



**30** *Effective & Practical*  
**Lead Generation**  
**Tips** *that* **Drive ROI**

A STEP-BY-STEP GUIDE ON HOW TO INCREASE  
LEADS & REVENUE USING INBOUND MARKETING



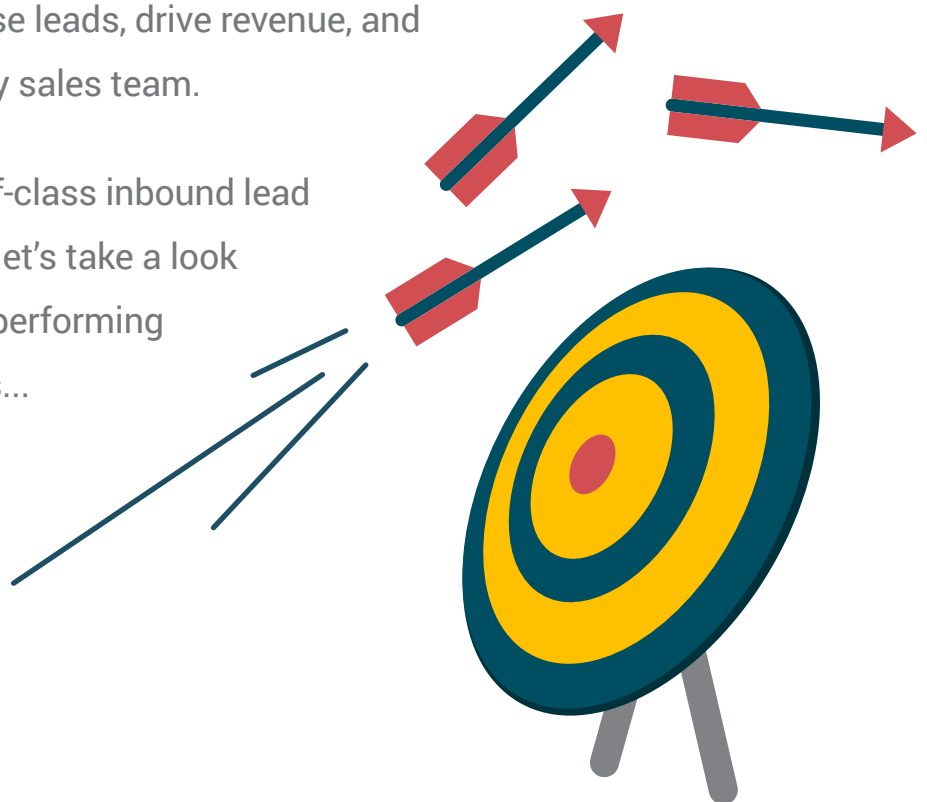
**Undeniably,  
no matter what you do,  
without sales,  
you won't survive.**

The whole purpose of marketing is ultimately to drive sales. Most marketers learn fairly quickly that a happy sales team is a productive sales team. And what makes sales people happy? Leads, lots of qualified leads. This makes lead generation a marketer's most important objective. If you can keep the sales funnel full of prospects, you'll not only keep the sales team off your back, but you'll take them on as allies, which will help increase your odds of securing next year's marketing budget.

## So why is it that only 1 in 10 marketers feel that their lead generation campaigns are effective?

Most likely it's because any inbound lead generation campaign has a multitude of moving parts. So when the campaign isn't performing well (returning the leads you want), it can be hard to pinpoint which piece of the campaign needs fine tuning. We like to equate putting together a lead generation campaign to rearranging a room; you have the components you need, but it's just not working for you anymore. But with some shuffling, tweaking, and an overall willingness to experiment with trial and error, you can create the room that works for you. The same applies to crafting an effective lead generation campaign. By continually testing and analyzing each element of your campaigns, you'll discover you may need to move some elements around, tweak a few design elements, etc. until your campaign is returning the results you want. In this eBook, we'll expose the 30 most effective inbound lead generation techniques that marketers can easily implement to increase leads, drive revenue, and of course, maintain a happy sales team.

So what goes into a best-of-class inbound lead generation strategy? First, let's take a look behind the scenes of high-performing lead generation campaigns...



