

webrunner



15 TACTICS

FOR GENERATING MORE LEADS FROM YOUR WEBSITE



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INTRODUCTION

Business owners and marketing directors face a constant need: generating more leads to drive the sales machine.

They also face a myriad of restraints, with time, budget and knowledge topping the list.

The 15 tried-and-true lead generation strategies in this eBook will help you jump those hurdles and get on the right track to consistent lead generation.

The best part? They're easy. In fact, you can get started on these 15 strategies this week!

Of course, a well-rounded lead generation strategy includes both short- and long-term tactics, which is why we'll share a few more ideas with you at the end of this eBook. But let's get started with these 15 tips and tricks that you can implement this week to get the ball rolling!





PART ONE

Quick fixes for your website



PART TWO

Instant improvements for
online marketing



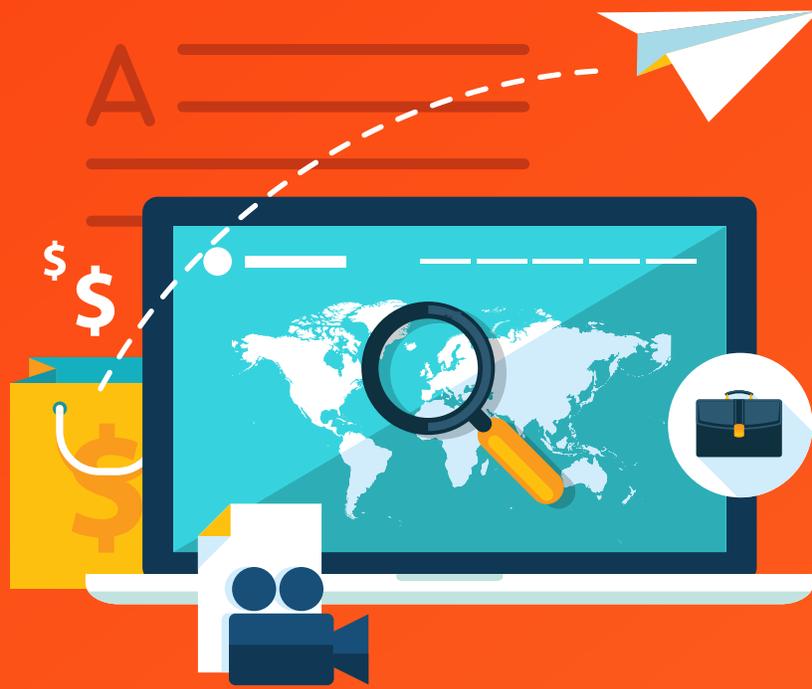
PART THREE

Easy plays with social media
marketing



PART FOUR

Simple strategies in your
non-digital world



PART ONE

Quick Fixes for Your Website

Make these simple changes to your website. You'll be surprised at how effective they are in generating more leads!

Fall In



With CTAs

Calls-to-action are those wonderful little buttons that scream "Click me!" (or something of the sort) and tell your reader what you want him to do next. They belong on every page of your website. The best CTAs are straightforward and enticing. Use them to guide your website visitors to a premium content offer or to contact you for quick lead generation.



Don't Overanalyze It!

Here are some examples of CTAs:

- Click here.
- Click here for more details.
- Click to request more info.
- Click here to chat with an expert.
- Call now.
- Call now to find out more.
- Call now to schedule an appointment.
- We're waiting to talk with you.
- Don't hesitate to call!
- Click here to download.
- Download now!
- Try it free.
- Request your free quote now!
- Request a phone call.
- Get it now.
- Sign up now—spots are limited!
- Get your free...here!
- For a limited time only.
- Act quickly.
- Act now before time runs out!
- Enter your email to start your free trial!
- Join now.
- Order now and receive a free gift.
- Offer expires in 2 days!
- Fill out the form below to receive our free brochure.

**Make it easy to
contact you!**

How much do you want your website visitor to contact you? Count the ways: address, telephone number, email, submit a form on your website, live chat. On every page of your website, it should be painfully easy for a visitor to see how they can contact you directly for more information.

