



THE 30 GREATEST

LEAD GENERATION TIPS, TRICKS & IDEAS

HEINZEROTH
Marketing Group



“LEADS ARE A KEY METRIC THAT
MARKETERS RELY ON.
BECAUSE LEADS FUEL THEIR SALES.”

Generating leads - both high in quantity and quality - is a marketer's most important objective. A successful lead generation engine is what keeps the funnel full of sales prospects while you sleep. Surprisingly, only 1 in 10 marketers feel their lead generation campaigns are effective.

MECHANICS OF A HIGH PERFORMING LEAD GENERATION CAMPAIGN



An offer is a piece of content that is perceived high in value. Offers include ebooks, whitepapers, free consultations, coupons and product demonstrations.



A call-to-action (CTA) is either text, an image or a button that links directly to a landing page so people can find and download your offer.



A landing page, unlike normal website pages, is a specialized page that contains information about one particular offer, and a form to download that offer.



Forms collect contact information from a visitor in exchange for an offer.

CREATING IRRESISTIBLE OFFERS

#1

ELEMENT OF SCARCITY



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 and Limited Quantity

Groupon is the perfect example of using 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 great value-add, especially for ecommerce businesses.

#2

BANDWAGON EFFECT

Proof in Numbers

When possible, a great way to promote an offer is to mention the number of people who have purchased, downloaded, signed up, or donated.

Some examples include:

- **Webinars**

Number of participants.

- **Blog Subscription**

Number of followers.

- **Conferences**

Numbers signed up to attend.

#3

LEVERAGING BUZZ



When something has captured a certain amount of notoriety and public interest, it can have a snowball effect. By aligning your offer with that topic, you can elevate your offer's attention power.

For example, a few years ago Pinterest was capturing a lot of buzz as an emerging social media phenomenon. HubSpot created an eBook in 2013 "How to Use Pinterest For Business." It quickly became one of the most successful eBooks with more than 125,000 downloads to date. And by aligning with that topic, it reinforced HubSpot's position as a thought leader in how to use social media for business.

#4 AMAZING TITLE

You can have a great offer with a bad title, and no one will see value in it and convert on a form. With an amazing title, suddenly everyone wants what you are offering.

HubSpot ran an A/B test to see how two offers would compare in conversion rate and submissions. While both titles are good in some ways, notice how one blew away the results of the other.

NAME	VIEWS	CONVERSION RATE	SUBMISSIONS	FIRST TIME SUBMISSIONS	CUSTOMERS
7 Apps That Will Change the Way You Do Marketing	37,636	51.7%	18,465	2,716	8
The Productivity Handbook for Busy Marketers	7,233	32.3%	2,333	310	0

#5

CREATE OFFERS FOR DIFFERENT STAGES OF THE BUYING CYCLE

This is a basic principal of **content marketing**. Rather than just having a default “Contact Us” tab on your website, it is better to offer something that is of special interest to prospects at each phase of the buying cycle.

For example, educational materials such as guides and ebooks tend to be relevant in the early stages, while free trials and demos tend to connect best in later stages.



#6

AVOID CORPORATE JARGON

More Effective:

Cut water usage 50%.

Save \$500 in finance charges.

The first system designed for homeowner installation.

Less Effective:

Cutting edge design.

Robust construction.

Next generation technology.

#7 USE HIGH-VALUE OFFER FORMATS

Types of offers (in order of general performance):

Ebooks or Guides
Templates or Presentations
Research & Reports
Whitepapers
Kits (multiple offers packaged together)
Live Webinars
On-demand Videos
Blog (including offers in the nav or sidebar)
Blog posts (if there is a CTA in the post)
Middle-of-the-funnel offers: Demo Requests, Contact Sales,
RFP, Etc (more sales-ready offers)

CALLS TO ACTION (CTAs) THAT ROCK

#8

PLACE YOUR CTA WHERE THE EYE CAN SEE IT

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Notice the placement of the primary CTA on the Freshbooks homepage. Two buttons for “Try It Free for 30 Days” stand out above the fold

(Tip: Content below the fold has 50% less chance of being seen)



#9

CLARITY TRUMPS PERSUASION

Be clear about what your offer is in your CTA. And be specific.

If you're giving away a free guide, say "Download our FREE guide to X."
This is much more effective than "Download Now" or "Get a Free Article."

Notice that this CTA is to promote a free ebook. There is little copy in this banner ad and a button that indicates it is clickable.



#10

USE CONTRAST TO MAKE CTA's STAND OUT

If your CTA blends in too much with your site design, no one 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 is a clickable call-to-action.

Pump up the contrast,
Don't use same colors and fonts
as the rest of the page.



#11

LINK YOUR CTA TO A DEDICATED LANDING PAGE

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.

