An Ultimate Guide to Lead Generation

Tips on generating potential leads for Business

Content

Introduction

"Gathering databases with phone numbers & email addresses of the consumers is not Lead Generation!"

Lead generation is when a consumer shows interest or does inquiry about the product or service offered by a business. However, in online marketing the process of lead generation not only includes generation of leads i.e. bringing potential traffic to the landing pages and exchanging their information for something that may be an eBook, podcast and so on. It also includes the nurturing of leads in order to convert them in to sales-ready leads or qualified leads.

Large size businesses pay out millions on advertising to acquire customers and build their brand while small businesses have limited budget and generally can't splurge hefty amount of money on advertising. Although for SMBs the need to attract customers remains same as large businesses or even more. This is what makes SMBs to rely on resourceful & cost effective ways of generating leads in a shoe string budget.

In this eBook we will discuss about the fundamentals of lead generation in online marketing and how to carry it out effectively. So, let's go!

Chapter 1: What is a Lead?

Quite simple, anyone showing interest in your products or services is a lead. For example, lead is when someone fills up a form on your web page or may be someone calls you to inquire about your products or services. At times, when someone visits a very important page on a website, is also taken as lead.

Types of Lead

Leads are of two types:

1) Micro Leads

2) Macro leads

Micro Lead

Micro leads are when the consumers visiting your site have filled up the form with their information in exchange for the offer that you have like an Ebook or a whitepaper however they have no buying intention at this point of time.

For instance, a number of visitors have subscribed to your blog or the newsletter, or have downloaded your eBook or whitepaper and that you could see some activity done by the visitor on your web pages (Website or the landing pages) however, at this point of time, they genuinely have no interest in buying your product or service.

Macro Leads

Macro leads are when the consumer is much inclined to buy the product or services that you offer and he/she has filled up an important lead form. For instance someone making an inbound inquiry call or subscribing for free trial or may be walking directly in to your center. In case of macro leads, chances of the leads getting converted into sales are higher.

Chapter2: What are Landing Pages?

The landing pages are those web pages where the visitor lands on or arrives at after clicking on a call-to-action button in an ad or directly clicking on an ad. These pages are created with the core intention of generating leads. The main objective of the landing page is to compel the visitor to fill the form on the page called lead capture form.
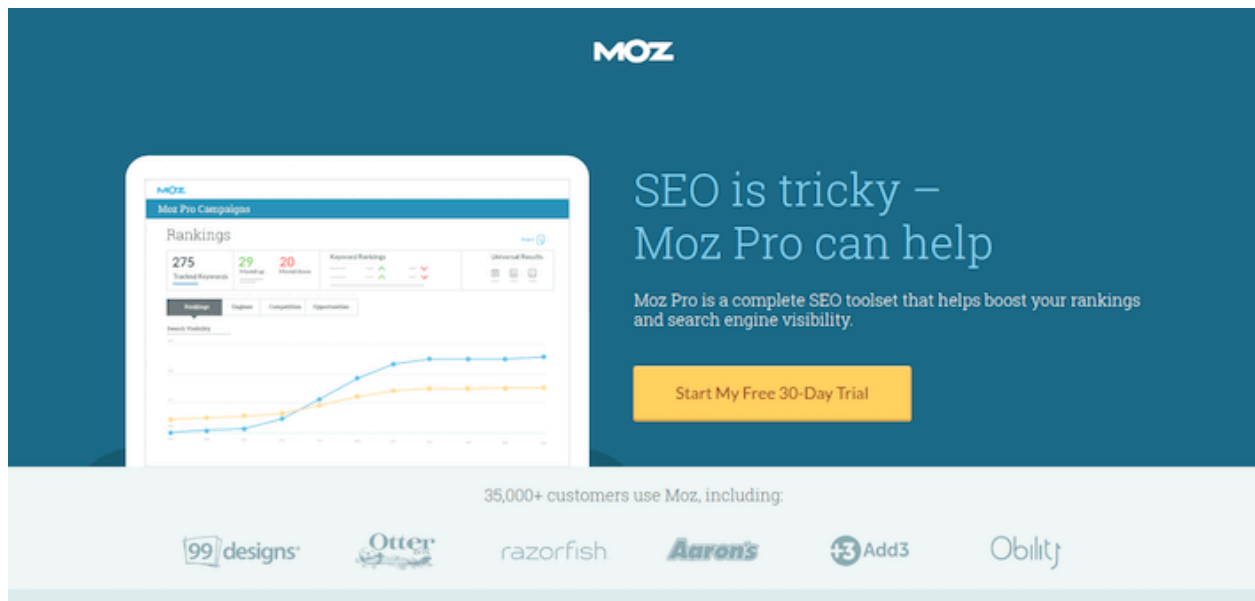
Types of Landing Pages:

There are two types of landing pages:

1) Click-Through Landing Pages

2) Lead Generation Landing Pages

Click Through Landing Pages

Click Through Landing pages are those pages that are created with an objective of compelling the visitors to click through to another page. These pages are usually used in eCommerce funnel for explaining the offer in detail and bringing the prospects closer to purchasing decision.

