

JUMPSTARTING YOUR

LEAD GENERATION





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Introduction

What is Lead Generation?

In our industry, and most for that matter, it's all about moving forward. Lead generation is an integral part moving your prospects forward until they ultimately become customers. Before we dive into the ins and outs of lead generation, let's start simple.

WHAT IS A LEAD?

A lead is a person who has indicated interest in your product, service, or company in some way. It is the third step in the buyer's journey. It's an extremely important step in moving your prospects down the funnel, and turning them into loyal customers.



Some examples of the method of converting visitors into leads are when a prospect visits your website and takes some sort of action like downloading an eBook or registering for a webinar. By inputting their information, they become a lead that you can later follow up with and drive further down the funnel.

There are different kinds of leads, and it's important to know the difference so you can properly promote to them.

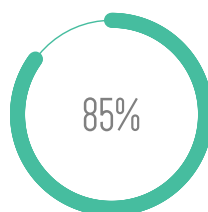
LEAD GENERATION AT A GLANCE

The process of generating leads can really be personalized to fit the needs of your audience and the voice of your brand.

At its core; Lead Generation is the process of attracting and converting strangers into potential customers for your business.

We will cover the basics of lead generation in this ebook; starting with the very definition of the process and rounding off nicely with exactly how to implement lead generating campaigns to grow your customer-base.

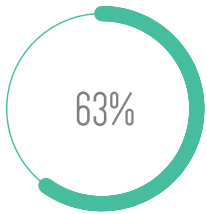
So, why is this information pertinent?



OF B2B MARKETERS SAY
LEAD GENERATION IS THEIR
MOST IMPORTANT CONTENT
MARKETING GOAL (CONTENT
MARKETING INSTITUTE).

Chapter 1

The Importance of Lead Generation



OF COMPANIES SAY THEIR BIGGEST MARKETING CHALLENGE IS GENERATING TRAFFIC AND LEADS.¹

In general, 68% of businesses report [struggling with lead generation](#). That's a pretty high number considering that most consumers research online before purchasing. If you're one of those businesses struggling with lead generation, it would greatly benefit the growth of your business to read on.

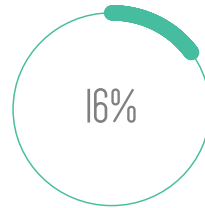
Consumers have a world of information at their fingertips, and they use it to research the products or services they are interested in. As a result, they know what they want. They also know that they have options. So it's up to you to offer them something the competition does not. This could be as simple as a 10% off coupon to their email, or as robust as a 40-page eBook.

Offering this kind of content not only generates leads, it helps to qualify those leads based on interest level. With qualified leads, the sales cycle is shorter, your interactions with prospects are friendlier, and your whole business becomes more scalable. Best of all, you can keep growing without having to invest heavily in new salespeople, cold calling campaigns, or direct mail packages. Win!

If visitors are giving you their email in exchange for a discount on your product or service, you're able to gauge pretty easily that they're further down the buying journey than a visitor who has just downloaded an eBook on who you are and what you can offer. We'll get into the tools of the trade

and the journey your customer will take, but for now, we want to emphasize the importance of generating leads.

Lead generation is all about finding ways to attract people to your business. The biggest benefit of lead generation is that you are allowing your prospects to find you, based on their own interests. Think about this process in comparison to traditional selling. As opposed to getting a cold call from a company you've never heard of, lead generation uses inbound practices that attract potential customers based on exchanging valuable or informative content with them.



OF MARKETERS SAY OUT-BOUND PRACTICES PROVIDE THE HIGHEST QUALITY LEADS FOR SALE.²

LEAD GENERATION BUILDS TRUST WITH YOUR POTENTIAL CUSTOMERS.

By exchanging a piece of content that is relevant to the consumer for their contact information, you are better informed about what kind of communication they should receive in order to convert into a customer.

In a nutshell: Lead generation is important because it will ultimately result in customers for your business.

Chapter 2

Tools for Lead Generation

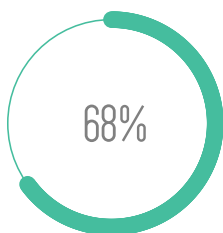
Now that you know the *what* and the *why* of lead gen, let's start to dive into the *how*. We'll start with some tools that you'll need in your arsenal in order to drive quality leads.

WEBSITE

The first tool you'll need and potentially the most powerful lead generating tool is your website. Here at ArcStone, when we create or update a client website, we always start with these questions:

- *What is your website designed for?*
- *What purpose does it or will it fulfill for your company?*

We ask these questions with the assumption that the goal is growth, and thus to generate leads, because truly that is what an effective website should do.



OF B2B BUSINESSES USE
STRATEGIC LANDING
PAGES TO ACQUIRE LEADS
(MARKETO).

