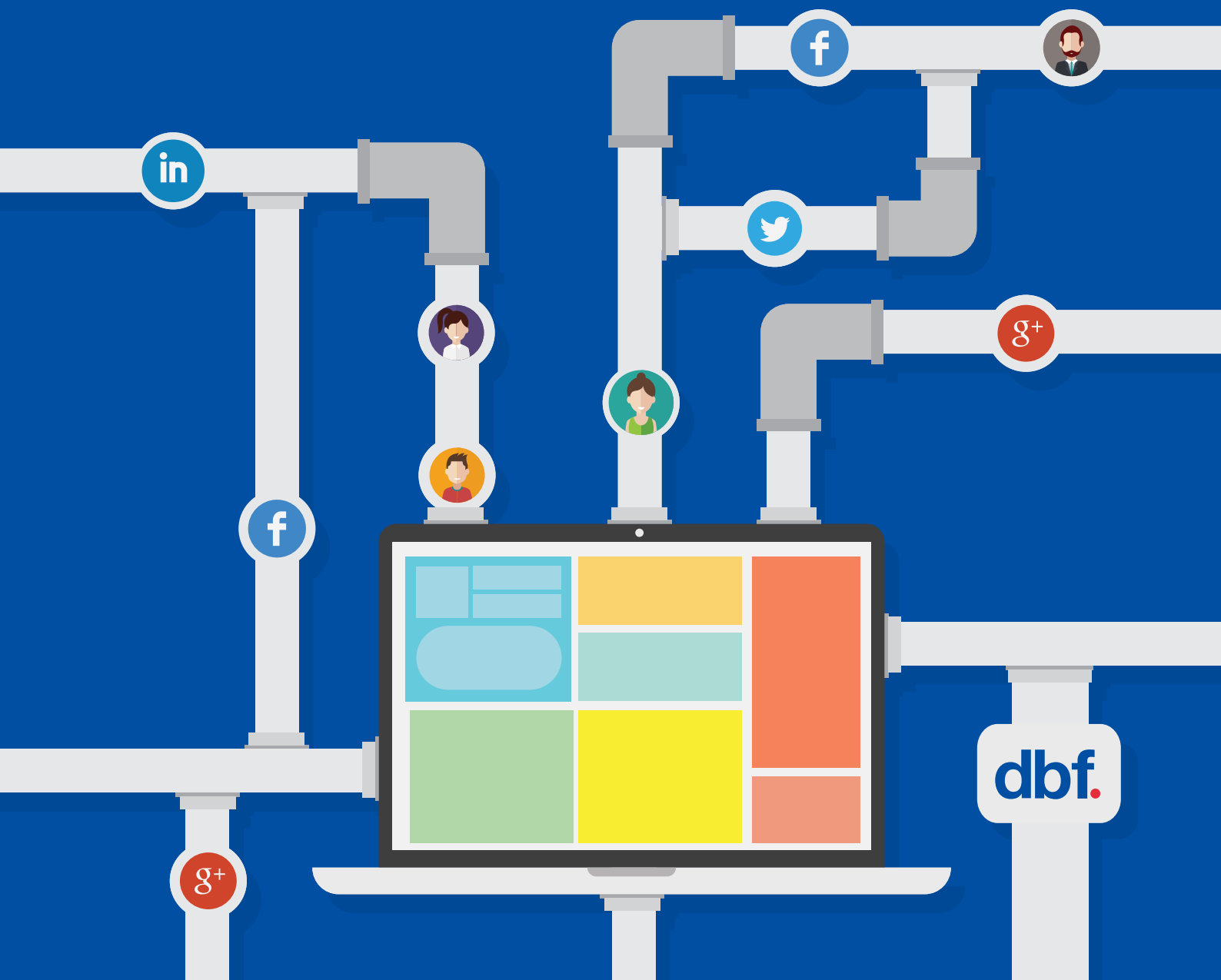
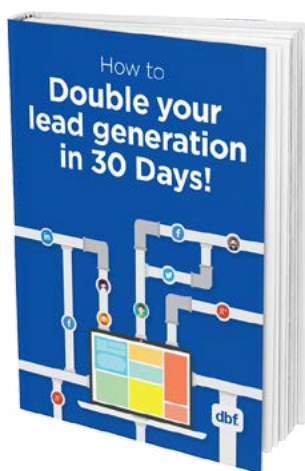


How to

Double your lead generation in 30 Days!