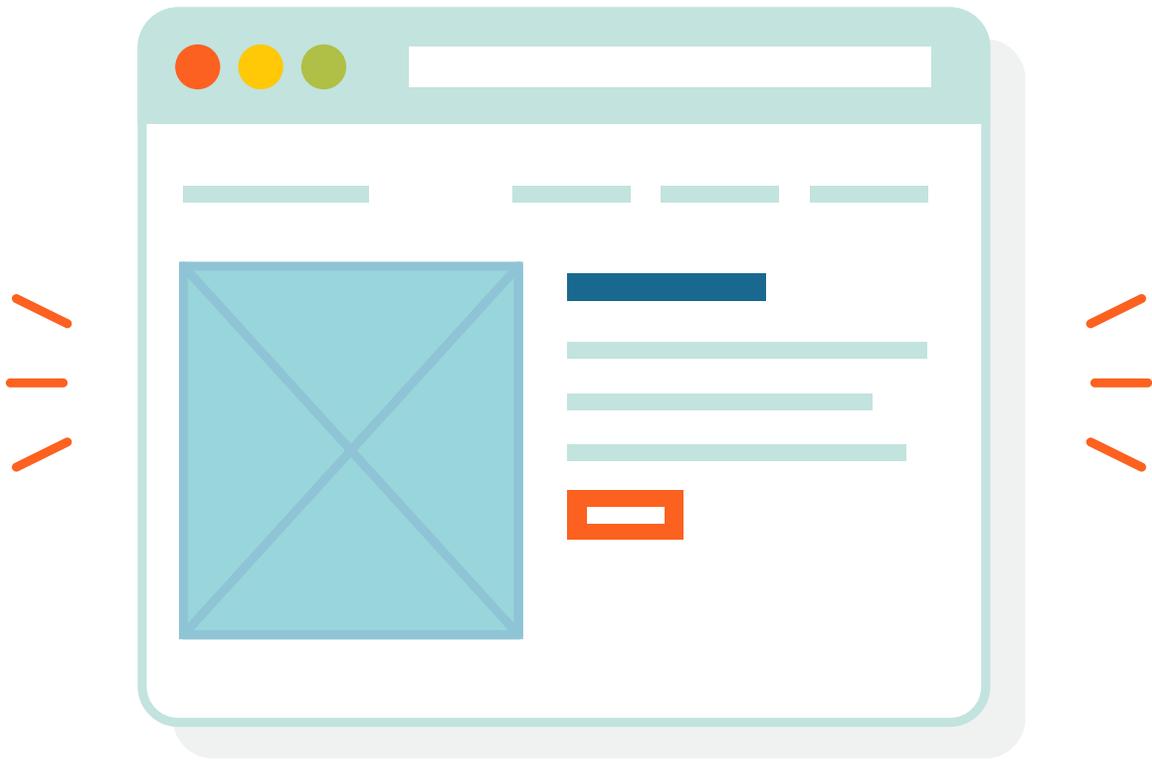


Add an email opt-in pop-up.

Oh yes, I did just tell you to add one of those annoying pop-ups to your website. The truth is, they work. After a visitor has been on your website for a few minutes, engage him. Use the pop-up box to ask for an email address in exchange for more valuable content, or ask if he would like to subscribe to your newsletter. Of course, one pop-up is enough, and if the visitor doesn't leave his email address or other contact information, he should not have to see the pop-up again during his same visit.



REVISIT YOUR ABOUT PAGE



So many About pages cover the long (and often boring) history of a company. A visitor to your website is seldom interested in the path your company travelled in the past. She wants to know what you can do for her today. Rewrite this page of your website to speak to the reader and answer the question, what's in it for her?



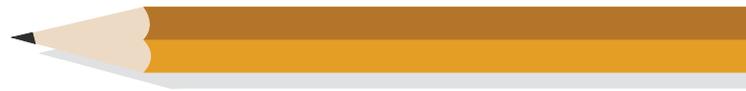
PART TWO

INSTANT IMPROVEMENTS FOR ONLINE MARKETING

You've likely already dabbled in PPC or have given blogging a try. How can you improve your current online marketing efforts? Read on.