Too many times we see websites that have become online brochures for the companies behind them. But don't fall into the trap! Your website can be so much more than that and it can bring in valuable, and qualified leads that will end up growing your business and frankly, making you money.

In virtually every consultation we conduct with a new client, they'll tell us that they are considering upgrading their web

presence because they want to **generate more business**. They have the right idea, but oftentimes they are unsure of what that kind of website looks like.



YOUR WEBSITE SHOULD GENERATE AN ENDLESS SUPPLY OF LEADS.

Your primary motivation in establishing or upgrading a web presence is likely to get prospects familiar with your business and convince them to schedule an appointment, fill out an online form, or pick up the phone to call you (aka to generate leads).

Once you discover the winning formula for website lead generation, your whole business changes. Not only will you have more sales opportunities, but you'll also get better customers because they are coming to you pre-qualified.

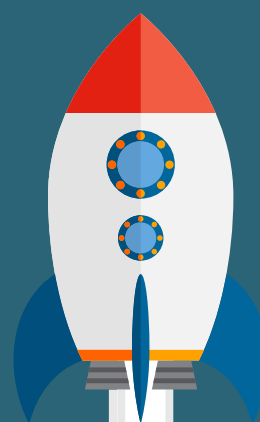
GETTING LEADS FROM YOUR WEBSITE

Online leads don't typically show up out of thin air. This is true even if you have a well-designed and expensive website.

A great many business owners and executives – not to mention more than a few web designers – are working under the false impression that if they only have the right layout, or a clever enough tagline, customers will decide to move forward after they've seen a home page.

Certainly, having strong creative elements can be a big boost to your lead generation efforts, but it isn't enough. Most websites aren't built with leads in mind. They offer nothing beyond basic information, so it shouldn't be surprising when they don't generate anything in the way of real-world results, either.

In order to really get strong leads from your website, you have to set up an **online marketing funnel** that attracts searchers, interests them in your products or services, and then converts them into potential customers or clients. Which, leads us to our next tool, the mighty marketing funnel.



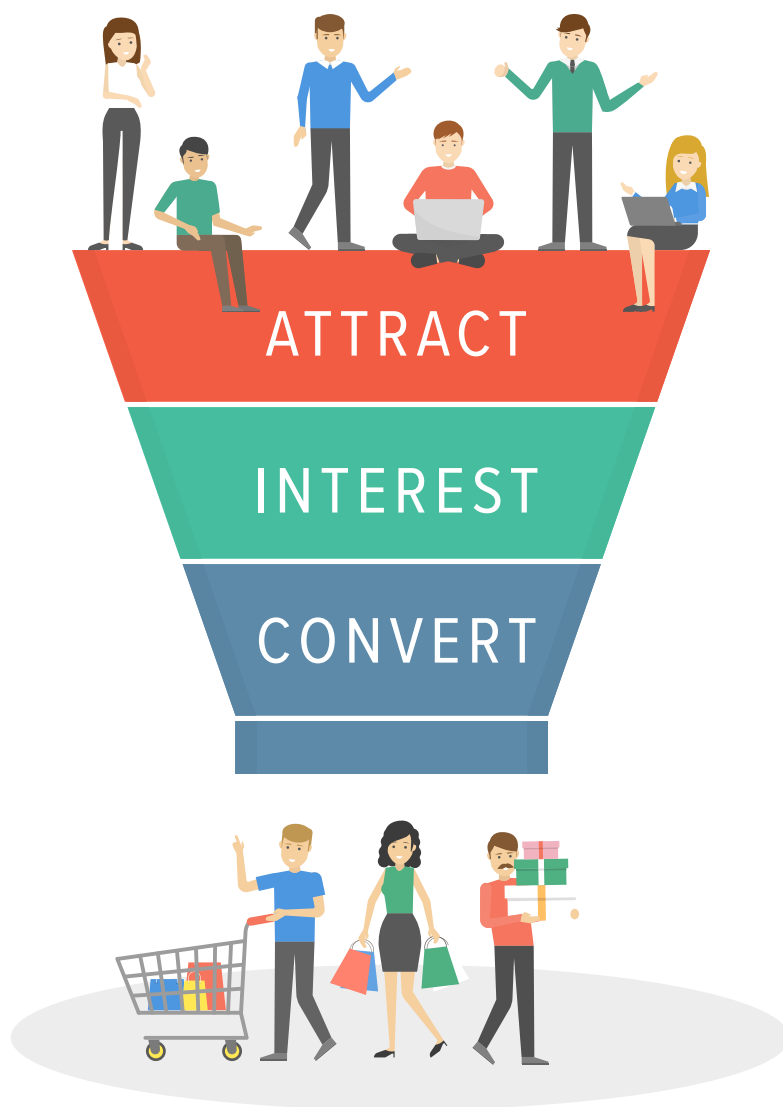
THE POWER OF A MARKETING FUNNEL

Your marketing funnel isn't a piece of content, a searchable keyword, or a form that collects contact information; it's more like a strategy that contains all of these items and so much more. For the pure fact that it is essential to lead generation, we're considering it a tool.

