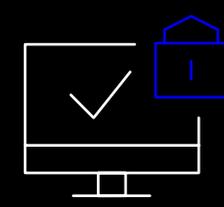
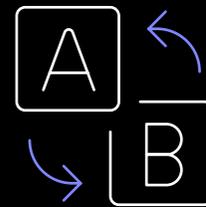
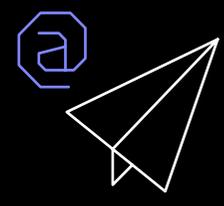
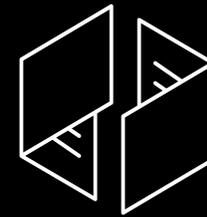
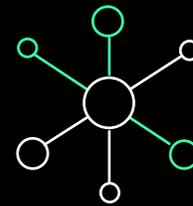
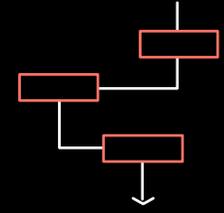
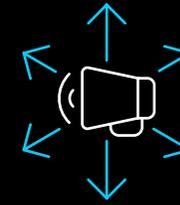
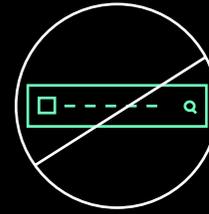
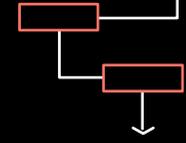
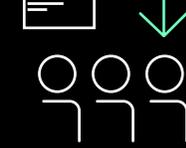


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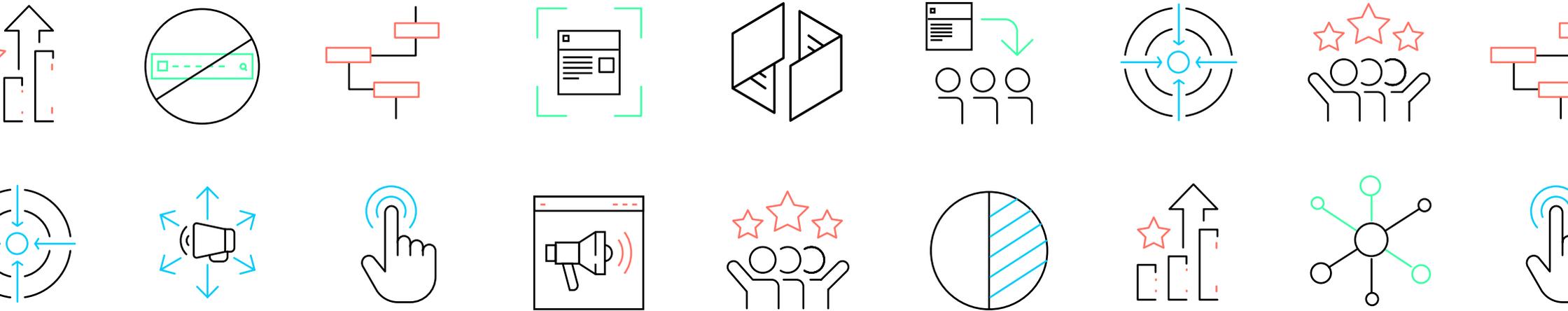
30 Lead Gen Tips, Tricks and Ideas



Introduction

Generating leads – both high in quantity and quality – is a marketer’s most important objective. A successful lead generation engine is what keeps the funnel full of sales prospects while you sleep.

There can be a lot of moving parts in any lead generation campaign, and it’s often difficult to know which parts need fine-tuning. In this guide, we will expose the top 30 tried and tested techniques marketers should utilise to increase leads and revenue.



The Mechanics of Lead Generation

First, let's look at 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:



Offers

High-value content such as e-books, whitepapers, coupons etc.



Call to action

A text, image or button that links to the landing page with your offer.