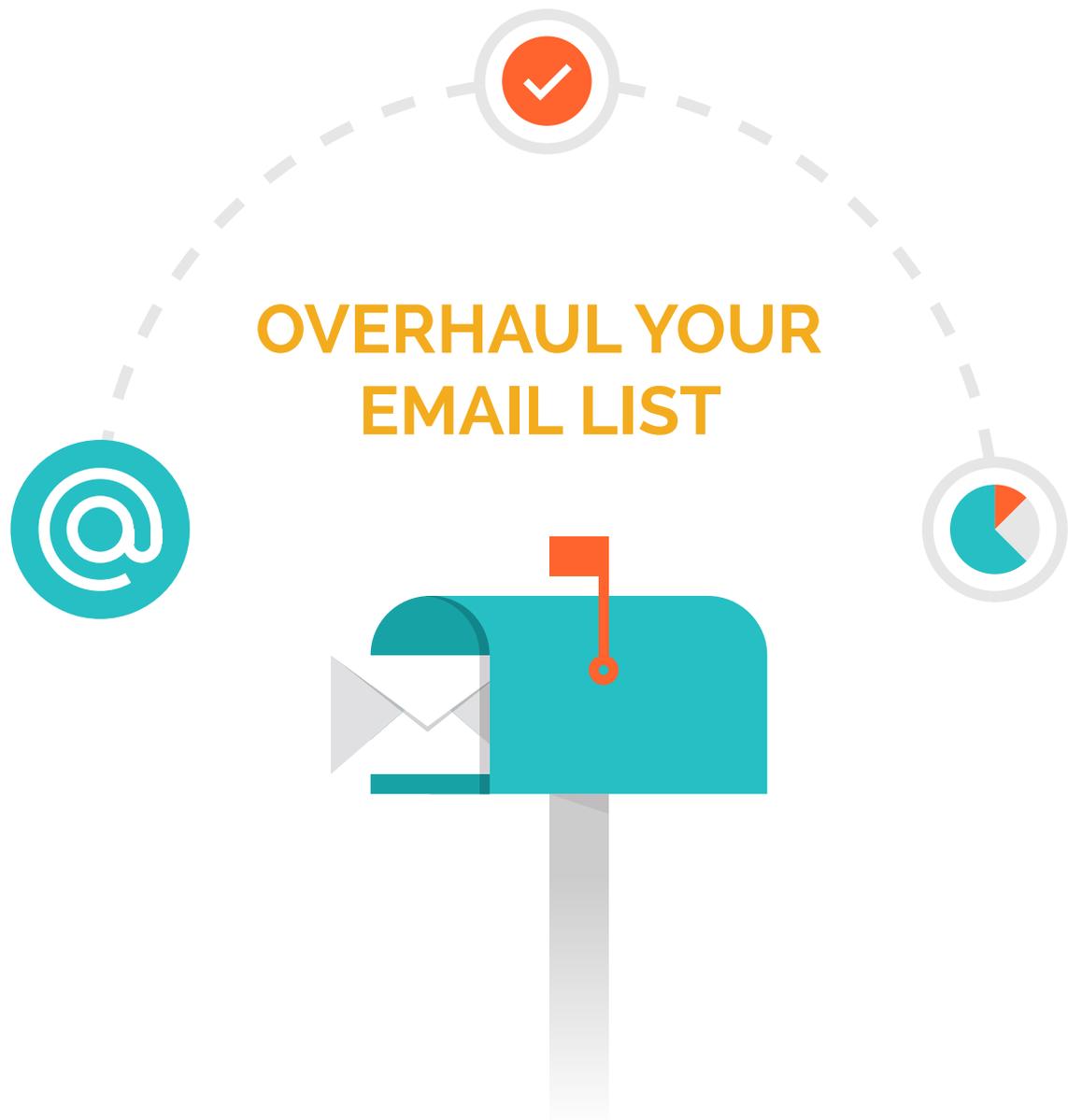
Rewrite your PPC ads

(PAY PER CLICK ADS)



Time to freshen up those little three-line beauties. Take a look at what's working and what's not and draft up some new variations. Test them against your old ones.



