 61% of B2B marketers surveyed. With that in mind, here are thirty suggested tactics broken up into five categories to help your company generate the right leads on a consistent basis.

Webinars

1. Include a strong call-to-action at the end of a content-rich webinar your company hosts to help drive viewers to sign up for future updates from your company on the subjects covered during the session. The call to action should relate to the topics covered, as well as what type of leads you're hoping to generate.
2. Co-host with relevant industry experts to help draw in their audience of relevant viewers to your webinar. Coordinate with these influencers to share content about their participation in your webinar on their blog and social channels to help drive further visibility, traffic and potential leads.
3. Mention and share links to other pieces of relevant content created by your company in your webinar that live on landing pages with sign-up forms on your website. Viewers can then convert to leads if they choose to sign-up and download an eBook, white paper or other form of premium content your company offers.

I'm a GoToWebinar Signup Page

Wednesday, January 30, 2013 9:00 AM - 10:00 AM EST - [Show in my Time Zone](#)

Webinar Registration

See how my forms are tiny and a pain to use?
It's frustrating that I cannot format my text or images how I would like!

* First Name:	<input type="text"/>	* Last Name:	<input type="text"/>
* Email Address: 	<input type="text"/>	* Address:	<input type="text"/>
* City:	<input type="text"/>	* State/Province:	<input type="text" value="Alabama"/>
* Zip/Postal Code:	<input type="text"/>	* Country:	<input type="text" value="United States"/>
Phone:	<input type="text"/>	Industry:	<input type="text" value="Accounting"/>
Organization:	<input type="text"/>		

* Indicates a required field

By clicking the "Register Now" button you submit your information to the Webinar organizer, who will use it to communicate with you regarding this event and their other services.

[View system requirements](#)

4. Keep the webinar registration form on your website thorough to ensure quality leads, yet concise to make it simple for registrants to sign-up. Be sure to only include 4 to 5 fields on your sign-up form to achieve the right balance of quality and quantity when it comes to your leads. Don't be discouraged by a low number of attendees, since 40% to 50% of registrants on average attend a webinar they signed up for.

5. Add more ways for viewers to stay in touch with your company after the completion of the webinar. This could include adding anything from links or linked icons to your social media channels, a sign-up form for your email list, the RSS feed for your blog content and more. In many cases, a past webinar viewer will be captured as a lead from another marketing channel at another time once they become more familiar with your brand over time.



6. Create follow-up opportunities either through continued conversations about the webinar on Twitter, by sharing the slides from the webinar on SlideShare,

announcing the next webinar hosted by your company and more to insight continued interactions with your company. This strategy will help your business provide as much value as possible to viewers before, during and after your webinar to foster an ongoing bond with them overtime.

Free Guides, eBooks & White Papers

7. Educate readers with topics relevant to their interests and your offerings in the form of eBooks, white papers, free guides and other forms of premium content. This information should help solve ongoing problems faced by your target demographic to eventually associate your business with the topics covered in your content. Listen to feedback from existing customer to best understand the type of content that will help educate them, as well as potential leads.

8. Allow contributions from industry experts and influencers related to the subject of the long-form content you're developing. These individuals bring an original perspective that can add needed credibility to your content, as well as a relevant audience willing to share their content across social media. Both the original perspective and relevant audiences of the contributors can help drive more leads and longevity to each piece.



The screenshot displays the Vendio website's sign-up page. At the top left is the Vendio logo with the tagline 'Simply Powerful eCommerce'. At the top right, it says '100% Free Online Stores'. The main content area is divided into two sections. On the left is a blue sign-up form titled 'The Vendio Store 100% FREE'. The form includes fields for 'Create Username', 'Password', 'Confirm Password', 'Your Email', and 'Confirm Email'. Below the form is a 'User Agreement' section with a checked box for 'Sign me up to receive exclusive deals and Vendio news.' and a link to the 'User Agreement'. A prominent orange 'Sign Up Now' button is at the bottom of the form. On the right side of the page, there are several images of various online store templates. Below these images is a link that says 'CLICK IMAGES TO ENLARGE'. Underneath is the heading '100% Free Online Stores - No Credit Card Required' followed by a list of features: 'Fast and easy setup: Our drag-and-drop editor will have your store up and running in minutes.', 'Professional designs: Dozens of templates to choose from to make your store stand out.', 'Analytics and SEO integrated: Effortlessly set up Google Analytics and optimize keywords.', 'Multi-channel support: Increase exposure by listing your store items to eBay and Amazon.', and 'Completely FREE: Too good to be true? Nope. [Learn more.](#)' At the bottom of the page, it says 'Partnered with:' followed by logos for amazon.com, eBay, UPS, FedEx, Google, and TRUSTe. At the very bottom, there is a small copyright notice: 'Copyright © 1998 - 2010 Vendio Services, Inc. - [Privacy Policy](#)'.

