

THE 30 GREATEST LEAD GENERATION TIPS, TRICKS & IDEAS

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**“LEADS ARE THE METRIC THAT, AS MARKETERS,
WE RELY ON. BECAUSE LEADS MEAN MONEY.”**

- KIPP BODNAR

Generating leads - both high in quantity and quality - is a marketers most important objective. A successful lead generation engine is what keeps the funnel full of sales prospects while you sleep. Surprisingly, only 1 in 10 marketers feel their lead generation campaigns are effective. 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 marketers should utilize to increase leads and revenue. These tactics have been used by us at Bluleadz and has produced some awesome results for us and for our clients.

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



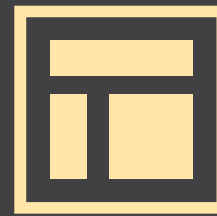
An offer is a piece of content that is perceived high in value. Offers include ebooks, whitepapers, free consultations, coupons and product demonstrations.

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 specialized 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 ebook will cover each of these elements so that each component is fully optimized 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 inbound marketers, 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 ebooks, consultations, 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 limited in quantity, it suddenly becomes more unique or exclusive. Increase open rate to your emails by adding a sense of urgency, such as "We can't offer this all day..." or "One day left, then your chance is gone.." Limited time offers are great for not only getting people to say "yes" to your offer, but to avoid procrastination completely.

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 realizing it -- we like to be a part of tribes and social communities. So when we notice our social circle is doing one thing, we tend to follow suit. One great way to make an 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 [this page promoting our webinar with Facebook](#), Hubspot stated that more than 40,000 have signed up.
- **Blog Subscription:** Similarly, on [Hubspot's blog](#) under their "subscribe" module, it indicates over 130,000 people have subscribed. This is proof that it's a highly trustworthy and popular blog people should follow.
- **Conferences:** Events like SXSW and [INBOUND](#) are some of the hottest events because tons of people flock to them every year.

Join over **170,000** people
who get fresh content from
Copyblogger!

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



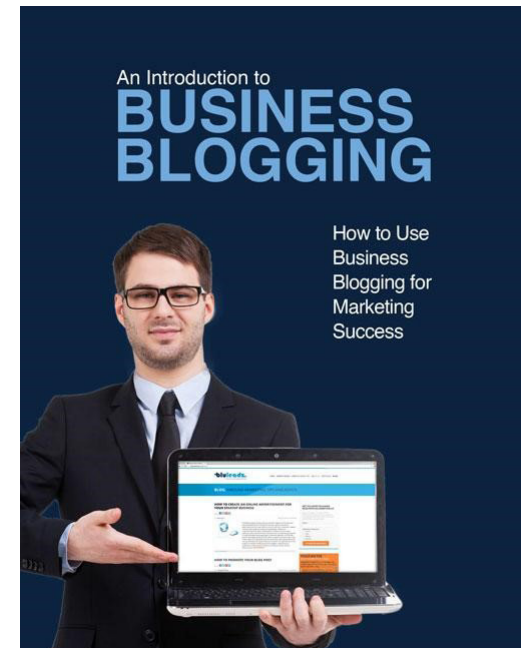
#3

Leverage Newsjacking

When something is buzz-worthy, it creates high demand. In situations like this, you can align offers with “what’s hot.” Companies will often leverage [newsjacking](#) for this type of technique and it works very well for offers, too.

As an example, earlier this year people couldn’t stop talking about Pinterest. HubSpot capitalized on this craze by creating the first Pinterest ebook for business owners and marketers, [How to Use Pinterest for Business](#). It quickly became one of HubSpot’s most successful ebooks with more than 125,000 downloads to date. Because it was the first and only ebook available on Pinterest (and they made sure people knew that), and learning how to use Pinterest for marketing was in high demand, it made the offer more unique and thus more irresistible -- that’s the power of leveraging both timing and popularity!

Similarly, here at Bluleadz, we created an ebook about business blogging after we realized how many questions our customers had about it. We knew our valuable clients had questions about how their business could benefit by blogging. Capitalizing on trends is important to increasing your traffic. So, start noticing what your customers or leads are talking about so you can leverage content to capture their attention.