## Behind the Scenes of Lead Generation

From a tactical perspective, a marketer needs four crucial elements to make inbound lead generation happen. These are non-negotiable and include:



**The tips in this ebook will cover each of these four elements so that each component is fully optimized to help you generate the most qualified leads for your business.**

# Chapter 1

## CREATING AN OFFER THEY CAN'T SAY "NO" TO



**"Yes."** It's one of the most powerful words in the English language. And if you think about all the things we do as marketers, most are intended to get people to say "yes" to our offers. (cough, cough) That makes us a very powerful group of professionals!

When an offer is exclusive, scarce, or in high demand, it becomes more desirable. Think about when a waiter gives a deliciously tempting description of the evening's featured dessert and then tops it off by saying only 2 are left. Although you were initially adamant you couldn't eat another bite, all of a sudden you find yourself considering dessert. Why? Because your smart waiter has positioned dessert as an exclusive opportunity for you to enjoy something that obviously has been in high demand. So when it comes to your own offers, whether you're promoting whitepapers, free trials, memberships, sales promotions, downloads, or chocolate cake, the offers need to be irresistible and 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?

# #1 Create a Sense of Urgency

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. That's why you order the dessert!

## 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.

## Limited Time & Limited Quantity Offers

Groupon is the perfect example of a company that uses 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 way to add value – especially for ecommerce businesses.

## #2 Keeping Up with the Jones

It's a natural tendency for humans to copy one another without even realizing it – “Oh, you're having dessert, I guess I will then too.” 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. Just make sure your claims are not only true, but also believable.

## #3 Capitalize on News Jacking

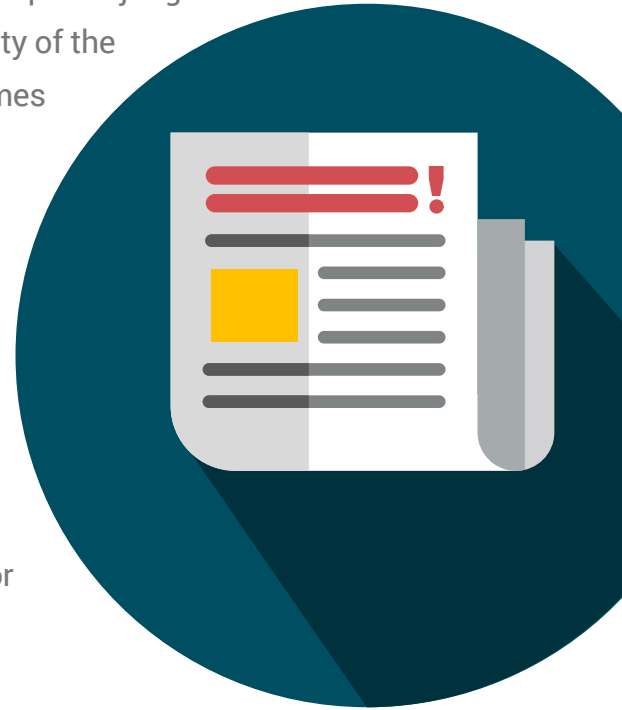
After Prince William and Kate Middleton got married in April of 2011, no one could stop talking about Kate's wedding dress. Within hours of the wedding, vendors began making near-identical copies or similar styles of the Stella McCartney-designed dress. Even vendors such as David's Bridal now have a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

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 news jacking for this type of technique and it works very well for offers, too. As an example, back in 2013 people couldn't stop talking about Pinterest. HubSpot capitalized on this craze by creating the first Pinterest eBook for business owners and marketers. 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 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!



## #4 Create an Attention-Grabbing Title

Although it goes against everything we've been taught, people do judge a book by its cover, and as marketers we are especially guilty of the crime. Inundated daily with marketing emails, we oftentimes pick and choose what to read and what to trash based solely on the subject lines themselves. Think of the titles for your irresistible offers just like you do the subject lines of your emails – they have to be amazing if they want to capture the attention of your target audience. You could have the best offer in the world, but if it comes with a bad title, your offer might as well be mapped to trash folder of your prospect's inbox. If your offer is a piece of content, such as a whitepaper, eBook, or presentation, put effort into creating an amazing title.