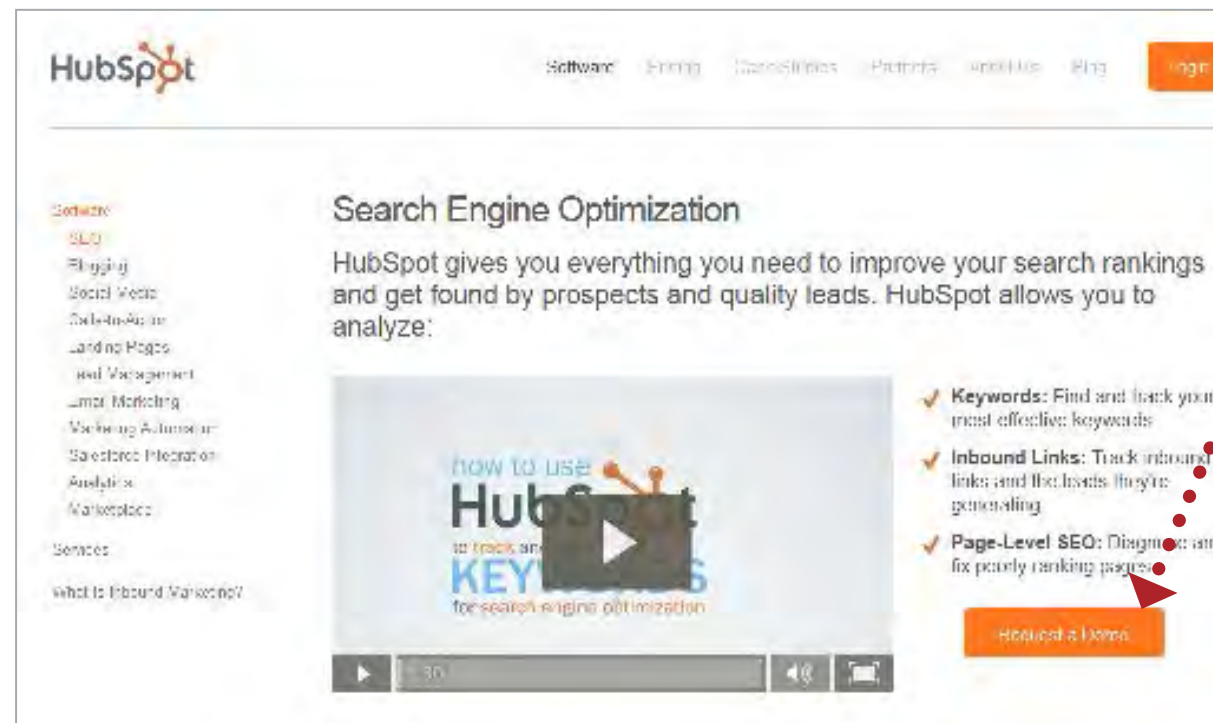
This CTA for a Twitter ebook drives visitors directly to a landing page for that ebook



#12

PROMOTE OFFERS ON PRODUCT PAGES

CTAs shouldn't be one size fits all. If your company offers various products or services, you may want to consider creating a different offer for each of them.



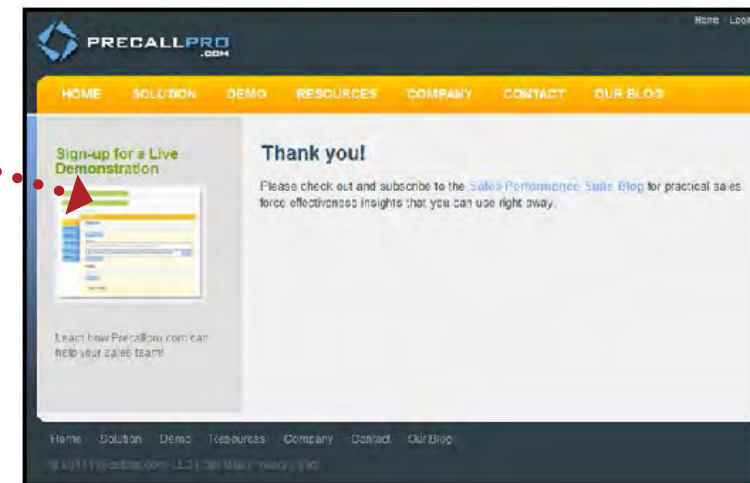
In this example, a CTA for “Request a Demo” is placed on a product page. To generate more leads, we might also have a CTA for a “Free Guide to SEO,” because it is related to the product offering.

#13

THANK YOU PAGES ARE GREAT CTA OPPORTUNITIES

Even if someone completes a form on your website (converted as a lead), don't stop there. Increasing engagement is also a top priority for marketers so that prospects turn into loyal fans.

This marketer offers a secondary call-to-action for a demonstration on their thank-you page.



LANDING PAGES THAT CONVERT

#14

ELEMENTS OF AN EFFECTIVE LANDING PAGE

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

Headline and (optional) subhead

Brief description of the offer

At least one supporting image

Optional supporting elements

Form to capture attention

20 Marketing Trends & Predictions for 2013 & Beyond

What if you had a glimpse into the future? What would you change today to plan for tomorrow? In reality, the future can be predicted and the best marketers already have their destination mapped out.

In 2012, the world of marketing underwent major changes. We saw the rise of Pinterest, several IPOs and acquisitions, an aggressive political ad war, Facebook's Okinawa test, and watched one Korean artist turn into a global phenomenon thanks to YouTube.

