



15

Powerful Lead
Generation
Strategies

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Introduction

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. What gives?

There can be a lot of moving parts in any lead generation campaign and often times it's difficult to know which parts need fine tuning. In this guide, we will expose the top 15 techniques marketers should utilize to increase leads and revenue. These tactics have been tested over the past seven years and have been used by our customers to generate more leads per year, every year.

So what goes into a best-of-class lead generation engine? First, let's take a look into the mechanics of high performing lead generation campaigns....

*LEADS ARE THE METRIC THAT, AS MARKETERS,
WE RELY ON. BECAUSE LEADS MEAN MONEY.*

— KIPP BODNAR, HUBSPOT

The Mechanics of Lead Generation

The Four Elements of Inbound Marketing

Before we dive into the 15 strategies, we should first cover the mechanics of lead generation. The best lead generation campaigns contain most, if not all, of these components. From a tactical perspective, a marketer needs four crucial elements to make inbound lead generation happen. These elements are the:



The tips in this ebook will cover each of these elements so that each component is fully optimized to help you generate the most leads for your business. Now then, let's get started...

Give Your Audience an Offer They Can't Refuse

The First Step is Getting People to Say "Yes"

How do you get people to say yes? Provide high-value content with a perception of exclusivity. Whether your offer is a white paper, free trial, membership, sales promotion, or download, make sure that if someone has any doubt about submitting their contact information it only lasts an instant. When an offer is exclusive, scarce, or in high demand, it becomes more desirable. Typically high-value offers with a sense of urgency can help leads overcome their friction, doubt, or concern quickly.

Why do these elements work? Because they trigger a physiological reaction that makes an offer appear more valuable. People need to perceive the value of your offer to be greater than what you're asking for in return. The higher the perception of value, the more irresistible the offer. So how do you ensure your offers are irresistible?

We're glad you asked...

*"YES" IS THE MOST POWERFUL WORD
IN THE HUMAN LANGUAGE.*

1 | Build a Sense of Scarcity

If you look at the principle of supply and demand, you'll notice that when supply is limited, demand goes up. Scarcity has a psychological influence on us, making us want something even more if there isn't enough to go around. Scarcity is great because it creates a fear of shortage, and thus a sense of urgency.



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 | Advertise Your Success

It's a natural tendency for humans to copy one another, even without realizing it – we like to be a part of tribes and social communities. So when we notice our social circle is doing one thing, we tend to follow suit. One great way to make an offer more valuable is to show that other people are participating in that offer.

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- ...and more!

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Proof in Numbers

When possible, a great way to indicate how awesome an offer is to mention the number of people who have purchased, downloaded, signed up, or donated. Solid numbers give possible leads an extra vote of confidence in the value of your offer. If so many people found your offer valuable, it's likely they will too.

Just make sure your claims are not only true, but believable.

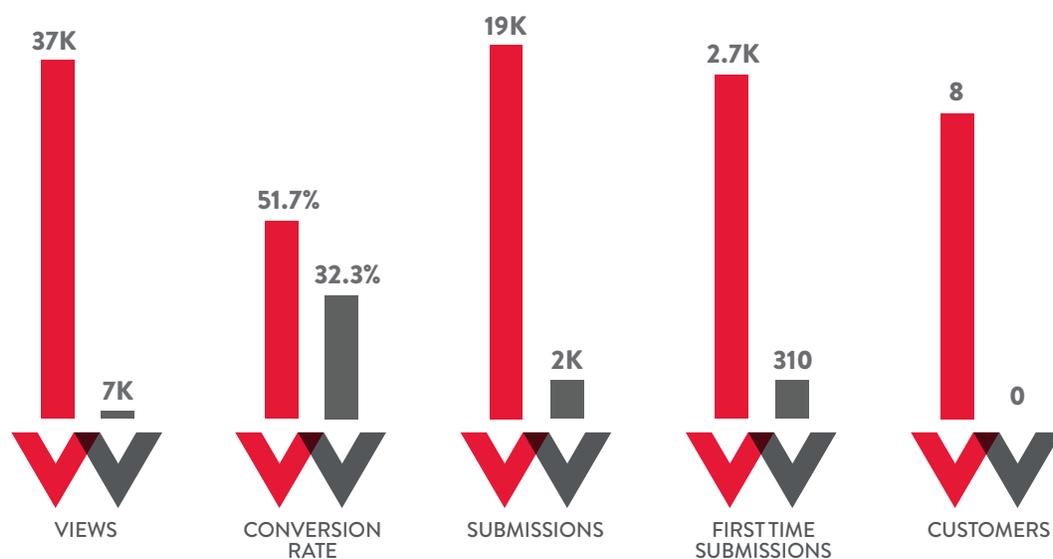


3 | Write Intriguing Titles

Brian Halligan, HubSpot CEO and co-founder, once said, “you can have a great offer with a bad title and no one will download it. But if you have an amazing title, suddenly everyone wants it.” Yes – people do judge a book by its cover. If your offer is a piece of content, such as a white paper, ebook, or presentation, take some extra time to develop an amazing title.