Landing pages

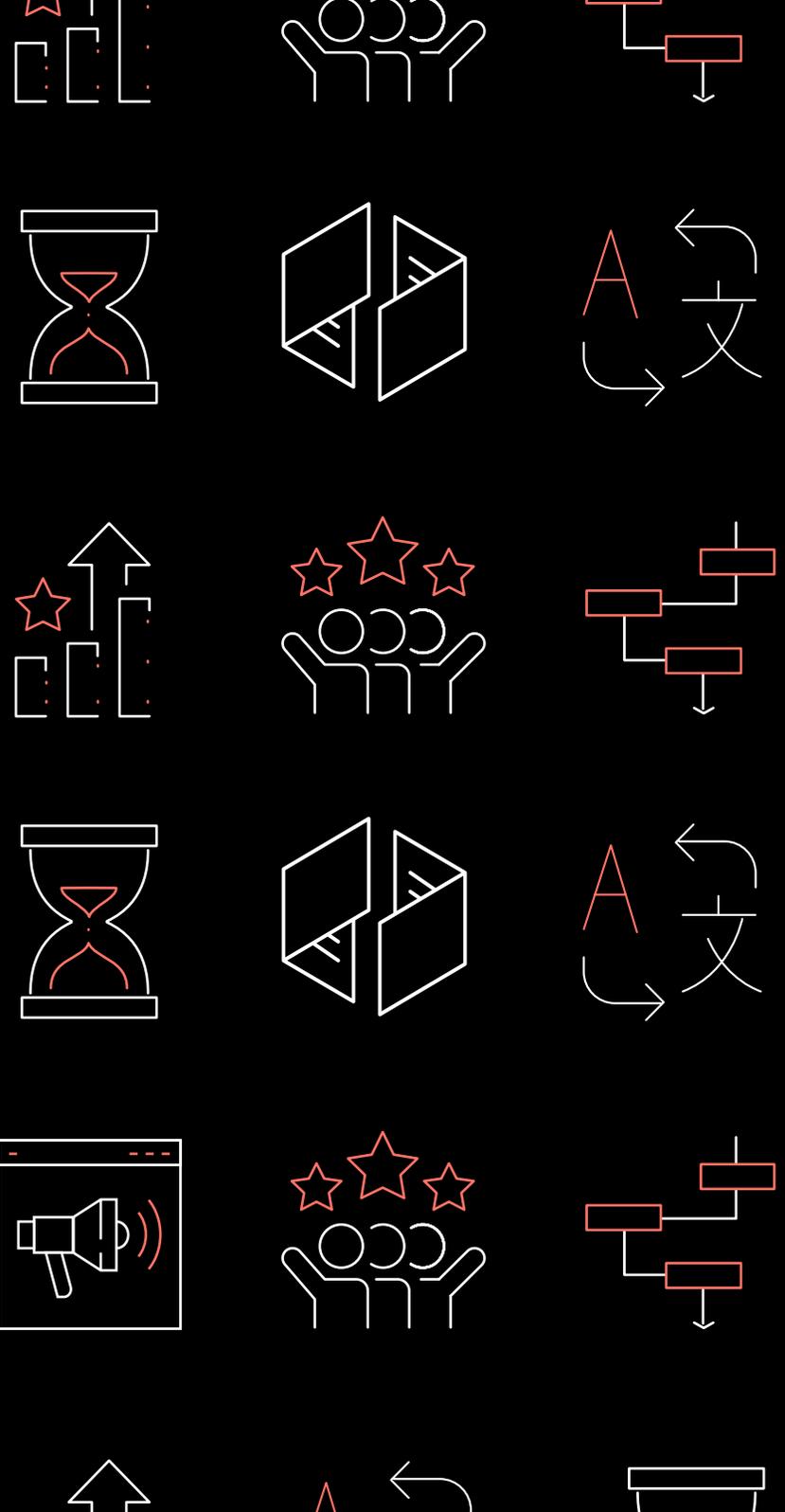
A specialised page with information about one particular offer and a form.



Forms

Used to collect contact, information from a visitor in exchange for an offer.

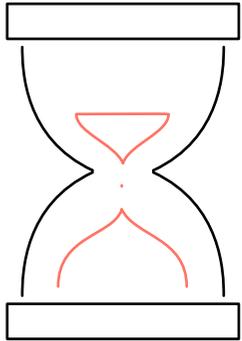
Creating Irresistible Offers



Introduction

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....



01 / 30

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:

Perhaps the most popular in the scarcity category

Limited Quantity Offers:

An unknown degree of scarcity can heighten urgency

Limited Time and Quantity:

A powerful combination to motivate action



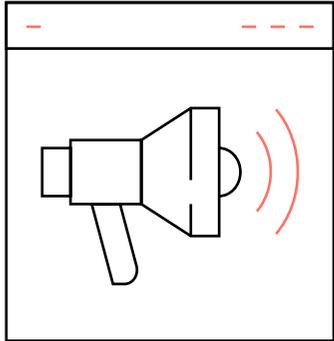
02 / 30

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. 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

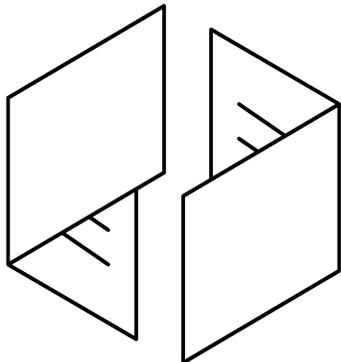
Demonstrate an offer's value by revealing how many others it appealed to.



03 / 30

Leverage Newsjacking

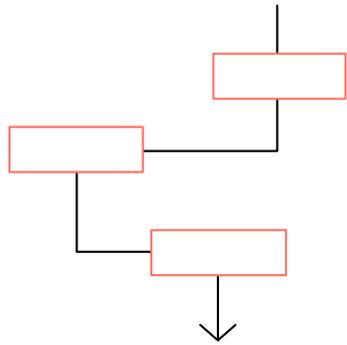
When something is buzzworthy, it creates high demand. You can capitalise on something buzzworthy by aligning offers with what's hot. Companies will often use newsjacking to make relevant products and offers more appealing – leveraging both timing and popularity.



