

The 30 Greatest Lead Generating Tips, Tricks and Ideas



A Definitive Guide

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THE 30 GREATEST LEAD GENERATION TIPS, TRICK, AND IDEAS

"Leads are the metric that, as marketers, we rely on. Because leads mean money."

- Kip Bodnar, HubSpot

Fortuitas specializes in designing and building custom Mobile Applications, Websites, and eCommerce Solutions. Our executive team has over 20 years of experience providing creative technology solutions to businesses, government agencies and non-profit organizations. Founded in 2006, Fortuitas is committed to its core values of Quality, Integrity, and Service.

Generating leads - both high in quantity and quality is a marketer's most important objective. A successful lead generation engine keeps the funnel full of sales prospects while you sleep. Surprisingly, only **1 in 10 marketers** feel their lead generation campaigns are effective. What's that all about?



There can be a lot of moving parts to any lead generation campaign and at times it's difficult to know which parts need fine tuning. In this guide, we will expose the top 30 techniques marketers should utilize to increase leads and revenue. These tactics have been tested over the past 7 years and have been used by 8,000+ customers to generate more than 9.8 million leads last 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....

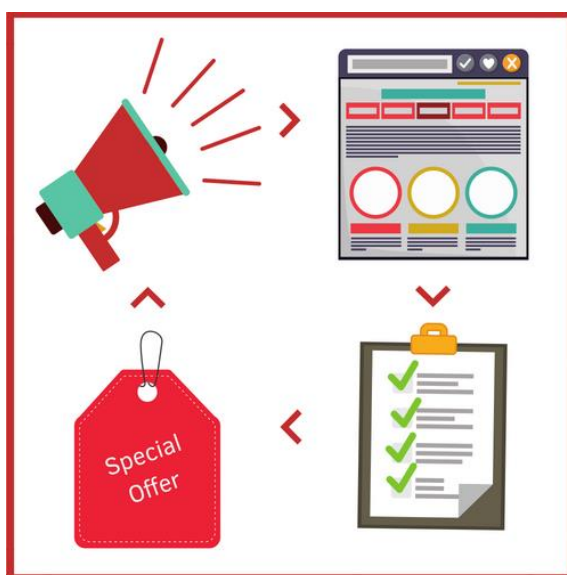
Jack Kurtz
CEO and Founder



THE MECHANICS OF LEAD GENERATION

Before we dive into the 30 tips, 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 include:

- ✓ An **offer** is a piece of content that is perceived high in value. Offers include ebooks, whitepapers, free consultations, coupons and product demonstrations.
- ✓ A **call-to-action (CTA)** is either text, an image or a button that links directly to a landing page so people can find and download your offer.
- ✓ A **landing page**, unlike normal website pages, is a specialized page that contains information about one particular offer, and a form to download that offer.
- ✓ You can't capture leads without **forms**. Forms will collect contact information from a visitor in exchange for an offer.



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. Let's get started!



CHAPTER 1

CREATING IRRESISTIBLE OFFERS

Yes. It's one of the most powerful words in the human language. If you think about all the things we do as marketers, it's ultimately to get people to say "yes" to our offers.

When an offer is exclusive, scarce, or in high demand, it becomes more desirable. Whether they are whitepapers, free trials, memberships, sales promotions, or downloads, these irresistible elements can overcome a lead's typical friction, doubt, or concern.

Why do these elements work? Because they trigger a physiological reaction that makes an offer 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.

How to Create an Irresistible Offer

- ✓ Use the Element of Scarcity
- ✓ The Bandwagon Effect
- ✓ Leveraging News Jacking
- ✓ Focus on Creating an Amazing Title
- ✓ Create offers at Different Buying Stages
- ✓ Avoid Corporate Slang
- ✓ Use High-Value Offer Formats



USING THE ELEMENT OF SCARCITY

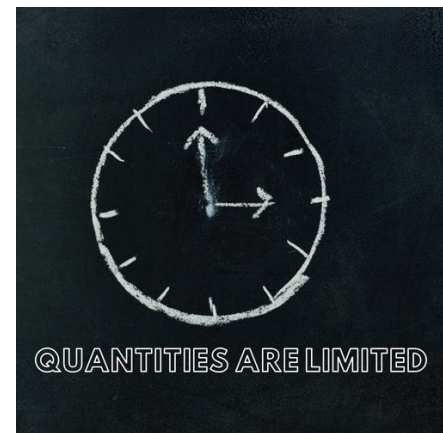
If you look at the principle of supply and demand, you'll notice that when supply is limited, demand goes up. Scarcity has a psychological influence on us, making us want something even more if there isn't enough to go around. Scarcity is great because it creates a fear of shortage, and thus a sense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



THE BANDWAGON EFFECT

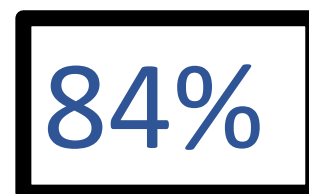
It's a natural tendency for humans to copy one another, even without realizing it. We like to be a part of tribes and social communities. So when we notice our social circle is doing one thing, we tend to follow suit. One great way to make an offer more valuable is to show that other people are participating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

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.

Some examples include:

- ✓ Webinars: On this page promoting our webinar with Facebook, we've stated that more than 40,000 have signed up.
- ✓ Blog Subscription: Similarly, in our blog under our "subscribe" module, it indicates over 130,000 people have subscribed. This is proof that it's a highly trustworthy and popular blog people should follow.
- ✓ Conferences: Events like SXSW and INBOUND are some of the hottest events because tons of people flock to them every year.



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



LEVERAGING NEWSJACKING

After Prince William and Kate Middleton got married in April of 2011, no one could stop talking about Kate's wedding dress. Within hours after the wedding, vendors began making near-identical copies or similar styles of the Stella McCartney designed dress. Even vendors such as David's Bridal now have a "Royal" category so you can dress "just like Kate."

When something is buzz-worthy, it creates high demand. In situations like this, you can align offers with "what's hot." Companies will often leverage newsjacking for this type of technique and it works very well for offers too.

As an example, back in 2013 people couldn't stop talking about Pinterest. HubSpot capitalized on this craze by creating the first Pinterest ebook for business owners and marketers, "How To Use Pinterest for Business". It quickly became one of HubSpot's most successful ebooks with more than 125,000 downloads to date. Because it was the first and only ebook available on Pinterest (and they made sure people knew that), and learning how to use Pinterest for marketing was in high demand, it made the offer more unique and thus more irresistible. That's the power of leveraging both timing and popularity!