#4

Focus on Creating An Amazing Title

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 it’s cover. If your offer is a piece of content, such as a whitepaper, ebook, or presentation, put effort into creating an amazing title.

For an experiment, Hubspot changed the title of an ebook and ran an A/B test to see which one would perform better. Hubspot took the original title “*The Productivity Handbook for Busy Marketers*” and changed it to “*7 Apps That Will Change the Way You Do Marketing.*”

Name	Views	Conversion Rate	Submissions	First Time Submissions	Customers
7 Apps That Will Change the Way You Do Marketing	37,636	51.7%	19,465	2,716	8
The Productivity Handbook for Busy Marketers	7,233	32.3%	2,333	310	0

As you can see, the revised version outperformed the original by 776% at generating leads (first time submissions). Not only that, but it resulted in more customers as well. If you’re struggling to come up with the perfect headline, try using the [Headline Analyzer Tool](#) by Advanced Marketing Institute or read [7 Proven Headlines that Convert](#).

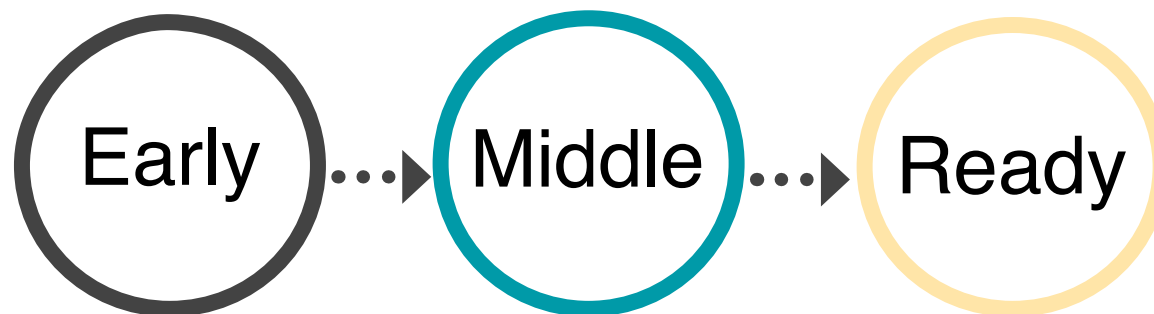


#5

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 sales, but not everyone is ready. As you know, buyers are more likely to do their own research before even engaging with a sales rep. 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 trial or demo. 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.



#6

Avoid 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. Here at Bluleadz, we use landing pages for every offer we create, whether it be an ebook or whitepaper. People want quality content. In exchange for this awesome content, they'll have no problem exchanging their information. This all takes place on your landing pages.

Avoid these words when describing your offers

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



#7

Use High-Value Offer Formats

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 (ex: State of Inbound Marketing)
- 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)
- Middle-of-the-funnel offers: Demo Requests, Contact Sales, RFP, Etc (more sales-ready offers).

It’s important to test different types of offers with your audience to determine what works for you. While ebooks score high on our list, you may find that reports, videos or other formats do 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.

All of this content, including the CTA, live above-the-fold

START REAPING THE BENEFITS OF BUSINESS BLOGGING TODAY!

COMPANIES THAT BLOG HAVE 55% MORE WEBSITE VISITORS THAN THOSE WHO DON'T

WHAT ARE YOU WAITING FOR?

The proof is in the pudding, and the facts speak for themselves. Marketing data shows that **blogging is a critical piece of the inbound marketing methodology and directly correlates to better business results.** So why pass up on the opportunity to drive results through the roof?

In this ebook, we will guide you through all of the blogging fundamentals and show you how to start receiving all the benefits of this marketing channel.

In this ebook, **you'll learn:**

- Business Blogging Best Practices
- How To Find Content To Blog About
- How To Promote Your Blog
- How To Optimize Your Blog Posts
- & Much More!

So don't **lead** potential customers to someone else's business.... Start Blogging Today!



BEGIN BLOGGING TODAY!

