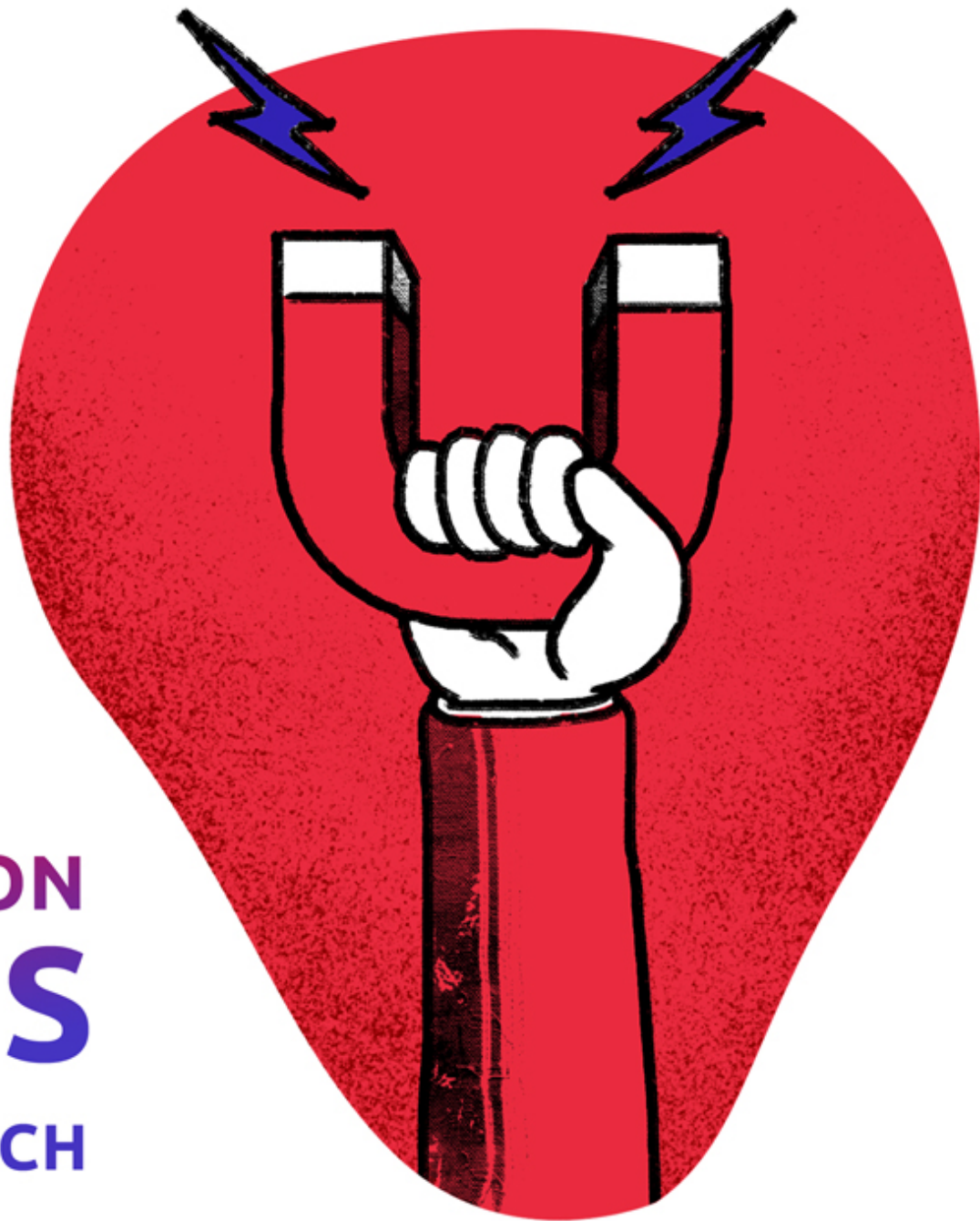


23

EFFECTIVE DIGITAL LEAD GENERATION STRATEGIES

PROVEN TO BOOST YOUR REACH



23 **EFFECTIVE DIGITAL LEAD GENERATION STRATEGIES**

PROVEN TO BOOST YOUR REACH

INTRODUCTION

Lead generation is incredibly important for a business to grow.

Increasing leads means increasing brand awareness and interest in your products or services, nurturing curious prospects through the marketing funnel and into your sales pipeline.