About this eBook.

As part of our commitment to helping NZ marketers drive better business results through content marketing, we've developed this resource to help you get more leads from marketing activities that you're probably already doing.

This eBook is packed with proven tips and ideas that you can start doing TODAY. With advice from the world's best inbound marketers, HubSpot, combined with real experience from New Zealand's best content marketing agency (DBF of course!) this eBook will be your 'go-to-guide' for the next 30 days!



About the Authors.

Boyd Wason and Sonia Slattery have been at the forefront of content marketing in Australasia for over 12 years. Before that Sonia cut her teeth client side working for professional services company PWC as their Marketing Communications Manager and Boyd worked agency side working for local and international agencies, including Ogilvy, on direct and database marketing projects.

They joined forces in 2002 to found one of New Zealand's first digital marketing services agencies and have gone on to develop digital and content marketing strategies for some of New Zealand and Australia's most well known brands, including Holden, Air New Zealand, Heinz Watties, James Hardie and Vero.

Done by Friday are content marketing specialists. We help businesses attract more visitors, generate more leads and convert more sales through strategically planned, created and placed content.

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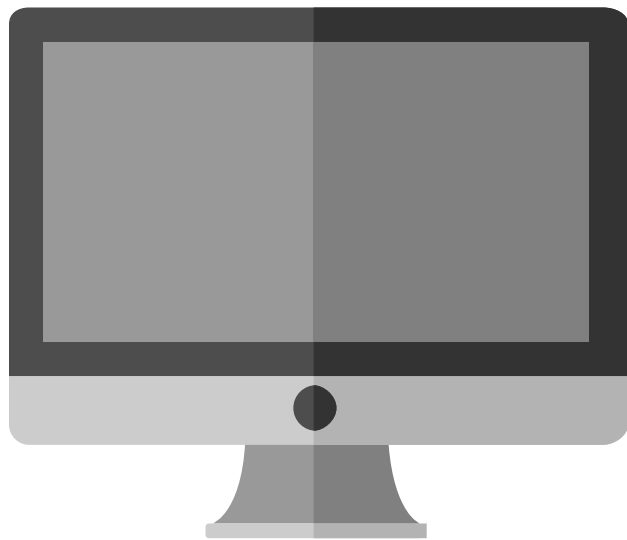
Chapter 1.



Double Lead Generation From Your Blog.

Optimising Your Blog for Lead Generation.

Your blog is, without a doubt, one of the most powerful content marketing tools at your disposal and provides marketers with a huge opportunity for lead generation and reconversion. There are lots of best practices for Call-to-action (CTA) placement on your blog that will help with lead generation. However, we are going to reveal the most effective tactics that we have tried and tested or have been recommended by HubSpot. Some of these experiments have had incredible results - boosting lead generation by 99% in some cases!



Need Help Getting Started?

Download our 5 free blog templates, exclusive for our eBook readers.

Blog templates included in this download are:

- Curated Collection Blog Post Template
- 'How To' Blog Post Template
- List-Based Blog Post Template
- Newsjacking Blog Post Template
- SlideShare Presentation Template



DOWNLOAD BLOG TEMPLATES 

Use Subscribe Forms over Buttons at the End of Blog Posts.

Research has found that embedding a subscribe form at the end of each post rather than a button that takes users away to subscribe on another page, increases conversions by 20%.

Instead of using a button like this:

Like what you've read? Click here to subscribe to this blog!

Replace it with a form, like this:

Instead of making your visitor click through to a landing page and convert there, you will reduce the number of clicks, therefore generating more leads by allowing visitors to convert directly at the end of the blog post.

SUBSCRIBE TO OUR CONTENT MARKETING NEWSLETTER.

First Name:
Your first name

Last Name:
Your last name

Email address:
Your email address

Sign up

Update Existing Blog CTAs to Be More Relevant.