First Name *

Last Name *

Email *

Phone Number *

Company Name *

Website URL *

I am a..... *

- Please Select -

Become A Business Blogging Pro!



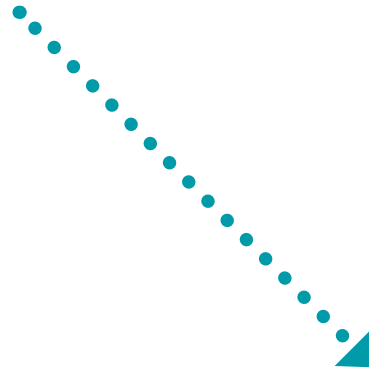
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#9

Clarity Trumps Persuasion

Often times, marketers 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 "Download Now" or "Get a Free Article." These simply aren't specific enough.

Notice that this CTA is to promote a free ebook.
There is little copy in this banner ad and a button
that indicates it's clickable.



DOWNLOAD EBOOK NOW!

First name *

Last name *

Company Name *

Email address *

Phone Number *

Website URL *

I am a..... *

- Please Select - ▼

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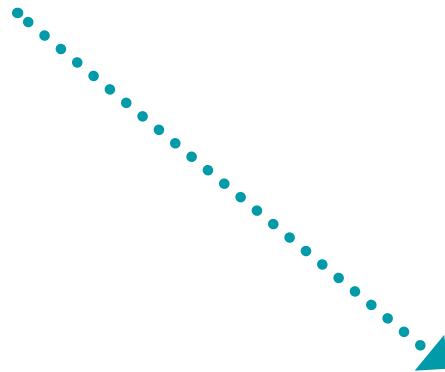
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#10

Use Contrast to Make CTAs Stand Out

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.

Here, we've drawn the attention to the CTA by using an accent color to make it pop against the blue background.



#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 product (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.



This CTA for a Inbound Marketing Campaign ebook drives visitors directly to a landing page for that ebook.

FREE EBOOK: HOW TO CREATE AN EFFECTIVE INBOUND MARKETING CAMPAIGN

BUILD AN EFFECTIVE INBOUND MARKETING CAMPAIGN AND GET MORE CUSTOMERS

In this Ebook will cover all of the elements you will need to create your own inbound marketing campaign from start to finish. Learn the same step-by-step process that we use to create awesome results for our clients.

SOME OF THE HIGHLIGHTS:

- Identity Your Target Market
- Creating Compelling Content Offers
- Placing Calls-To-Actions On Your Website
- Setting Up Workflows / Lead Nurturing Campaigns
- Promoting Your Offers Via Social Media
- Analyzing Your Results

Download our **FREE Ebook** today and get started on your winning inbound marketing campaign today!

SHARE THIS PAGE:



DOWNLOAD THE EBOOK TODAY!

First name *

Last name *

Company Name *

Email address *

Phone Number *

Website URL *

I am a..... *

- Please Select -

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Download Your Free Ebook!



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#12

Promote Offers on Product Pages

CTAs shouldn't be one size fits all. If your company offers various products or services, 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.

- In this example, a CTA for “Request Your Free Marketing Review” is placed on “Our Method” page.
- To generate more leads, we might also have a CTA for an ebook, “How to Create an Inbound Marketing Campaign,” because it is related to the offering.



STRATEGY

SUCCESS BEGINS WITH A ROAD MAP

A successful inbound marketing campaign begins with a winning strategy and game plan. We begin this process by doing a complete review of your current marketing efforts. This allows us to establish benchmarks and guides us in setting realistic marketing and sales goals for your inbound marketing campaign. We also identify your target audiences and find the best way to reach them online. Then we create a winning strategy based on your goals, budget and time-line.

