

GENERATING MORE LEADS ONLINE



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So, you've built this great website, advertising a wonderful product or service, full of worthy information and relevant blog posts, but you need to generate more sales. You can have an amazing product, but if you don't market it properly, it means nothing. The following tips will help you produce more leads online to achieve the ultimate goal: sales.

1

LEARNING THE BUYER'S JOURNEY

- **AWARENESS:** Recognize which problems/opportunities exist for consumers and look for information on how to solve/take advantage of it (Have answers for your potential customer and provide them with valuable information).
- **CONSIDERATION:** Research the best plan of action for the potential customers' want/need (Provide potential audiences with detailed information about your product/service)
- **DECISION:** Determine how users will make their final selection (Offer testimonials and success stories that give consumers reason to choose your brand).

2

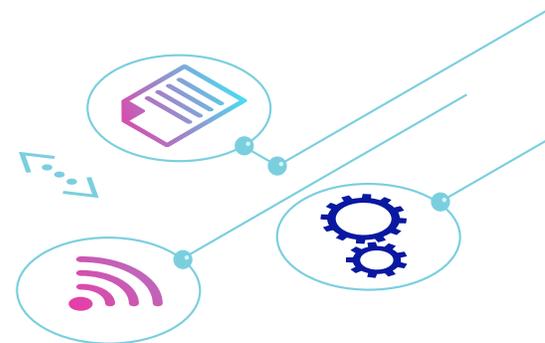
THE CONVERSION PATH EXPLAINED

- **CALLS-TO-ACTION:** This encourages visitors to download or click through to a landing page on your website.
- **LANDING PAGE:** These webpages go into more detail about the benefits of the offer and encourage visitors to fill out the accompanying form.
- **THANK YOU PAGE:** These are simple and to the point, but also offer content previously inaccessible before the form was submitted.
- **FOLLOW UP EMAIL:** A basic email that provides links back to the website and available downloads.

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HOW TO CREATE IRRESISTIBLE OFFERS

- Focus on personal
- Solve the main point
- Create an eye-catching title
- Stay up-to-date/current on relevant industries
- Learn from your mistakes



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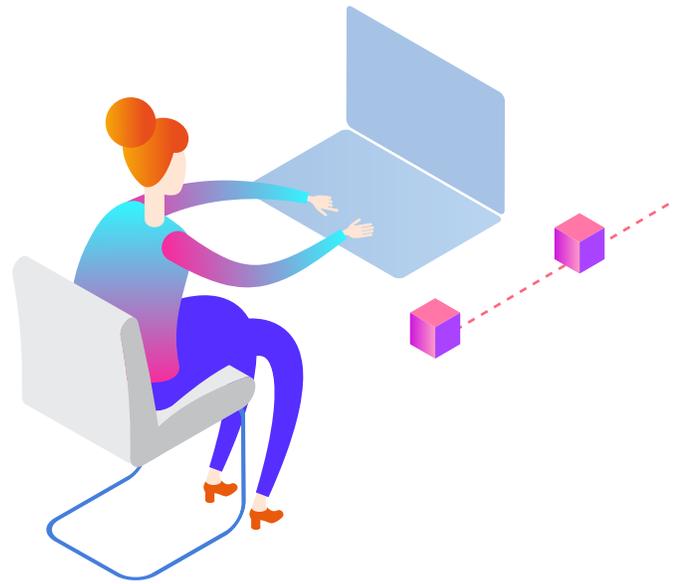
THE RULES OF CLICKABLE CALLS-TO-ACTION

- Clear and concise language
- Placed in prominent website positions
- Use bright, contrasting colors

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BUILDING LANDING PAGES THAT CONVERT

- **C** = Clear Call to Action
- **O** = Offer
- **N** = Narrow Focus
- **V** = VIA: Very Important Attributes
- **E** = Effective Headline
- **R** = Resolution-Savvy Layout
- **T** = Tidy Visuals
- **S** = Social Proof



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LEVERAGING FORM FIELDS

- Use form fields to capture contact information
- Once you've mastered the buyer's journey, decide which fields should be required
- Do not include pointless questions

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PROMOTING ON MULTIPLE CHANNELS

- Generate unique content on blogs
- Share blogs across social media channels
- Share blog content through email marketing newsletters that links back to website



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ENGAGE WITH AUDIENCE, CUSTOMERS, AND COMPETITION

- Reply to posts in a timely matter
- Even if a user isn't asking a specific question, you can still comment on their post. Sometimes, creating a positive conversation with someone results in a positive relationship: they convert into customers.
- Comment and "like" competitor's posts and photos. This gives you exposure to their audience and followers which can result in them following your page as well.

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WEBSITE MUST-DOS

- Construct an attractive, clean design for desktop
- Optimize your site for mobile devices
- Continue to improve speed and usability
- Encourage email subscriptions throughout site