Research has found that 76% of monthly blog post views and 92% of monthly blog leads are from old posts. In order to increase the number of leads converting on your existing posts, you should optimise the CTAs in the posts that continue to drive a lot of traffic (mostly from search) month after month.

Here is what you need to do:



Create a list of your high trafficked but low converting posts. If you've got HubSpot you can do this using the attribution tool ([talk to us to find out how you do this](#)), or if you are using another blogging platform, you should be able to export your data to an excel spreadsheet and manipulate the data from in there.



Once you have chosen the posts you are going to start optimising, you should answer the following questions for each:

- Was the primary CTA offer the most relevant offer you had for the post's particular subject matter?
- Were there other CTA opportunities available that you hadn't thought of at the time of writing? Or have more relevant offers been created since?

Focus on the Keywords.

If you know which keyword(s) people are using to find a particular post, then by making sure the offers used in the CTAs on that post match the keywords, you're more likely to get people converting on that post's CTA.

When HubSpot put this theory to the test, the results were incredible. They optimised 12 of their high-ranking, top-trafficked posts based on their keyword searches resulting in:

An increase in the number of leads from these blog posts by 99% and the average conversion rate by 87%!



DBF Expert Tip:



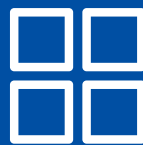
Identify which of your blog posts are ranking for your target keywords. Record their ranking in a spreadsheet. You can use an SEO tool to make this process easier. If you don't have an SEO tool, you can also do this manually by searching the keyword in an incognito browser, finding your blog post that ranks for it, and recording the ranking.



Make a list of the search terms your blog is already getting found for. We do this by looking at the organic search traffic in HubSpot's Sources Report or Google Webmaster Tools to identify which keywords you're getting found for.



Reposition your CTAs to be more relevant to the most common search term people used to find the post.



Sort the posts by monthly views. This allows you to target and start optimising the posts that generated the most traffic, and then work your way down.

Chapter 2.



Double Lead Generation From Your Content.

Get the Right Title.

There's more science to selecting a title for your content than you might think.

In an experiment run by HubSpot the title of an eBook was changed and an A/B test was run to see which one would perform better. The original title "The Productivity Handbook for Busy Marketers" was changed to "7 Apps That Will Change the Way You Do Marketing." These were the results:

Name	Views	Conversion Rate	Submissions	First Time Submissions	Customers
7 Apps That Will Change the Way You Do Marketing	37,636	51.7%	19,465	2,716	8
The Productivity Handbook for Busy Marketers	7,233	32.3%	2,333	310	0

As you can see, the revised version outperformed the original by 776% at generating leads (first time submissions). Not only that, but it resulted in more customers as well. If you're struggling to come up with the perfect headline, try using the [Headline Analyser Tool by the Advanced Marketing Institute](#) or read [7 Proven Headlines that Convert](#).

What you can do:

- Brainstorm 10+ titles for every offer you create
- Get a group together internally to whittle them down to 2
- A/B test both titles to a small sample group
- Use the winning title in your campaign promotions

DBF Expert Tip:

Try insane honesty in your content



Showcase your shortcomings to signal who your product is NOT for.



Send powerful messages to the people who really matter to you: your ideal prospects.

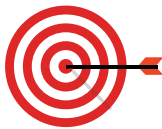


It says that you're confident, trustworthy and credible - not bad signals to send!

Search Engine Optimise Existing Offers to Rank Better.

Analysing our own lead generation content, we discovered that only 15% of monthly organic leads came from offers created that month, and a whopping 57% came from older offers. It makes sense to leverage this data and optimise your existing offers, so you can get even more leads finding and downloading them.

Here is what you can do right now:



Identify offers that have good potential to perform better in search. These are generally offers that cover topics with good keywords, but the offer itself is not ranking very well for those keywords.



Look for blog posts you have previously written on that topic and where appropriate, link across to the offer. If you have a high number of blog posts on that topic, look for those that have acquired external links. Blog posts with external links can carry more authority and you pass some of that across to your offer with internal links.

Play Around with Formats.