04 / 30

Focus on Creating An Amazing Title

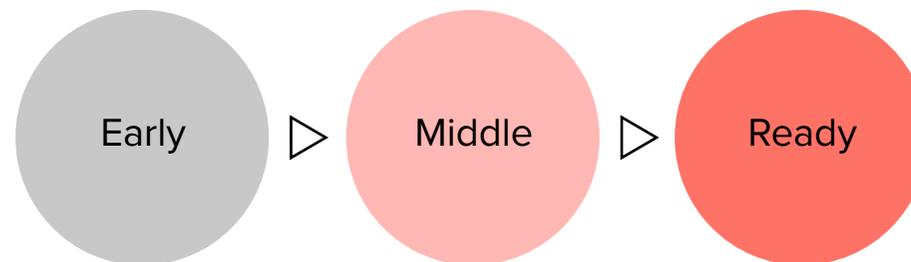
Yes – people do judge a book by its cover. If your offer is a piece of content, such as a whitepaper, e-book or presentation, put effort into creating an amazing title. Simply improving the title of a piece of content can dramatically increase its popularity.

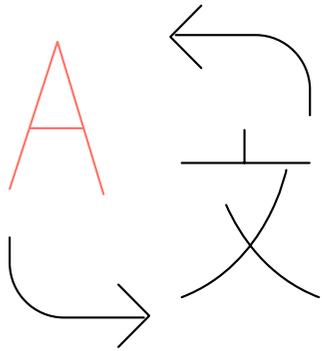


05 / 30

Create Offers For Different Buying Stages

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. Someone at the top of the buying cycle may be more interested in an informational piece like a guide or e-book, whereas someone more committed at the bottom of the cycle might be more interested in a free trial or demo. That's why it's essential to develop different offers at different buying stages.





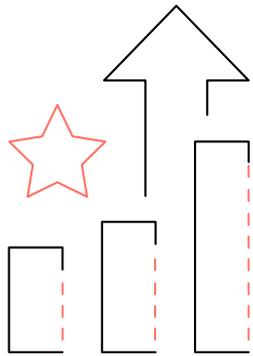
06 / 30

Avoid Corporate Gobbledygook

A professional image is necessary, but you still want to avoid the dreaded corporate gobbledeygook. These are jargon terms and phrases that have been overused and abused, rendering them meaningless (you'll find them mainly in the high-tech industry, but everyone is an offender at one point or another). These words are meant to add more emphasis to a particular subject but, instead, they make your eyes roll.

Avoid these words when describing your offers:

- Next generation
- Robust
- Easy to use
- Cutting edge
- Groundbreaking
- Best of breed
- Mission critical



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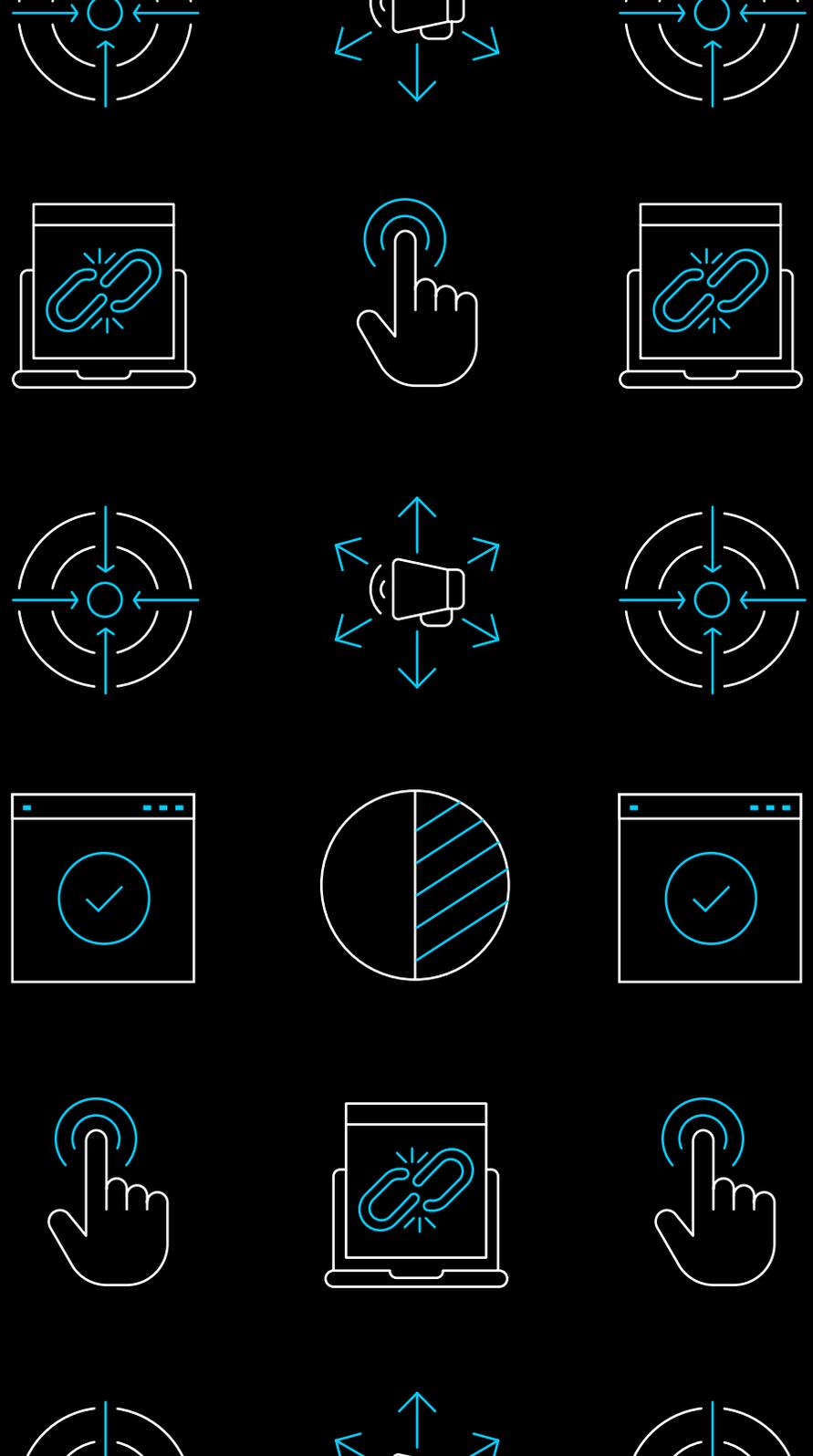
Use High-Value Offer Formats