[Request Your Free Marketing Review](#)



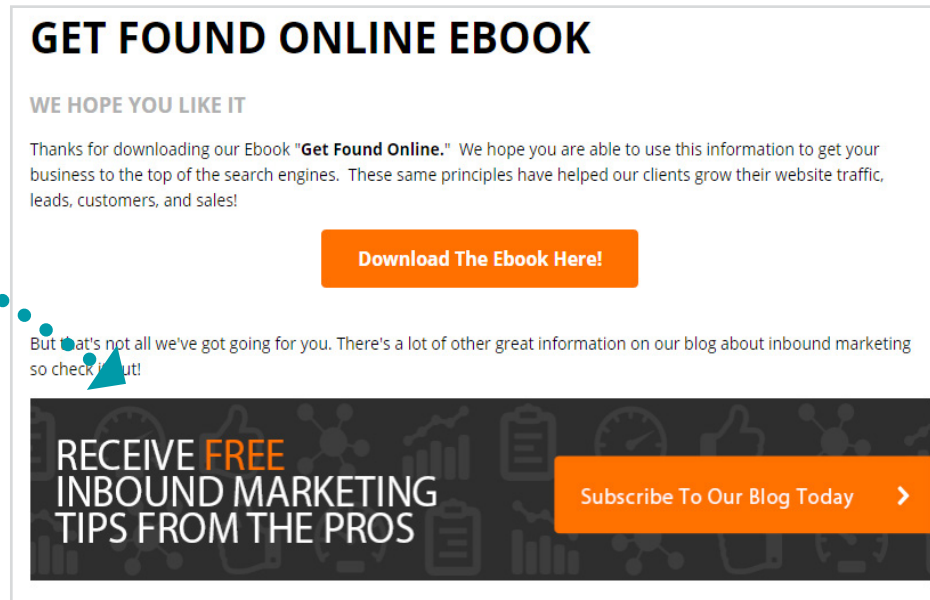
#13

Thank You Pages Are Great CTA Real Estate

Even if someone completes a form on your website (thus they've converted as a lead), don't stop there. Increasing engagement is also a top priority for marketers so that prospects turn into loyal fans.

Once someone reaches a "thank you page," the page that a visitor arrives on after completing a form, use that space as an opportunity to promote more offers and content. For example, if a visitor on bluleadz.com downloads a guide on email marketing, we can offer them another offer that is relevant to them; such as a step-by-step guide to internet marketing.

A visitor who downloaded a Bluleadz's ebook "Get Found Online" would also see a secondary CTA to subscribe to our blog on their thank-you page.



GET FOUND ONLINE EBOOK

WE HOPE YOU LIKE IT

Thanks for downloading our Ebook "Get Found Online." We hope you are able to use this information to get your business to the top of the search engines. These same principles have helped our clients grow their website traffic, leads, customers, and sales!

[Download The Ebook Here!](#)

But that's not all we've got going for you. There's a lot of other great information on our blog about inbound marketing so check it out!

RECEIVE FREE INBOUND MARKETING TIPS FROM THE PROS

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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 marketers to direct website visitors to targeted pages and capture leads at a much higher rate.

What's great about landing pages is that they direct your visitors to one particular offer without the distractions of everything else on your website. Visitors are on a landing page for one and only purpose: to complete the lead capture form.

#14

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 security badges

And most importantly, a form to capture information

HOW TO USE FACEBOOK FOR BUSINESS

OUR FREE FACEBOOK MARKETING EBOOK WALKS YOU THROUGH STEP-BY-STEP HOW TO BEST UTILIZE FACEBOOK FOR YOUR BUSINESS.

THIS EASY-TO-FOLLOW HOW-TO GUIDE ON FACEBOOK CONTAINS FREE TIPS FOR:

- How to set up a Facebook Fan Page
- Attracting new fans
- Using all the Fan Page features
- Advertising on Facebook
- Expanding your social reach

THIS EBOOK ALSO INCLUDES:

- Tips for how Facebook can help your SEO
- Using Facebook applications to expand your content

This Facebook eBook is a step-by-step guide on how-to setup, manage and track your brand using Facebook Groups, Fan Pages and advertising. If you are looking for additional information, please look for guidance on additional topics located at [BluLeadz Inbound Marketing Blog](#).