If done well, lead generation strategies create strong relationships with qualified customers who invest in your business for a long time.



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THE MECHANICS OF LEAD GENERATION

“Leads are the metric that, as marketers, we rely on. Because leads mean money.”

Generating leads - both high in quantity and quality - is a business owners dream and a marketers most important objective. A successful lead generation engine is what keeps the funnel full of sales prospects while you sleep. But surprisingly, only 1 in 10 professional services firms feel their lead generation campaigns are effective. So what gives?

There can be a lot of moving parts in any lead generation campaign and often times it's difficult to know which parts need fine tuning. In this guide, we will expose the top 30 techniques you should utilise to increase leads and revenue. These tactics have been tested over the past 7 years and have been used by our 5,000+ firms to generate more than 7.8 million leads last year.

So what goes into a best-of-class lead generation engine? First, lets take a look into the mechanics of high performing lead generation campaigns....



THE MECHANICS OF LEAD GENERATION

Before we dive into the 30 tips, we should first cover the mechanics of lead generation. The best lead generation campaigns contain most, if not all, of these components. From a tactical perspective, a marketer needs four crucial elements to make inbound lead generation happen. These include:



OFFER

An offer is a piece of content that is perceived high in value. Offers include eBooks, whitepapers, free consultations, coupons and product demonstrations.



CALL-TO-ACTION

A call-to-action (CTA) is either text, an image or a button that links directly to a landing page so people can find and download your offer.



LANDING PAGE

A landing page, unlike normal website pages, is a specialised page that contains information about one particular offer, and a form to download that offer.



FORM

You can't capture leads without forms. Forms will collect contact information from a visitor in exchange for an offer.

The tips in this guide will cover each of these elements so that each component is fully optimised to help you generate the most leads for your business.

Now then, let's get started.

CHAPTER 1:

CREATING IRRESISTIBLE OFFERS

Yes. It's one of the most powerful words in the human language. And if you think about all the things we do as business people, it's ultimately to get people to say "yes" to our offers.

When an offer is exclusive, scarce, or in high demand, it becomes more desirable. Whether they are whitepapers, free trials, memberships, sales promotions, or downloads, these irresistible elements can overcome a lead's typical friction, doubt, or concern.

Why do these elements work? Because they trigger a physiological reaction that makes an offer more valuable. People need to perceive the value of your offer to be greater than what you're asking for in return. The higher the perception of value, the more irresistible the offer. So how do you create irresistible offers? Glad you asked....

#1 USE THE ELEMENT OF SCARCITY

If you look at the principle of supply and demand, you'll notice that when supply is limited, demand goes up. Scarcity has a psychological influence on us, making us want something even more if there isn't enough to go around. Scarcity is great because it creates a fear of shortage, and thus a sense of urgency.

LIMITED TIME OFFERS

Limited time offers are among the most popular in the scarcity category. Just think about your average car dealership. Practically every commercial is a limited time deal. "Get 0% financing before it's gone!"

LIMITED QUANTITY OFFERS

When something is of limited quantity, it suddenly becomes more unique or exclusive. In some studies, limited quantity or supply offers have outperformed limited-time offers. Why? Because it's hard to tell when an offer of limited quantity will suddenly become unavailable, while a time-based offer has a known end time. Limited quantity offers are great for not only getting people to say "yes" to your offer, but to avoid procrastination completely.

CREATING IRRESISTIBLE OFFERS



LIMITED TIME AND LIMITED QUANTITY

Groupon is the perfect example of using both tactics. All Groupon deals end within a certain time frame, and they limit the number of people who can buy a Groupon. That's a powerful combination. The site also packages these scarcity tactics with discounting, which is another great value-add, especially for eCommerce businesses.

#2 THE BANDWAGON EFFECT

It's a natural tendency for humans to copy one another, even without realising it - we like to be a part of tribes and social communities (especially in the professional services world!). So when we notice our social circle is doing one thing, we tend to follow suit. One great way to make a service offer more valuable is to show that other people are participating in that offer.

PROOF IN NUMBERS

When possible, a great way to indicate how awesome an offer is to mention the number of people who have purchased, downloaded, signed up, or donated.

Some examples include:

Webinars:

On a page promoting a webinar with Facebook, state that more than xxxx people have signed up.