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 e-book? It's important to test different types of offers with your audience to determine what works for you.

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

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

Calls To Action That Rock

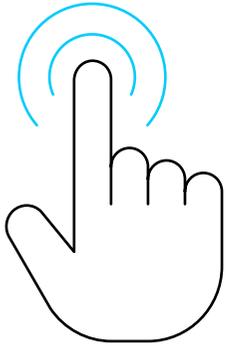


Introduction

Calls to action (CTAs) 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 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.

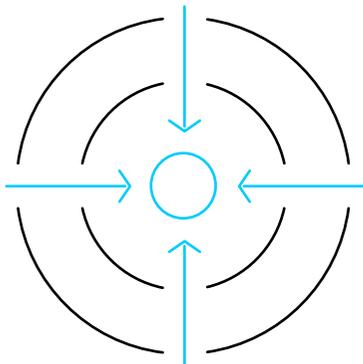
Not all CTAs are created equal, but here are some tips to creating CTAs that rock.



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Place Your CTA Where the Eye Can See

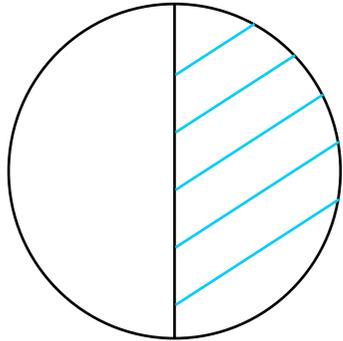
Calls to action do best “above the fold” – the space where your web page is viewable to the user without having to scroll down. According to heat map analysis, anything “below the fold” will only be viewed by 50% of people who visit your page. Doubling impressions on your CTAs can significantly increase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



09 / 30

Clarity Trumps Persuasion

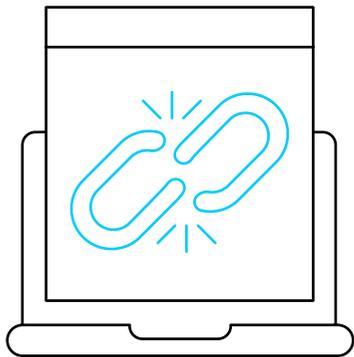
Marketers often put more focus on being clever than clear. Be crystal clear and specific about what offer is in your CTA and convey a compelling benefit of receiving the offer. If you’re giving away a free guide, say “Download our FREE guide to X.” If you’re hosting a free webinar, say “Register for our FREE webinar on X.”



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Use Contrast to Make CTAs Stand Out

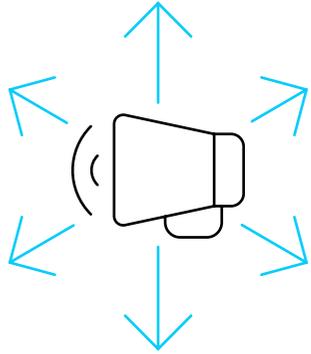
A call to action is meant to stand out, so if your CTA blends in too much with your site design, no one will notice it. You want as many eyeballs to land on that call to action as possible, so use contrasting colours to make the CTA stand out, and more importantly, use design to make it clear it is clickable.



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Link Your CTA to a Dedicated Landing Page

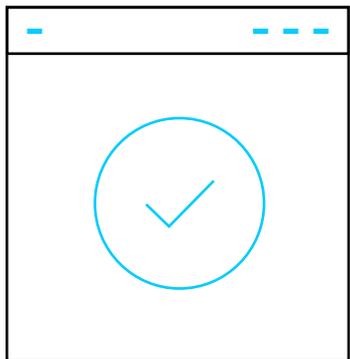
Calls to action are meant to send visitors to a dedicated landing page where they receive a specific offer. Do not use CTAs to drive people to your homepage. Even if your CTA is about your brand or product (and perhaps not an offer like a download), still send them to a targeted landing page that is relevant to what they are looking for.



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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.



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Thank You Pages Are Great CTA Real Estate

If someone completes a form on your website (thus becoming a lead), don't stop there. You can continue to engage with them to push them down the buying funnel. 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.