But what's in store for the next year? Let our new guide serve as your navigation system into the world of marketing in 2013.

Now then, let's gaze into the marketing crystal ball, and uncover what marketing will look like in 2013.

In addition, you'll read predictions from industry leaders such as:

- Rand Fishkin, SEOmoz founder and CEO
- Brian Halligan, HubSpot co-founder and CEO
- David Meerman Scott, Best-Selling Author
- Greg Alexander, Sales Benchmark Index CEO
- Nick Johnson, Useful Social Media founder

Download These Trends

First Name *

Jessica

Last Name *

Mahar

Email (privacy policy) *

jfisher@hubspot.com

Biggest Marketing Challenge

This is just a test!

☐ Please have someone call me about HubSpot's software.

Download These Trends

#15

REMOVE THE MAIN NAVIGATION

Once a visitor arrives on a landing page, it's your job to keep them there. If there are links on the page to move about your website, it will distract the visitor and decrease the chance of them converting on the page.

Maintain focus on your landing page



HubSpot

The Essential Step-by-Step Guide to Internet Marketing

Learn the latest tips and tricks to online marketing by downloading the brand new edition of our most popular ebook!

It's back and better than ever. With over 14,000 downloads, we've completely revamped our most downloaded ebook to include the newest techniques to internet marketing.

Whether you're just getting started with internet marketing or you want to brush up on the basics, this ebook can serve as your **essential guide to setting up and implementing a successful internet marketing strategy, step by step.**

This comprehensive guide will cover the following 8 essential steps to internet marketing success:

1. How to **define** a keyword strategy
2. How to **optimize** your website to get found
3. How to **create** Blog & other marketing content
4. How to **promote** content & participate in social media
5. How to **convert** site traffic into leads
6. How to **nurture** leads with targeted messages
7. How to **optimize** your marketing for mobile
8. How to **analyze** & refine strategies

Download Your Free Guide:

First Name *

Last Name *

Email Address (required) *

Phone *

Company *

Company Website *

How a Company Found Us *

Please Select

Number of Employees *

Please Select

Business Type *

Please Select

First Name *

Last Name *

Email Address (required) *

Phone *

Company *

Company Website *

How a Company Found Us *

Please Select

Number of Employees *

Please Select

Business Type *

Please Select

#16

MATCH THE HEADLINE OF THE LANDING PAGE TO THE CORRESPONDING CTA

Keep your messaging consistent on both your CTA and the headline of the landing page.

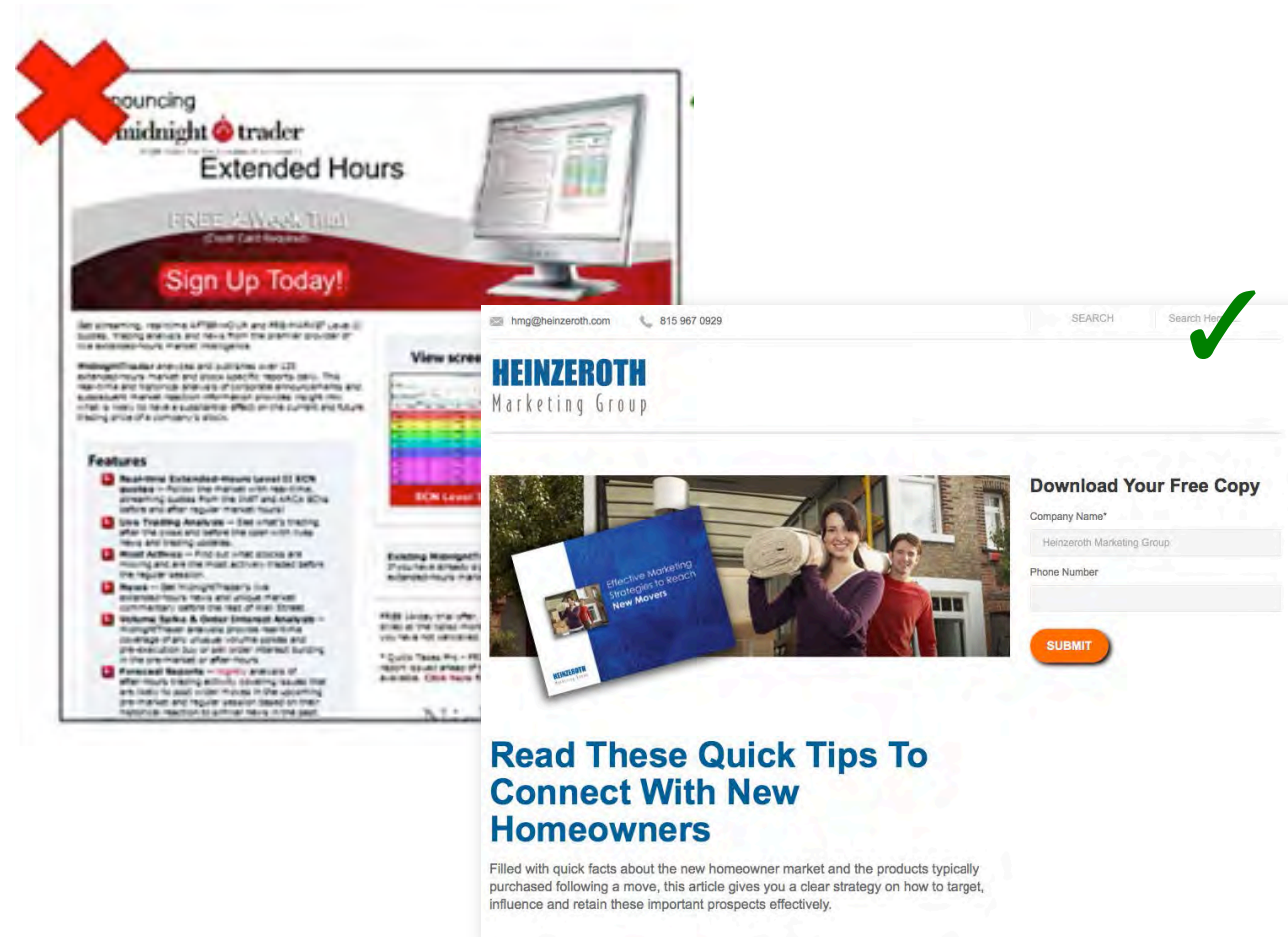
If people click on a link for a free offer and then find out there's a catch on the landing page, you'll instantly lose their trust. Similarly, if the headline reads differently than the CTA, it might lead to confusion, and the visitor might wonder if the CTA is linked to the wrong page.



