



INCREASE LEADS BY 100%

WITH 23 LEAD GENERATION IDEAS

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Are you having a hard time coming up with lead generation ideas? Want to know which lead generation ideas work best?

In this book, we will share 27 clever lead generation ideas that you can implement immediately to boost your conversions.

1. Create a Blog

You may have heard already that the best thing for inbound marketing is to [blog regularly](#).

You should create a wide variety of content such as special blog series, educational how-to's, and round-ups that educate your customers. By consistently adding value, you can easily earn the trust of your users and convert them into buyers.

The biggest advantage of having a blog is that it allows you to convert one-time visitor into repeating users specially if they [subscribe to your newsletter](#).

2. Split-Test your Call to Action



The first thing to ask is “Do you have a call to action (CTA) that prompts users to give you their name and email address?” If not, then you need to create a button and optin form that clearly identifies what you want your visitors to do.

While you may have a few different CTAs on a page, you need to know which one works best. The only way to find out is by running [split-test](#) on your CTA and your optin.

Sometimes the smallest change can end up with staggering results.

For instance, “Have you split-test with different button colors yet?” While most people encourage red buttons, perhaps your website will convert better with a green button. The color that converts best is the one that stands out!

Another way to split-test is to add different locations of your call to action buttons. It is perfectly fine to have a call to action at the bottom of the page, but sometimes your readers may not make it to the bottom of the page.

Follow the basic principle of ABT (Always be Testing), and you will continue to see improvement.

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3. Add “Safe” Language to Boost Trust

The biggest concern when subscribing to a product or service is will I be charged? and will they share my data?

By adding safe language, you can boost your trust.

For example, if you have a free newsletter, then make sure to communicate that it’s free because it adds confidence.

Consider using phrases such as “You can be 100% confident that your information will not be shared.”

These safe languages often boost your signups due to increased confidence.



4. Add Social Buttons to your Email Newsletter

Want to tap into your subscriber's network? Give them the option to share your newsletters.

This will encourage your email subscribers to follow you, but if they share your message, then it can also get you new email subscribers.

You don't have to add button. It can be a simple call-to-action that says:

"Will you help us spread the word about the importance of privacy laws for Americans? If so, click here."

You can always pair the text with a button like this:

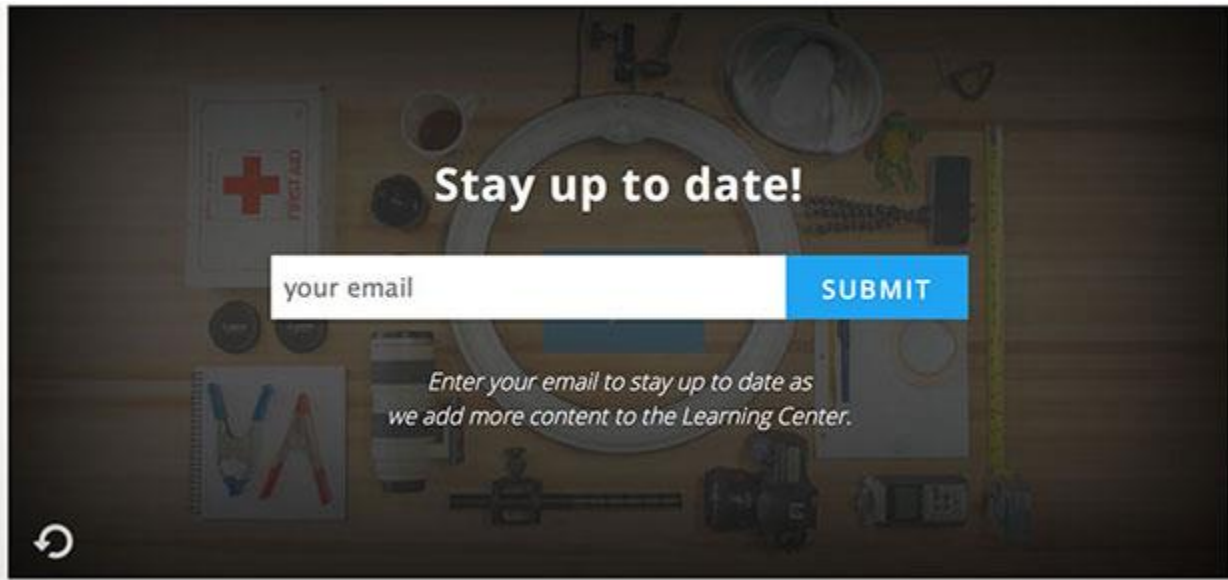
"Click here to spread the word about people's right to privacy!"