Blog Subscription:

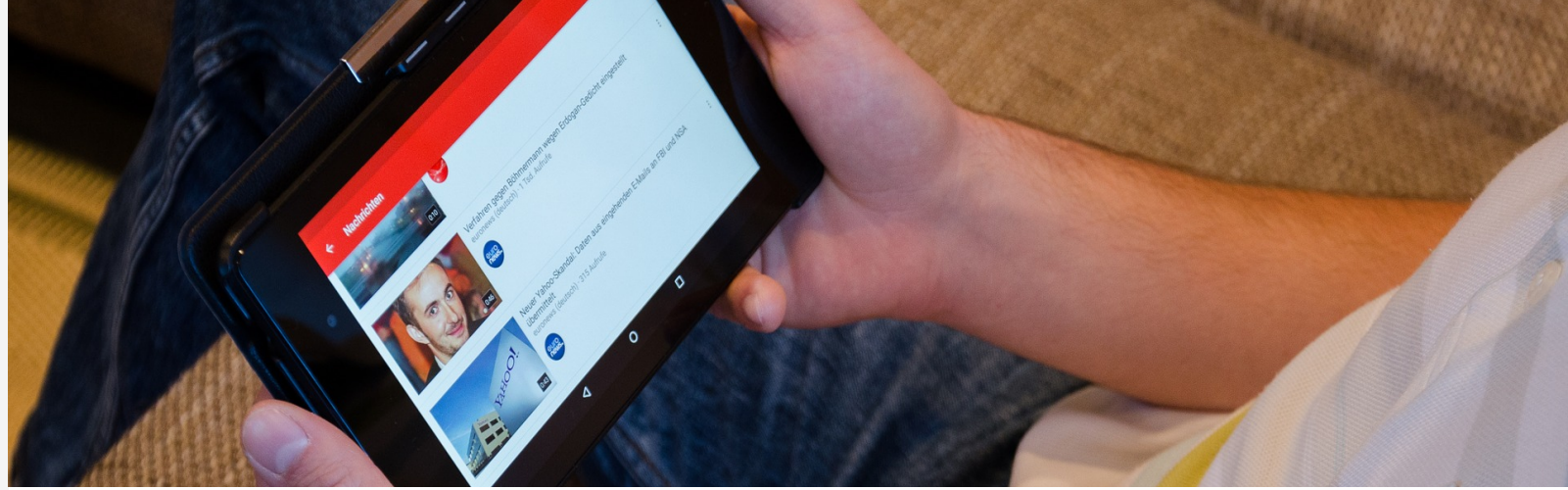
Similarly, on your blog under a "subscribe" module, you should indicate over xxxx people have subscribed. This is proof that it's a highly trustworthy and popular blog people should follow.

Conferences:

Events like XEROCON, QB CONNECT & ADX are some of the hottest industry events because tons of people flock to them every year.

*Just make sure
your claims are
not only true,
but believable!*

CREATING IRRESISTIBLE OFFERS



#3 LEVERAGE NEWSJACKING

After Prince William and Kate Middleton got married in April of 2011, no one could stop talking about Kate's wedding dress. Within hours after the wedding, vendors began making near-identical copies or similar styles of the Stella McCartney-designed dress. Even vendors such as David's Bridal now have a "Royal" category so you can dress "just like Kate" or "just like Meghan".

When something is buzz-worthy, it creates high demand. In situations like this, you can align offers with "what's hot" or "what's happening." Companies will often leverage newsjacking for this type of technique and it works very well for offers, too.