Look at the following example from HubSpot: they changed the title of an ebook and ran an A/B test to see which one would perform better. When they took the original title “The Productivity Handbook for Busy Marketers” and changed it to “7 Apps That Will Change the Way You Do Marketing,” views, conversion rates, and first time submissions soared.

 **7 APPS THAT WILL CHANGE THE WAY YOU DO MARKETING**
 **THE PRODUCTIVITY HANDBOOK FOR BUSY MARKETERS**



The title revision version outperformed the original by 776% at generating leads. It also resulted in more customers despite no change in the content itself.

4 | Use High-Value Offer Formats

Not all offers are created equal. Some “formats” of offers perform better than others at converting leads. You need to ask yourself, “As a client, what’s more valuable, a white paper or an ebook?”

Below are the types of offer formats that (in our experience) generate the most leads in order of performance, with number one being the best.



It’s important to test different types of offers with your audience to determine what works for you. While ebooks score high on our list, you may find that reports, white papers or, other formats do better.

Be Honest About What You Have to Offer

Calls-to-Action (CTA) Are the Key to Driving People to Your Offers

If your prospective clients can't find your CTAs or your CTAs are just plain ineffective at capturing people's attention, it's equivalent to having no offer available at all.

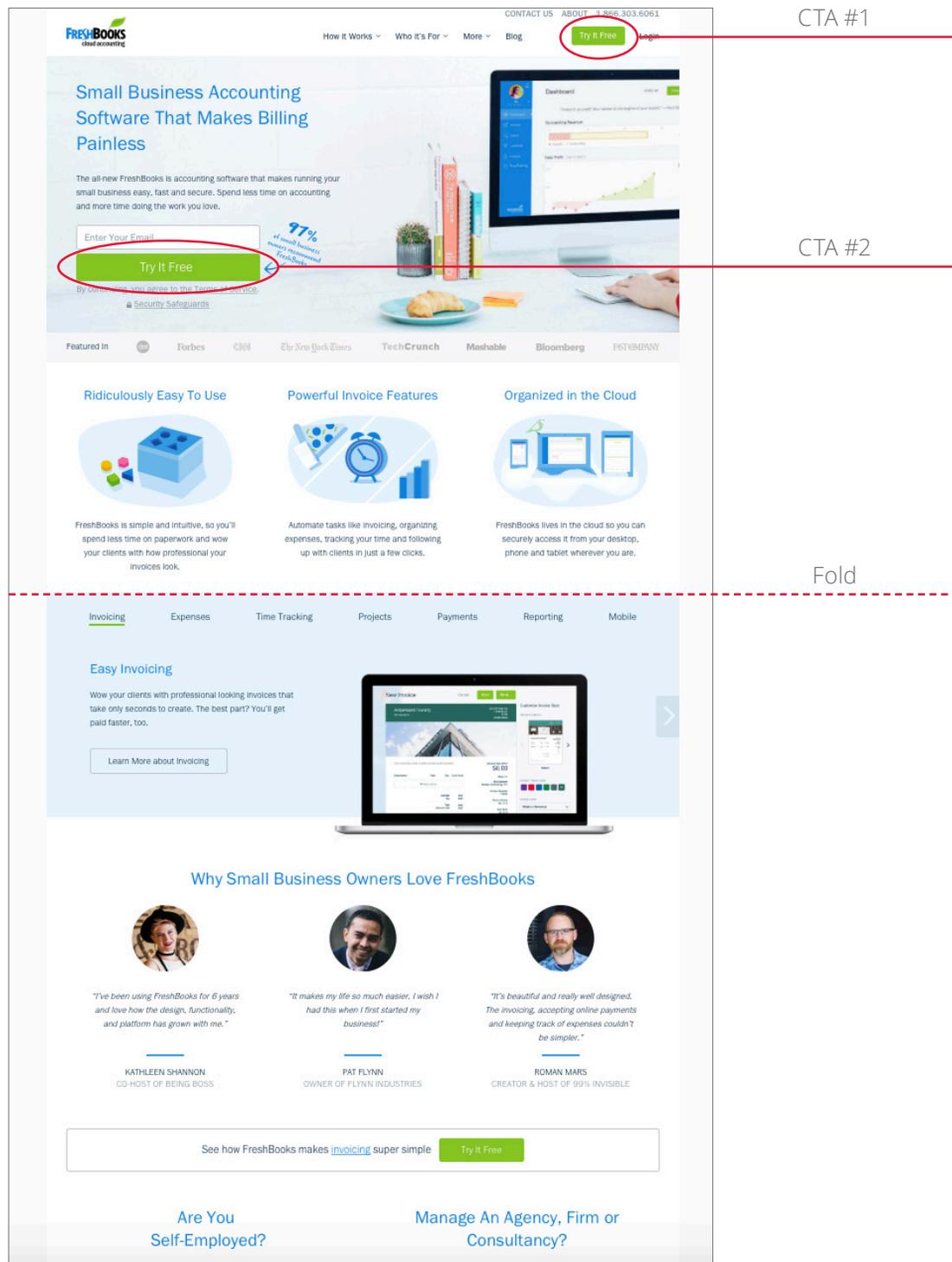
A useful strategy for creating CTAs is to be explicit about what you have to offer and how the offer will be delivered to your visitors. In this modern time, every brand is fighting for consumers attention, especially online. It's critical that prospects choose your offer over your competitors, so don't make it overly difficult for them to interact with you and don't make them regret the interaction either.