Landing Pages That Convert

Introduction

Landing pages are one of the most vital elements of lead generation. The use of landing pages enables marketers to direct website visitors to targeted pages and capture leads at a much higher rate, leading your visitors to one particular offer without the distractions of everything else on your website. Visitors are on a landing page for only one purpose: to complete the lead capture form.

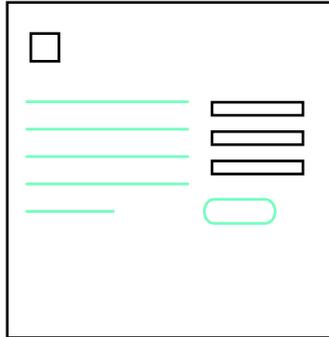
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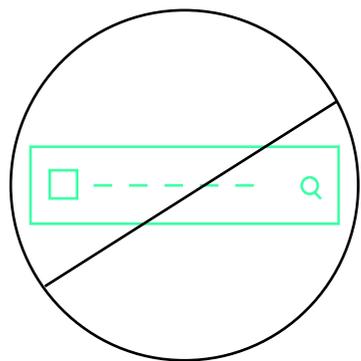
Elements of an Effective Landing Page

A landing page, sometimes called a “Lead Capture Page,” is 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

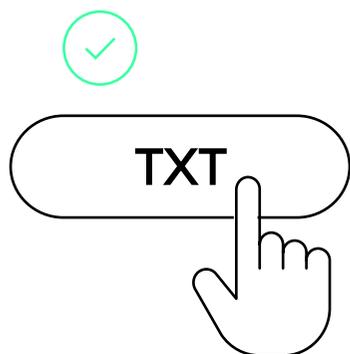




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Remove the Main Navigation

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 converting on the page. You can increase your landing page conversion rates simply by removing the main navigation from the page.

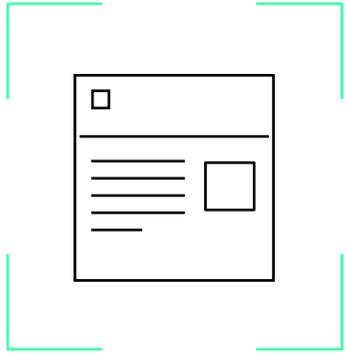


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Match the Headline of the Landing Page to the Corresponding CTA

Keep your messaging consistent on both your CTA and the landing page's headline. 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.

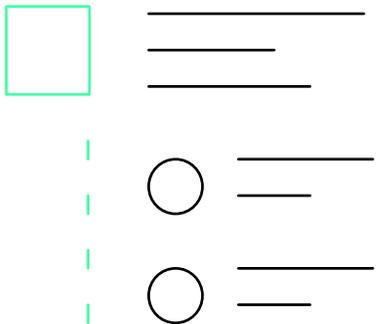




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Less is More

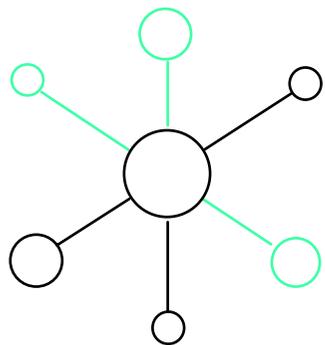
A cluttered landing page means a distracted visitor so keep it simple. Be brief and to the point; it's in the offer itself where you give more information. In addition to your headline, include a short paragraph explaining what the offer is, followed by a few bullet points outlining the benefits of the offer.



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Emphasise the Benefits of the Offer

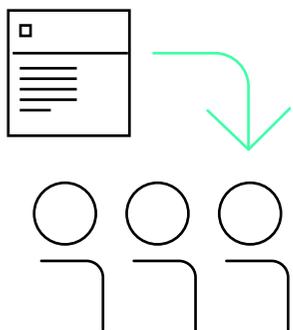
Make it clear in your brief paragraph and/or bullet points what the benefits of the offer are. It's more than just listing what the offer is comprised of; it takes a bit of spin. Try to convey the value of your offer clearly and effectively.



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Encourage Social Sharing

Don't forget to include buttons on your landing page to enable your prospects to share content and offers. Include multiple social media channels as well as email, since people have different sharing preferences. The more your offer is shared, the more people land on the page, fill out your form and become leads.