The point of your marketing funnel is to build something that appeals to your very best prospects, grabs their attention, and convinces them to take some action that results in them being more likely to work with you than anyone else. In order to do that, you have to understand your target market, which we'll cover in chapter three.

Your marketing funnel might look different than a competitor's. It can have a few different parts, or many hundreds upon hundreds of pages and content elements working together. It should be designed to fit your specific company and the types of buyers you want to work with. And, it should be constantly changing and improving over time.

The power of the marketing funnel is that it gives your website a purpose. It takes what could otherwise be random pieces of information about your company or industry and pulls them together in a way that makes you more profitable, efficient, and effective. Your marketing funnel is the part of your website that is unseen but gives shape and reason to everything else that is visible or usable.



BREAKING DOWN THE MARKETING FUNNEL

Your marketing funnel has three different roles to fulfill.



ATTRACT



The first is to **attract** potential buyers to your website. You can't have leads if you don't have visitors, so it's crucial you have some mechanism for getting the attention of the consumers you want to work with and convincing them to click through to your pages.

There are a lot of ways to accomplish this, of course, and we will be touching on many of them when we go over how to create an effective lead generation campaign in a later chapter.

However, there are two distinct points that have to be made here. The first is that your website has to have attractive qualities and campaigns. If you don't have prospects visiting your pages, then no results are going to be forthcoming.

This thing to understand here is that this funnel doesn't need to attract any joe-shmo, it needs to function as a well-oiled-machine, attracting real prospects. Searchers who have a vague interest in what you offer don't count. Absent any degree of buying intent, a new visitor to your website doesn't have any real value.



INTEREST



After attracting prospects, the next job of your website is to **interest** them. That means getting your audience to engage with your content and staying on your website even after they've answered their initial question.

This is an area where many otherwise well-designed websites fail. Prospects can get basic information from your pages without actually being all that interested. What you want is for them to hang around and read your ideas or see what makes you different from the competition. It's not always an easy trick to pull off, but it's crucial to making those visits count for something.



CONVERT



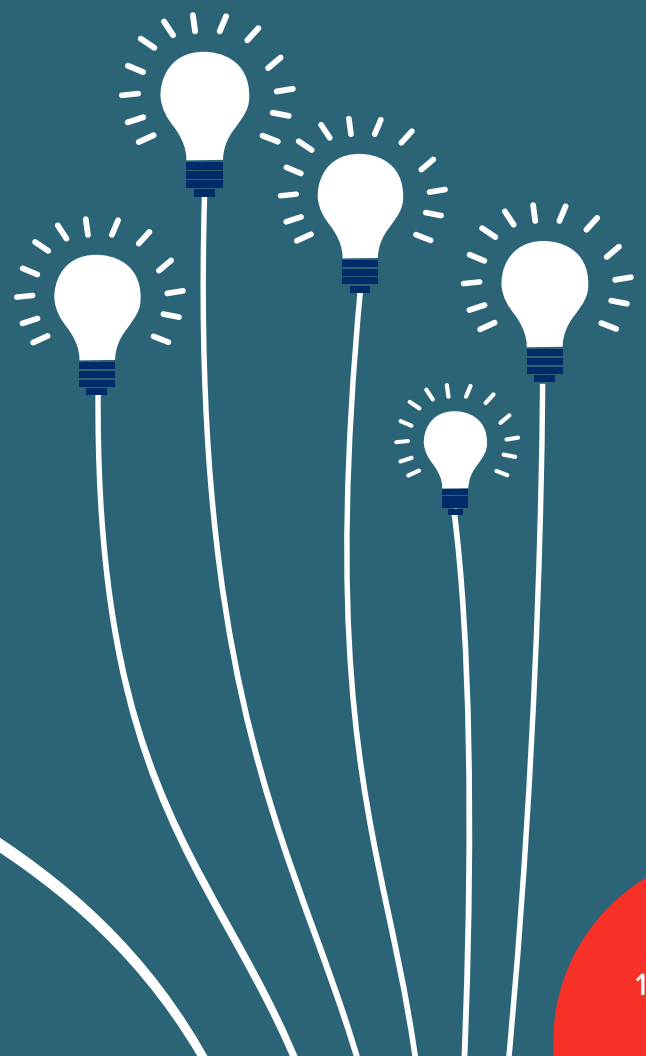
And finally, after you have traffic to your website and content that interests your prospects, you need strategies to **convert** them into leads.