As always, split-test everything from button shape, to wording, to color. There is always room for improvement!

5. Create a Promo Video

Not everyone learns by reading. Some are more visual and audible learners.

By creating a promo video, you can quickly educate your visitors on your product or service. Not only that, you can use a technology like [Wistia](#) to add a call-to-action in the middle of the video to capture email address.

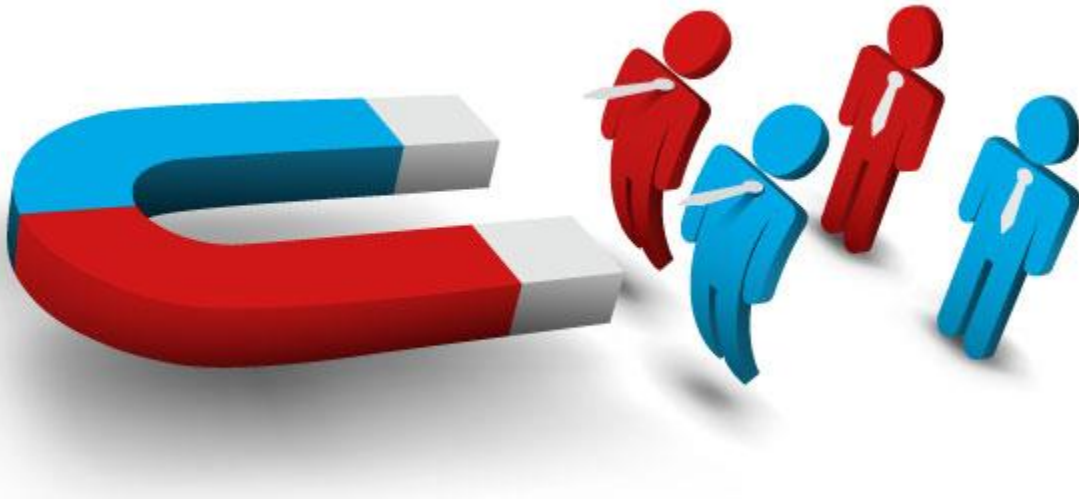


Videos also allow you to leverage third-party platforms like YouTube (world's second largest search engine) and the social network Facebook which is poised to give video extra reach in their newsfeed.

A couple things to consider:

- Keep the video short, but not too short. For the first promotional video, try to keep it under a minute and a half.
- Consider having more in-depth videos available to describe various features of your product or service.
- Know your strengths and weaknesses. If you are not great at both creating videos or public speaking, then you should hire someone. Always better to have a good first impression than a cheap bad impression.

6. Create Lead Magnets



As the digital age has evolved over the years, more and more buyers are well-informed on the nuances of the products or services they purchase.

That's why there is a very good chance that your website visitor may not purchase your product on the first visit. This is why retargeting has become such a large part of advertising.

What if you could convince the customer to give you their email on the first visit? That's exactly what a lead magnet does.

It can be a free eBook, course, checklist, or another resource that your potential customers are looking for.

If you have written blogposts around similar topics — like “Kitchen Renovation Tips”, etc. — then you can compile all of those blogposts into an e-book, and offer it in exchange for an email address.

Once you do that, you can follow up with the users to give them more valuable resources until you win them over as a customer.

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7. Add Content Upgrades

One of the best types of lead-magnets are content-upgrades.

A content upgrade is additional value that the user can get related to the blog post they read.

For example, if you wrote an article about: How to Build a Coffee Table, then you can add a downloadable resource such as a checklist or even 9 common mistakes you should avoid.

You can add the content upgrade at the bottom of the blog post.