SHARE THIS PAGE:



DOWNLOAD FACEBOOK FOR BUSINESS GUIDE

First name *

Last name *

Company Name *

Phone Number *

Email address *

Needed To Receive The Ebook

Website URL *

I am a..... *

- Please Select -

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[Download The Facebook Guide](#)



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#15

Remove the Main Navigation

Once a visitor arrives on a landing page, it's your job to keep them there. If there are links on the page to move about your website, it will distract the visitor and decrease the chance of them converting on the page.

One of the best ways to increase your landing page conversion rates is to simply remove the main navigation from the page. That's it!

Removed main navigation



10 USELESS THINGS TO CUT FROM YOUR MARKETING EFFORTS

OUR FREE EBOOK GOES OVER THE 10 USELESS THINGS THAT YOU SHOULD CUT FROM YOUR MARKETING EFFORTS, AS WELL AS PROVIDING BENEFICIAL ALTERNATIVES.

MARKETING DOESN'T HAVE TO BE SO CONFUSING, DOES IT?

In the fast paced world of digital marketing, all the technological advancements are supposed to make a marketer's life easier. But the flipside is, that marketers are actually overwhelmed. It feels like something new comes out on a weekly basis, that marketers **must** integrate into their marketing efforts.

To help you feel like you're not being left behind, and become a more efficient marketer, we're sharing **10 things you can cut from your marketing today**.

THIS EBOOK BREAKS DOWN IMPORTANT MARKETING ELEMENTS SUCH AS:

- Why User Experience Is Better Than SEO Fixation
- Why Focusing On Other Types Of Content, Other Than Press Releases Is Important
- Targeting Your PPC Spend To Your Buyer Personas



DOWNLOAD 10 USELESS THINGS TO CUT FROM YOUR MARKETING EFFORTS

First Name *

Last Name *

Email *

Company Name *

Website URL *

I am a..... *

- Please Select -

Start Cutting Now!



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#16

Match the Headline of the Landing Page to the Corresponding CTA

Keep your messaging consistent on both your CTA and the headline of the landing page. If people click on a link for a free offer and then find out there's a catch on the landing page, you'll instantly lose their trust. Similarly, if the headline reads differently than the CTA, it might lead to confusion, and the visitor might wonder if the CTA is linked to the wrong page.

GET A FREE MARKETING REVIEW

SCHEDULE A FREE 1/2 HOUR MARKETING REVIEW AND SEE HOW YOU CAN IMPROVE YOUR INBOUND MARKETING EFFORTS!

WHAT TO EXPECT DURING THE CALL

Speak with one of our Professional Inbound Marketing Consultants who will evaluate your current inbound marketing, social media, SEO, website design, blogging, content and email marketing strategies.

Key Take-Aways You Can Use:

- Website / Marketing Evaluation & Report
- Identify key areas for improvement
- Actionable tasks to get more traffic, leads and customers
- Free Inbound Marketing Plan Guide
- Search Engine Optimization tips
- Answers to all of your inbound marketing questions

Don't be scared, let us take a look under your inbound marketing hood and show you how to get your campaign running like it's on nitro!

This is NOT a sales call, it is a free professional evaluation.

SHARE THIS PAGE:



FREE MARKETING REVIEW

First name *

Last name *

Company Name *

Email address *

Phone Number *

Website URL *

When Are You Available For The Review?

I am a..... *

- Please Select -

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Request Your Marketing Review





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#17

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.





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Extended Hours

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Get streaming, real-time 4000+ tick and 1000+ tick Level II quotes, trading analysis and news from the premier provider of the extended-hours market intelligence.

MidnightTrader analysis and published over 125 extended-hours market and stock specific reports daily. This real-time and historical analysis of corporate announcements and subsequent market reaction information provides insight into what is likely to have a substantial effect on the current and future trading price of a company's stock.