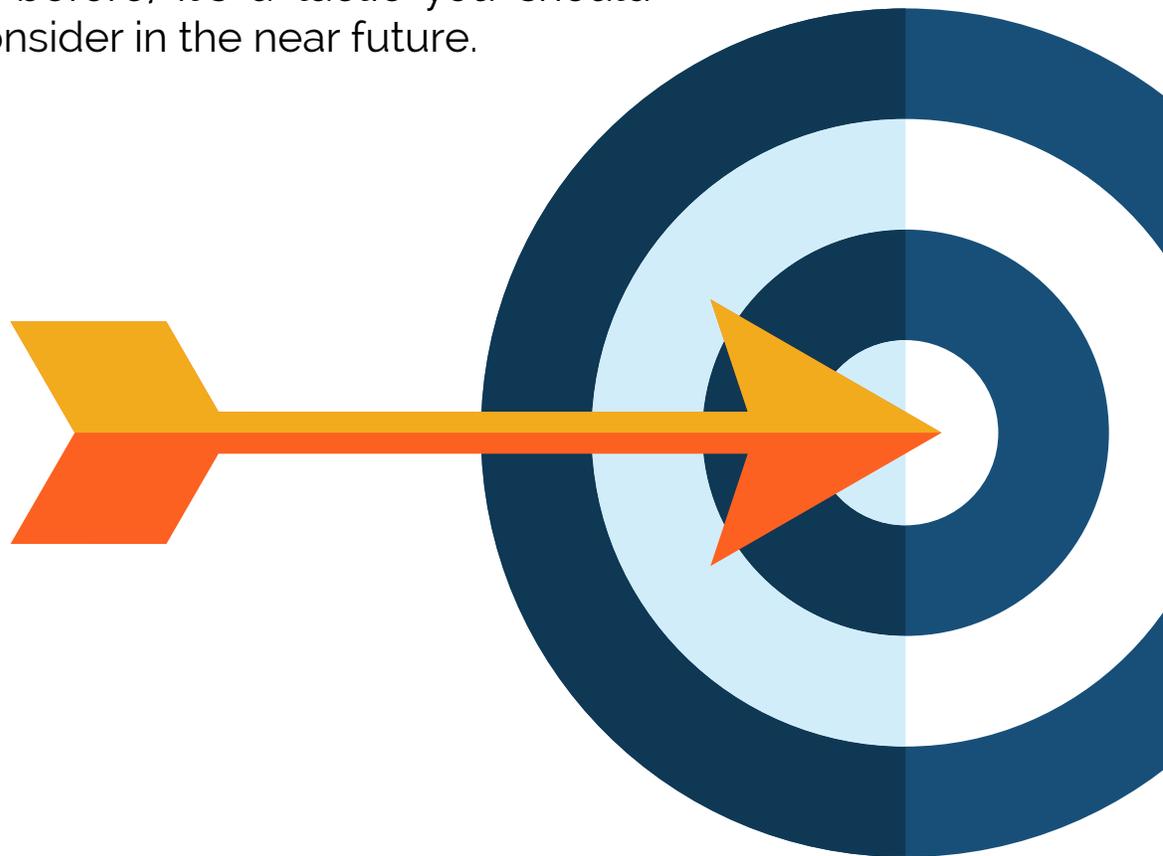


Stop wasting time and money by mass emailing people who don't want to hear from you. You want qualified leads, right? Build up from a solid base. Take the time this week to go through your current email database, and weed out the dead email addresses. If it makes sense for your business, segment your list appropriately so that you can deliver more targeted email campaigns in the future. From here on out, you'll grow your list with free content offers and networking opportunities.

Retarget

non-converting traffic.

Retargeting is a wonderful thing. It's the process of tagging visitors to your website so that you have the chance to reach them again. As these visitors leave your site and continue traipsing around the Web, you can "follow" them and encourage them to return to your site with banner ads. Another chance for conversion with an audience that has already shown interest. If you've never tried retargeting before, it's a tactic you should certainly consider in the near future.



GIVE SOMETHING AWAY FOR

FREE!

If you're not already giving away something for free (a free trial, a sample of your product, an eBook, etc.), it's time to do so. Chances are, your competitors already are—and this is where you need to step it up a bit. With so many free offers out there, yours has to be bigger and better, even if you'll only offer it for a limited time. Give people a reason to try you first.





Ask Sales for a Top 10 list of the most frequently asked questions. Instant field research! Find out what your prospects' biggest questions are, and draft a series of blog titles addressing these questions. When new prospects are searching the web, they'll likely go to you first if you have the answers to their questions!