The screenshot displays a blog post layout with several key elements:

- Main Content:**
 - Text: "curtain and share some of my absolute BEST sources with you."
 - Warning:** "Warning: you are NOT going to find anything about article directories (blah) or blog comments (yawn) here."
 - Text: "I'm bringing the noise."
 - Bonus:** A yellow callout box states: "Bonus: Download a free checklist that will show you how to quickly leverage these strategies. Includes 2 bonus strategies not found in this post."
 - Section 1:** "1. Submit to Audio Sharing Sites"
 - Text: "SEOs never use audio sharing sites...which is CRAZY because they're ridiculously easy to get backlinks from."
 - Text: "And make no mistake: these audio sharing sites authoritative sites that can make a serious dent."
 - Text: "All you need to do is create a piece of audio (preferably music) and upload it to an authoritative audio sharing site."
 - Text: "Here's an example (live dofollow link):"
 - Image:** A screenshot of the "SUTRADS" website interface, showing navigation for "Songs", "Playlists", "Musicians", and a "Search" bar.
- Right Sidebar:**
 - Quote:** "When it comes to link building, Brian Dean is the best in the business." -Neil Patel, QuickSprout.com
 - Section:** "HELPFUL RESOURCES"
 - Image:** A graphic for "HOW TO RANK FOR ANY KEYWORD (REALLY)" featuring a man holding a globe.
 - Image:** A graphic for "THE DEFINITIVE GUIDE TO LINK BUILDING" with various icons.
 - Section:** "POPULAR ARTICLES"
 - Text:** "1- Untapped Backlink Sources" and "Google's 500 Ranking Factors"

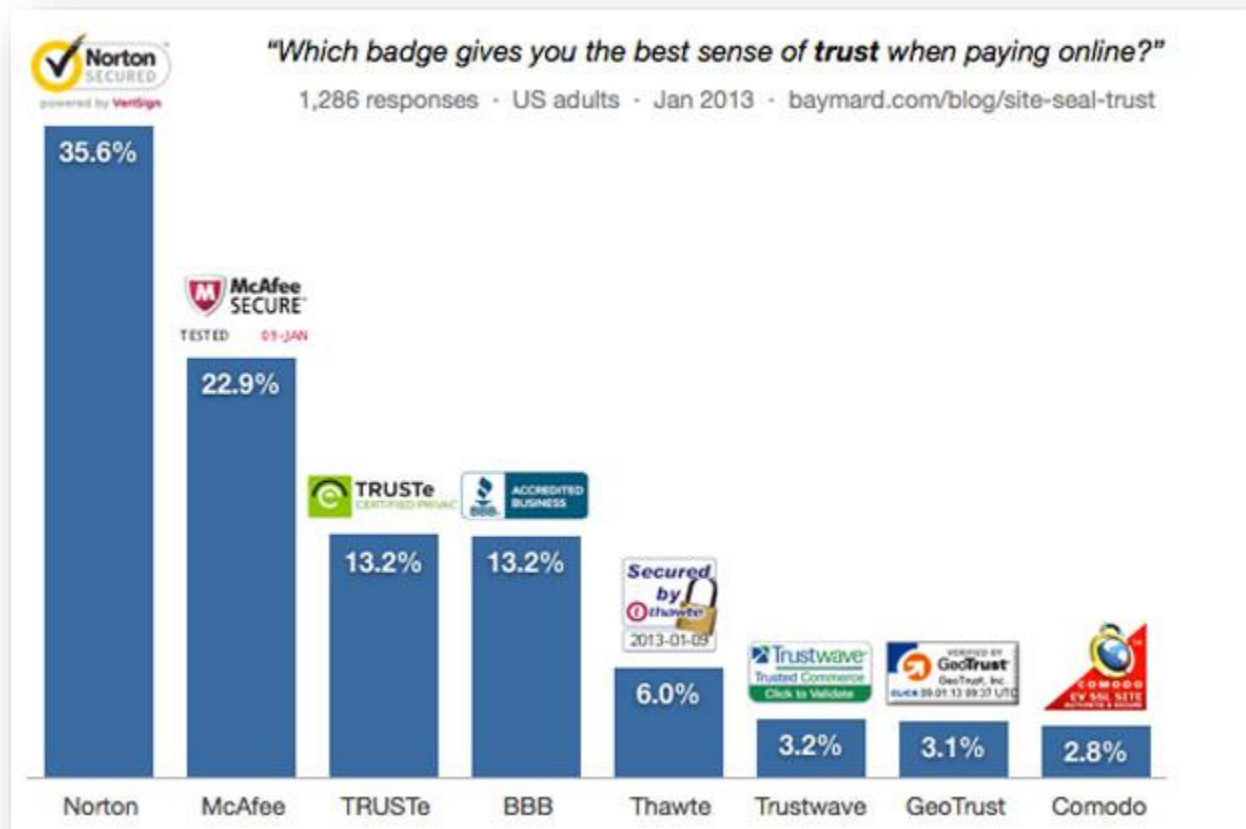
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8. Add Security Seals

Security is becoming a huge trust factor in today's society. This is why adding trust symbols can go a long way for your conversions.