**Example of Click Through Landing Pages**

Lead Generation Landing Pages

Lead generation landing pages are those WebPages that are created with an intention of capturing visitor's data that include their name, email address, phone number & so on in exchange for an offer you are giving. There is a lead capture form on these pages that is used to ask all relevant details from the visitors that are crucial for your business according to your sales team.

Example of Lead Generation Landing Pages
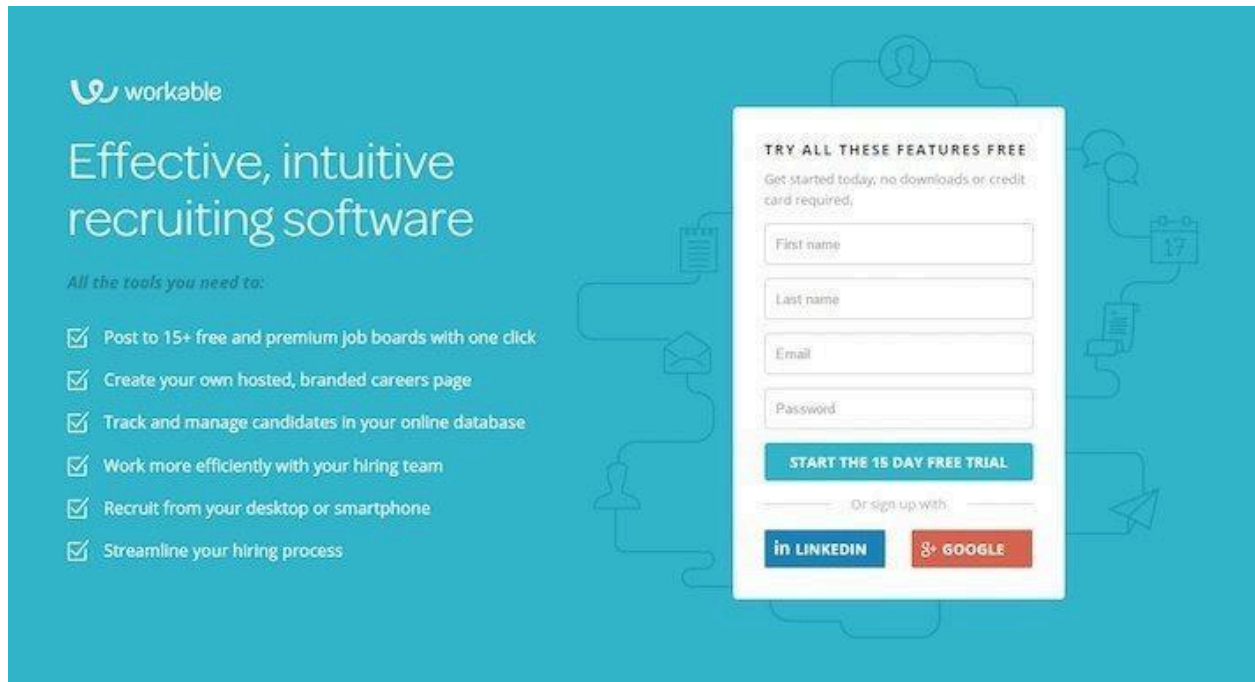
Some of the most common offers that are given in exchange for the visitor's information are:
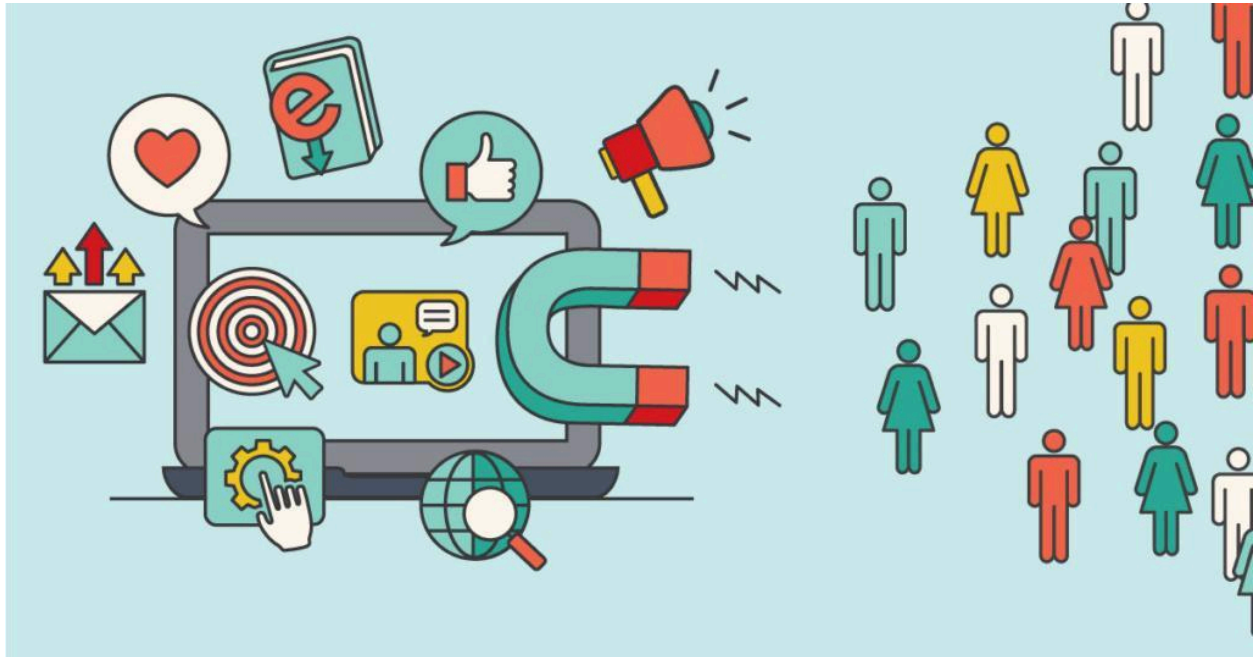
Whitepaper