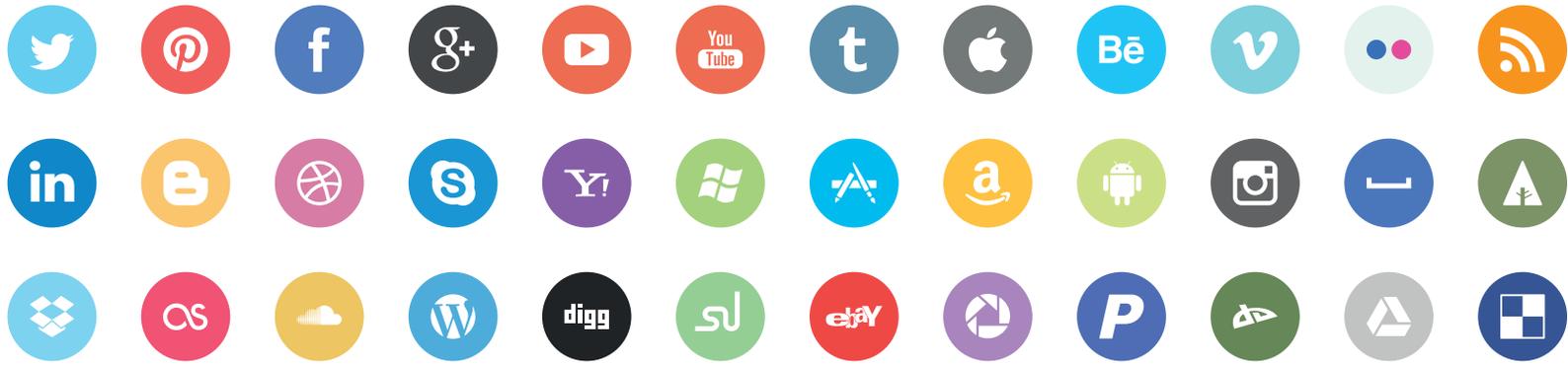


PART THREE

Easy Plays With Social Media Marketing

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What can you do this week to jumpstart a solid social media marketing strategy? Quite a bit, actually.



PUBLISH & REPUBLISH

Already blogging regularly? Publish your posts with LinkedIn's publishing tool to get instant access to another audience. Make sure to promote your content on other social media platforms as well. Set up a schedule to make sure your content is promoted systematically following its publication on your website.

Create your own LinkedIn group.



While this will require time and energy to moderate, it's easy to set up. Create a group that will be of value to your prospects. The key to success is to hyper-focus on your market, both your niche product or service and your location. Fill your group with the right members by using LinkedIn's people finder tool. An advanced search allows you to screen for the person's title, location and more (and with an upgraded version, you get access to even more filtering options). Start with 1st, 2nd and 3rd degree connections, and if possible, have one connection introduce you to another. Make sure to keep the group alive with interesting content and conversations. It's a great way to establish yourself as a thought leader in your industry and to take traditional networking event to the virtual arena.



PAY to PLAY.

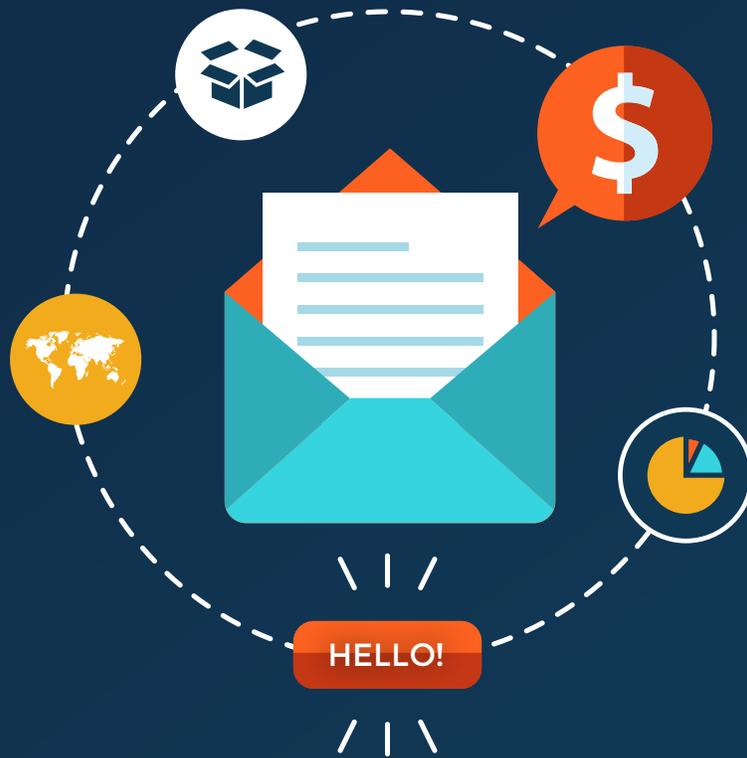
People moan and groan about having to pay for what was once “free”: social media marketing. But the good news is that it’s still a relatively low-cost way of advertising, and the options for targeting the right audience are impressive. Get your feet wet by boosting a couple Facebook posts or promoting a few tweets, depending on where your audience is. Analyze your success to get a better idea of what this avenue could hold for your business.