When HubSpot looked at the type of content that generates the most new leads, they found that webinars came out on top, raking in about 18% of their leads. This was followed by eBooks and kits at 12% each. It's important to analyse your content formats to see what is working for your audience. Then you can take the content you already own and reformat it. For example, do you have a few blog posts on the same topic that you could turn into a webinar or an eBook? Do you have some cool data that you could turn into an infographic?



The key is to find out the type of content formats that your audience love to consume, and then give it to them.

Chapter 3.



Double Lead Generation From Your Email.

Get Them to Open Your Email.

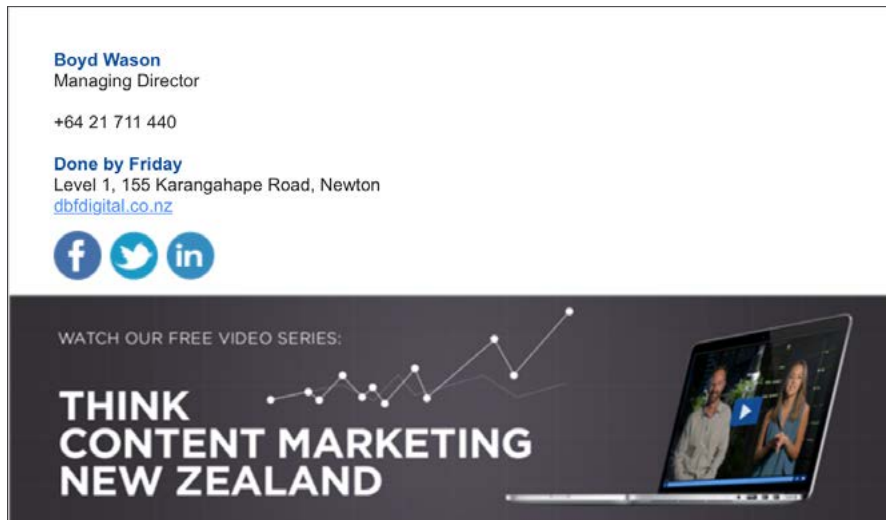


First things first: if your existing contacts aren't reading your emails and clicking through to your offers and blog content, they can't see the value and share it with their peers. The first thing you need to do to generate more leads through email, is improve your open rates.

Customising the review text is one great way to do this. It's simply a text preview of the content inside the email and should be used to provide a short, to-the-point synopsis of what you're offering (keep it to 50 characters or less).

When you don't set the preview text, the email client will automatically pull from the body of your email, which not only looks messy, but is also a wasted opportunity to engage your audience.

Use Your Email Footer to Promote Content and Offers.



Your regular business email communication is a fantastic opportunity to promote your latest content and offers. A business person sends over 40 emails per day, that over 9,600 emails per year for each employee in your business. Many of these to customers, prospects and partners.

Including a promotional banner as a footer is an ideal and free way to get your latest content and offers out to the people you most want to address. At DBF we use a centralised email marketing platform to manage our banners. This means we can change out the promotional banner in real time and company wide in minutes, ensuring our offers are always current and up-to date.

DBF Expert Tip:

Put Your Email Sign-Up CTA Up Front and Centre

By simply moving the email sign-up CTA from below the fold to above the fold on their homepage, client can increase their conversion rates by 30%.

Many argue against doing this under the misbelief that using this valuable real estate to gain subscribers instead of selling product will lose you revenue.

However, not only did they gain more subscribers but they gained more revenue, too.

Get Them to Share Your Email.

Your emails should be integrated with sharing functions to get maximum exposure to new contacts. If you're sending your existing contacts valuable information, why wouldn't they want to share it with their networks if you make it easy for them?

Here is a few things you can do:



Remove Social Icons

This sounds counterintuitive, but adding social sharing links in each email is ineffective and very few people actually clicked on them. Instead, adding an 'email to a colleague' button has been proven to achieve much greater results. By giving them clear instructions as well as being clear about what they are clicking on is a much more appealing CTA than just having a few icons at the bottom of the email, which most people ignore.