In this section, we'll cover strategies that can be used for creating CTAs that maximize interaction and satisfaction.

5 | Keep CTAs Above the Fold

Calls-to-action do best “above the fold.” What is “the fold”? It’s the space where your web page is viewable to the user without having to scroll down. According to heat map analysis, anything “below the fold” will only be viewed by 50% of people who visit your page.

Simply by making sure you have two clearly contrasting CTAs on your offer page “above the fold” doubles your CTA impressions and clears the way to increases in your lead generation.



The screenshot shows the FreshBooks website with two call-to-action buttons highlighted by red circles and arrows. The first CTA, labeled "CTA #1", is a "Try It Free" button located in the top navigation bar. The second CTA, labeled "CTA #2", is a larger "Try It Free" button located in the main hero section. A horizontal red dashed line, labeled "Fold", is positioned below the hero section, separating the content visible without scrolling from the content below. The website content includes a header with navigation links, a hero section with a "Small Business Accounting Software That Makes Billing Painless" headline, a "Try It Free" button, and a section with three feature cards: "Ridiculously Easy To Use", "Powerful Invoice Features", and "Organized in the Cloud". Below the fold, there is a navigation menu, an "Easy Invoicing" section, a testimonial section titled "Why Small Business Owners Love FreshBooks" with three quotes, and a final "Try It Free" button at the bottom.

6 | CTAs Should Be Explicit

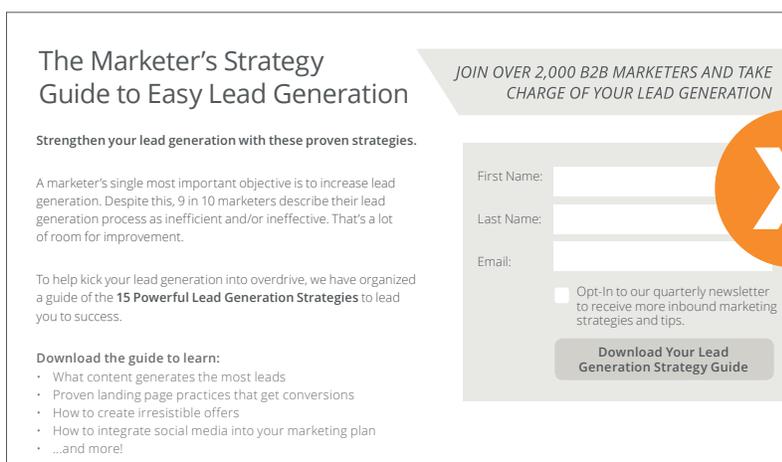
More often than not, Marketers will put more focus on being clever than clear. Don't do that. Be honest and as specific as possible about what your offer is in your CTA. If you are giving away a free guide to X then say, "Download our FREE guide to X."

Keeping the CTA too short can negatively effect your lead generation. "Download Now" or "Get Free Guide" are not specific enough and can cause possible leads to doubt what their clicking of the CTA will actually get them. Don't give them a reason to waver.

A CTA should always provide the following information:

1. Exactly what they are getting (Title & Format)
2. Exactly how they are getting it (Download, email, etc.)

Examples:



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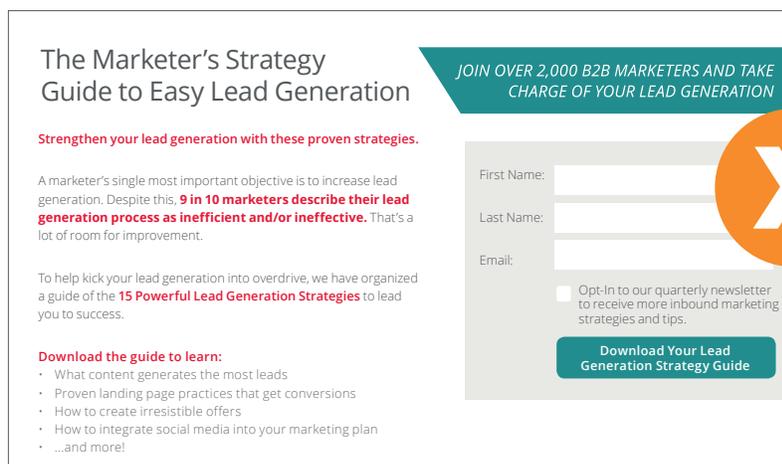
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X BUTTON DOESN'T CONTRAST CLEARLY