EBook

Contest entry

Webinar registration

Discount coupon/voucher

Consultation for professional services

Free trial

Chapter 3: 9 Most Common Ways to Drive Potential Traffic to the Landing page!

Email Marketing

It's evident that your audiences are interested in hearing from you as they have opted in to receive emails from you. Using it your advantage you can send them other essential information about what they were interested in and can send links to your landing pages through your emails.

Search Engine Optimization

Another way you can organically bring traffic to your web pages is through search engine optimization tactics that include link building, article posting & so on. Through SEO, you can share your fresh & valuable content on various authoritative websites compelling the consumers to come to your landing pages. Always remember, the more quality you share through your content, the more people flock your landing page.

Facebook Page

Facebook enables you to do a more specific targeting as through it you can target your ads by age, gender, interest and location et-cetra. So, bringing your target audience to your web pages become much simpler through Facebook.

Twitter

Twiter allows you to advertise your product or service through 3 different types of advertising programs that are promoted trends, promoted accounts and promoted tweets. Moreover, viral marketing and word of mouth brings potential traffic to your landing page increasing the chances of people, following your customers who are already following you, to become your potential leads.

Linked In

Just like Google paid search ads, LinkedIn also presents an advertising program called LinkedIn direct ads that helps you to drive the potential traffic to you web pages that include your landing pages, LinkedIn groups and so on.

Mobile Web marketing

In 2018, 390.9 million people in India accessed the internet through their mobile phone. With such a large amount of mobile users all you need to do is to ensure that your landing pages are in sync with your mobile web and you will be surprised by the response.

Google Ads

Earlier called Google Adwords is Google Ads now with a number of more advanced features helping marketers to make most out of it. Google Ads allows you to connect with the people in the precise moment they are looking for what they offer. Your ads are displayed to those web users who are already searching for product or services you offer and that the visitors are more likely to take some action. With Google Ads you can choose the place where you want your ads to be displayed such as according to the visitor's location (states, towns, or even neighborhoods) or may be specific websites et-cetra.

Display Advertising

Display advertising is one another way to bring potential traffic to your website. It allows you to display your ads to those web users who were already searching for product or services similar to that of yours or were browsing through the similar content on web. So, once they click on your ads, a more potential traffic hits your landing page.

SMS

A report generated by Techipedia revealed that 98% of SMS messages sent are opened of which 83% are opened within 3 minutes. These numbers can be used to your advantage and that you can send links to your landing pages to your target audience in the SMS.