LEVERAGE THE CROWD



Encourage others to spread the word for you. If your free offer is interesting enough, products like "click to tweet" help to expand reach when others forward the offer to their friends. You can use this in conjunction with a contest to increase your online visibility.

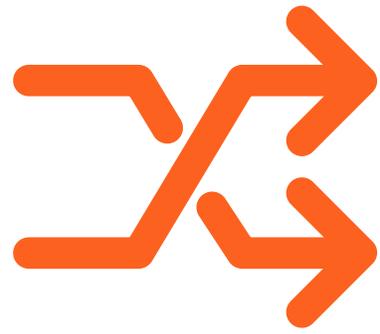


PART FOUR

Simple Strategies in Your Non-Digital World

Once you're rocking online versions of word-of-mouth advertising, don't forget the traditional venues. Here are a couple tricks for keeping the leads rolling in.

CROSS PROMOTE

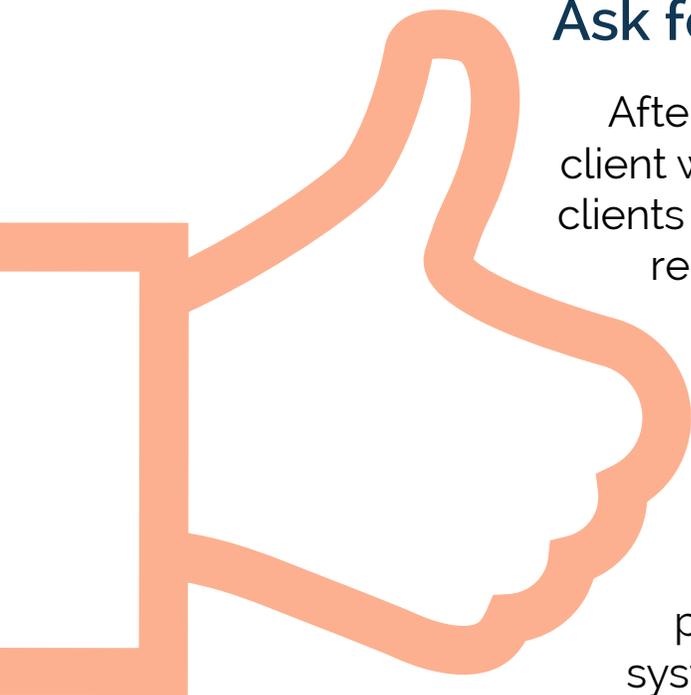


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Do some research to find other businesses that offer a product or service that is complementary to yours. Take them out to lunch and exchange business cards. Perhaps you can send business to each other when a client needs something you yourself can't provide. For example, a produce supplier might carry the business card of someone in the display case business, or the owner of a gym might refer his clients to someone who sells a line of nutritional supplements.

Ask for referrals & testimonials.

After a job well done, provide your client with extra business cards. Satisfied clients are often more than happy to recommend you to others. You can also set up a form on your website to collect testimonials. Send your client an email thanking her for her business with a link to a form where she can leave a quick review of your product/services. Instant and systematic testimonial collection!



READY FOR MORE?

These 15 tips and tricks are quick to implement and effective at generating leads—but they're just the beginning. When you're ready to put into motion a more methodical lead-generating machine, you'll need to consider things like:

- Buyer personas
- Content marketing strategy
- Premium content creation
- Email marketing campaigns
- Marketing automation



Your website should generate a reliable flow of leads & sales for your business. Not the case?
We should talk.

[REQUEST MY FREE DISCOVERY CALL](#)



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