FOCUS ON CREATING AN AMAZING TITLE

Brian Halligan, HubSpot CEO and co-founder once said that “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 it’s cover. If your offer is a piece of content, such as a whitepaper, ebook, or presentation, put effort into creating an amazing title.

As an experiment, we changed the title of an ebook and ran an A/B test to see which one would perform better. We took the original title “*The Productivity Handbook for Busy Marketers*” and changed it to “*7 Apps That Will Change the Way You Do Marketing.*”

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 Analyzer Tool by Advanced Marketing Institute or read [7 Proven Headlines that Convert](#).



CREATE OFFERS FOR DIFFERENT BUYERS

The most common offer seen on most websites is “Contact Us.” Sure, you want all your prospects to talk to sales, but not everyone is ready. As you know, buyers are more likely to do their own research before engaging with a sales rep. Also, every prospect is at a different stage of exploration. Some may need more education than others. That's why it's important to develop different offers at different buying cycles.



Someone at the top of the buying cycle may be more interested in an informational piece like a guide or ebook, whereas someone more committed at the bottom of the cycle might be more interested in a free trial or demo. You don't need to pick and choose. Create offers for each phase, and include a primary and secondary CTA to these offers on various pages throughout your site.



AVOID CORPORATE SLANG

A professional image is necessary but you still want to avoid the dreaded corporate slang. What is corporate slang you ask?

These are jargon terms and phrases that have been over-used and abused rendering them meaningless (you'll find them mostly in the high-tech industry, but everyone is an offender at one point or another). These words are meant to add more emphasis on a particular subject but instead they make your eyes roll.

Avoid these words when describing your offers

- | | |
|-------------------|--------------------|
| ✓ Next Generation | ✓ Cutting edge |
| ✓ Flexible | ✓ Ground |
| ✓ Robust | breaking |
| ✓ Scalable | ✓ Best of breed |
| ✓ Easy to use | ✓ Mission critical |



Avoiding these types of words and phrases will help you come off more human in your marketing and will allow you to **sounds less like a robot**. You don't want to risk confusing your target audience. Just because you have heard of these terms doesn't make your messaging any more clear. **Too many terms can be confusing**. Lastly, you aren't fooling anyone when you use buzz words or corporate speak. It sounds disingenuous to the reader and can make you appear less professional.

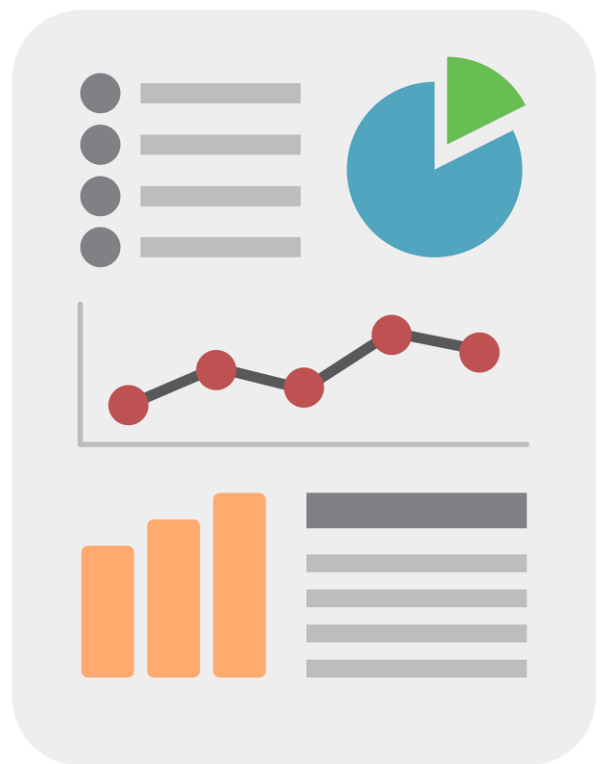


USE HIGH-VALUE OFFER FORMATS

Not all offers are created equal. Some “formats” of offers perform better than others at converting leads. For example, what’s more valuable, a whitepaper or an ebook?

Below are the types of offers, in order of performance, that generate the most amount of leads.

- ✓ eBooks or Guides
- ✓ Templates or Presentations
- ✓ Research & Reports
- ✓ Whitepapers
- ✓ Kits (multiple offers packaged together)
- ✓ Live Webinars
- ✓ On-demand Videos
- ✓ Blog (including offers in the nav or sidebar)
- ✓ Blog posts (if there is a CTA in the post)
- ✓ Middle-of-the-funnel offers: Demo Requests, Contact Sales, RFP, etc. (more sales-ready offers)



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, videos or other formats do better.



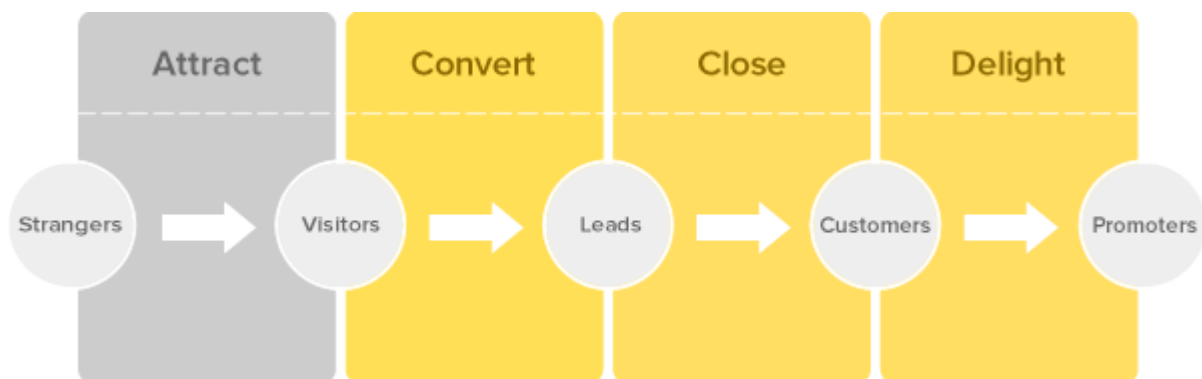
CHAPTER 2

CALLS-TO-ACTION THAT ROCK

Calls-to-action (CTA) are the secret sauce for driving people to your offers. If your CTAs aren't effective at capturing people's attention and persuading them to click, then your offer is useless.

CTAs can be used on product pages (non-landing pages), in display ads, email, social media, direct mail and pretty much anywhere you can market your offer. They are an important piece in multiple stages of the Inbound Methodology.