Include a Click to Tweet

Another way to get people to share your email content is to provide a click to tweet option. We use a free tool called [clicktotweet](#) which allows you to write the content of the tweet and include a link to your landing page within it. You then just add the link to your email and make it really clear that you want people to click on it to share your content on Twitter. By showing them the pre-populated text, it will make it more appealing to click on, providing that you have written a good tweet that they would be happy to share with their network.



Segment and Use Smart CTAs

By segmenting your database before an email send, you can get really clever about the CTAs that you show each list. For example, we have a list of "Partners" who love sharing our content online, so instead of showing them a CTA for a demo or a free trial, we use a smart CTA that simply asks them to share the content with their social networks.

Chapter 4.



Double Lead Generation From Your Landing Pages.

Optimise Landing Pages for Conversion.

DBF has an average conversion rate of over 50% on our top performing pages and 30% over all. These conversion rates have been achieved through testing and experimenting with a tweak here and a tweak there. Here are the tips to help you achieve the same success.

Version A - No Sub-heading



Version B - Sub-heading



Use sub-headings

In version A, we didn't include a sub-heading that explains the value of the offer. By adding a sub-heading to version B, we saw an increase in conversion of 12%, going from 40% to 52% conversion rate.

Remove navigation from landing pages

Research has found that removing the navigation and social sharing from landing pages, generates a 14.75% lift in overall submission rate and a 21.3% lift to new customer rate.



Use progressive profiling on forms

One client recently improved their conversion rate by 120% by reducing the number of form fields from 11 to 4. Expedia reported it saved \$12 million a year by deleting one form field. By using progressive profiling you can get rid of the friction of asking too many questions. To better understand progressive profiling forms [watch this video from HubSpot](#).

Balance the “size of the prize” (what you are giving away) with the level of information you are asking for. There is a fine line between being too greedy and not asking for enough to satisfy your marketing needs.



Remove stock photos

Stock photos increase a page’s bounce rate by 30%. This has been confirmed in own tests; it’s much better for conversion to include an image of what you are offering or relevant graphic than generic stock photography.



Make your design responsive

Many websites are seeing close to 50% of all visitors are on mobile and Google now favours websites that are responsive. An experiment by a US marketing service company found that by simply adding a responsive design for mobile visitors, they were able to increase conversions by 56%.



Test the colour of your CTA buttons

HubSpot has tested green versus red CTA buttons and made a surprising discovery. The red outperformed the green by a whopping 21% - there were no other changes made to the page. Test changing the colour of your CTA buttons to see if it boosts lead gen for you, too.

<Firstname>

Use personalisation

By personalising our landing pages, we have seen a 2-4% increase in conversion rate. You can do this by merging in a company's name, website, or any data you have in your database. For anonymous visitors you can show a default, generic message.

In the example below, we simply added the visiting users name into the header for a more personalised experience.

The screenshot shows a landing page for 'done by friday'. The navigation bar includes links for 'Our Story', 'About Content Marketing', 'Services', 'Work', 'Blog', and 'Contact', along with a search icon and a social media icon. The main content area features a personalized greeting: 'Hi Scott, Download our free eBook'. Below this, it states '32 Proven Content Marketing Tips, Tricks and Ideas.' and provides a brief description of the eBook's value. To the right is an image of the eBook cover. A 'What's in this eBook:' section lists four key topics. On the right side, there is a form titled 'Download your free eBook' with fields for 'First Name' (filled with 'scott'), 'Last Name' (filled with 'Wheeler'), and 'Email*' (filled with 'sgw.create@gmail.com').


done by friday

Our Story. About Content Marketing. Services. Work. Blog. Contact. | 🔍

Hi Scott, Download our free eBook

32 Proven Content Marketing Tips, Tricks and Ideas.

A Marketer's most important objective is to generate sales. And the most effective marketing approach available today to deliver sales leads is Content Marketing. This eBook is packed with Tips, Tricks and Ideas to help you develop or improve your Content Marketing strategy and generate more sales leads.



What's in this eBook:

32 proven tips, tricks and ideas to help you generate the most leads from your content for your business, including how to:

- Create irresistible offers
- Calls-to-action that rock
- Landing pages that convert
- Optimise landing page forms
- Develop multi-channel lead generation campaigns.