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X DISTRACTING COLOR USAGE

Examples (cont.):

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X VAGUE CALL-TO-ACTION

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X BUTTON DOESN'T LOOK LIKE A BUTTON

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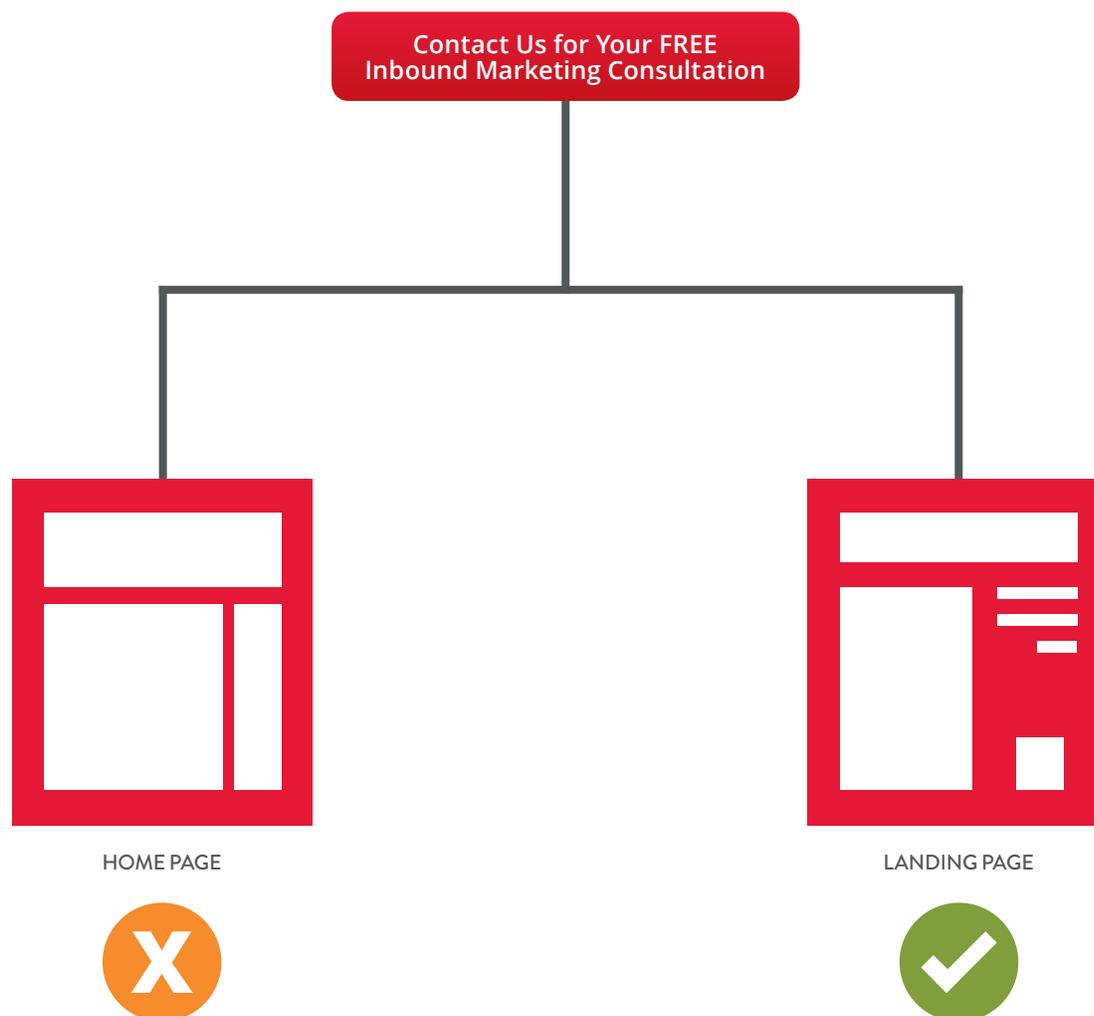
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✓ BUTTON CONTRASTS WITH PAGE, CLICKABLE APPEARANCE, AND CLEAR CALL-TO-ACTION

7 | Utilize Dedicated Landing Pages

Your CTA should link to a dedicated landing page for your offer. This tip might seem minor, but it's incredible how often businesses miss this opportunity. 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. If you have the opportunity to use a CTA, send them to a page that will convert them into a lead.