#14 LESS IS MORE

The K.I.S.S RULE definitely 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.



Simplify landing pages
to engage visitors

#14

RESTATE THE OFFER BENEFITS

In your landing page, restate the offer's benefits, encouraging the prospect to fill out your form.


Be specific:


Not:

“Includes marketing ideas.”

Better:

“... gives you a clear strategy on how to target, influence and retain these important prospects.”


 hmg@heinzeroth.com

 815 967 0929

SEARCH

Search Here.....

HEINZEROTH
Marketing Group



Download Your Free Copy

Company Name*

Heinzeroth Marketing Group

Phone Number

SUBMIT

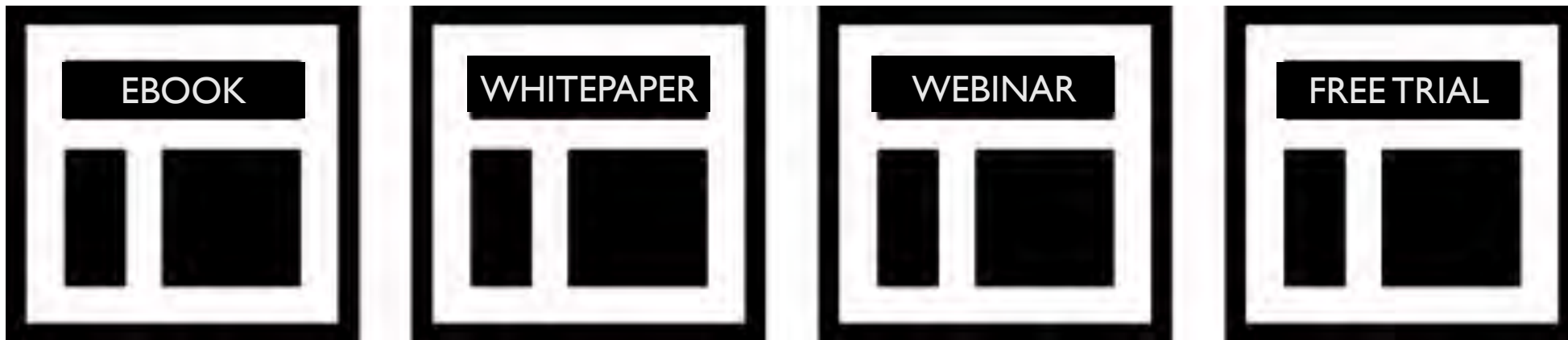
**Read These Quick Tips To
Connect With New
Homeowners**

Filled with quick facts about the new homeowner market and the products typically purchased following a move, this article gives you a clear strategy on how to target, influence and retain these important prospects effectively.

#20

MORE LANDING PAGES = MORE LEADS

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



IMPROVING FORMS

#21

THE RIGHT FORM LENGTH

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.

The fewer fields you have in a form, the more likely you will receive more conversions. This is because with each new field you add to a form, it creates friction (more work for the visitor) and fewer conversions. A longer form looks like more work and sometimes it will be avoided all together. But on the other hand, the more fields you require, the better quality those leads might be. The best way to determine what works best is to test it.

Download the Ingeniux Compass Guide

Ars Logica, publisher of the The Compass Guide to Web Content Management, recently completed an evaluation of Ingeniux CMS 7.0. The Compass Guide is designed to help potential CMS buyers evaluate their choices and determine the right solution to meet their needs.

Ingeniux rated well among its peers, ranking, out of 10, a 7.9 in flexibility, a 7.1 in development, and a 7.0 in ease of administration.

Here are some other things you should know about Ingeniux CMS 7.0:

"Excellent balance of functionality and ease of use...Ingeniux CMS 7.0 is a truly effective Web Experience Management solution."