If you're struggling to come up with the perfect headline, try using the [Headline Analyzer Tool](#) by Advanced Marketing Institute. This resource offers more ideas for creating [compelling ebook titles](#).

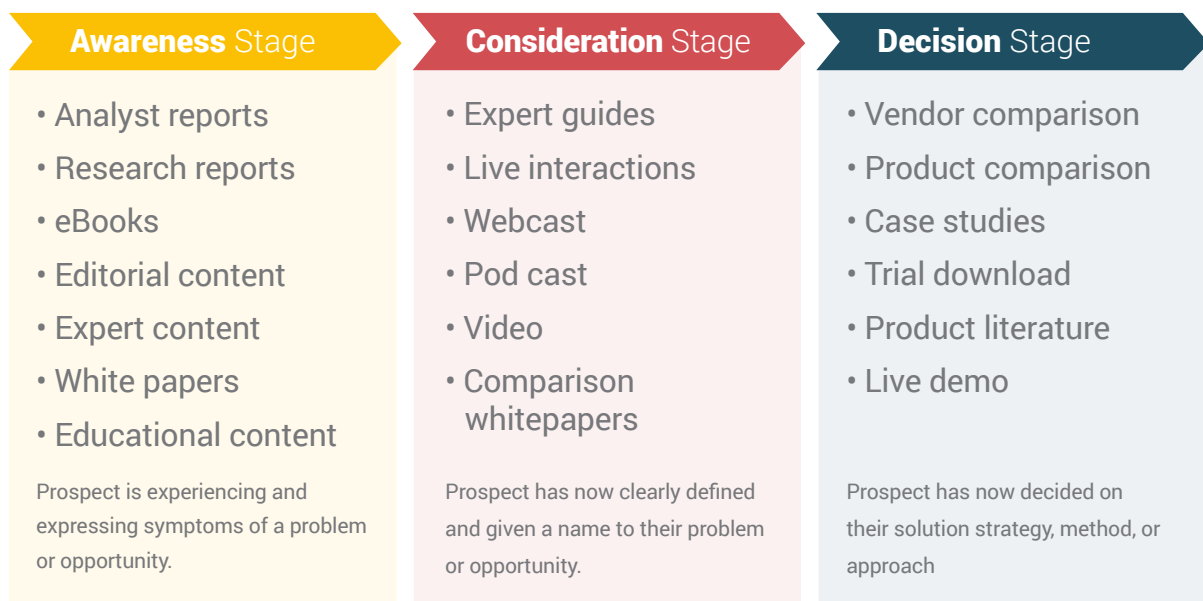
## #5 Craft Offers that Address Different Buying Stages

The most common offer on most websites is "contact us." Sure, you want all your prospects to talk to sales, but not everyone is ready to make direct contact. 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 for those at different buying stages.