8 | Send Leads to a Thank You Page

Even if someone completes a form on your website (thus they've converted as a lead), don't let it be the end of the road. Increasing engagement is also a top priority for marketers so that prospect can turn into a promoter.

Once someone reaches a "thank you page," the page that a visitor arrives on after completing a form, use that space as an opportunity to promote more offers and content. Try to keep the offers promoted similar to those the lead converted on.

For example, if a visitor on [hubspot.com](https://www.hubspot.com) downloads a guide on email marketing, HubSpot then directs that visitor to another offer for an Email RFP for a chance to see a demo of their email marketing platform.

*THANK YOU PAGES ARE ALSO GREAT
FOR SHOWING LEADS THAT YOU
APPRECIATE THEIR ENGAGEMENT.*

Landing Pages That Convert

Convert More Leads with Targeted Landing Pages

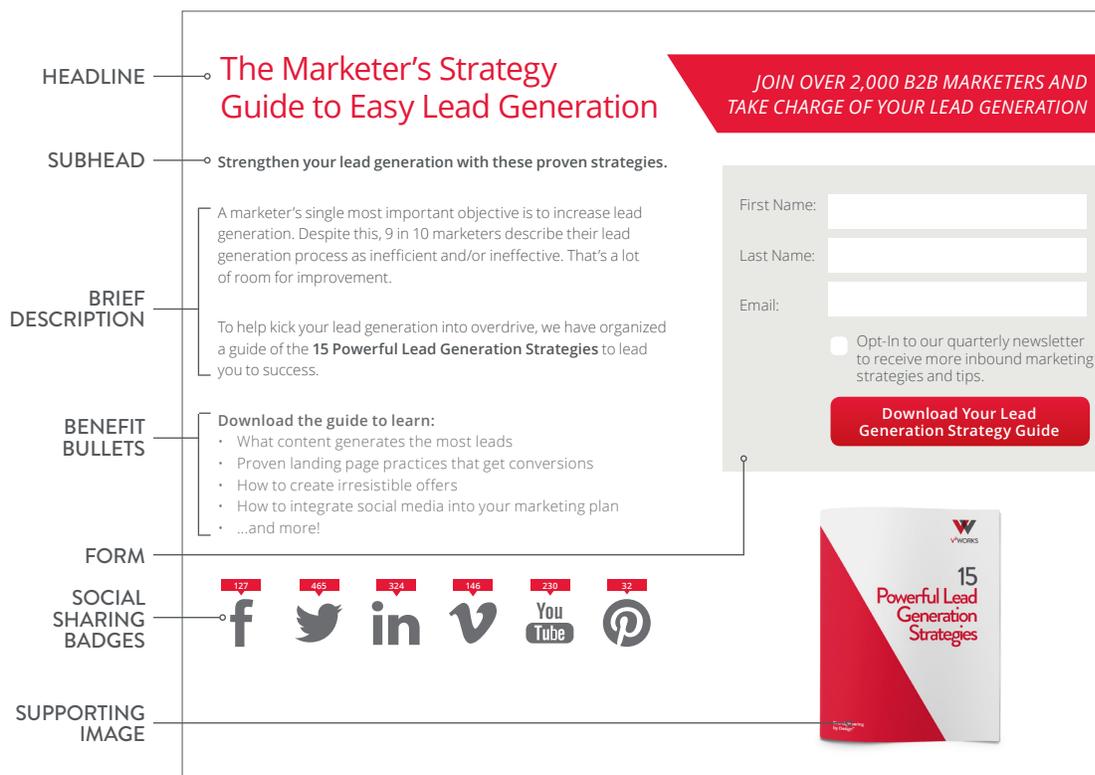
Landing pages are one of the most important elements of lead generation. In fact, according to MarketingSherpa's research, landing pages are effective for 94% of B2B and B2C companies. The use of landing pages enables marketers to direct website visitors to targeted pages and capture leads at a much higher rate.

What's great about landing pages is that they direct your visitors to one particular offer without the distractions of everything else on your website. Visitors are on a landing page for one and only purpose: to complete the lead capture form.

9 | Keys to 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.