This includes having a SSL certificate and trust seals such as Verisign and Better Business Bureau.



Blue Fountain Media [experiment](#) showed that adding the trust seals increased conversion and sales by 42%.

9. Network at Conferences



Have you ever attended an industry conference? If not, then find the big cities near you. You will surely find conferences related to your field.

Attending conferences can help you network with influencers who may promote your product as well as potential customers.

You can also apply to speak at conferences as long as you can add value. Speaking can help you get a lot of exposure.

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10. Match your CTA Wording to the Title of your Landing Page

Have you ever searched for something on Google, clicked a link, only to find that what you are looking for isn't there?

What did you do? You likely left the page and never returned.

Due to our short attention span, we don't really look through everything on the website which causes an increase in bounce rate if your information isn't highlighted.

To help lower your bounce rate, make sure that your primary call to action on your page matches your page title.

This gives the visitor confidence that the information or item they are getting from you matches their search query.

11. Giveaway Licenses to Influencers



The best way to get free promotion and additional leads is by giving away licenses to industry experts.

Sure it may cost you few \$\$, but think of this as advertising cost.

Find bloggers and influencers, contact them, and offer them a free license. If they like your product, there is a very good chance that they will promote it on their social media and even give you a positive review with backlinks.

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12. Guest Blog on Other Sites

If you know the sites where your audience go to, then the best way to reach them is get exposure on that site.

One of the easiest way to do that is by offering to guest blog.

Remember that your main goal is to add value to the site you are contributing to. The fact that you are getting a backlink and exposure is additional benefit that you will never get if you don't meet your main goal.

13. Welcome Guest Bloggers

One of the best ways to tap into influencer's network is to ask them to guest blog on your site (and offer to pay them).

This way you are giving them a backlink, a platform to write on, and monetary benefits. In exchange, you get a quality article and most likely the influencer will share it with their audience.

This is also a great way to build a long-term relationship.

14. Consider Using Exit Intent Popups



Did you know that over 70% of your abandoning visitors will never return? That means that over 90% of your marketing spend is going to waste.

How do you fix that? Add an exit-intent popup that collects email. You can use this popup to offer your lead-magnet or content upgrades. Wishloop, Sumome, OptinMonster specializes in exit-intent popup and our customers have seen as high as 600% increase in signups.

Adding an exit-intent popup takes less than 2 minutes and can help you recover thousands of dollars in lost sales.

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15. Simplify your Landing Page

An effective landing page is one where you have a clear call to action. There is one goal, one reason why a visitor is on that page.

Because of the focused goal, it is clear to your page's visitor what it is they should do while there.

This focused goal helps to achieve your desired result, which in this case is gaining a lead or making a sell. Review your page, determine how many CTAs you have, and eliminate the lower priority CTAs.

Look at your landing page. How many different links are there? If possible, reduce them.

16. Display Testimonials and Reviews



Nothing adds more trust than positive testimonials from existing customers and industry experts.