#4 FOCUS ON CREATING ATTENTION GRABBING TITLES

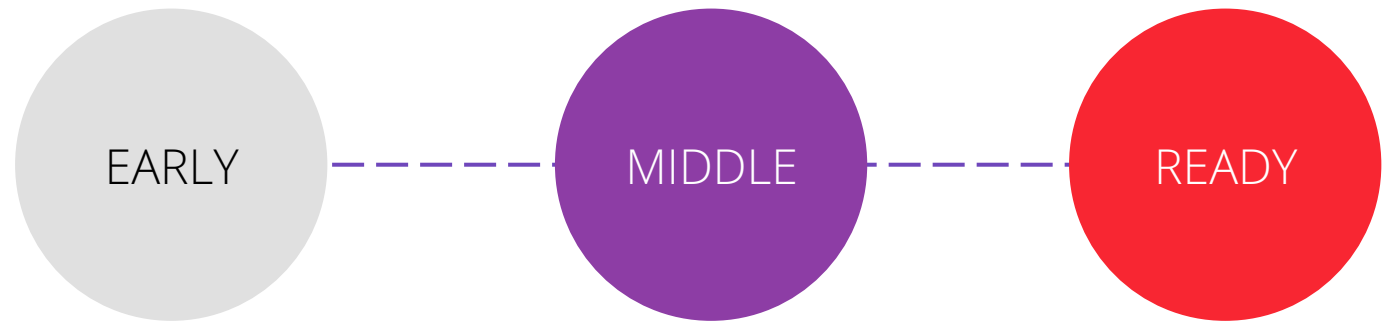
Brian Halligan, HubSpot CEO and co-founder, once said that "you can have a great offer with a bad title and no one will download it. But if you have an amazing title, suddenly everyone wants it." Yes - people do judge a book by its cover. If your offer is a piece of content, such as a whitepaper, eBook, or presentation, put effort into creating an amazing title. And if you want help coming up with a good one, try the [AMI's Headline Analyser Tool](#) or let us know!

CREATING IRRESISTIBLE OFFERS

#5 CREATE OFFERS FOR DIFFERENT BUYING STAGES

The most common offer we see on most websites is “Contact Us.” Sure, you want all your prospects to talk to your team on the front-line, but not everyone is ready. As you know, prospects are more likely to do their own research before even engaging with a potential provider. And, every prospect is at a different stage of exploration. Some may need more education than others. That’s why it’s important to develop different offers at different buying cycles.

Someone at the top of the buying cycle may be more interested in an informational piece like a guide or eBook, whereas someone more committed at the bottom of the cycle might be more interested in a free consultation or trial. You don’t need to pick and choose; create offers for each phase, and include a primary and secondary CTA to these offers on various pages throughout your site.



CREATING IRRESISTIBLE OFFERS

#6 AVOID THE DREADED CORPORATE GOBBLEDYGOOK

A professional image is necessary but you still want to avoid the dreaded corporate gobbledygook. What is gobbledygook you ask? Great question.

These are jargon terms and phrases that have been over-used and abused rendering them meaningless (you'll find them mostly in the high-tech industry, but everyone is an offender at one point or another). These words are meant to add more emphasis of a particular subject but instead they make your eyes roll.

Avoid these words when describing your services and offers:

- Next Generation
- Flexible
- Robust
- Scalable
- Easy to use
- Cutting-edge
- Groundbreaking
- Mission critical
- Best of breed



CREATING IRRESISTIBLE OFFERS

#7 CREATE HIGH-VALUE GATED CONTENT

Not all offers are created equal. Some “formats” of offers perform better than others at converting leads. For example, what’s more valuable, a whitepaper or an eBook?

Below are the type of offers, in order of performance, that generate the most amount of leads.

- eBooks or Guides
- Templates or Presentations
- Research & Reports
- Whitepapers
- Kits (multiple offers packaged together)
- Live Webinars
- On-demand Videos
- Blog (including offers in the nav or sidebar)
- Blog posts (if there is a CTA in the post)
- Podcasts or audio
- Middle-of-the-funnel offers: Demos, Contact Sales, RFP, etc. (more sales-ready offers)

What converts better out of that list is another order. But it’s important to test different types of offers with your audience to determine what works for your business. While eBooks score high on our list, you may find that reports, videos or other formats perform better.

CHAPTER 2:

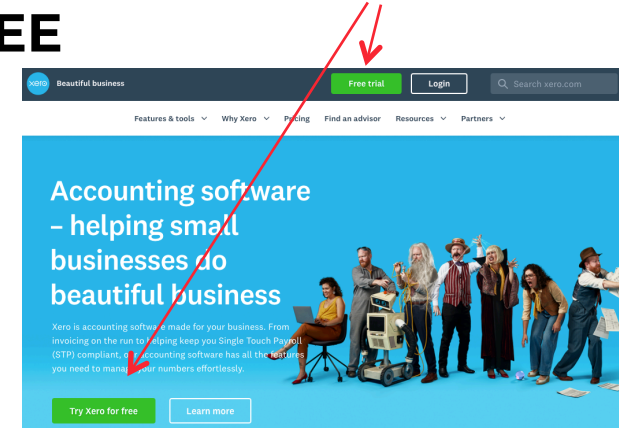
CALLS-TO ACTION THAT ROCK!