Again, this is a simple point but one where a lot of marketers lose the forest for the trees. Visits to your pages, likes on Facebook, and comments on your blog posts aren't meaningful if you aren't moving prospects through your funnel and generating leads. At the end of the day, the only web analytics that matter are the ones that show up on your bottom line.

If you have any uncertainty about what your website should be set up to do, read through this small section again. Attracting customers to your website, keeping them interested, and then converting them into leads is the name of the game. When your website checks all three boxes, your sales should be going up. When you miss the mark in one or more of these areas, your website isn't doing what you need it to do.

Having an effective marketing funnel in place is crucial to your lead generation success, but it won't help you if you don't have the basics covered. That means utilizing a modern website with the right features and knowing what your target market looks like so you can appeal directly to its wants and needs.

These are the prerequisites for putting a marketing funnel into place. To be sure you don't miss anything important (and sabotage your lead generation efforts in the process), we'll cover each one more closely in the following two chapters.



Chapter 3

Understanding Your Target Market

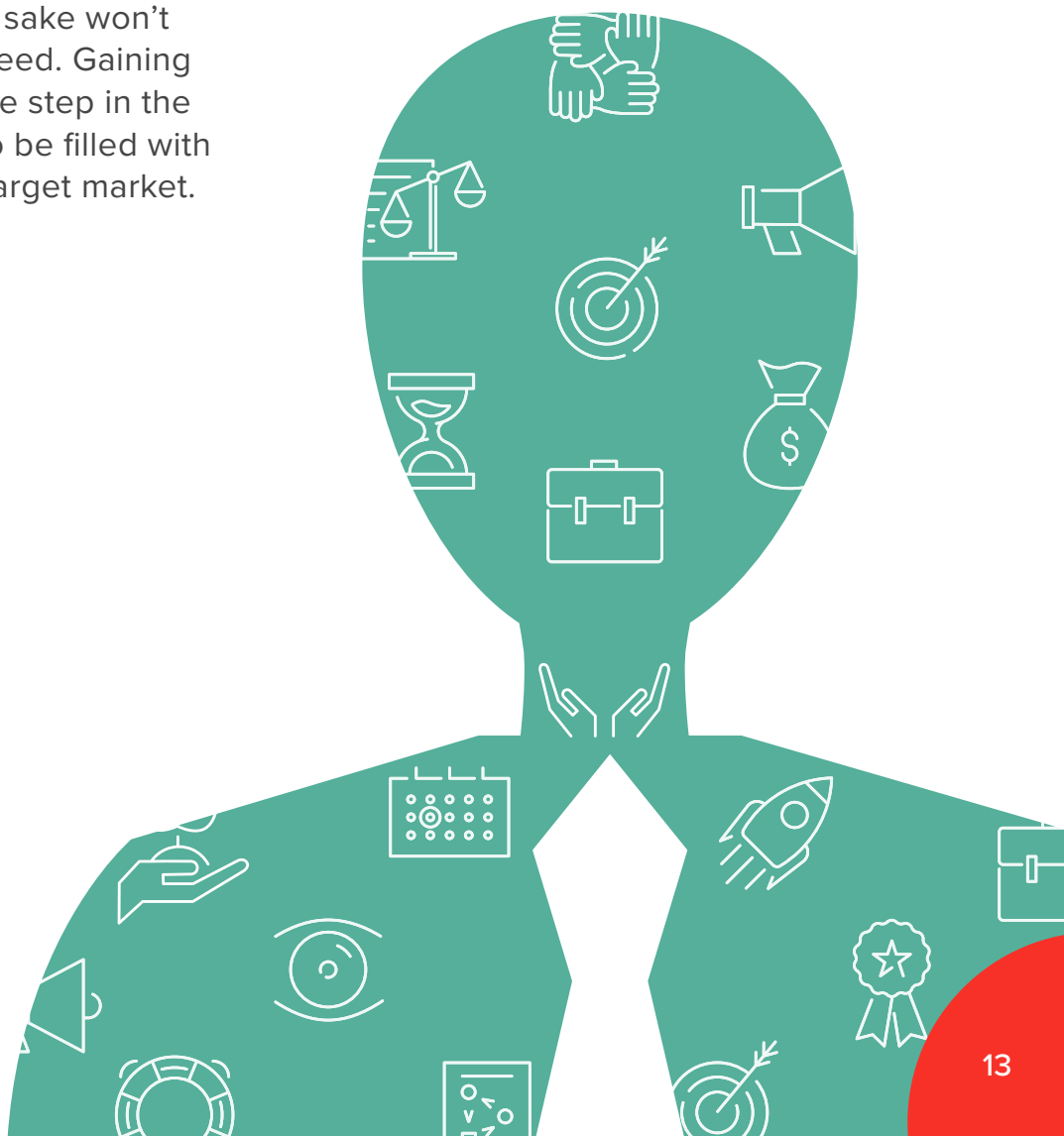
Do you feel like a lead generating genius yet? Hopefully not because we've got more juicy information for you.