- ✓ **Convert:** CTAs are the gateways to your landing pages. Just as you do your offers, forms, and landing pages, you should personalize your CTAs so they speak to what each visitor cares about most.
- ✓ **Close:** Use "Smart CTAs" (such as the ones available in a tool like HubSpot) to appeal to specific persona types. Nurture leads with smart content, and give prospects the chance to speak to sales people at precisely the right time.
- ✓ **Delight:** By now, you already have quite a bit of information about your customers. Use that information to create Smart CTAs that direct your customers to offers that speak to their unique needs.



PLACE YOUR CTA WHERE THE EYE CAN SEE

Calls-to-action do best “above the fold” - 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. Doubling impressions on your CTAs can significantly increase your lead count.

Notice the placement of the primary CTA on the FreshBooks homepage. Two buttons for “Try it Free for 30 Days” stand out above the fold



What performs better, a light blue or dark blue button? Know for sure by A/B testing your CTAs.

- ✓ Create two variations of your CTA with different language, design, or click-to-links.
- ✓ Insert the CTA in any email, blog post, site page or landing page.
- ✓ Each CTA variation is shown to 50% of your viewers.
- ✓ Measure the results of the A/B test and see which converted the most leads.



CLARITY TRUMPS PERSUASION

This is a phrase that can not be used often enough. You will see a lot of marketers put more focus on being clever than clear. Be crystal clear about what offer is in your CTA, and be specific. If you're giving away a free guide, say "Download our FREE guide to X." If you're hosting a free webinar, say "Register for our FREE webinar on X." X should clearly convey a compelling benefit of receiving the offer. This is much more effective than "Download Now" or "Get a Free Article." These simply aren't specific enough.

Notice that this CTA is to promote a free ebook. There is little copy in the header and a button that indicates it's clickable.

Complete this form
to get your
FREE eCommerce
Platform Analysis

protected by reCAPTCHA
[Privacy](#) [Terms](#)

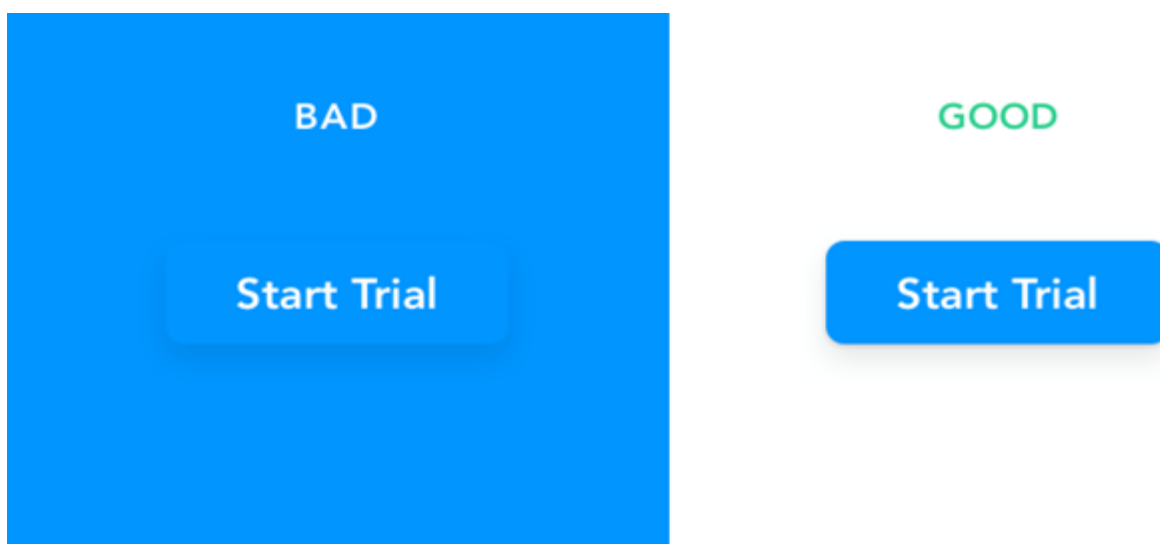


DOWNLOAD YOUR ANALYSIS



USE CONTRAST TO MAKE CTAs STAND OUT

A call-to-action is meant to stand out, so if your CTA blends in too much with your site design, no one will notice it. You want as many eyeballs to land on that call-to-action as possible, so use contrasting colors to make the CTA stand out. More importantly, use design to make it clear it is a clickable call-to-action.