9. Create an optimized landing page for each of piece of content to live on that contains a sign-up form, a description of the resource, benefits of the resource, trust elements like company testimonials, images related to the content and more to help sell the value of the content. The more convincing the landing page is at selling your guides, eBooks or white papers, the more likely you'll increase the leads generated from these resources.

10. Include a healthy combination of high level insights on the topic you're covering in your pieces of premium content, as well as actionable tips that illustrate how to execute against the larger ideas presented.

Adding both the theory as well as the application of the information shared is important to accommodate different ways people absorb content. The more you accommodate to different types of learners, the more likely your content will resonate with readers and help covert more of them into leads.



11. Finish the long-form premium content your business creates with a strong call-to-action to help convince readers to try your services, activate a free trial, use a promo code for the discounted use of your offerings, download other related content and more to help insight them to convert to into a lead.

12. Recommend more long-form content to your existing customers to help grow your database of contacts. Use your eBooks, guides and white papers to fuel the word of mouth about your business by recommending other pieces of content from your company that relate to the subject of the original content the existing reader

downloaded. This recommendation could come in the form of an email triggered by downloads a reader has chosen, a footer prompt at the bottom of your content's download page, by using display advertising to target past visitors that performed an action and more.

Social Media

13. Share images, snippets of information and other interesting aspects of your content from blog posts, eBooks, white papers, infographics and elsewhere on your social media channels. This content drives traffic, engagement and visibility to these resources, which down the pipeline can help generate more leads. Create a unique post for each piece of content, specific to the intricacies of each social channel your



business shares its content on.

14. Utilize paid social advertising on LinkedIn, Facebook or Twitter to make the most of the reach of these social channels with updates focused around your most valuable content. For example, use Twitter's promoted tweets to get your tweets about your eBooks more traction on the social channel, which should lead to more traffic, engagement and visibility of your tweets.

When spending money on promoting your content to a wider audience on social media, stick to mostly sharing content that requires a sign-up form to view. This way you'll be able to more effectively capture leads attributed to the money you applied to paid advertising.

15. Hold contests, giveaways and sweepstakes on social media to drive your followers and non-followers to sign-up to your email list in order to enter the promotion. This is one way of converting people interacting with you on social media into long-term subscribers interested in viewing your future content, if they opted in when they initially signed up for your contest.

16. Share incentives with your social following to encourage them to sign-up to your email list. Many businesses offer 10-20% off a shopper's first purchase, once they subscribe and become a lead. Provide similar one time offers to your potential customers, and then share this offering on your social accounts to continue to alert your audience of its existence and value.



17. Provide world-class customer service across your social media channels to help nurture your relationship with your social following and existing customers. Reacting to the concerns, comments and complaints of your customers across

social media in a friendly and timely manner will go a long way towards building trust with potential leads and existing customers. Moments of delightful customer service often help fuel word of mouth marketing for your business from existing customers. According to Forrester Analyst, Zachary Reiss-Davis, "people you know and respect online are the most important sources of discovery when you're looking for new things to buy." Use social media to help turn existing customers into your most vocal advocates, generating more leads for your business.