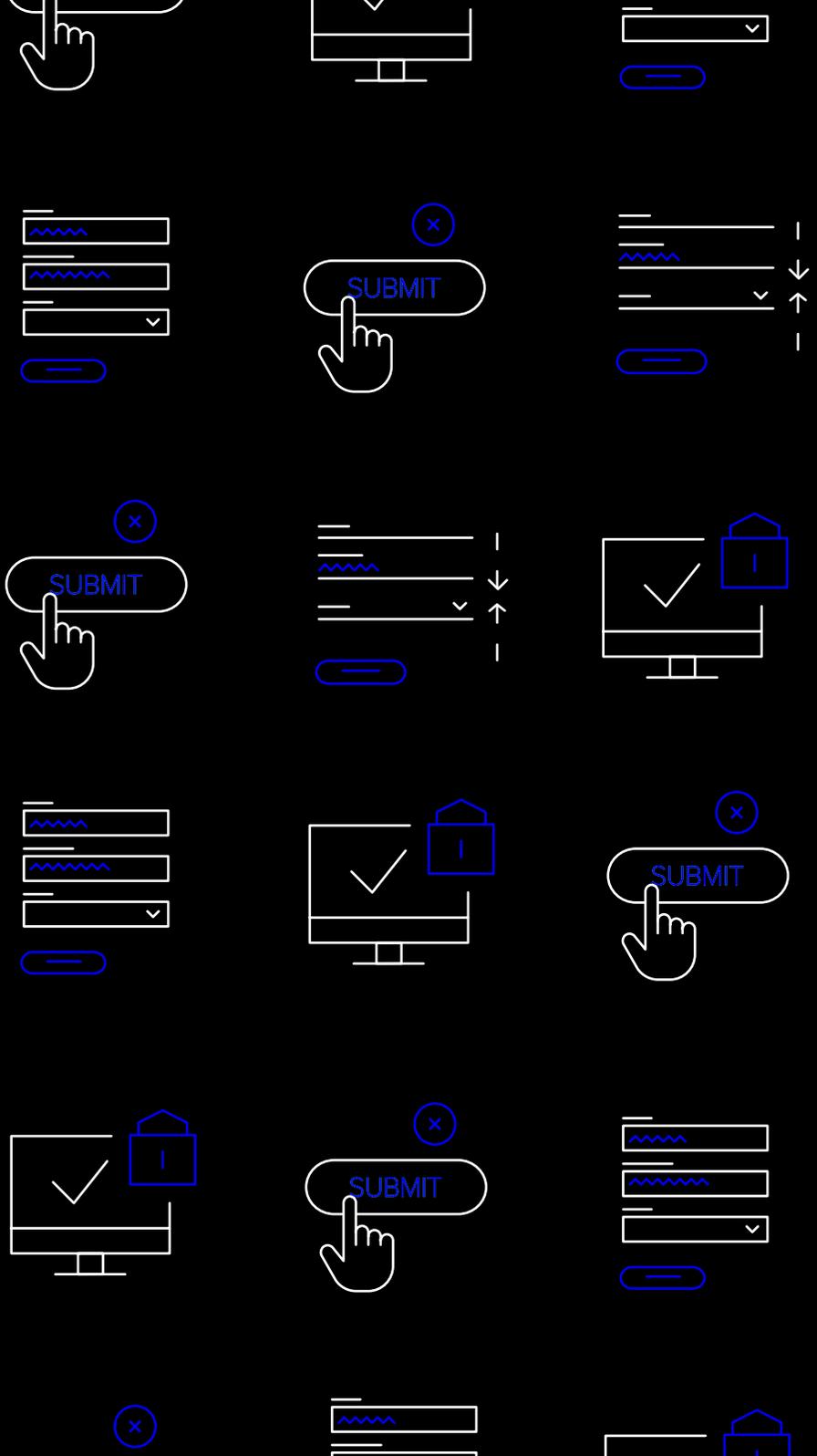


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More Landing Pages = More Leads

According to a 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, the more opportunities to generate more leads for your business.

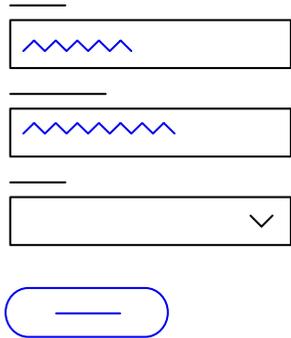
Optimised Forms



Introduction

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.

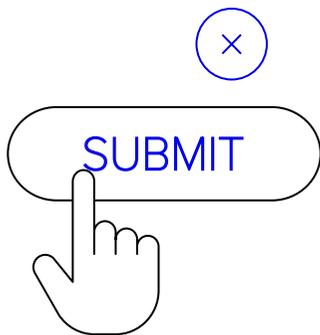
The following tips will reveal how to build great landing page forms.



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The Right Form Length

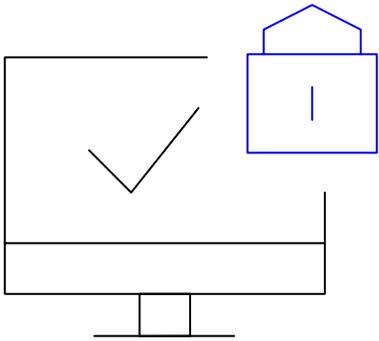
Aim to collect only the information you really need, since the fewer fields you have in a form, the more likely you will receive more conversions. Each new field you add to a form creates friction (more work for the visitor), resulting in fewer conversions. On the other hand, more fields can mean better quality leads. The best way to find the right balance is to test it.



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To Submit or Not to Submit

If you think about it, no one wants to “submit” to anything. You can increase form submissions by avoiding generic language and rather turning the statement into a benefit that relates to what they are getting in return. Also make the button big, bold and colourful and ensure it looks like a button (usually bevelled with a “clickable” appearance).



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Reduce Anxiety With Proof-Elements

The increase in spam and cybercrime has made people more reluctant to give out their information. However, 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, including:

A privacy message assuring info won't be shared or sold.