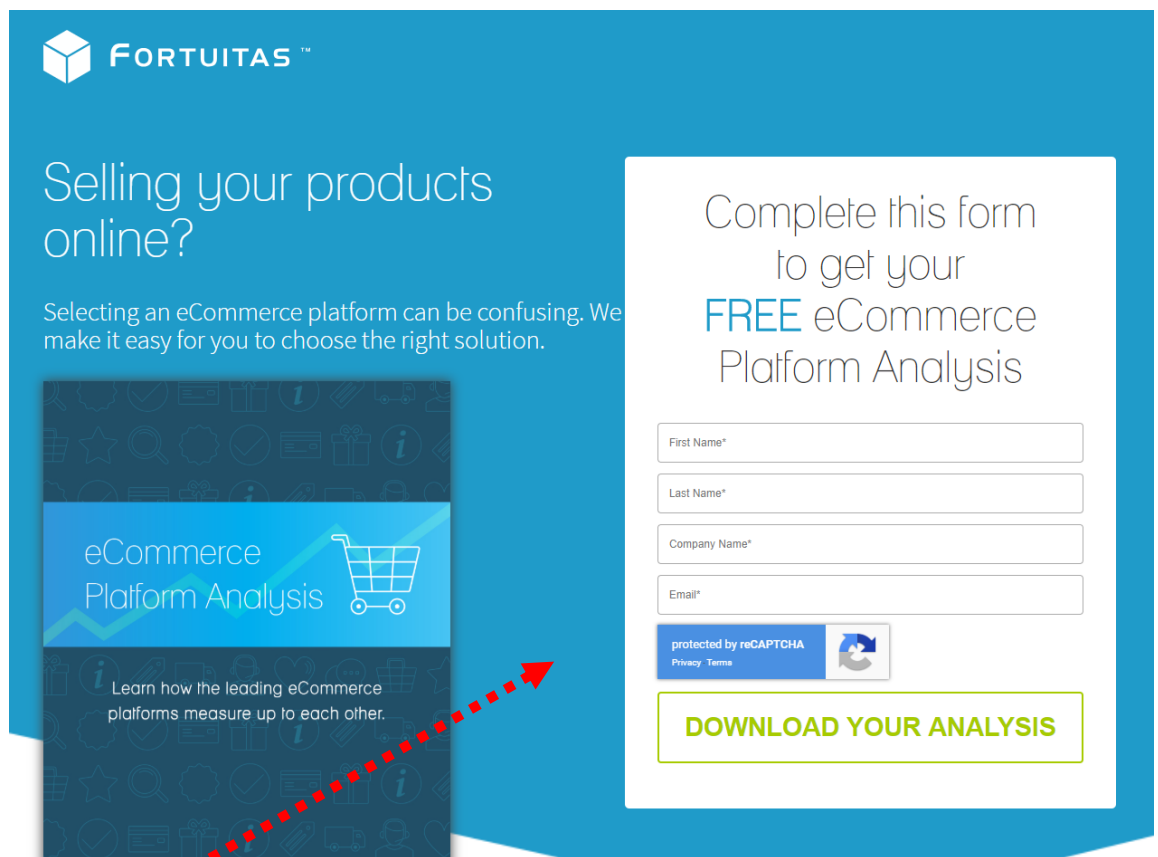


In this example, the primary call-to-action for start a trial is buried because the button is the same color as the blue background. It would be worth testing to see if a different color such as blue, red, or orange would result in more clicks.



LINK YOUR CTA TO A LANDING PAGE

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.



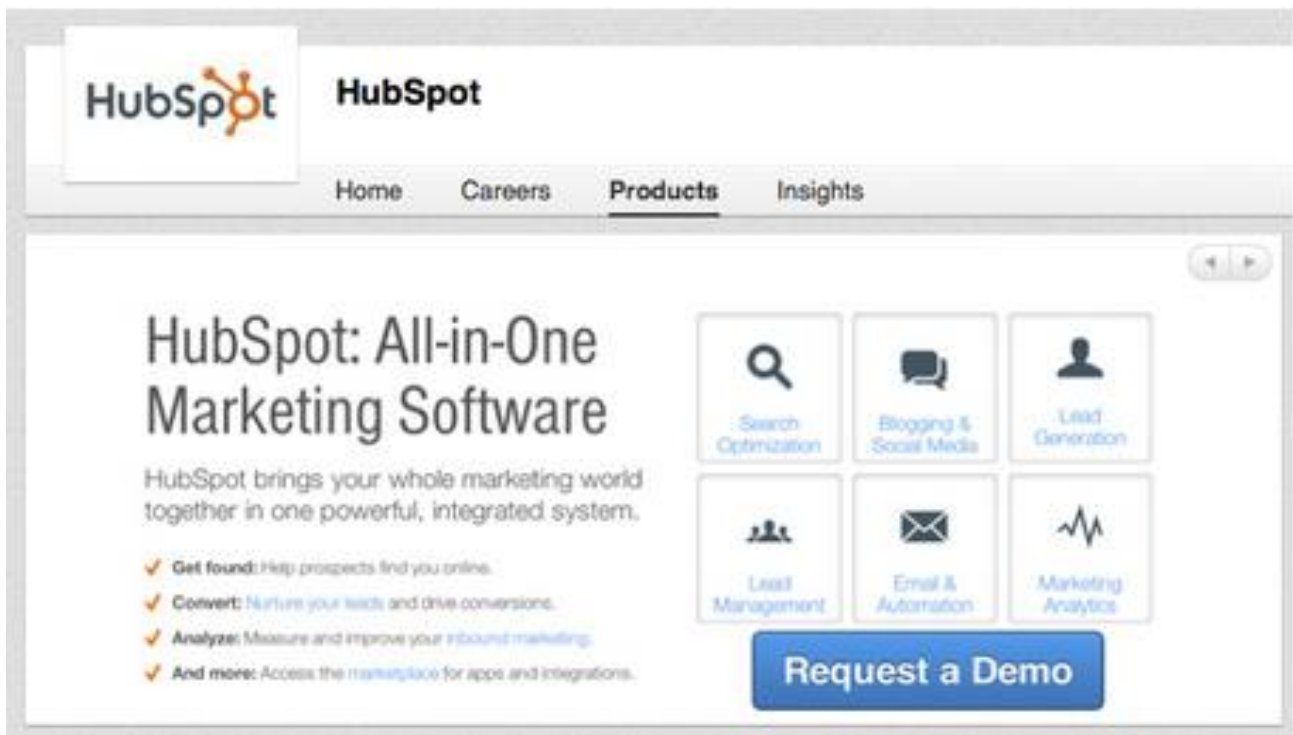
Find Out More

This CTA for an ebook drives visitors directly to a landing page for that ebook.



PROMOTE OFFERS ON PRODUCT PAGES

CTAs shouldn't be one size fits all. If your company offers various products or services, you may want to consider creating a different offer for each of them. Then you can place CTAs linking to each offer on the website pages that are most relevant to that offer.



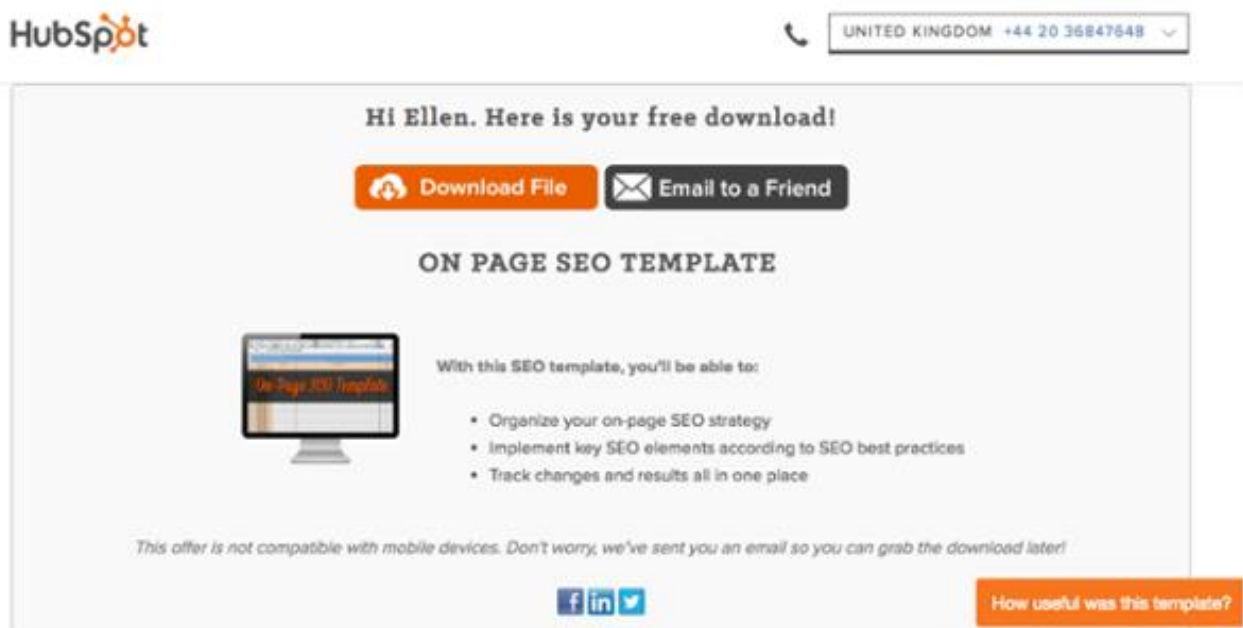
In this example, a CTA for "Request a Demo" is placed on a product page. To generate more leads, there might also be a CTA for a "Free Guide to CRMs," because it is related to the product offering.