"The product's use of XPS for content repurposing, replication, and multi-channel delivery...Ingeniux CMS also has among the lowest total cost of ownership in the industry."

Download the report to learn more about Ingeniux CMS 7.0. If you have any questions, we would love to hear from you. Contact Ingeniux at info@ingeniux.com or 877.445.8228.

Provided by Ingeniux - A Leader in Web Content Management.

Download the Ingeniux Compass Guide

Please complete the form below to download the Ingeniux Compass Guide by Ars Logica. [We take your privacy seriously.](#)

First Name *

Last Name *

Title

Company

Phone

Email *

I am a:

Project Timeline:

Questions or Comments

Submit

#22

TO SUBMIT OR NOT TO SUBMIT

That is the question many of your visitors are asking. One of the best ways to increase form conversion rates is simply to AVOID using 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 they 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 beveled and appears “clickable”).



Don't do this!

#23

REDUCE ANXIETY WITH SECURITY & PRIVACY STATEMENTS

People are more reluctant to give up their information these days, especially because of the increase in spam and identity theft. There are a few different elements you can add to the form or landing page to help reduce a visitor's anxiety to complete the form:

- Add a privacy message (or link to your privacy policy) that indicates their email will not be shared or sold.
- 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 to indicate social proof. For example, if your offer was for a Free Trial, you may want to include a few customer testimonials about your product or service.



Example of security seals at the bottom of a landing page form.

#24

MAKE THE FORM 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 its styling.

For example, reduce the spacing between fields and 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.

The image shows two versions of a form, labeled A and B, side-by-side. Both forms have four fields: Name, Email, Company, and Phone. Version A (left) has the labels aligned to the left of each input field, with consistent vertical spacing between the fields. Version B (right) has the labels aligned above each input field, with larger vertical spacing between the fields. This makes version B appear longer than version A, even though they contain the same information.

Both above forms have the same number of fields, but version A might look shorter than B on the page.

OTHER LEAD GENERATION CHANNELS

#25

BLOGGING ESTABLISHES YOU AS A THOUGHT LEADER, AND BRINGS IN LEADS

According to HubSpot's recent Benchmarks Report, companies that blog 6-8 times per month double their lead volume.

To make your blog a lead magnet, include hyperlinks to landing pages within the copy of the post, as well as a prominent call-to-action.

An example of a CTA at the bottom of a HubSpot blog post. The offer matches the content of the post for relevance.



#26

EMAIL MARKETING

Email is an ideal tool for lead generation and response. Along with using it to keep in touch with current customers, you can employ this powerful tool to capture leads from new prospects. But there are some practices to keep in mind:

- 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! Tip: Make sure you have happy subscribers that enjoy receiving emails from you. Also make it easy for recipients to opt out.
- Send people **offers that are relevant to their interests**. If you send really interesting and valued offers - whether it's downloads, discounts or educational content - people will more likely share your emails with their friends or colleagues.
- 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.

Simple email promoting a valuable offer that includes social media sharing buttons.



#27

SOCIAL MEDIA



Brands that “get” social media tend to follow these basics which can create an opportunity for generating leads:

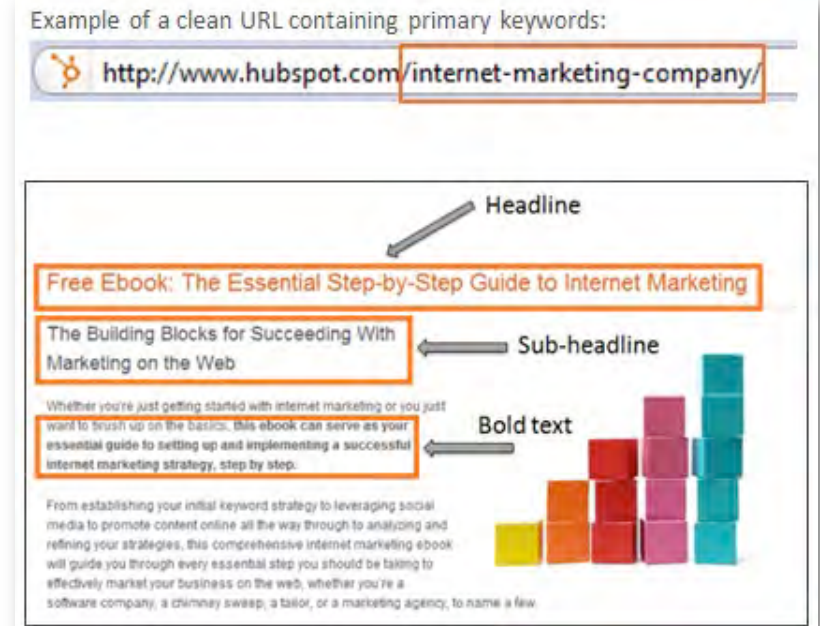
- **Build a loyal following.** Establishing a relationship with potential customers is a critical first step. Social media connections are really about people-to-people, not always company-to-individual. Get to know your audience online. In order to generate leads, you need to have human interaction with others.
- **Remember that 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 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!
- **Share content via your landing pages.** 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

SEO TACTICS

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 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 oversaturate 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 with search engines.
- Include the **keywords in the body content** but don't use them out of context. Make sure they are **relevant** with the rest of your content.
- Include **keywords in the file name of images** (e.g. mykeyword.jpg) or use them in the ALT tag.
- Include the **keywords in the page URL**.