Calls-to-action (CTA) are the secret sauce to driving people to your offers. If your CTAs aren't effective at capturing people's attention and persuading them to the click, then it makes the offer useless. CTAs can be used on product pages (non-landing pages), in display ads, email, social media, direct mail and pretty much anywhere you can market your offer. But not all CTAs are created equal. In a world where every brand is fighting for consumers attention, it's critical that prospects choose your offer over your competitors. In this guide, we'll uncover tips to creating CTAs that rock.

#8 PLACE YOUR CTA WHERE THE EYE CAN SEE

Calls-to-action do best "above the fold" - the space where your web page is viewable to the user without having to scroll down. According to heat map analysis, anything "below the fold" will only be viewed by 50% of people who visit your page. Doubling impressions on your CTAs can significantly increase your lead count.

Notice the placement of primary CTAs on Xero's homepage. Two buttons stand out above the fold!



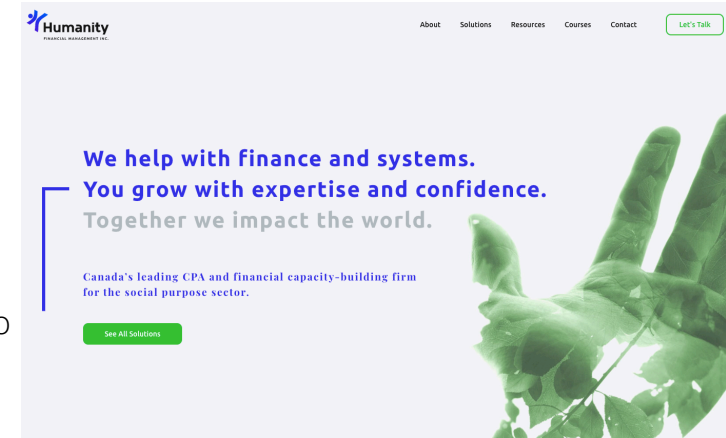
#9 CLARITY TRUMPS PERSUASION

Often times, some people will put more focus on being clever than clear. Be crystal clear about what offer is in your CTA. And be specific. If you're giving away a free guide, say "Download our FREE guide to X." If you're hosting a free webinar, say "Register for our FREE webinar on X." X should clearly convey a compelling benefit of receiving the offer. This is much more effective than "Submit", "Download Now" or "Get a Free Article." These simply aren't specific enough.

CALLS-TO ACTION THAT ROCK!

#10 USE CONTRAST TO STANDOUT

A call-to-action is meant to stand out, so if your CTA blends in too much with your site design, no one will notice it. You want as many eyeballs to land on that call-to-action as possible, so use contrasting colors to make the CTA stand out, and more importantly, use design to make it clear it is a clickable call-to-action.



#11 LINK YOUR CTA TO A DEDICATED LANDING PAGE

This tip might seem minor, but it's incredible how often businesses miss this opportunity. Calls-to-action are meant to send visitors to a dedicated landing page where they receive a specific offer. Do not use CTAs to drive people to your homepage. Even if your CTA is about your brand or service (and perhaps not an offer like a download), still send them to a targeted landing page that is relevant to what they are looking for. If you have the opportunity to use a CTA, send them to a page that will convert them into a lead.

#12 PROMOTE OFFERS ON PRODUCT PAGES

CTAs shouldn't be one size fits all. If your company offers various services or product packages, you may want to consider creating a different offer for each of them. Then you can place CTAs linking to each offer on the website pages that are most relevant to that offer.

CHAPTER 3: LANDING PAGES THAT CONVERT

Landing pages are one of the most important elements of lead generation. In fact, according to MarketingSherpa's research, landing pages are effective for 94% of B2B and B2C companies. The use of landing pages enables owners to direct website visitors to targeted pages and capture leads at a much higher rate.

#13 ELEMENTS OF AN EFFECTIVE LANDING PAGE

Landing pages, sometimes called a "Lead Capture Page," are used to convert visitors into leads by completing a transaction or by collecting contact information from them. Landing pages consist of:

- A headline and (optional) sub-headline
- A brief description of the offer
- At least one supporting image
- (Optional) supporting elements such as testimonials or accreditations
- And most importantly, a form to capture information
- Bonus point! Remove the (distracting) main navigation from your landing pages

#14 LESS... IS MORE

I'm sure you're aware of the rule "keep it simple, stupid." The same applies to landing pages. A cluttered page means a distracted visitor. Be brief and to the point; it's in the offer itself where you give more information. In addition to your headline, include a brief paragraph explaining what the offer is, followed by a few bullet points outlining the benefits of the offer.