THANK YOU PAGES ARE GREAT CTA REAL ESTATE

Even if someone completes a form on your website (thus converting them into a lead), don't stop there. Increasing engagement is also a top priority for marketers so that prospects turn into loyal fans.

Once someone reaches a "thank you page," which is the page that a visitor arrives on after completing a form, use that space as an opportunity to promote more offers and content. For example, if a visitor on [hubspot.com](https://www.hubspot.com) downloads a guide on email marketing, HubSpot can offer them another offer for to see a demo of their email marketing platform.



Hubspot thank you pages quite often offer a secondary call-to-action for a demonstration or other actions on their thank-you page.



CHAPTER 3

LANDING PAGES THAT CONVERT

Landing pages are one of the most important elements of lead generation. 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.



ELEMENTS OF AN EFFECTIVE LANDING PAGE

Landing pages, sometimes called “Lead Capture Pages” are used to convert visitors into leads by completing a transaction or by collecting contact information from them. Landing pages consist of:



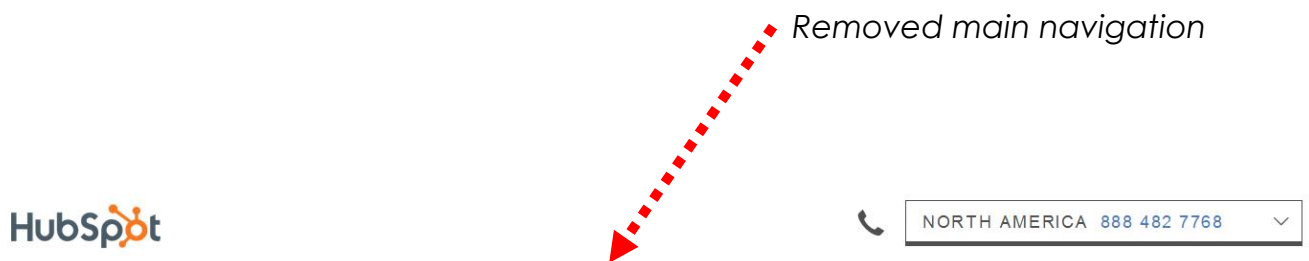
- ✓ A headline and (optional) sub-headline
- ✓ A brief description of the offer
- ✓ At least one supporting image
- ✓ Supporting elements such as testimonials or security badges (Optional)
- ✓ Most importantly, a form to capture information



REMOVE THE MAIN NAVIGATION

Once a visitor arrives on a landing page, it's your job to keep them there. If there are links on the page to move about your website, it will distract your visitors and decrease the chances of them converting on the page.

One of the best ways to increase your landing page conversion rates is to simply remove the main navigation from the page. That's it!



The Ultimate Guide to Redesigning Your Website

Download this free guide to easily plan your next website redesign.

Want to redesign your website? A redesign can be a huge success – or it could fail miserably.

The best way to ensure success is to **plan your exact route of attack**. If you haven't thought about your goals, strategized the desired success, or even considered why you're doing a redesign, you could find yourself in a tussle.



That's why we're offering a complete guide on planning your website redesign. Follow along – and fill in your own data and ideas – as we show you all the important steps to planning and launching a website redesign:

I want to download this!

First Name *

Last Name *

Email ([privacy policy](#)) *

Phone Number *



MATCH THE LANDING PAGE HEADLINE WITH THE CTA

Keep your messaging consistent on both your CTA and the headline of the landing page. If people click on a link for a free offer and then find out there's a catch on the landing page, you'll instantly lose their trust. Similarly, if the headline reads differently than the CTA, it might lead to confusion, and the visitor might wonder if the CTA is linked to the wrong page.

The diagram illustrates the importance of consistency between an advertisement and the landing page it leads to. At the top, an ad for HubSpot Inbound Marketing is shown. The ad includes the URL www.hubspot.com/Inbound-Marketing and the headline "Inbound Marketing Software. Easy To Use." The call to action (CTA) in the ad is "Get A Demo Now!". A blue arrow labeled "Ad copy to landing page" points down to a landing page. The landing page features the HubSpot logo and a headline that reads "Definitely not your Everyday Product Demo". Below the headline, there is a paragraph of text and a list of five points explaining how HubSpot's software works. On the right side of the landing page, there is a form titled "Request a demo call today!" with fields for First Name, Last Name, Email, Phone, and Company. A red arrow points from the "Get A Demo Now!" CTA in the ad to the "Request a demo call today!" CTA on the landing page, highlighting the consistency in messaging.

HubSpot Inbound Marketing
www.hubspot.com/Inbound-Marketing
+1
Inbound **Marketing** Software
Easy To Use **Get A Demo Now!**

Ad copy to landing page

HubSpot

Definitely not your Everyday Product Demo

HubSpot's all-in-one Inbound Marketing Software consistently drives more leads to the 5,000+ marketers who use it every day. But you're here because you want to know what HubSpot can do for YOU. So we've crafted our demo calls to show you exactly how HubSpot can make your business better!

Here's how it works:

1. Fill out the form on the right and one of our friendly Inbound Marketing Specialists will give you a call in a couple of days.
2. We'll evaluate your website's current performance. How well are you currently taking advantage of inbound marketing? We'll find out.
3. We'll compare you against your competitors and identify opportunities to beat them online.
4. We'll show you how to convert more visitors into leads to increase your revenue over the long term.
5. We'll demonstrate how HubSpot tracks the ROI of your marketing efforts so you can improve over time.

So what are you waiting for? **Grab a demo today!**

Request a demo call today!

First Name *

Last Name *

Email *

Phone *

Company *



LESS IS MORE

I'm sure you're aware of the rule "keep it simple, stupid." The same applies to landing pages. A cluttered page means a distracted visitor. Be brief and to the point. It's in the offer itself where you provide more information. In addition to your headline, include a brief paragraph explaining what the offer is, followed by a few bullet points outlining the benefits of the offer.