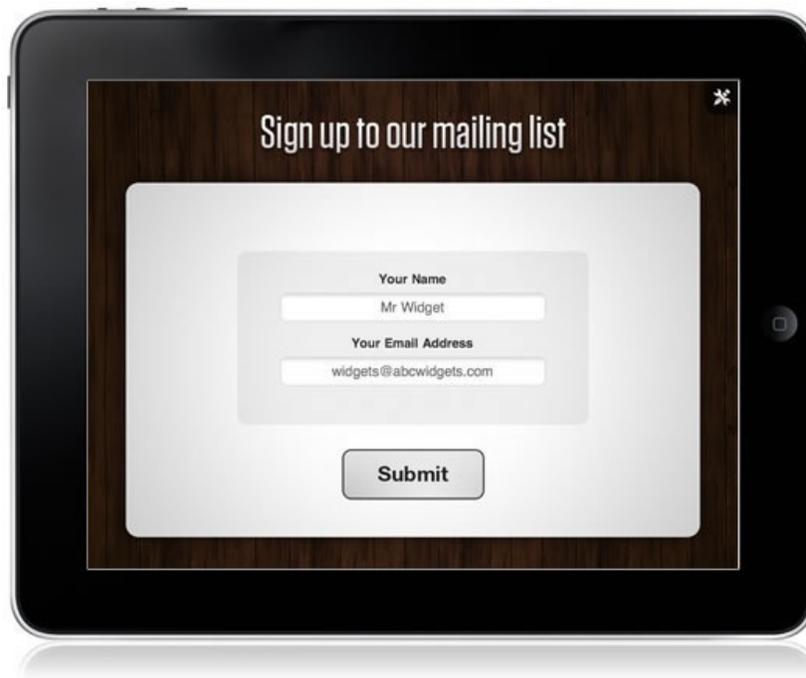
18. Similar to the idea of holding a webinar, host a Twitter chat, a Facebook chat or a Google+ Hangout on Air to create a real-time interactive experience with your audiences online. Create an engaging session on a valuable topic for your target customers; invite industry leaders and customers alike to join in on a moderated discussion. Showcasing a human face during these sessions can help your business better foster trust amongst your audience, which will likely help you gather more leads from your social community.

Industry Events

19. Encourage sign-ups to your email list as a form of entry into a contest, sweepstakes or promotion your company is hosting at an event. The sign-up can be done through one of many apps on a tablet or by hand with pencil and paper. Make sure the prize that is being awarded to the winners is relevant to your company's offerings to ensure the quality of your leads. For instance, many companies give away iPads as prizes for contests, which is quite often completely unrelated to their business and draws the attention of anyone looking for free swag.

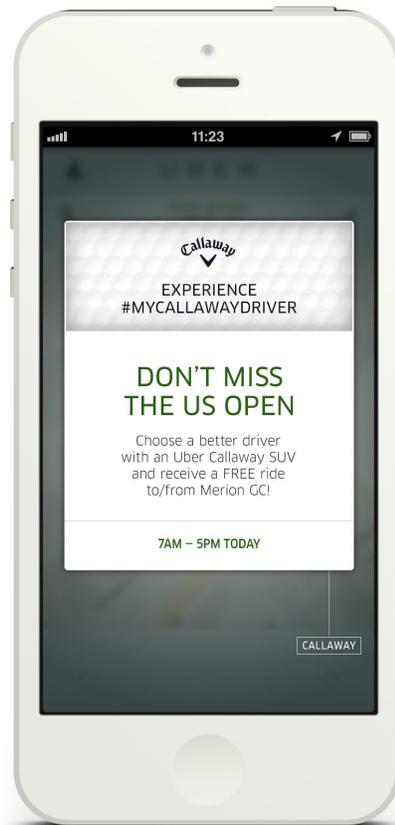
20. Set customer targets based off of the event's attendees and encourage them to visit your company's table, booth or area. If need be, incentivize them with free

swag, food or alcohol to get the opportunity to be in front of them and share the value of your products or services through a conversation to see if they are facing issues your company helps solve. If they do encounter issues that are relevant to your company's offerings, then demo your product or service for these attendees if they are interested. Don't ever be pushy, but offer your contact info to the attendees at your booth and be sure to gather their contact info as well to ensure there is opportunity to follow up after the event.



21. Whether you're giving a demo, hosting a contest or any other kind of engagement with attendees at an event, be sure to deliver value no matter what to create warm leads. The more value you're adding to a person's day, the more likely they will listen to information about your product and service offerings. When you've presented attendees with more value through free content, relevant swag or insights on industry trends, the better your engagement will be with them at the event and for the future.