How well do you know your customers? Believe it or not, the answer to that question might determine the success of your lead generation campaigns.

Contrary to popular belief, you can't succeed in online marketing just by optimizing your website for search or running some ads that generate thousands upon thousands of cheap clicks. That's because those things only matter when you have identified some segment of the market that's a perfect fit for what you have to offer. Generating traffic for its own sake won't lead you to the results you need. Gaining traffic is great, but it's just one step in the process. That traffic needs to be filled with people that are within your target market.

When you know who your buyers are and what they want, it's much easier to focus your search, social, and advertising efforts directly to them. You have a sense of what your customers look like, and even more importantly, what sorts of hot-button issues make them choose one vendor or solution over another. It's a pretty simple reasoning here, the more you know about someone, the better you are at anticipating their wants and needs.

This step of determining your target market should be before developing your strategy around your marketing funnel. This is an integral piece of the lead generation puzzle.



PUTTING BUYERS UNDER THE MICROSCOPE

The fact of the matter is, not everyone is a good prospect for your product or service. Although it could at first seem like it, this is not a bad thing. You don't want to be targeting everyone, it's much more difficult to adhere your messaging and content to your audience if it includes everyone in a geographical area.

Potential customers will naturally sort themselves based on factors that are crucial to their decision-making process. Some will prioritize location, price, or expertise. Others will think in terms of personality, convenience, or perceived quality. Some people will buy (or not buy) a specific product or brand for reasons that will never be expressed, or that they don't even understand themselves. It's not your job to understand each and every person's buying process, you just have to know who these people are and where they are in the buyer's journey to best gain them as a lead and eventually a customer.

The easiest way to understand this is to put yourself in the shoes of your consumers. You might make your buying decisions based on your budget, or on convenience. However, there is also an emotional element to many of these choices that you probably don't ever stop to think about.

What matters here isn't that you psycho-analyze your own buying patterns or start wondering how your customers think on a subconscious level. Instead, the idea is to see how close you can get to identifying the buyers who you want coming to your website.

Once you really consider who your audience is and why they're better leads for you than a competitor, you may find the group is smaller than you think. That's actually good news. It means you don't have to waste as much of your time or energy marketing to potential customers who don't match up well with your company.



CREATE A BUYER PERSONA

One particular quirk of the digital age is that we tend to get access to more demographic and analytic data than we ever had in the past. That's largely a good thing, and we'll go over how you can take advantage of your web statistics to boost your lead generation campaigns in a later chapter.

For the moment, though, we want you to do something that might seem a bit strange and ignore the cold, hard facts about your buyers. Or at least put them in the back of your mind. Rather than think about statistics, age ranges, and so on, try to think of your perfect buyer as an individual.

- *What does that person look like?*
- *Where do they live or work, and what do they want from you?*
- *What are the things they would want to know before committing to an appointment or making a purchase?*

In the world of online marketing, we refer to this as developing buyer personas. It's a way to not only synthesize all the information we have about customers or clients, but also to personalize and humanize them. That matters because the more you can envision your perfect customer as a specific person, the easier it gets to develop marketing messages, content campaigns, ads, and other creative elements.

If you doubt this, try writing a letter to a faceless person based on a random set of statistics. Then put together another one that will be addressed to a very close friend. You'll quickly find that it's easier to

arrange your thoughts, and to choose the right words, when you can concentrate on a human face that you're familiar with.

USING BUYER PERSONAS IN AN EMAIL CAMPAIGN IMPROVED OPEN RATE BY

2X



AND CLICK-THROUGH RATE BY

5X



<http://blog.mltcreative.com/ROI-Buyer-Personas-in-B2B-Marketing>

Keep in mind that you may have more than one buyer persona you want to appeal to. In fact, you should have more than just one. Use these personas to construct any and all pieces of content that will be part of your lead generating strategy. This includes things like blogs, emails, newsletters, and even the tone and branding of your website.



FINDING YOUR PLACE AND PERSONALITY

It's easy to think of your market as all the people who might buy from you, but that's an incomplete picture. For one thing, your competitors are also in the market. And for another thing, so are you.

The point we're trying to make here is that you shouldn't take a one-sided view of things. Just as you need to know who your buyers are and what will convince them to give you a try, you also have to have a sense of what other businesses are trying in order to reach them. You should be able to identify ways that your competitors are ahead of you, along with other areas where they are behind. You have to be able to spell out some things that could be a bonus or drawback in working with your business instead of someone else.

MUCH OF THIS WILL COME BACK TO THE OBVIOUS FACTORS: PRICE, PRODUCT AVAILABILITY, WARRANTIES, LOCATION OR SHIPPING TIMES, ETC.