Chapter 4: 3 Most Common Ways to Nurture Leads into Sales
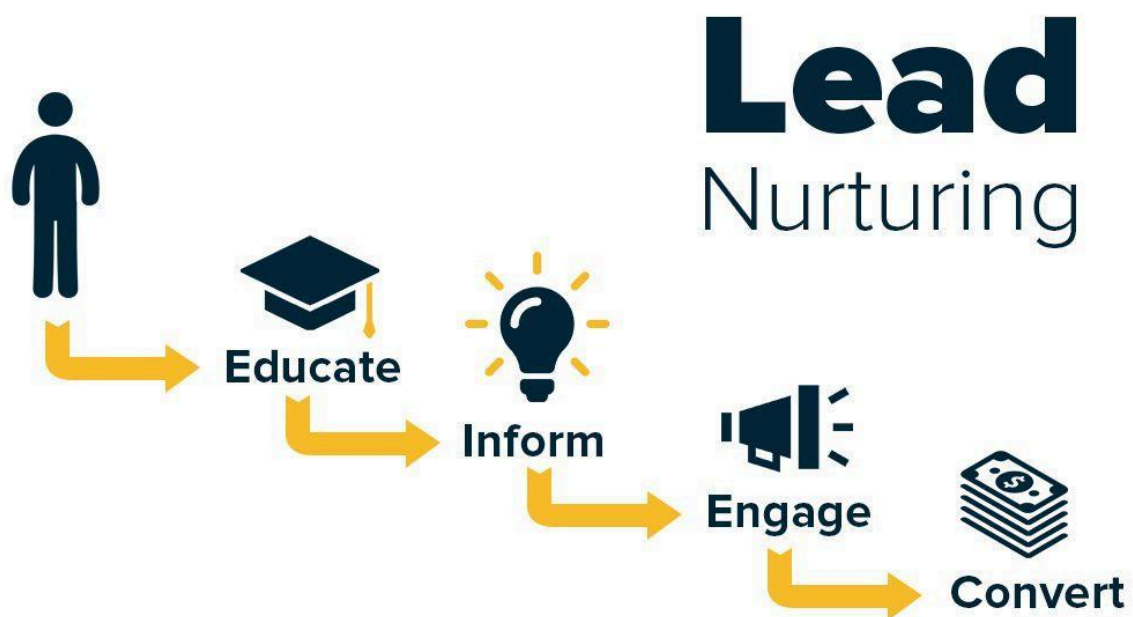
What is lead nurturing?

Lead nurturing is nurturing your relationship with the consumers by connecting & engaging with them and by consistently sending them targeted, relevant & useful messages depending on their stage in the sales funnel. It helps the marketer to move the leads swiftly down through the sales funnel and converting potential leads into sales.

"Only 5 to 25 percent of your website traffic wants to do business with you and the rest are actually the researchers!"

- Reports

These are lead nurturing tactics that help you convert researchers into prospects and prospects into customers by generating the need for your product and influencing their purchase intent.

There are a number of ways you can nurture your leads depending upon the stage of customer in the sales funnel however here are 3 most productive ways of nurturing your leads:

Call

After you have received the customer's inquiry, you can also make a call to the customer and inform them about the offer they were inquiring about. However, make sure you call them at a time that suits them. Ask it proactively as to what

time suits them and follow-up with them in view of that. There are 5 basic steps of nurturing leads by calling that are:

1) Build rapport with your lead
2) Identify with the needs of your prospect
3) Furnish them with information they want
4) Generate the need for the product among the prospects by sharing its benefits
5) Proactively inform them about other ongoing offers

Email Marketing

You send an automated series of emails with fresh and valuable content to the leads in the beginning and gradually convert them to sales ready leads and finally you hand these leads over to your sales team.

By sending quality content and valuable information about the consumers' inquiry you nurture your relationship with them and build trust. Like any other forms of marketing, email marketing is also dependent on the role of content.

Remarketing

Through remarketing you can try to connect with the web users who have formerly visited your site by showing them relevant ads. So, if a consumer leaves your website without making the purchase, you can reach them again and can show them customized messages or offer in order to push them to return to your site and complete the purchase.

Based on the website you have as well as your business goals and the type of your campaign, remarketing could be used in following three ways:

1) Remarketing for the display network
2) Remarketing lists for search ads
3) Dynamic remarketing

Chapter 5: Screening and Scaling the Performance

So, up till now in this eBook we learnt about leads, landing pages, how to bring potential traffic to landing pages and how to nurture leads to sales ready leads. But that's not all! Like it happens in any other part of digital marketing, you can screen your lead generation campaigns and scale their performance through Web Analytics. You can monitor returns on every single penny you invest for lead generation and make alterations in your lead generation campaigns accordingly.

You can screen and scale both your organic and inorganic campaigns. You can optimize all your campaign for best results.

You can track how many conversions you are making from a given channel, which channel is bringing more leads, how many leads are getting converted to sales in

the end and so on. So, monitoring and measuring of the performance of various lead generation campaigns help you do a more resourceful lead generation.