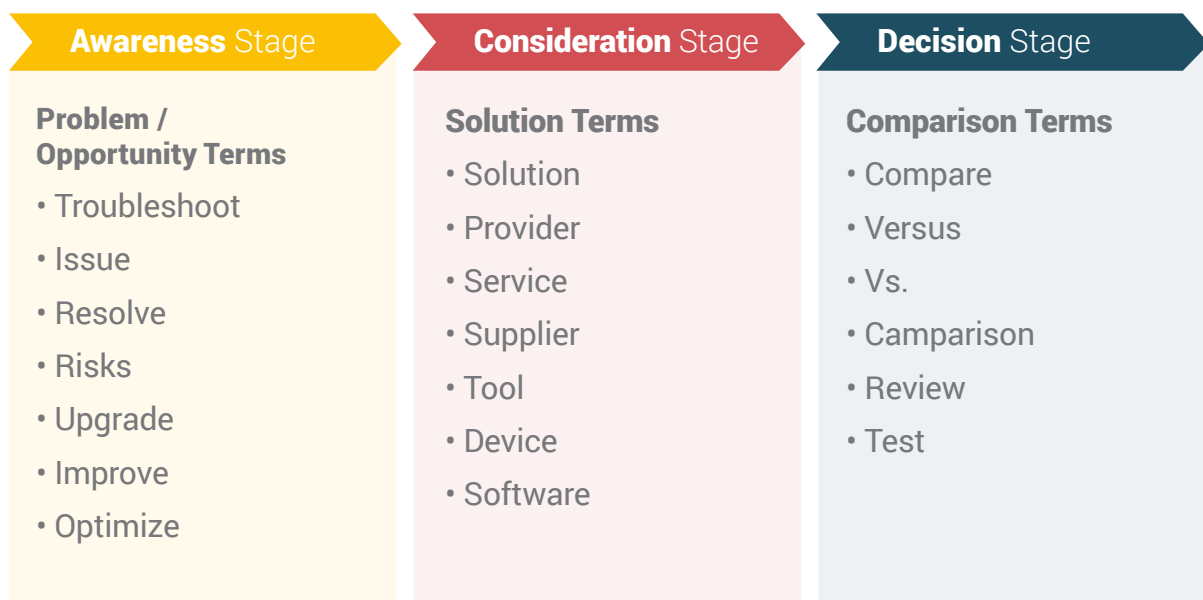


Someone at the top of the buying cycle may be more interested in an informational piece like a guide or eBook, whereas someone more committed at the bottom of the cycle might be more interested in a free trial or demo. It's your website and you know your buying cycle best, so don't feel limited to picking and choosing which CTA to use. Instead, we suggest you create offers for each phase, and include a primary and secondary CTA to these offers on various pages throughout your site.

## The Buyer's Journey & Content



## Relevant Terms in Each Stage of the Buyer's Journey



## #6 Avoid Corporate Gobbledygook

A professional image is a necessity, and you don't want to jeopardize your credibility or prospect acquisition by utilizing the dreaded corporate gobbledygook. What is gobbledygook, you ask? Great question – it's actually definable.

These are jargon terms and phrases that have been over-used and abused, rendering them mostly 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 on a particular subject, but instead they make your eyes roll

AVOID THESE OVER-USED WORDS WHEN DESCRIBING YOUR OFFERS:

Next Generation • Flexible • Robust • Easy to use

Cutting-edge • Groundbreaking • Best of breed • Mission critical



blah  
blah  
blah

To learn more, download [The Gobbledygook Manifesto eBook](#) by David Meerman Scott.

## #7 Use High-Performing Offer Formats

Not all offers are created equal. Some offer formats perform better than others when converting leads. For example, what's more valuable, a whitepaper or an ebook? Below are the **types of offers, listed in order of performance, that generate the most leads.**

1. eBooks or Guides
2. Templates or Presentations
3. Research & Reports
4. Whitepapers
5. Kits (multiple offers packaged together)
6. Live Webinars
7. On-demand Videos
8. Blogs  
(including offers in the navigation or sidebar)
9. Blog posts (if there is a CTA in the post)
10. Middle-of-the-funnel Offers:  
Demo Requests, Contact Sales, RFP, Etc.  
(more sales-ready offers)

While this ranking is pretty spot-on, it's important to test these different types of offers with your audience to determine what works best for you.

# Chapter 2 INCREASING LEAD COUNTS WITH CALLS-TO-ACTIONS THAT ROCK

**Calls-to-Action** (CTAs) are the secret sauce to driving people to your offers. Again, we need to acknowledge that we do judge a book by its cover. When it comes to CTAs, if it isn't effective at capturing people's attention and persuading them to click, then it makes the offer useless.

CTAs can be used pretty much anywhere you can market your offer: product pages (non-landing pages), display ads, email, social media, direct mail, etc. 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 for creating CTAs that rock.



## #8 Give Your CTA Prime Positioning

Calls-to-action do best “above the fold” – the space where your webpage is viewable to the user without having to scroll down. Doubling impressions on your CTAs can significantly increase your lead count.

## #9 Trade Cleverness for Clarity

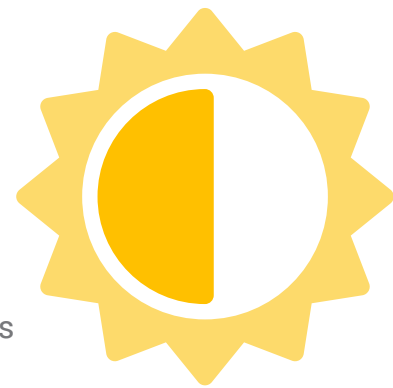


Oftentimes, marketers will put more focus on being clever than on being clear when creating a CTA. Can you imagine driving somewhere for the first time and being dependent on cleverly created street signs when all you need is a specific, clear street name to guide your next turn? Now imagine a similar CTA that leaves the prospect wondering what to do next. Left to wonder, the prospect will most likely take a detour, so it's critical that your CTA is crystal clear and 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.