Keep in mind, though, that there could also be softer and more subtle factors at play, like emotion, as previously mentioned.

Think about your average Mac or PC buyer. Both types of computers fulfill similar functions. However, some people are drawn to one or another (even when costs are higher) because it fits an image they have of themselves.

You need to be aware if these perceptions exist within your market. And you have to know how they affect your lead generation potential. How do buyers view your business? How do you want them to think about you, or your products and services?



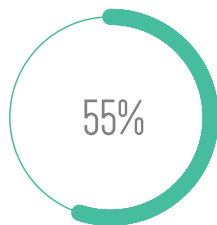
Your company, and your competitors, are part of the market. Luckily, your place among the choices in front of your customers is something you have a lot of control over. Make sure you understand the image or brand you are projecting, and that it fits with what you know about the kinds of customers you want to attract through your website.

Speaking of your website, your sales funnel isn't going to succeed in a vacuum. It's time we look at the centerpiece of your online lead generation strategy, so that's the topic for the next chapter.

Chapter 4

Getting Visitors that Will Convert to Your Website

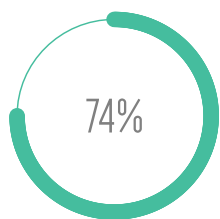
COMPANIES SEE A 55% INCREASE IN LEADS WHEN INCREASING THEIR NUMBER OF LANDING PAGES FROM 10 TO 15.²



The topic of attracting potential customers or clients to your website can be a tricky one. On the one hand, you can't make your sales funnel work if you don't have visitors who can convert into leads. But on the other hand, there is so much attention paid to the process of getting those visitors that it can be easy to start to attract visitors that simply won't convert.

There are thousands of business owners out there who are convinced that inbound lead generation and search engine optimization (SEO) are the same thing. We have some news, they are not.

While SEO is an important part of attracting visitors to your website, it really serves as a way to grow awareness and increase traffic through search. That's only one step in the lead generation process. The results that SEO drive aren't worth anything if you don't get conversions. In this chapter, we'll explore ways to get quality visitors to your website that will convert into leads.



OF COMPANIES SAY CONVERTING LEADS INTO CUSTOMERS IS THEIR TOP PRIORITY.²

WHICH BUYERS DO YOU WANT IN YOUR SALES FUNNEL?

Before you can bring buyers to your website, you have to know who those buyers are going to be, which we already went over. Remember, profitable sales funnels are built as much on an understanding of the market as they are technical skill or creativity.

Everything you do to bring traffic to your website should be aimed at your buyer personas.

Your sales funnel can't be built for everyone, and you don't want to focus on strategies, keywords, or ideas that look good on paper but don't appeal to a certain kind of buyer. It's no good racking up big traffic statistics to your landing pages if your visitors aren't interested in getting more information or meeting with your sales team.

When someone who is a bad fit for your products or services arrives at your website, it's a waste of everyone's time. You don't want that person to become a lead because they would ultimately distract you from more promising opportunities or become a dissatisfied customer.

Focus on the buyers you want, as those will ultimately be the buyers you get.

DRAWING VISITORS THROUGH ORGANIC SEO

You probably already know that organic search engine optimization, or SEO, is typically the backbone of any strategy that involves pulling people in from the internet and on to your website.

There is a good, mathematical reason for this. Google is processing about five billion searches per day through its home page and mobile apps. In almost any business or market, having a top-three position within those search listings can mean attracting thousands upon thousands of potential customers every week, and doing so at the exact moment they are thinking about what you sell.

However, organic SEO tends to be a long-term project. And there are a lot of factors (like location, web hosting speed, mobile compatibility, and very specific keyword combinations) that can make you successful or cause you to waste your time.

Still, organic SEO works well with content marketing, which are both necessary aspects of lead generation. So, unless you happen to have many heavily entrenched competitors who are firmly lodged at the top of Google's search rankings, we'd recommend using some organic SEO strategies within your website and digital content to increase your visibility.

MAKING THE MOST OF PAID INTERNET ADS

You can use pay-per-click (PPC) ads on search engines and social media sites to

attract qualified buyers to your website at very low costs.

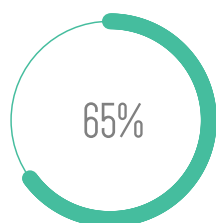
The biggest advantages of PPC are that it works very quickly, allows you to compete head-to-head with any competitor, and can be incredibly adaptable. You won't spend months and months setting up your campaigns and waiting to see results the way you would with SEO, and you can target buyers by keyword search, location, demographics, browsing history, and other factors that help you identify your best prospects. In other words, you have many levels of control over your PPC accounts that wouldn't be available in organic SEO. Since you can target these people, you can literally advertise to your exact audience, making these ads more likely to convert.