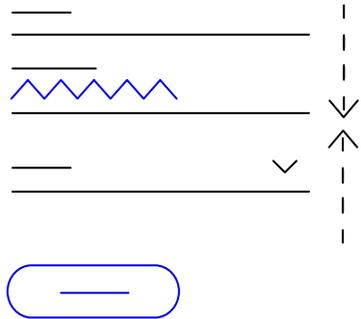
Security seals if sensitive information is required.

Testimonials or customer logos to indicate social proof.

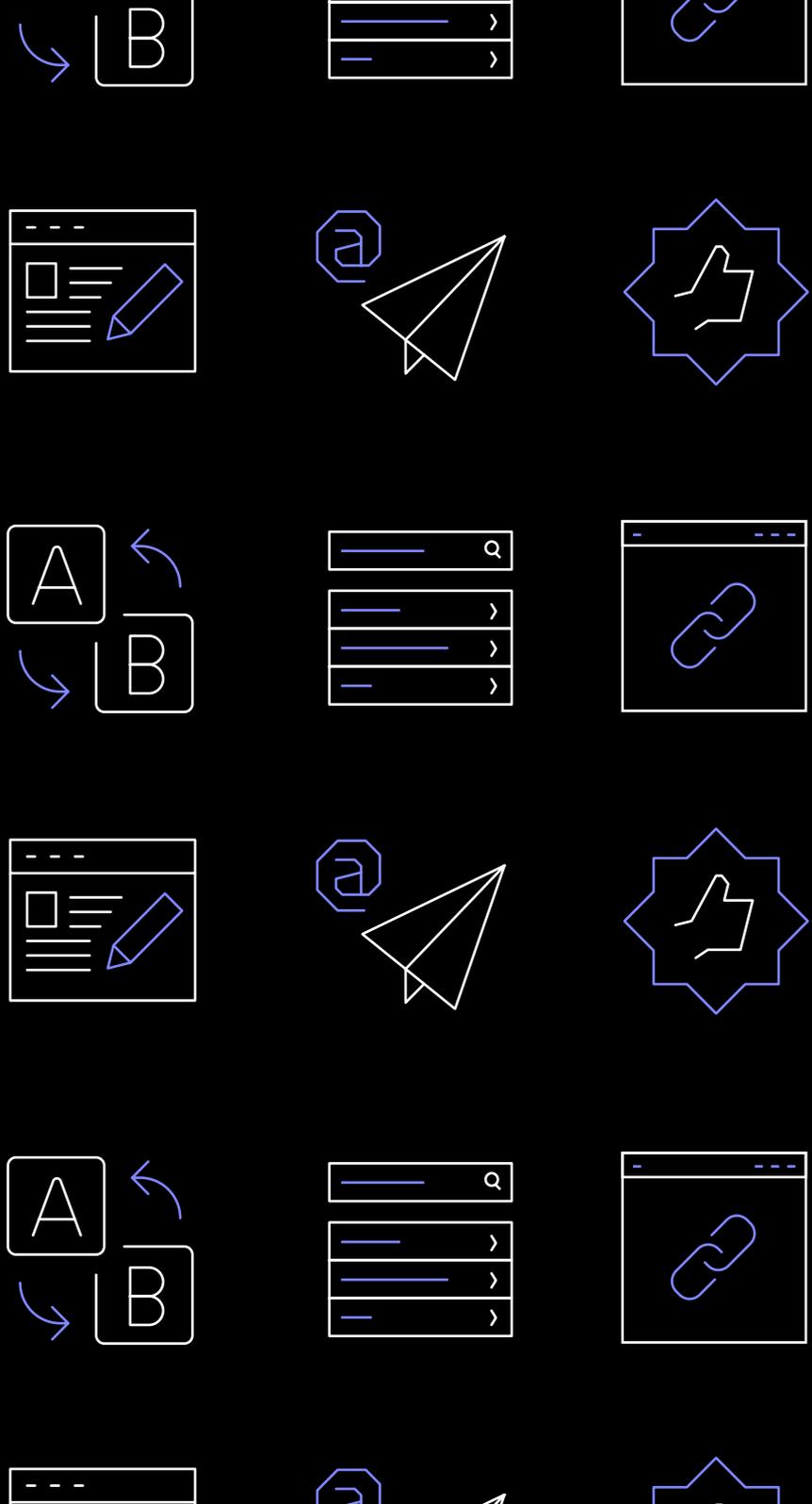
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Make the Form Appear Shorter

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. Reduce the spacing between fields or align the titles to the left of each field instead of above it so that the form appears shorter.



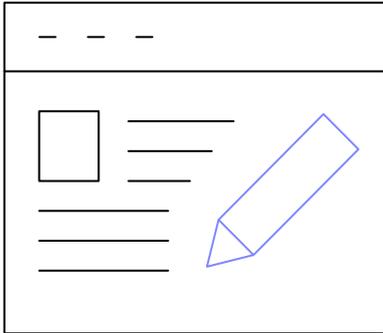
Multi-channel Lead Generation



Introduction

Your website isn't a silo. Marketers must utilise many other channels to maximise 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.