## #10 Use Contrast to Make CTAs Clearly Clickable

Do you know Patrick Swayze's famous line, “Nobody puts Baby in a corner,” from the 1987 movie Dirty Dancing? Know it or not, the concept's the same for your CTAs; they should never be the wallflowers of your web design. A call-to-action is meant to stand out, so if your CTA blends in too much with your site design, nobody 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 that it's clickable.



## #11 Only Link Your CTA to a Dedicated Landing Page

This tip might seem minor, but it's incredible how often businesses miss this opportunity to convert more leads. 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. Consider the CTA and the associated landing page the Tweedledum and Tweedledee of inbound marketing.



## #12 Promote Customized Offers on Product Pages

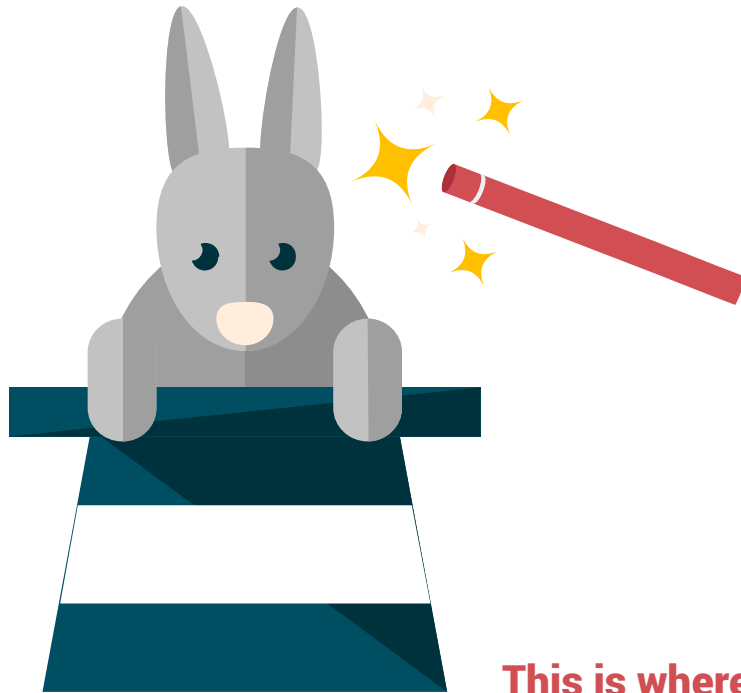
One-size-fits-all is a funny concept when you think about it. Yes, you may be able to put something on your body, but it doesn't mean that it fits you. The same goes for CTAs – they shouldn't be one-size-fits-all. If your company offers various products or services, you may want to consider creating a specific 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.

## #13 Leverage Thank You Page Real Estate

Even if someone completes a form on your website (meaning they've converted as a lead), don't stop there; you're on a roll! A good marketer makes increasing engagement a top priority 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 downloads an eBook on [inbound marketing best practices](#), we can present another related offer like an inbound RFP checklist or a demo of our inbound marketing platform.

# Chapter 3 DESIGNING LANDING PAGES THAT CONVERT AT A HIGHER RATE



**This is where the magic happens.**

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. There are no illusions or tricks; visitors are on a landing page for one purpose: to complete the lead capture form.

## #14 Must-Haves For an Effective Landing Page

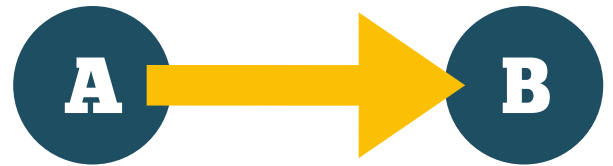
Landing pages, sometimes called “Lead Capture Pages,” are used to convert visitors into leads by completing a transaction or by collecting contact information from them.