It's easy to want to try and provide all of the information you have to attract people and convert them. This is exactly what you **don't** want to do. In order to have a big converting landing page remember...

- ✓ Use imagery (where you can) to replace text
- ✓ Think responsively
- ✓ Be clear and concise



EMPHASIZE THE BENEFITS OF THE OFFER

Make it clear in your brief paragraph and/or bullet points what the benefits of the offer are. It's more than just listing what the offer is comprised of; it takes a bit of spin. Instead of "Includes specifications of product XYZ," say something like "Find out how XYZ can increase productivity by 50%." In other words, convey the value of your offer clearly and effectively.

FORTUITAS™

Selling your products online?

Selecting an eCommerce platform can be confusing. We make it easy for you to choose the right solution.

eCommerce Platform Analysis

Learn how the leading eCommerce platforms measure up to each other.

Complete this form to get your **FREE** eCommerce Platform Analysis

First Name*

Last Name*

Company Name*

Email*

protected by reCAPTCHA

Privacy Terms

DOWNLOAD YOUR ANALYSIS

The landing page copy tells the visitor what they will receive when downloading the offer.



ENCOURAGE SOCIAL SHARING

Dictionary.com defines [social sharing](#) as something we do digitally with the purpose of sharing online

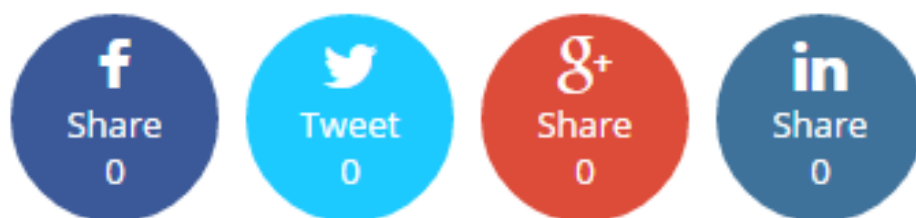
social sharing

[soh-shuh / shair-ing]

noun Digital Technology.

The activity of sharing photos, videos, links, etc., on a social-media website, within an interactive application, or through other online channels.

Your landing page is no different. You need to be able to give your visitors a chance to share it to their social networks and groups in a way that makes it fast and easy. Buttons enable your prospects to share content and offers.



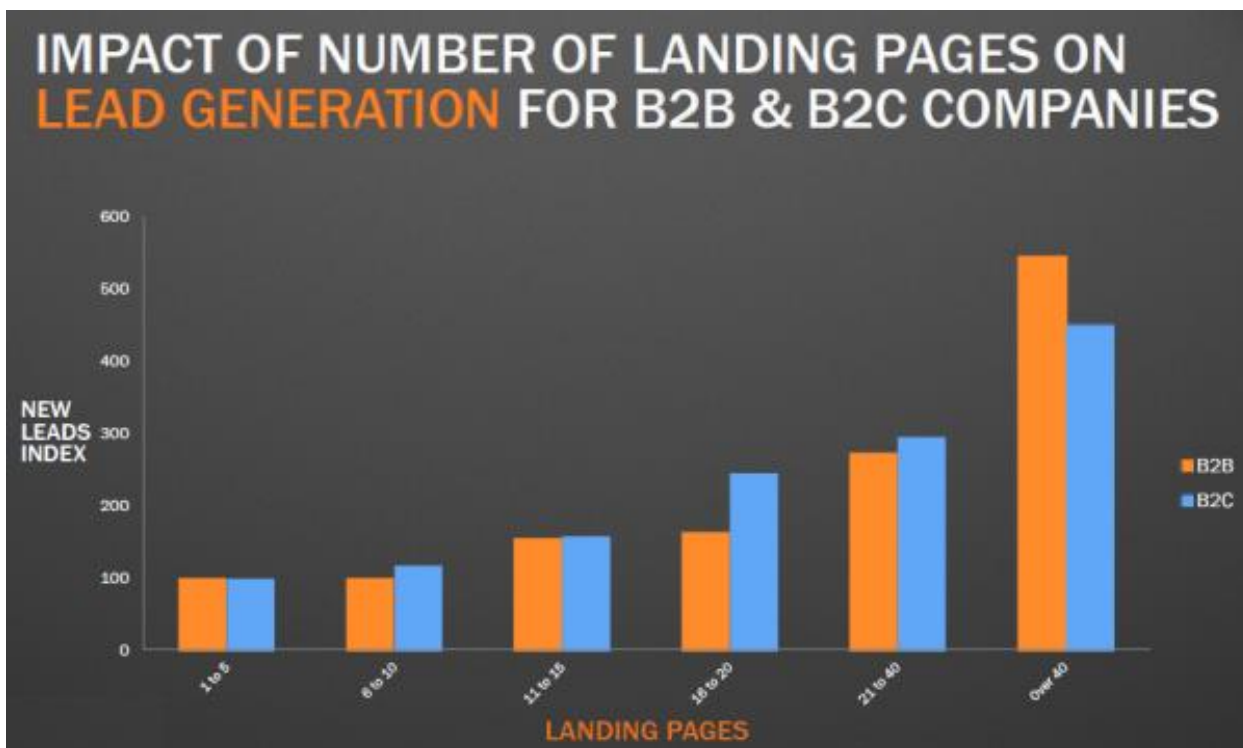
Include multiple social media channels as well as email, since people have different sharing preferences. When your offer is shared more, more people land on the page, and therefore more people fill out your form and become leads!



MORE LANDING PAGES EQUAL 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 you have to generate more leads for your business.