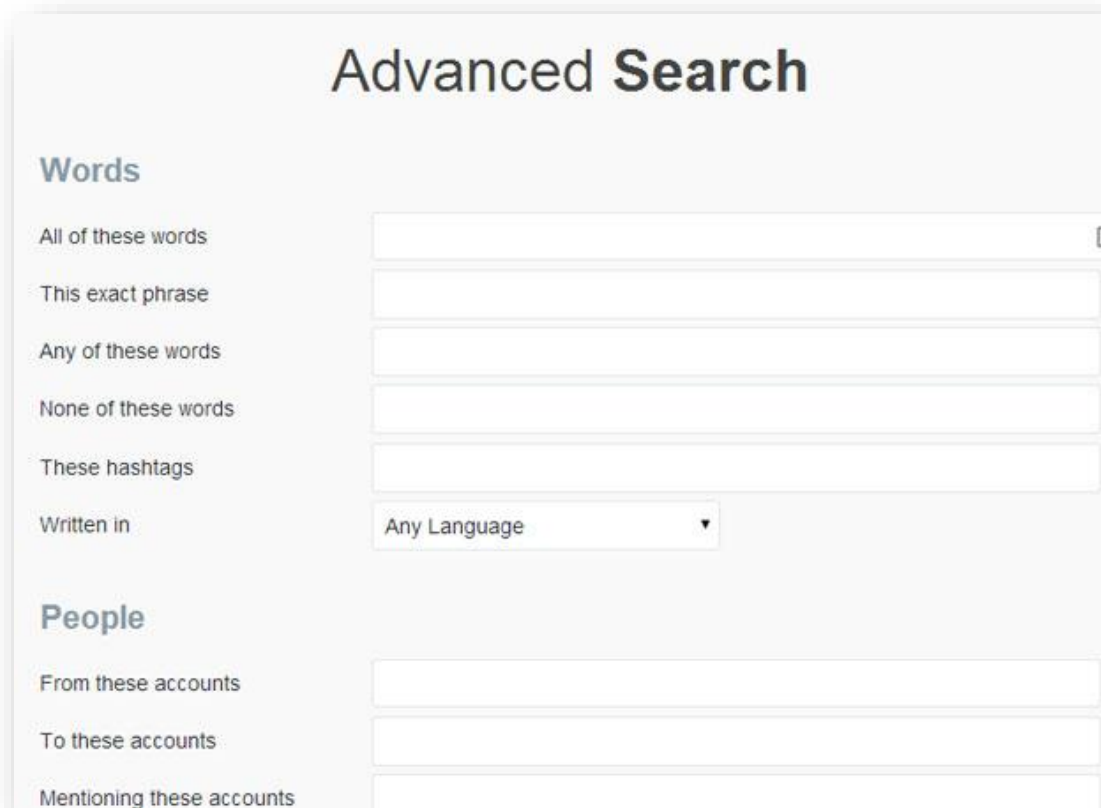
Once you have customers, you should reach out to them and ask for a short testimonial that you can post on your website.

The best way to go about it is to search through your customer support tickets or recent praises on Twitter. Next ask those customers if you could make their responses a testimonial on your site.

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17. Leverage Twitter Search



The image shows a screenshot of the Twitter Advanced Search interface. The title "Advanced Search" is centered at the top. Below it, there are two main sections: "Words" and "People".

Words

- All of these words: [text input field]
- This exact phrase: [text input field]
- Any of these words: [text input field]
- None of these words: [text input field]
- These hashtags: [text input field]
- Written in: [dropdown menu showing "Any Language"]

People

- From these accounts: [text input field]
- To these accounts: [text input field]
- Mentioning these accounts: [text input field]

Did you know about [Twitter's Search Feature](#)?

It let's you see what people are talking about on Twitter. This is a great way to interact with your potential customers.

Depending on your field, use advanced Twitter search queries to find people's questions around your topic.

Next, consider writing a blog post that answers their question. After you write a blog post, respond to them and link them to your article.

Not only will you likely get one view, but a quality response may make the Twitter follower an advocate of your brand.

Lastly, chances are that one question is something that others will ask for as well, so it's an ever-green source of content.

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18. Create Mobile Specific Campaigns and CTAs

More and more [web traffic comes from mobile devices](#). However due to screen size limitations, your beautiful desktop design may look drastically different on your iPhone.

Therefore, you have to make sure that your call to actions are optimized for the mobile environment, along with any forms that load.

If you are trying to capture email address, OptinMonster's [mobile addon](#) allows you to [create mobile-specific optins](#) that are focused on converting your mobile visitors.

Even more important than your desktop forms, make sure your mobile forms are as short as possible. Cell phones aren't conducive for heavy typing. Too much required customer effort may prevent a conversion.

19. Remove your Navigation Menu on your Landing Page

Similar to a previous tip around simplifying your landing page is also the importance of removing one's navigation menu.

This is a separate point because so often people consider the menu a "must have" for every single webpage on the site. But that's not always true.

When your goal is conversion, having multiple distractions away from your call to action will reduce your chances of conversion (i.e.: there are more thing to click!)

If you must, provide a link to your homepage via a company logo. The fewer the distractions from your CTA, the higher chance of a successful conversion.