#29

USE LINKS AND CTAs WITHIN YOUR OFFERS

Your offers themselves are great channels for lead generation. For example, in this ebook offer there are several links to other content the visitor can download. As people share this ebook, they may discover other resources that are of interest to them.

Within this ebook “25 Website Must-Haves,” are links to other ebooks and guides.

Get Found Online

Title Tag & Meta Tags

Here is example of what meta tags look like in an HTML document:

- **Title:** The title of the page seen at the top of a web browser, also the main headline displayed in search engine results.
`<title>HubSpot Inbound Marketing Software</title>`
- **Description:** A concise description of the page.
`<meta name="Description" content="Stop pushing. Start attracting. Stop interrupting. Start engaging. HubSpot's Inbound Marketing Software...">`

How the Title and Description tags are displayed in search engine results

▶ **HubSpot Inbound Marketing Software**

www.hubspot.com/ | 7

It's time to reshape the way we think about marketing. Stop pushing. Start attracting. Stop interrupting. Start engaging. **HubSpot's Inbound Marketing Software** ...

- **Keywords:** Words that identify what the page is about. Keep to less than 7 keywords per page. Keywords in meta tags are not visible in the search engine results like Title and Description.
`<meta name="keywords" content="inbound marketing, marketing software">`

More Resources

[3 Meta Description Mistakes You Might Be Making](#)

HubSpot

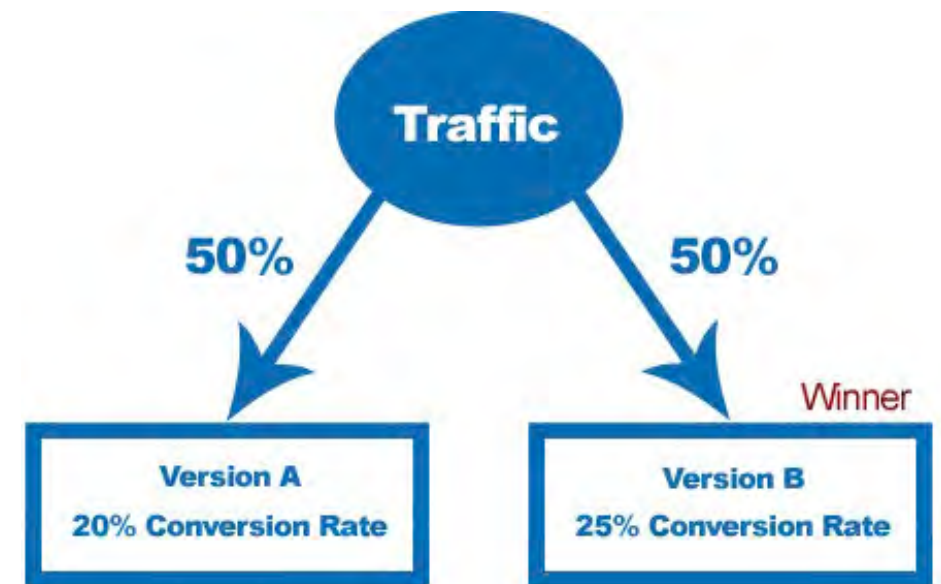
[Tweet this Webinar](#) [Share on Facebook](#) [Share on LinkedIn](#)

12

#30 A/B TESTING

While this isn't a lead generation ploy per se, using A/B testing methods will help ensure that your efforts are providing optimal results.

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.