**An effective landing page consists of:**

- ▶ A headline and (optional) sub-headline
- ▶ A brief description of the offer and benefits
- ▶ At least one supporting image
- ▶ (Optional) supporting elements such as testimonials or security badges
- ▶ And most importantly, a form to capture information

## #15 Remove the Main Navigation

You’re trying to move your prospect from point A (landing page) to point B (conversion). And what’s the quickest way between the two points? You got it: a straight line. So when a visitor arrives on a landing page, you’ll want to lead them directly to the point of conversion. If there are extraneous 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 – they travel straight to the point of conversion!

## #16 Match the Headline of the Landing Page to the Corresponding CTA

Here again, clarity trumps cleverness. Keep your messaging consistent and clear 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.

## #17 **Less is More**

Surely 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.

## #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 to your prospect. It's more than just listing what the offer is comprised of; it takes a bit of spin. Instead of saying something that talks about you, like "Includes specifications of product XYZ," say something like "Find out how XYZ can increase your productivity by 50%." In other words, convey the value of the offer to your prospect clearly and effectively.



## #19 **Provide Opportunity for Social Sharing**



There is one case in which less is *not* more – socially.

You want more eyes on your landing pages for more opportunities of conversion. To score those additional opportunities, don't forget to include buttons on your landing pages that enable your prospects to share content and offers. Include multiple social media channels as well as email, since different people have different sharing preferences. When your offer is shared, more people land on the page, and therefore more people fill out your form and become leads!

## #20 **More Landing Pages Equals More Leads**

Prepare for landing! According to a marketing benchmarks report, companies see a 55% increase in leads by increasing their number of landing pages from 10 to 15. The more content, offers, and landing pages you create, the more opportunities you have to generate leads for your business.



# Chapter 4 BUILDING FORMS OPTIMIZED FOR CONVERSION

**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.



## #21 Establish 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 from visitors.

The fewer fields you have in a form, the more conversions you're likely to make. This is because with each new field you add to a form, you create friction (more work for the visitor), leading to fewer conversions. A longer form looks like more work, and sometimes it will be avoided all together. But on the other hand, if you require more fields on a form, the leads you do get may be of higher quality. The best way to determine what works well for you is to test it.

## #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 the default word "SUBMIT" on your button. If you think about it, no one wants to "submit" to anything. Instead, turn the statement into a benefit that relates to what your visitors 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 a button is beveled and appears "clickable.")



## #23 Reduce Anxiety with Proof-Elements

While you may have done everything right from a design standpoint to take your prospect directly from point A to point B, they may still have some anxiety around giving up their information, especially these days with the increase in spam.

**To reduce a visitor's anxiety to complete the form, there are a few different elements you can add to the form or landing page:**

- ▶ Add a **privacy message** (or link to your privacy policy) that indicates their email will not be shared or sold. Something like: "We respect your privacy and will never share your information" works well.
- ▶ 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 way to indicate trustworthiness. For example, if your offer was for a Free Trial, you may want to include a few customer testimonials about your product or service.

## #24 Style the Form to 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.



# Chapter 5 LEVERAGING MULTI-CHANNEL LEAD GENERATION TO MAXIMIZE YOUR EFFORTS

## 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 leads.



## #25 Blogging Brings in the Leads

According to a recent HubSpot 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.

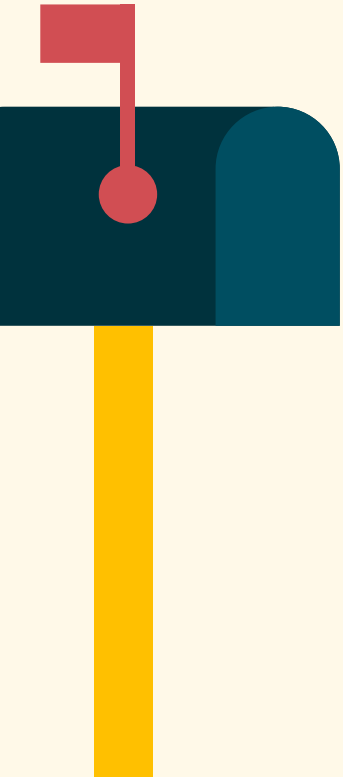
In every blog post, include hyperlinks to landing pages within the copy of the post, as well as a prominent call-to-action.