Paid visits to your website tend to convert at a higher rate, meaning you have more people coming into your sales funnel on a per-click basis. Any paid ads require a bit of trial and error, but once you find a sweet spot, these can be incredible tools for gaining leads.

LEVERAGING SOCIAL MEDIA FOR TRAFFIC

Social media marketing was once something of an oddity, but it's become mainstream in the past few years as hundreds of millions of people have formed attachments to Facebook, Twitter, LinkedIn, and other networking sites. Now, smart marketers can leverage their profiles and posts to generate traffic to their websites.



**OF B2B COMPANIES
WERE SUCCESSFUL WITH
LEAD GENERATION FROM
LINKEDIN (LINKEDIN).**

The one defining factor of social media marketing is that it often requires time instead of money. That can be a feature or bug, depending on your budget and point of view.

Because the best way to get prospects through your social accounts is by earning their attention, and then getting them to share your content, it's hard to succeed by simply outspending other businesses in your area or industry. Instead, you have to be so creative and engaging with your messaging that customers can't help but take notice.

If you and your team are naturally skilled at putting together images, videos, and viral ideas, social media can be a powerful source of website visits. If you only check your account sporadically, and issue updates and tweets that read like press releases, you aren't likely to get real results from any of your efforts. Social media should be fun, creative, and social!

Even if you don't have the time to churn out video after video, you should have a social media presence on all the platforms your customers prefer. That way you can promote any new content or offers you release, engaging new prospects and keeping in touch with others who have stalled in your sales funnel in the process.



**CHECK OUT OUR BLOG POSTS ON SOCIAL
MEDIA STRATEGIES AND TIPS.**

CULTIVATING AND MEASURING TRAFFIC SOURCES

One question we hear on a weekly basis goes something like this: “What’s the best or most cost-effective way to get people to visit my website?” Unfortunately, like most things in life, there is no one-size-fits-all answer.

For most small and medium-sized businesses, SEO is likely the best bet to getting traffic to a website. It’s consistent, and once your campaigns get up and running, you can see big improvements with a minimal investment of time and money. That’s especially true if you can focus your efforts on a specific part of an industry or a geographic area. Because Google’s algorithm has been getting more and more sophisticated, it’s never been so easy for buyers to zero in on the exact information or vendors they need.

However, things are always changing and no two businesses are alike. So, while SEO might be the preferred tool for one company, it’s entirely possible that your business could be better equipped to get referrals from social media, paid search ads, or even affiliate websites. Any of these can be a good source of traffic, and some might be more appropriate to your customer base than others. Like many things, you’ll only find out what suits you best by diving in head first. Once you have your buyer personas, brand voice, content plan, and strategy laid out, you’ll know which platform is best for you.

The best strategy is to ensure you are equipped to get visitors and referrals from multiple different platforms, it’s no use putting all your eggs in one basket. Then, you can configure your web analytics to not only understand how prospects are finding you, but also track them as they move from one step of your funnel to another. Before long, you will likely discover that some traffic sources are more profitable and consistent than others.

Often, the work of getting visitors to your website, and into your sales funnel, is the most cumbersome and frustrating part of the process. That’s particularly true when you have just put your lead generation plan into place. So know that there are a lot of ways to get the job done and don’t let up until you find a winning formula that delivers results.



Chapter 5

Starting a Lead Generation Campaign

WHAT DO YOUR CUSTOMERS WANT TO READ OR SEE?

One of the reasons we advise you to pay so much attention to the specifics of your market has to do with the fact that you want to know what they're thinking about when they arrive on your website. The closer you can get to reading their minds, the easier it will be for you to design content that seems to speak directly to the wants and needs they feel so acutely.

You should now have a comprehensive outline of a few buyer personas. When creating content think about the following:

- *What topics might naturally grab your potential buyers' attention?*
- *What kinds of articles or videos would they be most likely to engage with?*
- *What would interest them so much that they wouldn't dare click away without seeing what else you have to share?*

This is an area where a little bit of market research can go a long way. If you aren't sure what your customers want, do a little bit of research. Survey your current customer base to see what kinds of content they're more likely to engage with, or research your competition to see what kind of content they're offering their own visitors. A little research can be surprisingly inspiring when creating effective content.

When you are able to focus on the kinds of topics that feel irresistible to your prospects, you have the big themes that will drive your content plan forward. You know what your customers or clients are looking for, and which titles or headlines stop them in their tracks.

You can't convert visitors to leads without interesting and relevant content. Devote as much time and energy as you need to understand what it is they want to learn and hear about, and then get to work creating some awesome content!



QUANTITY AND QUALITY BOTH MATTER

Sometimes, new clients ask us whether they need lots of content to get their lead generation strategy moving or just a few polished articles and reports. The most realistic answer is that they need a little bit of both.