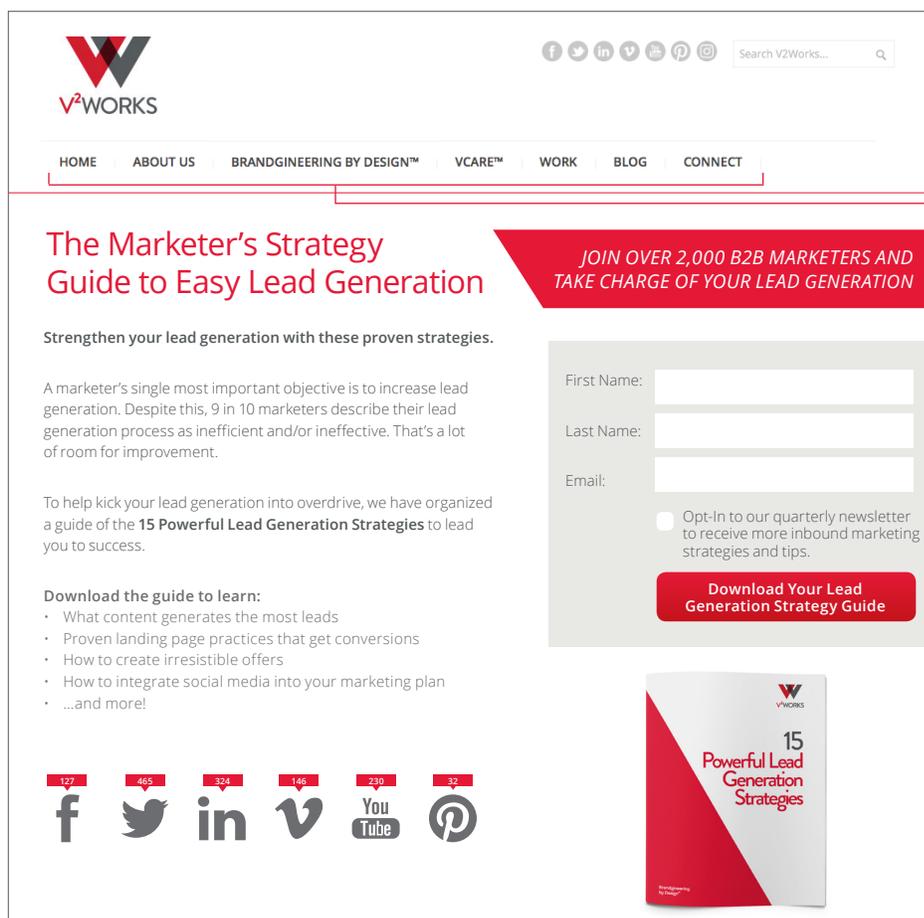
Landing pages consist of:



10 | Keep Distractions to a Minimum

Once a visitor arrives on a landing page, it's your job to keep them there. One of the simplest ways to increase conversion rates is to remove the main navigation from your Landing pages.

When the main navigation is kept on landing pages your visitor suddenly has a multitude of options for what they can interact with. Why not come back to the offer later and take a look around a bit longer? Well, it's unlikely they'll be back to be honest.



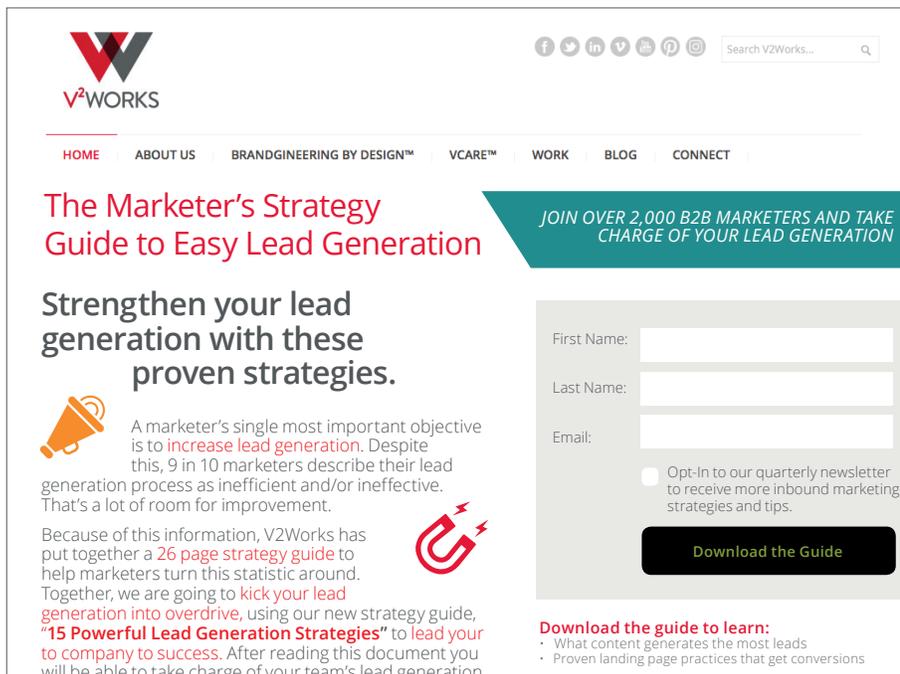
DISTRACTIONS

By removing the main navigation, you narrow their focus. Now they can only read what you have to say, fill and submit your form, or navigate manually away from the page with the back button or internet browser.