While most companies don't see an increase in leads when increasing their total number of landing pages from 1-5 to 6-10, companies do see a 55% increase in leads when increasing their number of landing pages from 10 to 15. And look how that leads index number spikes even more when a company has 40 or more landing pages on their website. And here's how it breaks down for B2B and B2C businesses. ([source](#))

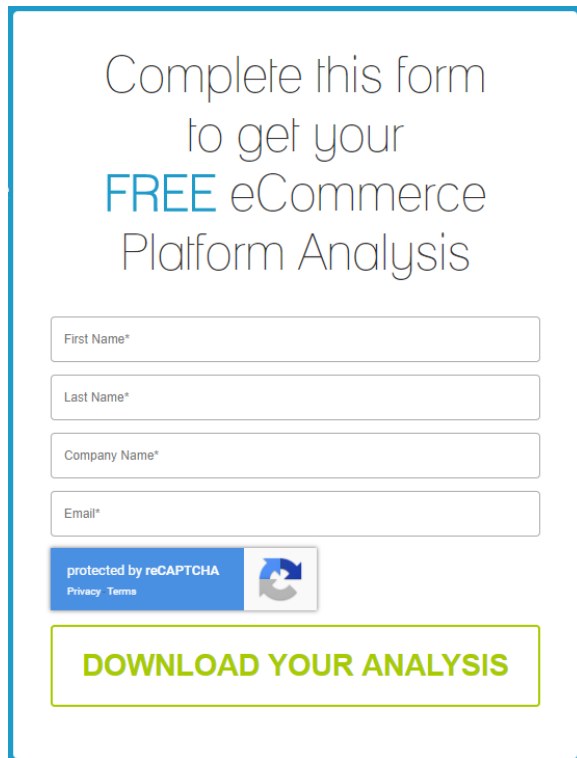


CHAPTER 4

OPTIMIZED FORMS

Forms are the keys to good landing pages. Without them, there is no way to “convert” a visitor into a lead. Forms come in handy when it's time for people to sign-up, subscribe to your site or download an offer.

In this chapter you will read about tips that will uncover how to build great landing page forms like the ones listed here.



Complete this form
to get your
FREE eCommerce
Platform Analysis

First Name*

Last Name*

Company Name*

Email*

protected by reCAPTCHA
[Privacy](#) [Terms](#)

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- ✓ The Right Form Length
- ✓ To Submit or Not Submit
- ✓ Reduce Anxiety With Proof Elements
- ✓ Make the Form Appear Shorter



THE RIGHT FORM LENGTH

You might be wondering how much or how little information you should require with a form. There is no magic answer when it comes to how many fields your form should contain, but the best balance would be to collect only 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 friction (more work for the visitor) and fewer conversions. A longer form looks like more work and sometimes it will be avoided all together. On the other hand, the more fields you require, the better quality those leads might be. The best way to determine what works best is to test it.

Download the Ingeniux Compass Guide

Ars Logica, publisher of the The Compass Guide to Web Content Management, recently completed an evaluation of Ingeniux CMS 7.0. The Compass Guide is designed to help potential CMS buyers evaluate their choices and determine the right solution to meet their needs.

Ingeniux rated well among its peers in a recent survey, ranking, out of 10, a 7.9 in overall performance, a 7.1 in development flexibility, a 7.1 in development ease of administration.

Here are some other things you might hear about Ingeniux CMS 7.0:

"Excellent balance of functionality and ease of use...Ingeniux CMS 7.0 is a truly effective Web Experience Management solution."

"The product's use of XML is a key differentiator...Ingeniux CMS 7.0 also has among the lowest total cost of ownership in the industry."

Download the report to learn more about Ingeniux CMS 7.0. If you have any questions, we would love to hear from you. Contact Ingeniux at info@ingeniux.com or 877.445.8228.

Provided by Ingeniux - A Leader in Web Content Management

Download the Ingeniux Compass Guide

Please complete the form below to download the Ingeniux Compass Guide by Ars Logica. [We take your privacy seriously.](#)

First Name *

Last Name *

Title

Company

Phone

Email *

I am a:

Project Timeline

Questions or Comments

Submit

Form only requires three fields, all others are optional.



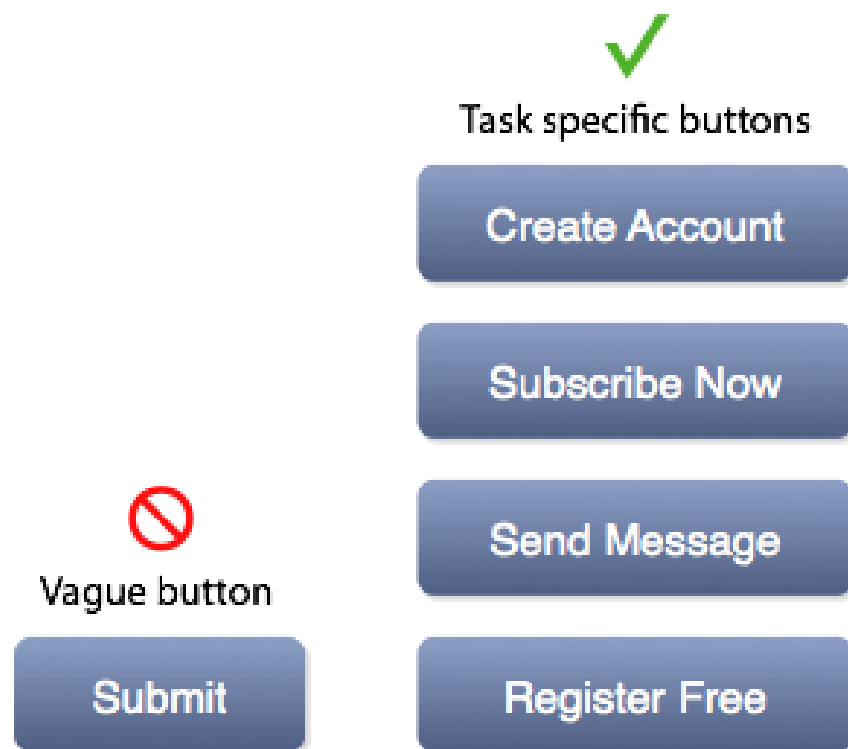
TO SUBMIT OR NOT TO SUBMIT?

That is the question most of your visitors are asking. One of the best ways to increase form conversion rates is to simply NOT use the common default word on your button: "SUBMIT."

If you think about it, no one wants to "submit" to anything. Instead, turn the statement into a benefit that relates to what they are getting in return.

For example, if the form is to download a brochure kit, the submit button should say, "Get Your Brochure Kit." Other examples include "Download whitepaper," "Get your free ebook," or "Join our Newsletter."

Another helpful tip: Make the button big, bold and colorful. Make sure it looks like a button (usually beveled and appears "clickable").



REDUCE ANXIETY WITH PROOF-ELEMENTS

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 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.



"You guys really rocked that sculpture project. Thanks for doing such a great job!"

George Washington

First President, United States of America



MAKE THE FORM APPEAR SHORTER

Sometimes people won't fill out a form just because it "looks" long and time-consuming. If your form requires a lot of fields, try making the form look shorter by adjusting the styling.

For example, reduce the spacing in between fields or align the titles to the left of each field instead of above it so that the form appears shorter. If the form covers less space on the page, it may seem as if you're asking for less.