LANDING PAGES THAT CONVERT

#15 ENCOURAGE SOCIAL SHARING

On your landing page, it's nice to include buttons to enable your prospects to share content and offers. Include multiple social media channels as well as email, since people have different sharing preferences. When your offer is shared more, more people land on the page, and therefore more people fill out your form and become leads!



#16 EMPHASISE THE BENEFITS OF THE OFFER

Make it clear in your brief paragraph and/or bullet points what the benefits of the offer are. It's more than just listing what the offer is comprised of; it takes a bit of spin. Instead of "Includes specifications of product XYZ," say something like "Find out how XYZ can increase productivity by 50%." In other words, convey the value of your offer clearly and effectively.

CHAPTER 4:

OPTIMISED LEAD FORMS

Forms are the key to a landing page. Without them, there is no way to “convert” a visitor into a lead. Forms come in handy when it’s time for people to sign-up, subscribe to your site or download an offer.

The following tips will uncover how to build great landing page forms.

#17 TO SUBMIT OR NOT SUBMIT

That is the question most of your visitors are asking. One of the best ways to increase form conversion rates is to simply NOT use default word on your button: “SUBMIT.”

If you think about it, no one wants to “submit” to anything. Instead, turn the statement into a benefit that relates to what they are getting in return.

For example, if the form is to download a brochure kit, the submit button should say, “Get Your Brochure Kit.” Other examples include:

- “Download whitepaper,”
- “Get your free eBook,” or
- “Join our Newsletter.”

Another helpful tip, make the button big, bold and colorful. Make sure it *looks* like a button (usually shaped and appears “clickable”).



Get your free coffee →

OPTIMISED LEAD FORMS

#18 REDUCE ANXIETY WITH PROOF ELEMENTS

People are more resistant to give up their information these days, especially because of the increase in spam. There are a few different elements you can add to the form or landing page to help reduce a visitor's anxiety to complete the form:

- Add a privacy message (or link to your privacy policy) that indicates their email will not be shared or sold.
- If your form requires sensitive information, include security seals, a BBB rating, or certifications so that visitors know their information is safe and secure. Trust badges are usually used for things like anti-virus programs, HTTPS technology, checkout features, and certifications. However, studies show that you can even create your own trust badge and it will still be effective! All you need is a logo to advertise your guarantee.
- Adding testimonials or customer logos is another great to indicate social proof. For example, if your offer was for a Free Trial, you may want to include a few customer testimonials about your product or service.



DON'T KNOW
OR NO PREFERENCE

OPTIMISED LEAD FORMS

#19 THE RIGHT FORM LENGTH

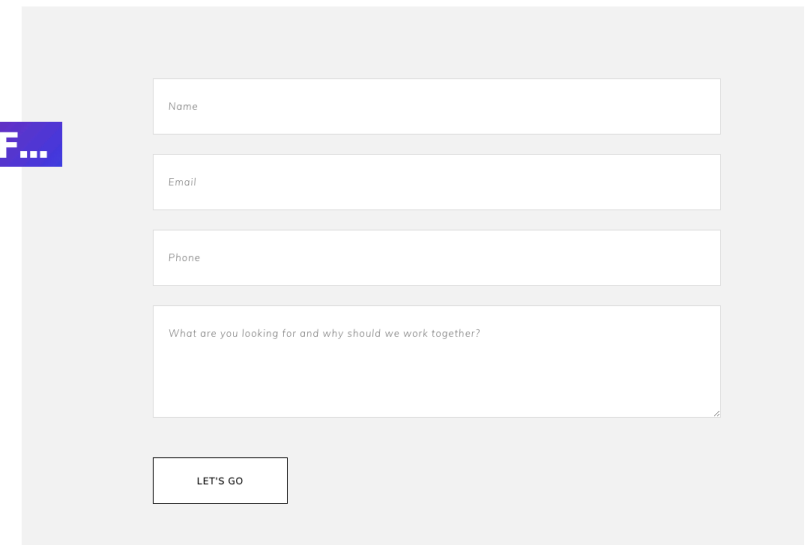
You might be wondering how much or how little information you should require with a form. There is no magic answer when it comes to how many fields your form should contain but the best balance would be to collect only the information you really need. Fact is, the fewer fields you have in a form, the more likely you will receive more conversions.