This strategy is literally one of the very best ways to increase your landing page conversion rates. It's that easy!

11 | Keep Content Short and to the Point

In the case of landing page content, less is definitely more. A cluttered page means a distracted visitor. Keep your copy short and sweet; it's in the offer itself where you give more detail. In addition to your headline, include a small paragraph explaining what the offer is, followed by a few bullet points that highlight the benefits one can expect to gain from the offer.

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Because of this information, V2Works has put together a **26 page strategy guide** to help marketers turn this statistic around. Together, we are going to **kick your lead generation into overdrive**, using our new strategy guide, **"15 Powerful Lead Generation Strategies"** to lead you to company to success. After reading this document you will be able to take charge of your team's lead generation

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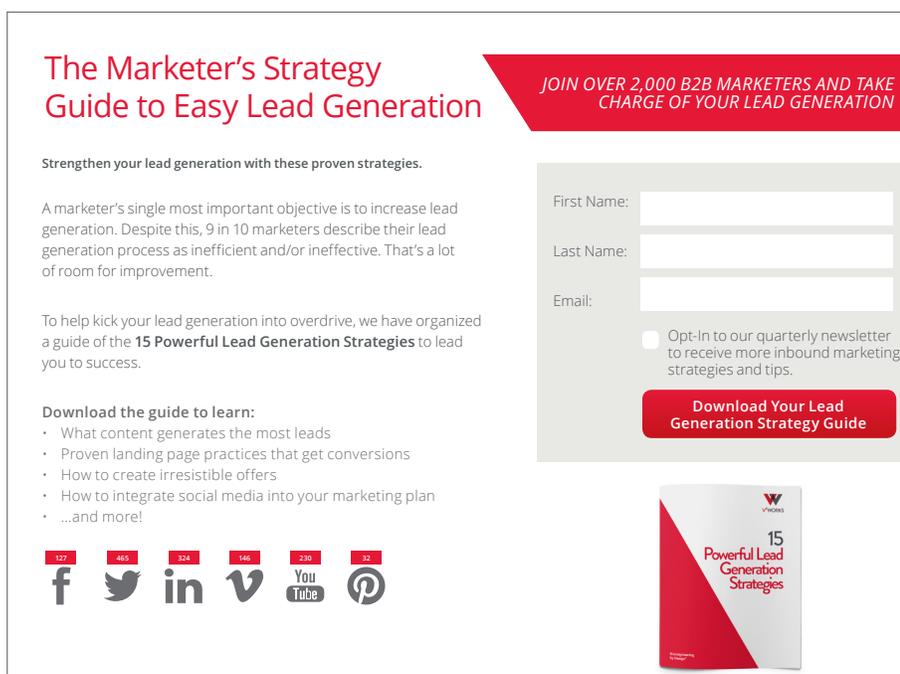
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15 Powerful Lead Generation Strategies

12 | Make Social Sharing Easy

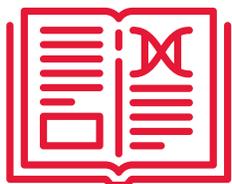
Don't forget to include buttons to enable your prospects to share content and offers on your landing pages. Include multiple social media channels as well as email, since people have different sharing preferences. When your offer is shared more, more people land on the page, and more people fill out your form and become leads.



If you use social media widgets that show the number of shares accumulated on particular pages this step can support Strategy 2: Advertise Your Success.

13 | Make More Content – Get More Leads

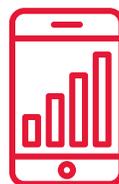
According to a marketing benchmarks report, companies see a 55% increase in leads by increasing landing pages from 10 to 15. The more content, offers, and landing pages you create, the more opportunities to generate more leads for your business. This is especially important for new visitors because 47% of them don't feel comfortable engaging with a sales representative until they have consumed 3 – 5 pieces of your published content.



EBOOK



WHITE PAPER



FREE TRIAL



CHEATSHEETS



GUIDES



ORIGINAL RESEARCH

Keep in mind that once your landing pages are implemented they will always be working to generate leads. Even if you published an offer two years in the past, if the content is still relevant than you will still be getting submissions from new visitors.

Ask the Right Questions

Forms are the Key to a Landing Page

Without a form on your landing page, there is no way to “convert” a visitor into a lead. If you aren't asking the right questions however, you can end up receiving information from people that aren't actually interested in your company, services, or products. This causes your list of prospective customers to deteriorate (decreasing in quality and therefore value) and can be a frustrating loss of time.

