8 Step Content Creation & Lead Generation Guide

This is 8 Step Content Creation Guide will help you create relevant content and corresponding offers. The goal of this guide is to help you create relevant content, in order to pull your target audience into your site and convert them into a lead. Each step builds upon the next, so be sure you **don't skip a step.**

Step 1: Identify Five (5) Relevant Keywords

Goal: Identify relevant keywords that you will use to create content related to your target audience.

Log into HubSpot, go to the Keywords tool and pick five (5) keywords that are relevant to your business and industry. Enter them into the blogging worksheet (download below). You will use these keywords to write blog articles and create valuable content offerings in steps 2 and 3. **It's critical that you pick very relevant keywords in order to create relevant content and offers in steps 2-6.**

Download the Blogging with your Keywords Worksheet

Step 2: Write a Relevant Blog Article

Goal: Pull relevant people into your website and start building authority with the search engines.

Pick one of the five keywords you identified and write a blog article using that keyword in the articles title and body. Keep the article focused on one topic related to the keyword you chose and less than 300 words.

Read the tutorial: How to use the blog tool to create new content

Step 3: Create a Valuable Piece of Content

Goal: Create a valuable piece of content that will be used to convert visitors into leads.

Use the keyword that you used to write your blog article in step 2, and create piece of content related to that keyword. Example, your targeted keyword is "customer service solutions." Create a list of the "Top 10 Customer Service Solutions for 2011"

Step 4: Create a Compelling Call to Action

Goal: Convert your relevant visitors into the qualified leads.

Create a call to action for the piece of content you created in step 3. Use the call to action button generator to create the call to action. Make sure the call to action starts with an action verb, explains what the person will get (the value), it's compelling, and use colors that are not the same as your website or brand colors.

Read the tutorial: How to create a Call to Action (CTA) in HubSpot

Step 5: Create a Landing Page

Goals: Convert your qualified visitors through a landing page form and turn them into a lead.

Create a landing page with a headline that is consistent with your call to action in step 4. Explain in three (3) to five (5) bullet points what the value of the offer is and why the visitor should download it. Make sure to remove your website's navigation from the landing page.

Place the form on the left hand column of the page. Use an action verb to in the headline above the form such as "Download Free 3 Page Whitepaper". Insert an image on the right hand-side of your landing page that is eye catching. (e.g. The cover page of the whitepaper)

Resource:

Read the tutorial: How to create a landing page in HubSpot

Step 6: Create a Thank You Page

Goal: Have the lead stay on your website to either reconvert or get them to subscribe to your blog.

Create a thank you page that includes a link to download the content offer and thank them for downloading your piece of content from step 5. Have your website menu be visible on this page. Create another offer on the page such as a free product trial or demo.

If you don't want to offer them something else to download, then provide a reason why they should read or subscribe to your blog. Another option is to provide a compelling reason why they should follow your company on Facebook, LinkedIn or Twitter.

Resource:

Read the tutorial: How to create a Thank You page in Hubspot

Step 7: Insert Calls to Action on Your Website

Goal: Generate more leads through your website.

Upload the call to action that you created in <u>step 4</u> to the end of the blog article you wrote in <u>step 2.</u> Additionally, place the call to action on your other website pages, above the pages fold, so it's clearly visible to your website visitors. Once the call to action is on your blog or website you need to link the call to action to the landing page you created in <u>step 5.</u>

Read the tutorial: How to identify places on your site to use Calls to Action

Step 8: Measure and Test Your Lead Conversion Rate

Goal: Increase the landing page conversion rate

Measure the success of your landing page by looking at the landing page's conversion percentage. Go to **Convert** then **Landing Pages** to determine how many visitors viewed the landing page and how many converted on the landing page's form.

You should always be striving to increase your conversion rate. Change only **one** thing at a time when making changes to either your call to action or landing page. If you change more than one thing at once, you won't be able to understand which change had an effect on the conversion rate. Be sure to create a new landing page when making changes to an existing landing page, so you can accurately determine the new conversion rate.

Repeat at Least Once Per Quarter