



## White Paper

# Six Ways to Boost Your Website's Lead Flow By the End of the Day

There's no secret remaining for boosting lead generation and website performance today. With lead tracking capabilities made possible by Marketing Automation software today, it's clear where ROI comes from. Most of us have heard the old marketing comment, "I know half my marketing is wasted; I just don't know which half." Now, with Marketing Automation software, we know.

For b-to-b marketers, here are the six most immediate and effective tactics for boosting lead conversion on your site.

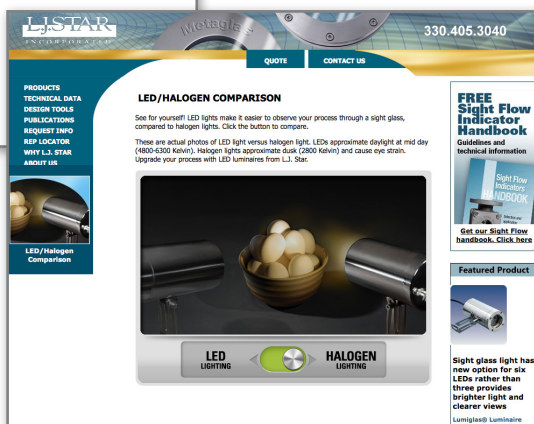
**1. Engage with visuals, via more pictures, videos, animated demos and infographics.** People read less and less, and no where is that more evident than online. The dramatic growth in video, demos and infographics provide clear evidence that visitors are far more likely to click on these items than read copy, even short blocks of copy. (And we're writers by training, so we don't say this casually!) A picture's worth a thousand words – re-cast your site's core pages into storytelling with pictures instead of text.

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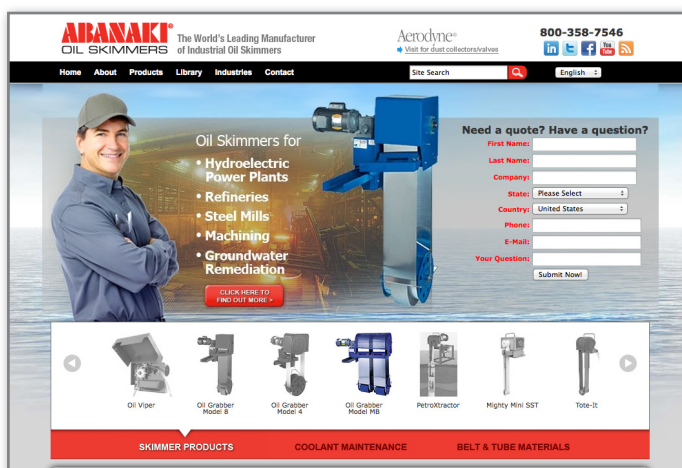


**2. More offers on the home page.** Nowhere is this concept of communicating through visuals more important than your home page. While in the past websites were thought of as your brand's front door, and while that's still the case, a true lead-generating website is crafted with offers and engagement in mind. Put your ebooks, webcasts, videos and selector guides front and center on your home page, and you'll move quickly from a site that attracts anonymous visitors (with high bounce rates) to one that converts more traffic into leads.



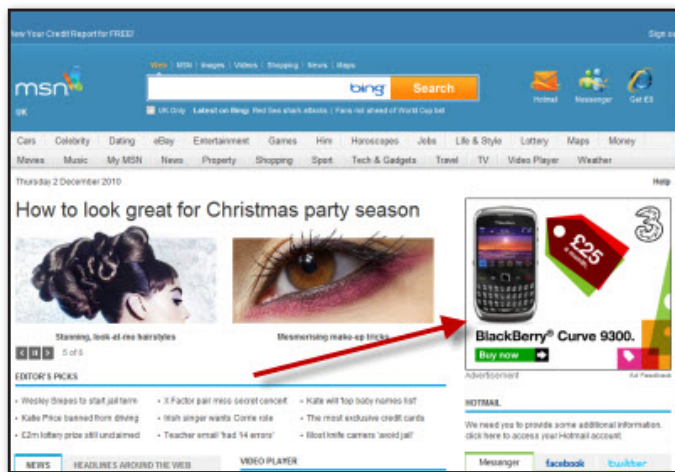
**3. “Don’t tell me what you do; tell me what you do BETTER.”** Is the messaging on your site comparative, or is it just “me too” copy that sounds like your competitors? If you can replace your company’s name in your text with your competitor’s and have it still apply, your writing falls short of relevant copy that resonates with your audience. Your copy will dramatically improve by building buyer personas that describe your target customers, their pain points, and how you’re uniquely qualified to solve them.

**4. It’s basic, but often overlooked: put a short lead form in the upper right of your home page, and make sure it includes the “magic question:” do you have an active project, and when?**



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**5. Remarketing Banners are working magic now.** They're a relatively new technique, and they're proving wildly effective in generating quality lead flow for our b-to-b clients. Remarketing banners appear after a potential customer has visited your site. They are often surprised to see banners continuing to appear from your company, even for specific product pages they visited, appearing on other sites as they travel the Internet. An element of paid search programs, these banner clicks have demonstrated tremendous ROI at a very low cost/click.

**6. Live chat.** Long a staple on consumer sites, inexpensive live chat tools are becoming more common – and therefore will be more expected – on b-to-b sites. These tools have become remarkably convenient and cost-effective; they only appear live or active when your customer service people are at work and logged in, so the old fears of needing to staff the office 18 hours a day to support various time zones and geographies no longer is a barrier.



### About Goldstein Group Communications

Goldstein Group Communications, a technology b-to-b agency, brings an unusual combination of corporate communications management and engineer-level writing capability to its national client roster. With deep experience in electronics and industrial markets, the agency is able to draw on its skills to articulate with impact and clarity the technical advantages its clients bring to their customers. Unlike other agencies, staff members for the most part have built their careers on the corporate side of the desk, rather than as agency executives, a perspective that results in a higher level of accountability and measurability in the agency's programs.

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### About Hileman Group

The Hileman Group's marketing, creativity, and technology approach integrates multiple disciplines that provide custom solutions for our client's business needs. With consistent analytics and measurable approaches our solutions define our client's needs to resolution, application, and implementation.

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