If your offer is a content download, take a granular piece of information from the offer and expand it with a call-to-action to learn more about the topic.

## #26 Email Marketing

Email marketing is not dead – just look at your inbox. Some businesses may think that email marketing is only useful when communicating with existing prospects and customers, but this is 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 who 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 be more likely to share your emails with their friends or colleagues and also more apt to open your emails again in the future.
  - ▶ 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.

## #27 Social Media

According to a recent HubSpot 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.

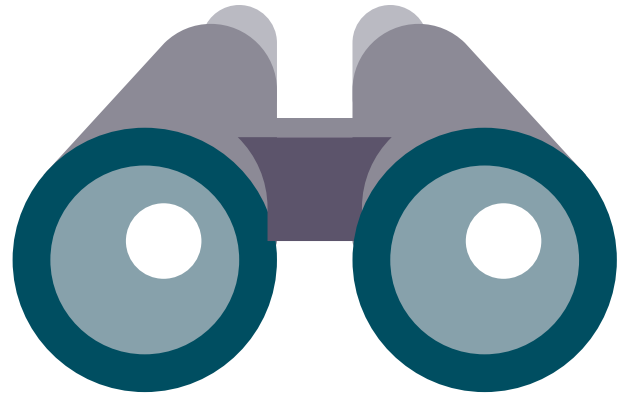
If your offer is a content download, take a granular piece of information from the offer and expand it with a call-to-action to learn more about the topic.

- ▶ 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 to 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

With emerging technologies, social platforms, and trends, we can easily get caught up in the latest and greatest, but we always need to be mindful of our old friends: the search engines. 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 naturally through search engines.

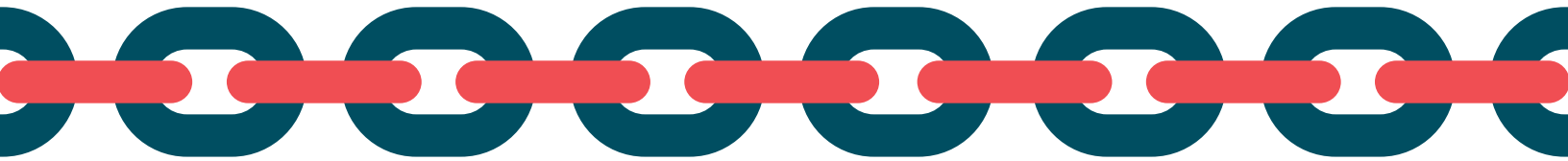


To do this, you need to apply search engine optimization (SEO) best practices to your landing pages, such as:

- ▶ Pick a **primary keyword for each landing page** and focus on optimizing that page for that word. If you over-saturate 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 or more often than is needed. Make sure they are relevant with the rest of your content. A general rule of thumb is to use your keyword 1-3 times in your content.
- ▶ Include **keywords in the file name of images** (e.g. mykeyword.jpg) and use them in the ALT tag.
- ▶ Include the **keywords in the page URL**.

## #29 Use Links and CTAs Within Offers

Your offers themselves are great channels for lead generation. For example, in this eBook, we have included links to other content offers you can download. As people share this eBook, they may discover other resources that we offer by visiting the links within the content.



## #30 A/B Testing

While this isn't a channel per say, it is a great way to increase leads across all channels and tactics. A/B testing involves changing one thing on the landing page to see which version converts best. 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

As a professional marketer, you have the power to transform your marketing ROI with inbound lead generation. By combining well-constructed offers, calls-to-action, landing pages, and forms – then promoting them in multi-channel environments – you can significantly reduce your cost-per-lead while delivering higher-quality prospects to your happy sales team.

While this eBook contains many best practices for every aspect of lead generation to help bolster your conversion rates, these tactics are only the tip of the iceberg. As you move forward, remember that crafting an effective lead generation campaign is much like rearranging a room. Give yourself the confidence and flexibility to tweak and test each step of your lead generation campaign until it achieves your vision of improved lead quality, larger lead volume, and increased revenue.



**Synerge-marketing is a web design, development, and inbound marketing firm focused on effective and compelling digital marketing solutions that drive financial results. If you need assistance with your marketing strategies, we're here to help.**

**Contact Us for a Complimentary Consultation**