Packed with practical advice and relevant examples there's bound to be at least one thing you can do BY

Download your free eBook

First Name
scott

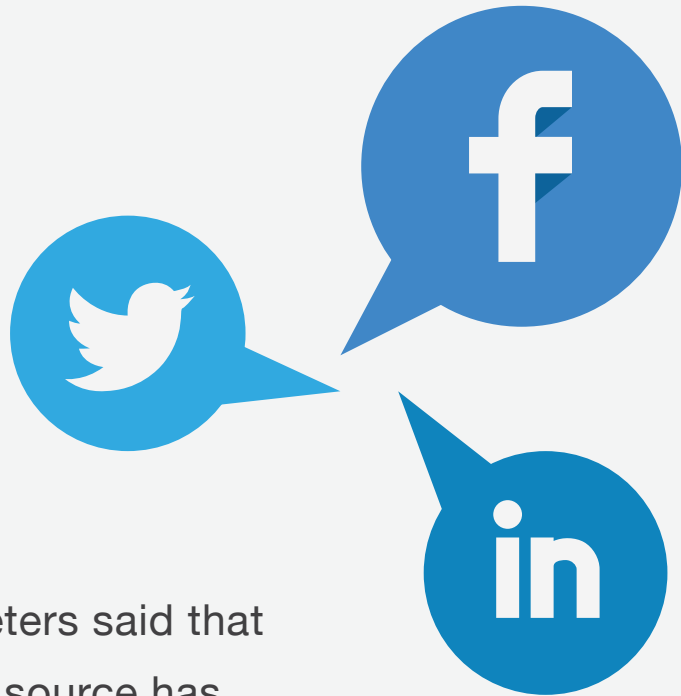
Last Name
Wheeler

Email*
sgw.create@gmail.com

Chapter 5.



Double Lead Generation From Your Social Media.



84% of inbound marketers said that social media as a lead source has become more important to them over the last 6 months, according to HubSpot's State of Inbound 2014-2015. What's even more notable is that sales people agreed. '64% of salespeople believe social media has become a more important lead source in the last 6 months.' But what tactics can you use that you may not have already tried out?

Target on Facebook by Interest.

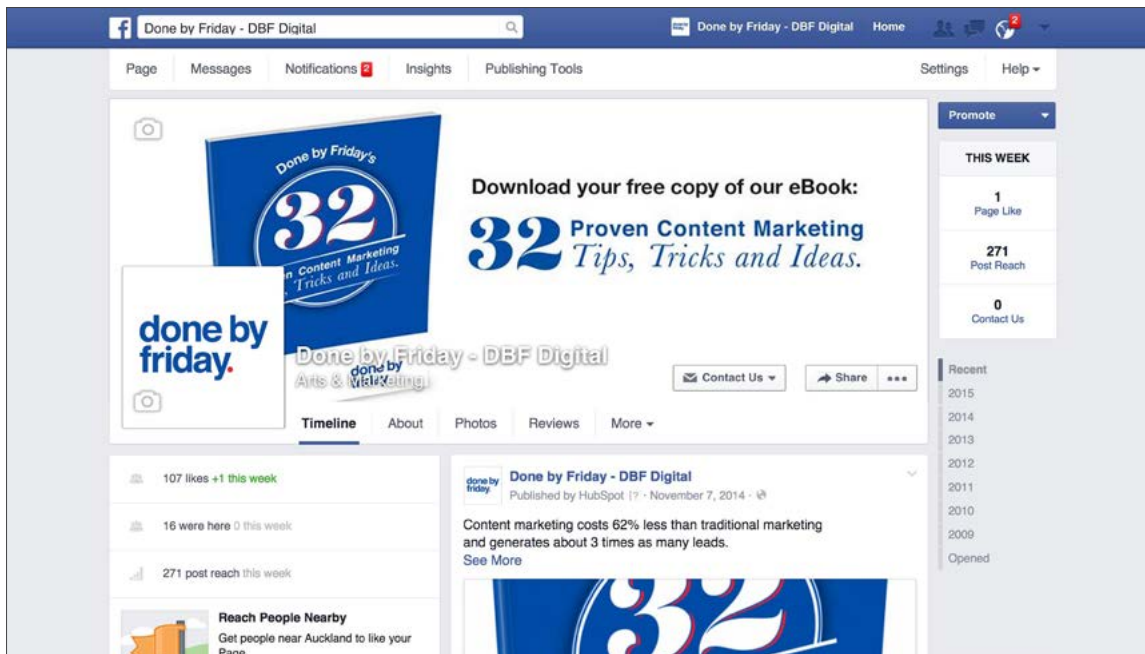
This is a free feature from Facebook. Targeting people by 'interests' allows you to show your posts to non-fans who have similar interests to those of your fans, based on the Pages they Like on Facebook. [Read 'How Brands Can Maximize Facebook Organic Post Targeting by Interest'](#) by Jon Loomer on how to set them up.