In other words, it does usually take a consistent effort to post fresh material consistently in order to get a new website noticed by search engines and customers alike. At the same time, though, it's not enough to simply recycle the same ideas your competitors are using. You need a unique voice and point of view.

Have you ever found yourself looking for an answer to an important question and coming across useless information that just ended up making you frustrated? Chances are, so have your potential customers.

Focusing on generating multiple pieces of content consistently can help you get search visits, but won't do much to impress your prospects. That's important to remember because your goal isn't to get visits. If anything, it's better to have fewer people come to your website and be very impressed with your content than it is to draw in thousands upon thousands of searchers who immediately leave.

The bottom line, then, is that the quantity of your content does matter. More is better than less, especially as you're putting together your sales funnel. However, the quality of your content will always attract visitors who are more likely to convert. So,

rule of thumb here is, be as consistent as possible while still focusing on quality.

CONTENT COMES IN MANY SHAPES AND SIZES

Years ago, "content marketing" meant posting a series of 500-word articles to your blog. That's not necessarily a bad idea, but we would encourage you to think in bigger and broader terms when it comes to outlining your content strategy.

In previous days, marketers preferred brief articles and posts because that's what Google liked to see. Now, the biggest search engines can all use advanced algorithms to scan text, images, and even speech or displayed words and marketing videos. They can look through attachments in a number of different file types. They can even "read" different types of content to scan for contextual relevance or obvious errors (like typos and grammatical problems) that can indicate the trustworthiness of a piece.

You should be aware of this and structure your content plan appropriately. You might still rely on text, but don't forget to mix things up with the occasional graphic, or video. Post longer material if it will increase the value of your content, but utilize shorter-forms of content as well.

Each of these has value so long as it's interesting and relevant to your target market. Content comes in many shapes and sizes, and they can all be valuable for different members of your target audience.

DEVELOPING A CONTENT STRATEGY

If you're going to be a regular producer of relevant, unique, and high-quality content, it's going to require a consistent effort. You won't just be able to sit down at your keyboard or favorite photo editing suite whenever you feel the inspiration – you're going to have to make a plan and stick to it.

Consider your team and capacity for content creation. If you have a writer, designer, and videographer on staff, use them! Your content strategy should use multiple forms and platforms, and it should serve multiple purposes, all should really meet the end goal of lead generation.

Developing content is a big job, so don't leave things to chance. Put a strategy in place with dates and themes that you can follow. Over time, it might make all the difference in your lead generation efforts.



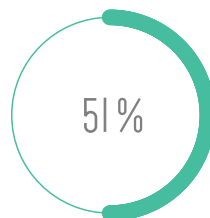
TIPS FOR PLANNING YOUR DIGITAL CONTENT THIS YEAR

The content on your website, blog, and social feeds could arguably be considered the most important part of your lead generation strategy. It has to draw in the right kinds of prospects, impress them with your ideas, and convince them to move from one stage in their search to another.

That might seem like a lot to hope for, but remember that you follow a similar buyer's journey all the time in your own personal and professional lives. So do your potential customers or clients. Get to know what kind of content they want and need and you'll be halfway to finding a renewable source of online leads.

EMAIL CAMPAIGNS

Email will be a part of your lead nurturing process. This simply means that these prospects have already become leads. They've downloaded a piece of content, or they've subscribed to your newsletter or blog. They've already shown interest, so it's your job to nurture that interest until they become a customer.



OF EMAIL MARKETERS SAY EMAIL LIST SEGMENTATION IS THE MOST EFFECTIVE WAY TO PERSONALIZE LEAD NURTURING. ⁵

Your email campaigns should be relevant, timely, and engaging. Remember that your goal is to push these prospects further down the funnel. Use tools like HubSpot or Mailchimp to help you create workflows and email blasts.

Make sure that you are being strategic about every email campaign that is sent because although email is incredibly effective, it's also incredibly easy to be sent to spam or lose subscribers. The key here is to be helpful, and really consider the content or information that your prospects are likely to get excited about. Segment your lists so that you're sending emails that pertain most closely to the prospects at hand.

Conclusion

Next Steps and Recap

Being intentional about generating leads online from the start will set you up for success when nurturing and turning those leads into customers. Just by considering lead generation, you're already ahead of those businesses who are relying solely on traditional or interruptive marketing. Use these tips to turn your visitors into leads and eventually grow your customer base.

Remember to be strategic, informed, and creative along the way, and don't let your prospects slip from your fingers because you aren't giving them the attention they deserve. With a little bit of research, a user-friendly website, and some high quality content, you're set to start a successful lead generation strategy that will help to grow your business!

FOR MORE INSIGHT INTO ALL THINGS DIGITAL MARKETING, SUBSCRIBE TO OUR BLOG!

SOURCES:

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