20. Create Query Driven Content



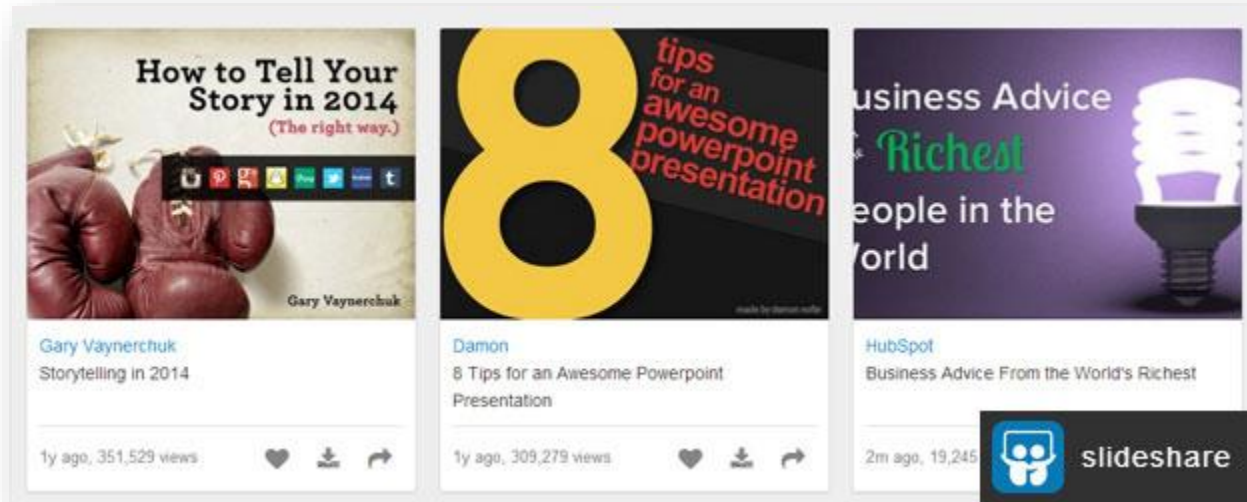
Google Search is a gold-mine for ideas that help you gain leads. Type in the name of your competitors and see what their top pages are. Find out what keywords are being searched and their extended phrases.

Not only that, you can look through your Google Webmaster tools and see which keywords are driving traffic to your website. Then either add similar keywords to that article or create new articles to boost your SEO ranks.

If you want more in-depth research, consider tools like [SEMRush](#) that can help you research not only how traffic is being driven to your site but also the traffic of your competitors.

This gives you data on exactly what your customers are searching for, so you can create query-driven content.

21. Create a SlideShare Presentation



[SlideShare](#) is a community where you can upload and share your presentations.

Since presentations make for great shareable content, a well-designed SlideShare has the potential to go viral, which will provide greater exposure to your website.

Slideshare can feature your content on their homepage bringing you more exposure. They also have premium tools that allows you to embed email optin forms within your presentation.

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22. Create Twitter Lead Cards

The image shows a screenshot of a Twitter tweet from the account Meridian & Co. (@meridianandco). The tweet text reads: "We've got #B2BSoftware solutions to solve modern business challenges. Start your free trial today!". Below the text are icons for reply, retweet, favorite, and a menu. A lead card is attached to the tweet, which says "Sign up for a free 30 day trial." and features a background image of a green circuit board. The card contains the text "Meridian & Co. Start your free trial today." and a blue button labeled "Click here!". Below the card, there is a form for sharing a name and email address with Meridian & Co. A user named Lindsay Logan (@wingersf) has filled out the form with the email address ||****@tw****.com. At the bottom of the tweet, there is a link to "View advertiser privacy policy" and the timestamp "3:04 PM - 4 Nov 2013".

Twitter is a huge social network. Did you know they have special features for lead generation? Yup, it's called Lead Cards.

Twitter Lead Cards allow you to collect user's email in exchange for an offer. This one-click signup can definitely boost your conversions.

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23. Use the Element of Scarcity

Scarcity is when something appears (or actually is) limited. The limitation can be time, quantity, or other.

How you implement scarcity depends on your product or service. Often people use this for discount codes during holidays, but you can use this tactic to advertise the number of items left in stock, items ready for shipping, etc.

The idea that something a customer desires could be gone immediately may encourage them to act rather than wait. The urge to act before the offer expires can encourage a conversion where other tactics may fail.