Features

- 1. **Real-time Extended-Hours Level II BOM quotes** - Follow the market with real-time, streaming quotes from the CBOE and NYSE BOM before and after regular market hours.
- 2. **Live Trading Analysis** - See what's trading after the close and before the open with live news and trading analysis.
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- 4. **News** - Get MidnightTrader's live extended-hours news and analyst market commentary before the rest of the Street.
- 5. **Volume Surges & Order Imbalance Analysis** - MidnightTrader analysis provides real-time coverage of any unusual volume surges and pre-market buy or sell order imbalance building in the pre-market or after-hours.
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View screen shots of features:




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FREE 14-day trial offer: After 14 days of free service, you will be billed at the listed monthly rate (\$29.95/month or \$299/year) if you have not canceled.

*** Quick Take Pro - FREE trial of this daily technical analysis report:** Issued twice a day by the team at Barron's, this report is also available. [Click here](#) for more information.

INBOUND MARKETING. WHAT'S OUR METHOD?

STRATEGY

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[Request Your Free Marketing Review](#)

CONTENT

EDUCATE YOUR PROSPECTS - PROVIDE VALUE

By creating remarkable content that educates and engages your prospects, we will establish your brand as a thought leader in your industry. This content can be in the form of website pages, blog posts, ebooks, guides, videos, webinars, infographics, slide shows, podcasts, and more. Because we have identified your prospect's needs, we can create content that is tied to answering their questions, solving their problems and helping them build their businesses. Providing value to your prospects through expert content creation increases your credibility and their level of engagement with your brand.

[Request Your Free Marketing Review](#)


#18

Emphasize 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.

SOME OF THE HIGHLIGHTS:

- Identity Your Target Market
- Creating Compelling Content Offers
- Placing Calls-To-Actions On Your Website
- Setting Up Workflows / Lead Nurturing Campaigns
- Promoting Your Offers Via Social Media
- Analyzing Your Results



The landing page copy tells the visitor what they will receive when downloading the offer.



#19

Encourage Social Sharing

On your landing page, don't forget 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!

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BUILD AN EFFECTIVE INBOUND MARKETING CAMPAIGN AND GET MORE CUSTOMERS

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- Promoting Your Offers Via Social Media
- Analyzing Your Results

Download our **FREE Ebook** today and get started on your winning inbound marketing campaign today!

SHARE THIS PAGE:



Social media sharing buttons are prominently displayed on the page.

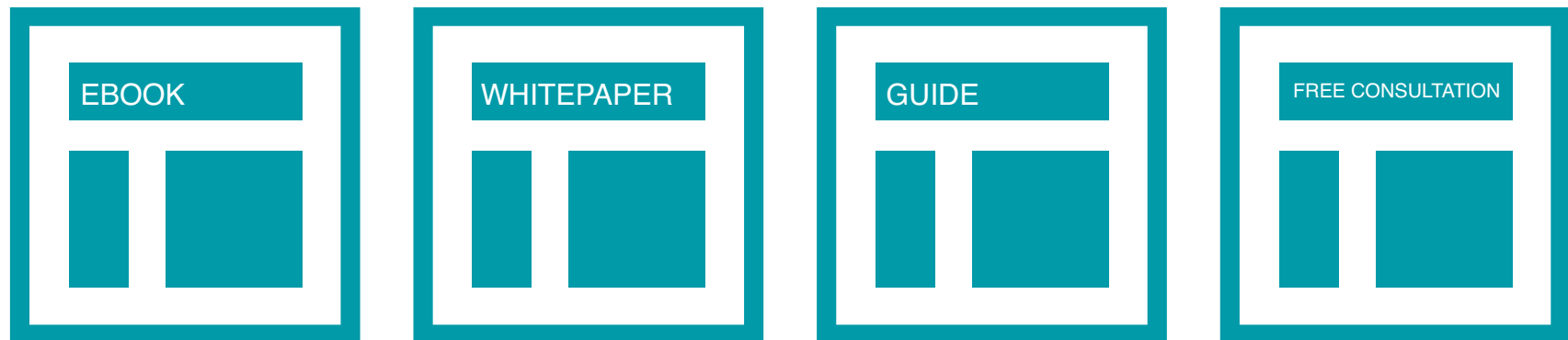


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#20

More Landing Pages Equal More Leads

According to a [recent marketing benchmarks report](#), companies see a 55% increase in leads by increasing landing pages from 10 to 15. The more content, offers, and landing pages you create, more opportunities to generate more leads for your business.