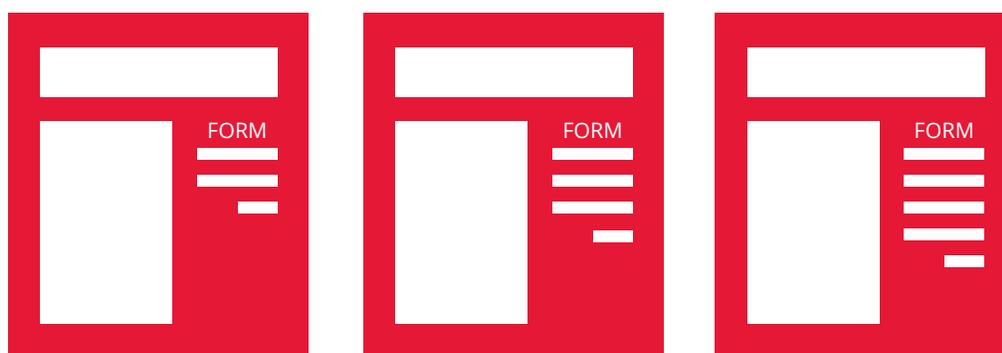
The following strategies will help you to gather high-quality leads by knowing what to ask and how to ask.

14 | Form Length Should Reflect the Value Offered

There is no magic answer to how many form fields you should be asking visitors to fill for offers. When it comes to this difficult decision it is best to only collect 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 a larger barrier of entry for the visitor and therefore fewer conversions. A longer form looks like more work and sometimes it will be avoided all together.

If your offer is particularly high-value it is reasonable to add more required form fields. You should try and balance the value of the offer with the number of fields you are requiring though.



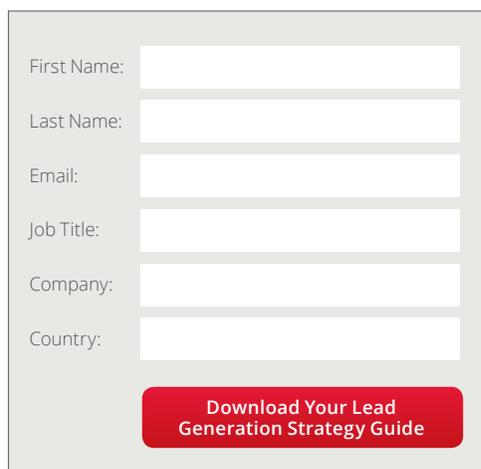
SLIDESHOWS, CHECKLISTS, AND QUICK TIPS

GUIDES, REPORTS, WHITE PAPERS, AND RESEARCH

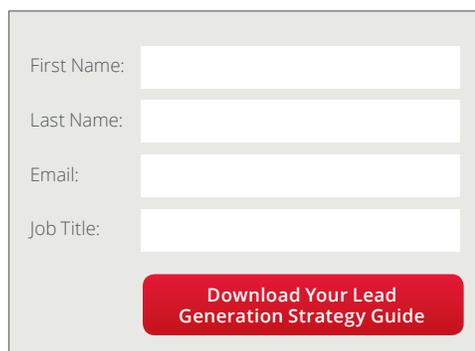
PRODUCT/SERVICE TRIALS, AND CONTESTS

An effective way to generate better quality leads is by utilizing “smart” form fields such as those offered by HubSpot. These “smart” fields disappear for visitors if after inputting certain elements the database finds you already have particular information from them. So a form that normally looks like Sample A, will look like Sample B to those leads that you already have key information for.

SAMPLE A



SAMPLE B



15 | Let Visitors Know Their Information is Safe

People are more resistant to give up their information these days, especially because of the increase in spam. 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 other 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.

Conclusion

Generating Leads Online Doesn't Have to be a Difficult Chore

The key to better lead generation is understanding of your target consumer and dedication to producing helpful content for that consumer. By using great targeted offers, calls-to-action, landing pages, and forms, you can reduce your cost-per-lead while delivering higher quality prospects to your sales team.

The basics herein are just the beginning. This guide contains many strategies for every aspect of lead generation to help bolster your conversion rates, but these tactics are only the tip of the iceberg. Continue to tweak and test each step of your inbound lead generation process in an effort to improve lead quality and increase revenue.

We at V2Works wish you success on your lead generation journey!

About Us

V2Works specializes in Brandgineering by Design™, their proven brand development process, that integrates innovative design and targeted strategy to achieve Brand Victory.

We were founded on the idea that client partnership and passion for brand innovation would make the difference in a more effective and efficient agency experience. Today, that idea holds true. Our creative team works directly with you, the client, to streamline the communication process and create great work — on time, on budget, and on strategy.

V2Works' methods have been used successfully to establish over 140 victorious brands — nationally and internationally. That's why we claim, with the greatest confidence, that our unique Brandgineering by Design™ Process leads to sustainable brand equity and compelling brand communication. That's the V2Works promise, and that's Brandgineering by Design.



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