DBF Expert Tip:

Build a Community First. Social media lead gen doesn't come through one killer post or uber-converting piece of content, you've got to build a reputation for being helpful, trustworthy and relevant over time.

Use all the Real Estate Given to You.

Use your profile cover photo space on Facebook, Twitter and LinkedIn to advertise your latest lead generation offers, and then pin the relevant post to the top of your page to grab attention and drive more social traffic to your offer landing pages.



Use Visuals. They Work!



In a recent 30-day experiment, it was found that the click-through rate (CTR) of posts containing photos is 128% higher than the CTR of posts containing videos or links. We also know photos on Facebook generate 53% more Likes than the average post. That's why, no matter what you're trying to communicate, you should try to do it visually.

Create Unpublished Posts.



Also known as 'Dark Posts', they are an option in the Facebook advertising platform that allow you to post status updates that are seen by a very select targeted group of your fans. The targeting options for these posts are much more advanced than boosted posts, which means you get a lot more bang for your buck.

Jon Loomer was able to see a 35 x ROI by investing just \$297.96 in Facebook Unpublished Posts. [You can read about what he did here.](#)

Use Twitter Lead Generation Cards.



Twitter lead generation cards have been around for just under 2 years now and allow you to gather leads directly from Twitter feeds. They have been quite successful for many brands and we'd definitely suggest you give them a go. For tips on setting up your Twitter Cards, read [this blog](#).

Chapter 6.



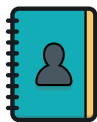
Double Lead Generation From Co-marketing.

What is Co-marketing?

Co-marketing enables brands to work together on a campaign, usually a piece of content, to work towards mutually beneficial goals. Typically, partners who engage in a co-marketing project do so because they are getting more value out of working with another brand than they would if they worked on it by themselves. At DBF, we work with co-marketing partners for the following key reasons:



To get additional expertise on a topic we may not know as much about



To reach a new audience



To double the promotion power behind a campaign



To get access to specialist services and expertise

Find the Right Partners.



The companies or influencers you partner with should be complementary to your business and offer value to your audience, and the campaign you collaborate on should benefit all parties. To find the right partners, get a brainstorming group together to come up with a list of potential partners you can reach out to.

Reach Out to Your Chosen Brands and Partners.

Once you know which brands you want to work with, you need to introduce yourself but finding an email address isn't always straight forward. Here are some alternatives:



If you're following someone on Twitter, you can't send them a direct message (DM) unless they're following you back. Tweet at someone, briefly telling them what you want to work on with them, and ask for a DM or email.



Send them an InMail on LinkedIn, or get introduced to the partner through a shared connection on LinkedIn.

Determine and Agree on Goals.



If your goals don't align, problems will arise later, which can leave both partners unhappy. That is why it's vital to have this conversation early on. Examples of some goals include: driving awareness to a product, generating leads, or generating subscribers.

Set Clear Expectations for the Project.

Set clear expectations around timelines and responsibilities for each part of the campaign. Create a timeline with each task and the owner, whether it be internally or the partner, in order to ensure the campaign runs smoothly and rolls out on time.




Splitting up the content creation process based on the partners' strengths helps move things along and results in a high-quality piece of content. For example, if your team has an amazing design team, and your partner is better at copywriting, why not let your partner create the first draft, and your team can take the copy and design an eBook around it? By playing to your strengths, the relationship is likely to run smoothly, and bring value to both parties.