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CHAPTER 4

OPTIMIZED 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.

Forms help to convert, delight and close the deal. The information collected from your visitor powers the rest of your marketing tactics. The questions asked on the form should align with the perceived value of the offer for best results.

Forms can help you provide awesome customer service by allowing you to target concerns, challenges and goals your customers are faced with. Use a form to tailor future information to your buyer personas.

#21

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.

The fewer fields you have in a form, the more likely you will receive more conversions. This is because with each new field you add to a form, it creates friction (more work for the visitor) and fewer conversions. A longer form looks like more work and sometimes it will be avoided all together. But on the other hand, the more fields you require, the better quality those leads might be. The best way to determine what works best is to test it.

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First name *

Last name *

Company Name *

Email address *

Phone Number *

Website URL *

I am a..... *

- Please Select - ▼

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#22

To Submit or Not to 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 beveled and appears “clickable”).

Request a Demonstration

First Name *

Last Name *

Company *

Email *

☐ Sign up for the Marketing with Microsoft CRM Newsletter

Submit

Don't do this!

DOWNLOAD THE EBOOK TODAY!

First name *

Last name *

Company Name *

Email address *

Phone Number *

Website URL *

I am a.... *

- Please Select -

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Do this!



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#23

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.
- 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.



Example of security seals at the bottom of a landing page form.

#24

Make the Form Appear Shorter

Sometimes people won't fill out a form just because it "looks" long and time-consuming. If your form requires a lot of fields, try making the form look shorter by adjusting the styling.

For example, reduce the spacing in between fields or align the titles to the left of each field instead of above it so that the form appears shorter. If the form covers less space on the page, it may seem as if you're asking for less.

A

Name:*

Email*

Company*

Phone*



Both forms have the same amount of fields, but version A might look shorter than B on the page.

B

Name:*

Email*

Company*

Phone*



CHAPTER 5

MULTI-CHANNEL LEAD GENERATION

Your website isn't a silo. Marketers must utilize many other channels in order to maximize their lead generation efforts. In this sense, a channel might be a retail store, 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 products 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 channels that help businesses generate the most amount of leads.

#25

Blogging Brings in the Leads

According to HubSpot's recent [Benchmarks report](#), companies that blog 6-8 times per month double their lead volume. This proves that blogging is a highly effective channel for lead generation.

In every blog post, include hyperlinks to landing pages within the copy of the post, as well as a prominent call-to-action.

An example of a CTA at the bottom of a Bluleadz blog post. The offer matches the content of the post for relevance.



HOW TO CREATE AN
**EFFECTIVE INBOUND
MARKETING
CAMPAIGN**



**HOW TO
CREATE AN
EFFECTIVE
INBOUND
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CAMPAIGN**

Creating a truly effective
inbound marketing
campaign that will
produce results

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#26

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 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.

Simple email promoting a valuable offer that includes social media sharing buttons.



#27

Social Media

Social media isn't just for liking funny pictures or tweeting what you ate for breakfast. Social media is an emerging 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, 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 offers by posting links to landing pages, and in addition, share blog posts, discounts, and other great resources.



#28

Organic Search

While promoting your offers in many channels is crucial for lead generation, it's also equally important to make it easy for people to find your landing pages through search engines. To do this, you need to apply search engine optimization (SEO) best practices to your landing pages, such as:

- Pick a primary keyword for each landing page and focus on optimizing that page for that word. If you oversaturate a page with too many keywords, the page will lose its importance and authority because search engines won't have a clear idea of what the page is about.
- Place your primary keywords in your headline and sub-headline. These areas of content have greater weight to search engines.
- Include the keywords in the body content but don't use them out of context. Make sure they are relevant with the rest of your content.
- Include keywords in the file name of images (e.g. mykeyword.jpg) or use them in the ALT tag.
- Include the keywords in the page URL.