CONCLUSION

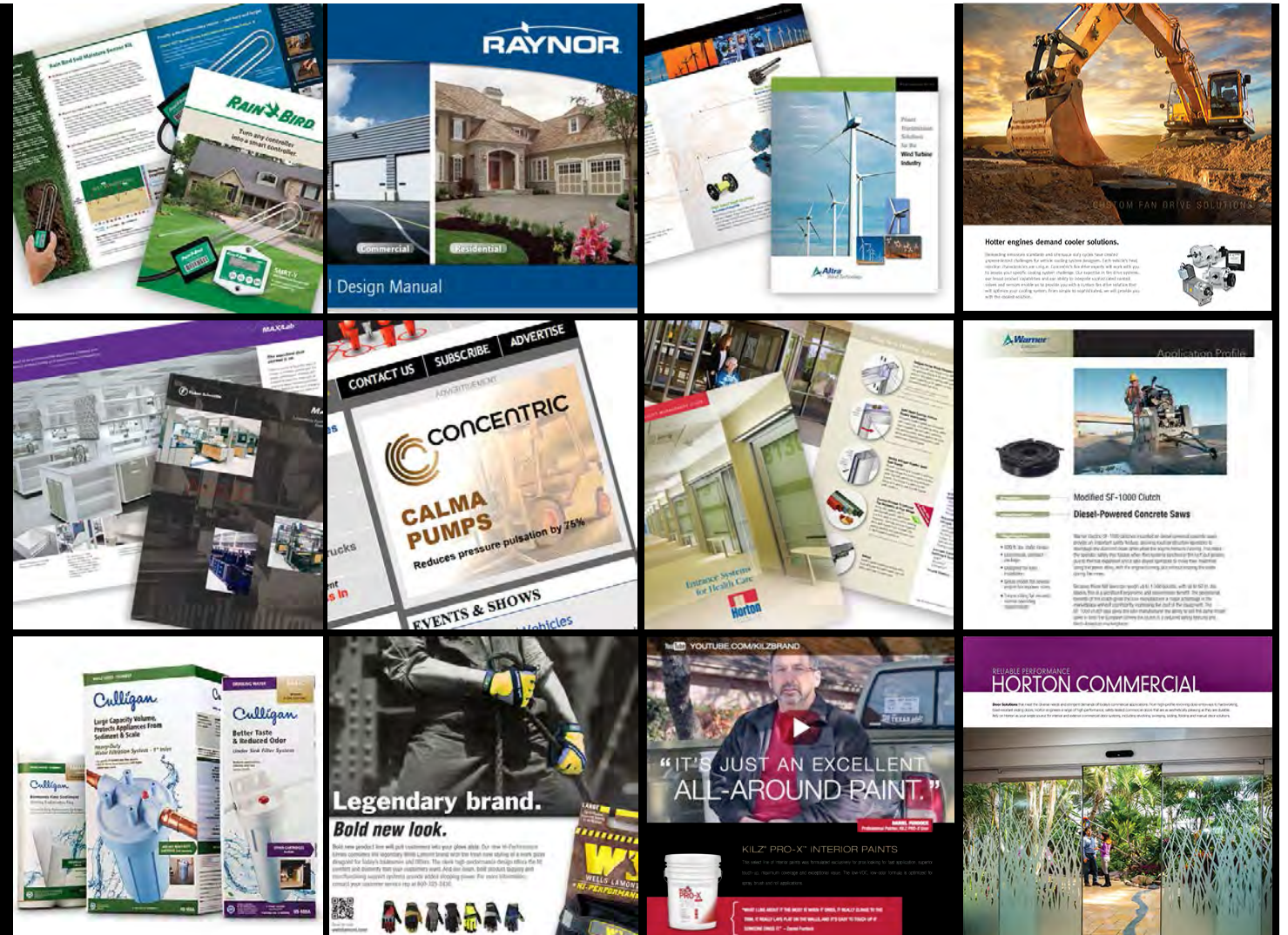
Generating online leads has the power to transform your marketing.

- Take advantage of best practices to improve effectiveness of your offers, calls-to-action, landing pages and forms
- Promote them in multi-channel environments
- Reduce your cost-per-lead
- Deliver higher quality leads and improve conversions

These basic tips are just the beginning. Continue to tweak and test each step of your inbound lead generation process in an effort to improve lead quality and increase revenue.