But whilst we want to exchange as much data as possible for our valuable IP, the length of forms can be daunting for your visitors. Each new field essentially causes friction (more work for your visitor). But sometimes it's unavoidable and the content exchange is worth it.

So if you need more fields than usual, follow these bonus tips: left align titles or nestle them within the field itself, make the font smaller, reduce spacing between fields so the form appears shorter. If your form covers less space on the page, it may seem as if you're asking for less.

LET'S CREATE SOMETHING WE CAN ALL BE PROUD OF...

Mark down this moment.
It might very well change your life forever. After that, just
mark down your info here.



Name

Email

Phone

What are you looking for and why should we work together?

LET'S GO

CHAPTER 5: MULTI CHANNELED LEAD GENERATION

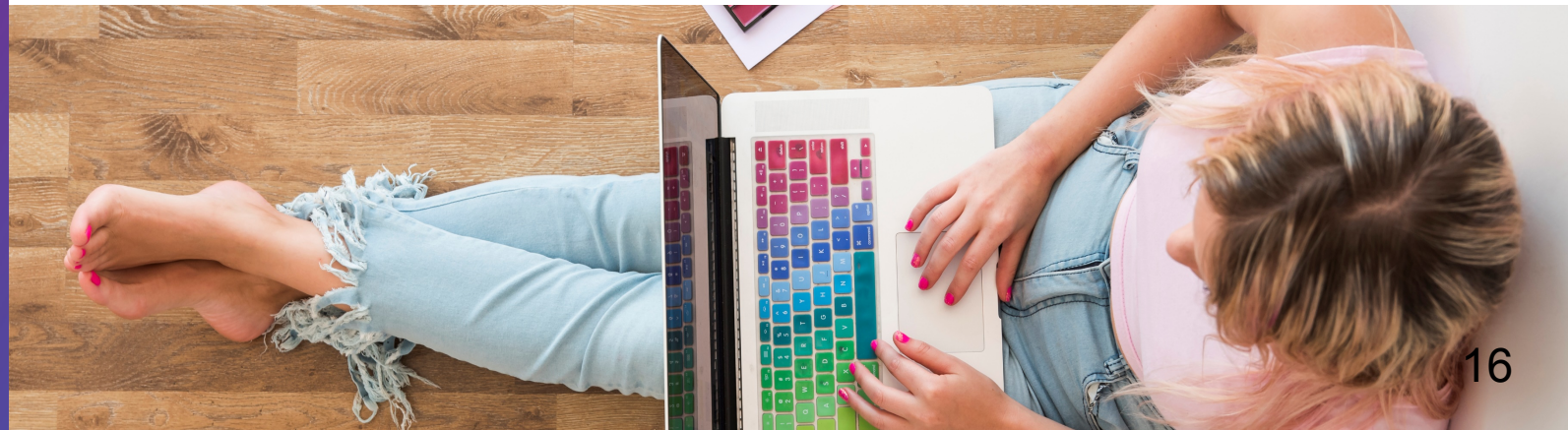
Your website isn't a silo. Meaning, you must utilise many other channels in order to maximise your lead generation efforts. In this sense, a channel might be an event, a website, a social media platform, an email, or a text message. The objective is to make it easy for buyers to research, evaluate and purchase your services in any way that is most appropriate for them. It's all about having the right marketing mix. In this last chapter, we will briefly cover a few of the most economical channels that help businesses generate the most amount of leads.

#20 **BLOGGING BRINGS IN THE LEADS**

According to industry benchmark reports, companies that blog 6-8 times per month double their lead volume. This proves that blogging is a highly effective channel for lead generation.

It of course helps dramatically if you have valuable content that's written in a succinct and informative way. In every blog post, you also want to include hyperlinks to landing pages within the copy of the post, as well as a prominent call-to-action.

Bonus tip! Place primary searchable keywords in your headline and sub-headline. These areas of content have greater weight to search engines (don't overuse them though!), as do things like file names for images (eg. mykeyword.jpg).