An example of a clean URL:

offers.bluleadz.com/intro-to-email-marketing

FREE EBOOK: AN INTRODUCTION TO EMAIL MARKETING

LEARN HOW TO EXECUTE AND MEASURE SUCCESSFUL EMAIL MARKETING CAMPAIGNS

Email marketing is arguably the most powerful channel for lead generation. To this day, the size of your email list is a demonstration of your reach and thought leadership.

If you don't have a strong email marketing foundation, you'd better start building that knowledge. Download our free ebook and use the best practices shared here as a road map to your email marketing success.

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- Types of marketing emails you can send
- Email marketing metrics to monitor

Fill out the form on the right to download our Free Ebook and get started on your awesome email marketing campaign today!



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#29

Use Links and CTAs within Offers

For example, in this email I have included links to other content offers you can download. As people look at this email, they may discover other resources that we offer by the links within the content.

Within this email, there are links to other blogs that may be helpful.



Hi CONTACT.FIRSTNAME,

We hope you enjoyed our eBook "**An Introduction to Business Blogging**" that you downloaded recently from our website. Based off your interest in rejuvenating your company's content marketing campaign going into next year, I wanted to share a few articles you and your team might find very helpful:

[6 Blogging Tips For Lead Generation](#)

[7 Reasons Your Blog Posts Suck](#)

[How to Measure the Effectiveness of Your Blog Post](#)

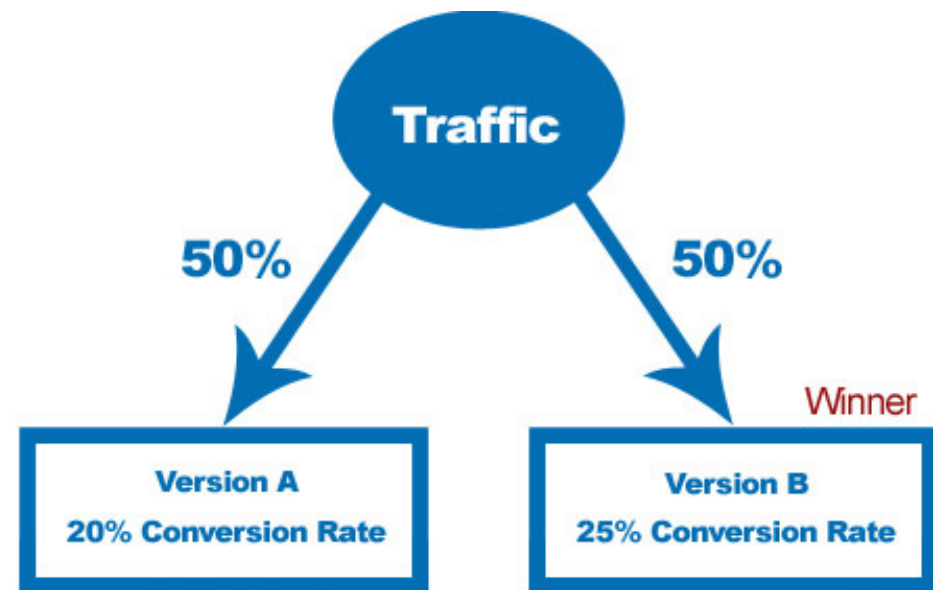
If you have any questions regarding your current website or are interested in how we can help you construct and implement a flourishing inbound marketing campaign, I'm only a phone call away. Please feel free to reach out any time.



#30

A/B Testing

While this isn't a channel per se, it *is* a great way to increase leads across all channels and tactics. A/B testing can be used in calls-to-action, landing pages, email marketing, advertising, and more. According to HubSpot research, A/B testing your landing pages and other assets can help you generate up to 40% more leads for your business. When done correctly, A/B testing can provide a huge competitive advantage for your company.



CONCLUSION

Generating leads online has the power to transform your marketing. 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 sales 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, young grasshopper, on your way to becoming a lead generation master.



Bluleadz Inbound Marketing helps small businesses increase their online visibility, get more leads, and increase their number of clients using inbound marketing processes. We partner with HubSpot, a provider of inbound marketing software, to help our clients create, implement, manage, and measure successful inbound marketing plans that enable them to meet their business objectives.

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