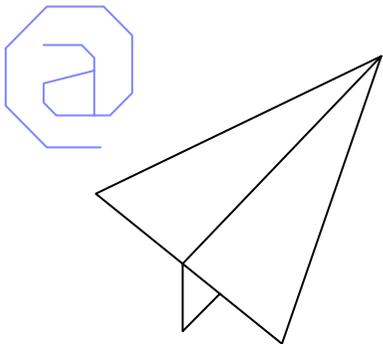
The objective is to make it easy for buyers to research, evaluate and buy products in any way that is most appropriate for them. It's all about having the right marketing mix. Here are a few channels that generate the most leads.



25 / 30

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. Include hyperlinks to landing pages within the copy of every blog post, as well as a prominent CTA.

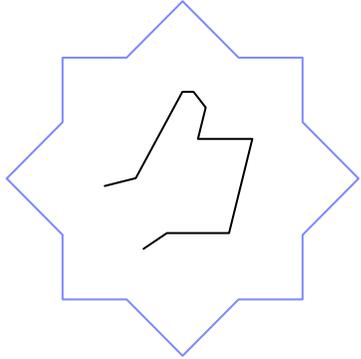


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Email marketing

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

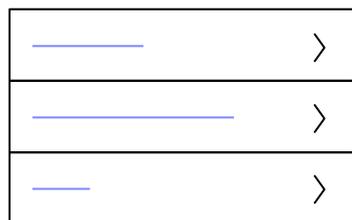
- Focusing on an opt-in strategy
- Sending valuable offers
- Providing the tools to share



27 / 30 Social Media

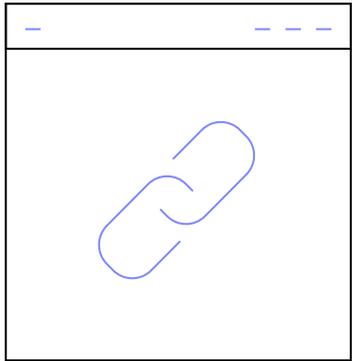
Social media isn't just for liking funny pictures or tweeting what you ate for breakfast. Social media is an emerging channel that many businesses are taking advantage of. You can generate leads on social networks by:

- Building a loyal following
- Interacting and being helpful
- Sharing content linked to landing pages



28 / 30 Organic Search

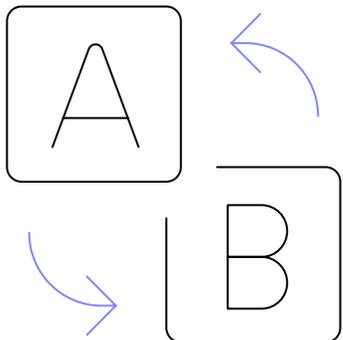
While promoting your offers on many channels is crucial for lead generation, it's also equally important to make it easy for people to find your landing pages through search engines. To do this, you need to apply search engine optimisation (SEO) best practices.



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Use Links and CTAs within Offers

Your offers themselves are great channels for lead generation. An e-book that includes links to other content offers you can download, for example, may help people discover other resources as they share them.



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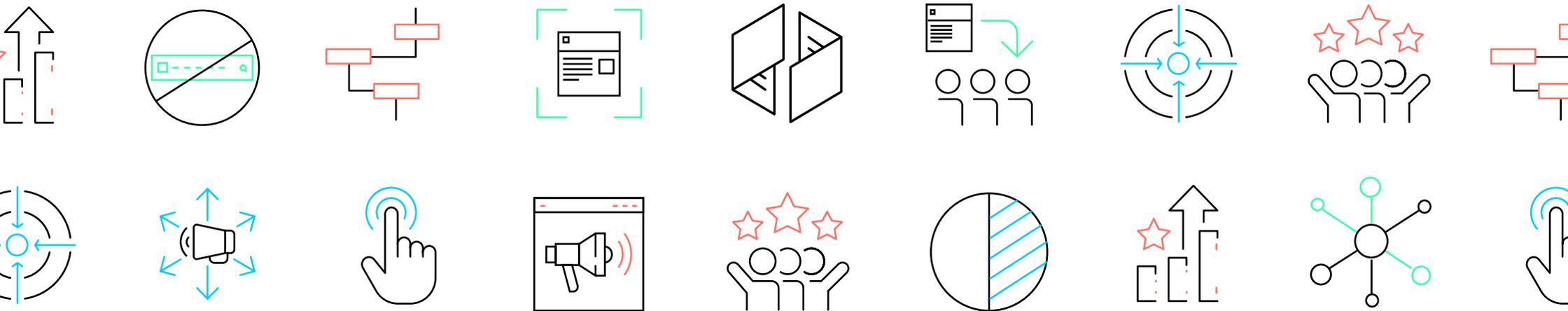
A/B Testing

While not a channel per se, A/B testing is a great way to increase leads across all channels and tactics and can be used for calls to action, landing pages, email marketing, advertising and more. 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 aspect 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 to improve lead quality and increase revenue.



league`

About League

It really pays to have someone who can help you put all of this together, and that's exactly what we do. We've been using these techniques all along, so we know how effective they are.

Our history of delivering results for clients speaks for itself.

We can put them into practice for your business to bring quality leads pouring in, so let's start talking about your lead-generating campaign – [just get in touch.](#)