MULTI CHANNELED LEAD GENERATION

#21 EMAIL MARKETING

Many businesses may think that email marketing is only best used when communicating with existing prospects and customers. Not so! Email can be a great channel for new lead generation. Here are some ways you can use email to generate more new prospects:

- Focus on an opt-in strategy. If you're buying email lists and spamming your prospects, no one will want to share your email with others. They will only want to unsubscribe! The first step to email lead generation is to make sure you have happy subscribers that will enjoy receiving emails from you.
- Send people valuable offers. If you send really interesting or valued offers - whether it's downloads, discounts or educational content - people will more likely share your emails with their friends or colleagues.
- Give people the tools to share. Don't forget to add a "Forward to a Friend" link or social media sharing buttons within each email so people are encouraged to pass it on.



MULTI CHANNELED LEAD GENERATION



#22 SOCIAL MEDIA

Social media isn't just for liking funny pictures or tweeting what you ate for breakfast. Social media is an primary channel that many businesses are taking advantage of. Here are some great tips for generating leads on social networks:

- Build a loyal following. Building a relationship with potential customers is a critical first step. Social media connections are really about people-to-people, not always company-to-individual. Get to know your audience online, communicate and share information. In order to generate leads, you need to have human interaction with others.
- Remember, social media is a dialogue. Companies that only use social media to blast out messages about themselves aren't using social channels effectively. The goal is to interact with others and be helpful. When you share content on social media, don't always post something that relates to your company. Share links to other interesting things you've found online. People will be very thankful you are noticing their work or other industry trends, too!
- Influence connections for content sharing. Publishing and sharing content that directs traffic to targeted landing pages is the single biggest lever to increase lead generation through social media. Share your new content by posting links to landing pages, and in addition, share blog posts, valuable offers, and other great resources.

MULTI CHANNELED LEAD GENERATION



#23 REFERRAL PROGRAMS

Although referrals are typically the #1 way that professional services firms receive leads, many business owners don't actively bother with them. Maybe they assume their clients will pass along good word of mouth about them. Or perhaps they find asking for referrals uncomfortable. The problem with not proactively asking for referrals is that you're missing out on one of the most effective and affordable ways to get more clients.

TIPS FOR ASKING FOR REFERRALS

When asking for a referral, there are a few best practices that can increase your chances of success.

*Practice makes perfect!
Don't let nerves or fear
get in your way.*

Your Mindset

The first thing you have to do to get in the habit of asking for referrals is to overcome your fear. Remember that most people like to help other people if there is no negative cost to them. Remind yourself that the worst that can happen is that the client says, "No." That's not too terrible, is it?

Always ask for referrals face to face

It's not only more respectful of your clients, but also tends to be more successful. People will always be more likely to do something for someone else if the person is standing right in front of them. It is also acceptable to ask for referrals by email or phone if you work under conditions where face-to-face meetings are uncommon or very difficult.

Never ask for a referral when presenting a bill

You don't want your client to feel like you're asking for too much. The time that you're asking for referrals is also an excellent time to ask a client for a testimonial. This short, written endorsement of your company and your work can be used on your website and in other marketing materials such as brochures.

FINAL THOUGHT

Generating leads online has the power to transform your marketing and ultimately your business life. Using great offers, calls-to-action, landing pages and forms - while promoting them in multi-channel environments - can reduce your cost-per-lead while delivering higher quality prospects to your team.

The basics herein are just the beginning. This guide contains many best practices for every aspects of lead generation to help bolster your conversion rates, but these tactics are only the tip of the iceberg. Continue to tweak and test each step of your inbound lead generation process in an effort to improve lead quality and increase revenue.

Now go you good thing, on your way to becoming a lead generation master.



EXPLORE EVERY WEAPON AND STRATEGY IN THE LEAD GENERATION WAR CHEST TO DRIVE AND CONVERT YOUR NEXT CUSTOMER.

GET A MARKETING ASSESSMENT TODAY.

1 meeting could generate you \$1000's!

For over 10 years we've helped Professional
services organisations pioneer the new
chemistry of branding, marketing & sales.
And we freaking love it!

hello@huntandhawk.com

What to expect:

We'll reply to you within 1 hour.

We'll set a 40 minute call to learn more about
your business, current lead generation efforts,
goals, target market, and general business
landscape.

Within 5 business days our team will research
and present how we'll approach solutions
best fit for your business desires.

LESS FLAPPING, MORE FLYING.

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