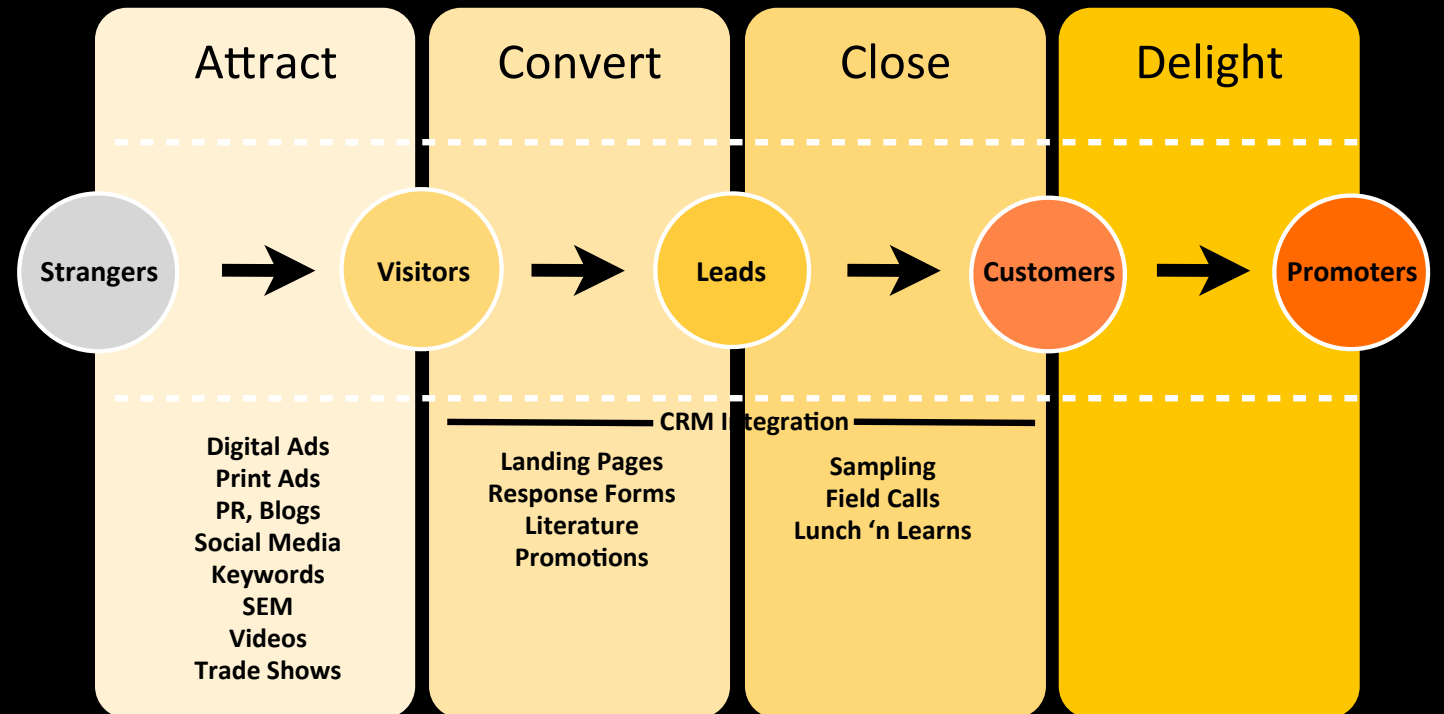


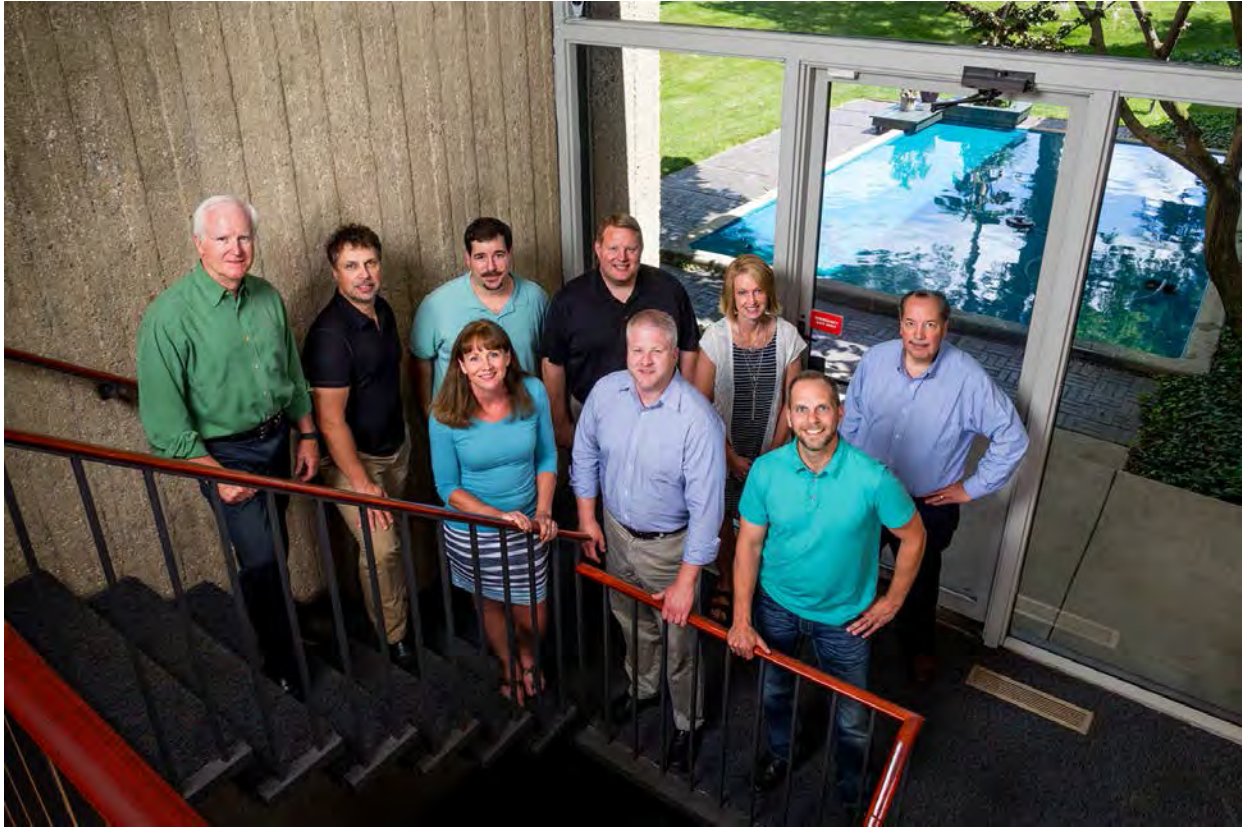
**WE HELP CREATE
INTERACTIONS THAT
CONNECT BRANDS AND
PEOPLE AT EVERY STAGE OF
THE BUYER'S JOURNEY.**



Content Marketing Programs

- Unifying traditional and digital strategies
- Relevant content at each stage of the relationship cycle
- Using data to drive interest and response





Our Team

- Uniquely equipped to help you build value with customers and prospects.
- Includes creative professionals and account managers that have worked in corporate marketing as well as agency positions.
- Facility features photography and video production areas, graphic design studio, plus flexible space to do mockups for special projects.

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