22. Communicate with event attendees before, during and after the event to get the most of your time in front of them with a variety of communication tactics. Send registration emails before the event as well as reminders about the date, time and location to keep potential attendees engaged. Use social media to alert attendees of your presence at a large-scale industry event to make sure you aren't lost in the crowd of other companies and competitors.



23. Create an event within an event to overpower other companies' presence at a large conference. Take a product demo to the next level by offering a one of a kind experience to attendees like the free Callaway sponsored Uber rides at the U.S. Open in 2013 or the truth-or-dare themed campaign Ray Ban recently launched at Sundance Festival to capture the attention of potential customers.

24. Follow up with attendees with relevant messaging via email from gathered information acquired at the event. The follow up should contain contextually relevant information gathered by the members of your staff to help personalize the message and make it more effective at engaging the potential prospect. Send original content to prospects to help match any needs or problems they are facing, based off of conversations had at the event.

Offer to move the conversation from an email to a phone call at the convenience of the prospect, since a phone call is more likely to convert customers than email alone.

Blogging

25. Guest blog on other relevant websites to draw traffic, links and greater visibility to your company's blog efforts. Overtime, a consistent guest blogging strategy can work to help drive thought leadership in your industry in relation to the topics your company wants to be associated with.

Start by identifying websites that have similar audiences to your customer base and reach out to the other website's blog editors to see if they accept guest contributors for their blogs.

26. Add a call-to-action at the end of your blog posts for readers to sign-up for your email list, try a free trial of your products, download a long-form piece of content like an eBook and more.

The addition of this call-to-action at the end of your blog posts helps bring more engagement with your company and its ecosystem of content from readers.

Spelling out next steps for readers online is often what it takes to get them to engage with your company further.

27. Focus on naturally including the keywords that your business should rank highly for in the search engines by adding them to the headline and the body of your blog posts frequently.

Linking some of these relevant keywords within your blog posts to other pieces of content on your website including other blog posts, will also help drive further visibility to your articles. This added visibility of your content can help increase the likelihood that the right leads looking for your services will find you when they're conducting relevant searches.



28. Conversations spurred from your blog posts will help build your ongoing rapport with visitors online, building their trust overtime when your company provides continued education, support and delight.

Communicate with readers by ensuring your writers communicate with readers on social media, as well as in the comments below your company blog posts to discuss topics further. Install [Disqus](#), [Livefyre](#) or [IntenseDebate](#) to help facilitate engaging conversations on your blog utilizing features like social logins, conversations grouped into threads and more. Using the right tools with genuine dialogue will help turn readers into leads overtime, once they've become a consistent reader of your blog.

29. Include beautiful images with your blog content to increase the engagement with your content substantially, especially when your posts are shared across social media. [According to Buffer](#), posts with photos on Facebook get 53% more likes, 104% more comments and 84% more click-through on links than text-based posts.

Include images on all of your blog content to make it more engaging when viewed on your blog and when the link is shared across other social channels. To incorporate images take your own photos, design your own images in Photoshop, use the photos of others by crediting them for their work in certain circumstances or buy a subscription to a royalty-free stock photography bank like [Shutterstock](#), [Getty Images](#) or [iStock](#).

30. Once your blog is well-trafficked, setup remarketing campaigns to target your blog visitors who recently viewed content on your blog. Services like [AdRoll](#), [Retargeter](#) and others allow your company to follow blog readers with a pixel that will then show them ads on Facebook and other websites across the web encouraging them to return to your website. Use persuasive calls-to-action in your remarketing ads to get recent visitors to return to your website to try your products or services.



Are you ready to convert more visitors to leads using the above strategies with **Jumplead**? Start your 14-day free trial of our online marketing system today, there's no obligations and easy setup.

If you have any questions about the techniques described within this guide or how to start your free trial with the Jumplead online marketing system, feel free to get in touch by emailing us at hello@jumplead.com or calling us at +44 (0)845 123 3755.

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Brian Honigman is a writer for Jumplead, a full-time content marketing consultant and a freelance writer. His writing has appeared in Forbes, Huffington Post, Business Insider, Mashable, Entrepreneur and other publications covering the convergence of technology, marketing, business and communication. Follow him on Twitter @BrianHonigman.