Co-marketing projects can take more time than a normal project, simply because of the additional communication needed. Start with just one campaign, and see how it goes. If it is successful, start scaling up your efforts.

Case Study

Think Content Marketing.

DBF's collaboration with Pure Productions, Mosh Social Media and This Side Up SEO to produce the 'Think Content Marketing' video series is a good example of how co-marketing can bring together complementary business to produce co-marketing material. If you haven't watched the series yet, it's worth checking it out.



Watch our free video series:

THINK
**CONTENT
MARKETING**

[WATCH SERIES NOW](#) ↓

Chapter 7.



Double Lead Generation From Your Retargeting.



Depending on your industry, it is estimated that only 2% of website visitors convert on their first visit. That leaves 98% of visitors who have interest but may need a further nudge to complete their purchase. Retargeting allows you to zero in on these visitors, giving you a second chance to convert. If you haven't got experience with retargeting yet, check out the HubSpot guide to get you started and then try out some of the following ideas.

Use LinkedIn Connections.



It's a well-kept secret that you can download a list of your LinkedIn connections and their email addresses. You can use this list to create a Custom Audience for your Facebook or Twitter ads and drive them towards a landing page on your website.

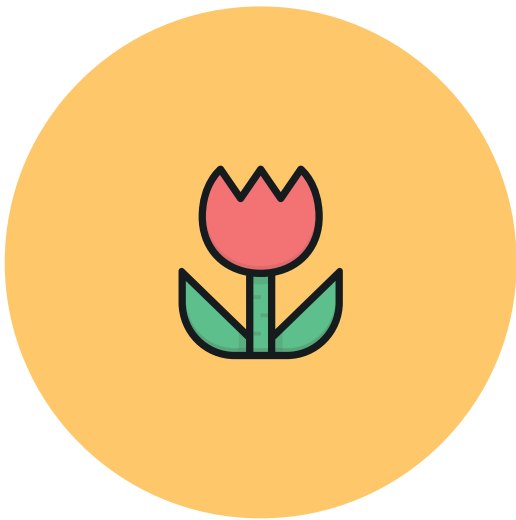
Try a Softer Sell with Content.



Traditionally, retargeting ads are used to push products. However, Larry Kim of Wordstream reported a 50% increase in repeat visitors, a 300% increase in time on site and a 51% increase in conversion rate by promoting his content using remarketing.

Simon Penson of digital marketing agency Zazzle suggests targeting people who visited a key lead or product page but did not convert - "For this group you can try a 'softer' sell by sharing an eBook or similar content relevant to the topic that might engender further trust. It's also effective to target people who have read a blog post but haven't returned for 2 weeks." The personalised messaging around the 'we haven't seen you for a while, have you read this?' can get them back again and once a visitor comes back a couple of times, you will often retain them for the long term.

Say Thank You.



Another great tip from Simon, he suggests that putting budget behind a campaign to thank people for their purchase or conversion may seem like wasted 'spend' - but there is a lot to be said for taking the time and making the effort. In a recent 'thank you' campaign, he added, he added in a 'claim a special gift' landing page to the message and used that to capture more detail and drive newsletter sign-ups. As a result of this campaign, they doubled the number of signups they would normally get.

Target Prospects Who Are Ignoring Your Emails.



If you have a list of contacts who are not opening your emails, it can be an effective strategy to retarget those people using Facebook Ads. They may just be missing your emails due to them going into the promotions tab in Gmail, or into their spam folder.

Conclusion

After reading the 7 areas to focus on to improve your lead generation efforts, you are now prepared for success! We would love to hear about your own success stories, so let us know by [emailing us](#). Here's to your success!

Want to learn more? Come and talk to us and we'll give you a customised assessment to help you generate more leads.

GET A FREE MARKETING AUTOMATION ASSESSMENT →

dbf.

We are Content Marketing Specialists.

At DBF, we help businesses attract more visitors, generate more leads and convert more sales through strategically planned, created and placed content.

Don't wait till Friday, Contact Us Today.

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