The image shows two versions of a form, labeled A and B, side-by-side. Both forms have four input fields: Name, Email, Company, and Phone. Version A (left) has the labels 'Name*', 'Email*', 'Company*', and 'Phone*' aligned to the left of each input field. There is a significant gap between the labels and the input fields. Version B (right) has the labels 'Name:', 'Email*', 'Company*', and 'Phone*' aligned to the left of each input field, but the labels are positioned closer to the input fields. A red arrow points upwards from the bottom left towards the forms, indicating a comparison or a design tip.

Both forms have the same amount of fields, but version A might look shorter than B on the page. By introducing minor design elements you can give your forms a much more visually appealing look.

While you're at it, ASK FOR LESS. The less information you ask your user to provide, the more likely they are to give it to you.



CHAPTER 5

MULTI-CHANNEL LEAD GENERATION

Your website isn't a silo. Marketers must utilize many other channels in order to maximize their lead generation efforts. In this sense, a channel might be a retail store, a website, a social media platform, an email, or a text message. The objective is to make it easy for buyers to research, evaluate and purchase products in any way that is most appropriate for them. It's all about having the right marketing mix.

In this last chapter, we will briefly cover a few channels that help businesses generate the most amount of leads.

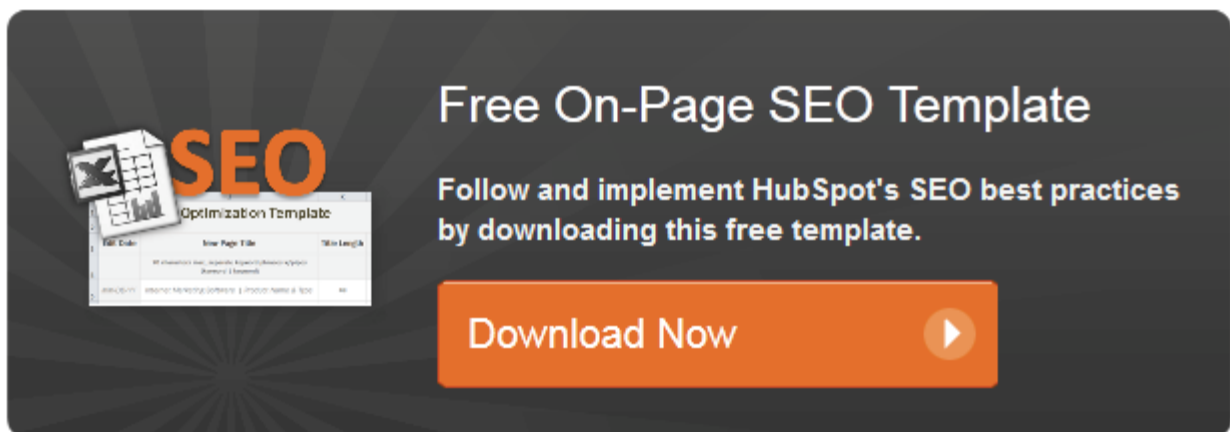
- ✓ Blogging Brings the Leads
- ✓ Email Marketing
- ✓ Social Media
- ✓ Organic Search
- ✓ Use Links and CTAs within Offers



BLOGGING BRINGS IN THE LEADS

According to [HubSpot's recent Benchmarks report](#), companies that blog 6-8 times per month double their lead volume. This proves that blogging is a highly effective channel for lead generation.

In every blog post, include hyperlinks to landing pages within the copy of the post, as well as a prominent call-to-action.



An example of a CTA at the bottom of a HubSpot blog post. The offer matches the content of the post for relevance.



EMAIL MARKETING

Many businesses may think that email marketing is only best used when communicating with existing prospects and customers. Not so! Email can be a great channel for new lead generation. Here are some ways you can use email to generate more new prospects:

Request a free trial

Name:

Email:

☐ Sign up for our monthly newsletter. You can unsubscribe at any time. See our [Privacy Policy](#) for more details.

SUBMIT

Great Company, Inc. | 100 Street | San Francisco, CA 94105
www.greatCompany.com | 888.962.4587

Focus on an opt-in strategy. If you're buying email lists and spamming your prospects, no one will want to share your email with others. They will only want to unsubscribe! The first step to email lead generation is to make sure you have happy subscribers that enjoy receiving emails from you.

Send people valuable offers. If you send really interesting or valued offers - whether it's downloads, discounts or educational content, people will more likely share your emails with their friends or colleagues.

Give people the tools to share. Don't forget to add a "Forward to a Friend" link or social media sharing buttons within each email so people are encouraged to pass it on.



SOCIAL MEDIA

Social media isn't just for liking funny pictures or tweeting what you ate for breakfast. It is an emerging channel that many businesses use to their advantage. According to the [2018 Global Digital](#) suite of reports from We Are Social and Hootsuite, there is a staggering 3.1 billion active social media users



Build a loyal following. Developing a relationship with potential customers is a critical first step. Social media connections are really about people-to-people, not always company-to-individual. Get to know your audience online. Communicate and share information. In order to generate leads, you need to have human interaction with others.



ORGANIC SEARCH

While promoting your offers through many channels is crucial for lead generation, it's also equally important to make it easy for people to find your landing pages through search engines. To do this, you need to apply search engine optimization (SEO) best practices to your landing pages, such as:

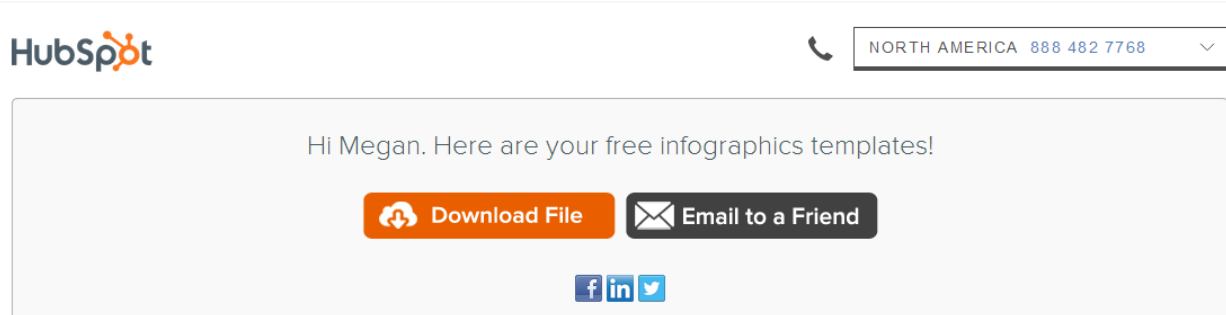


- ✓ Pick a primary keyword for each landing page and focus on optimizing that page for that word. If you oversaturate a page with too many keywords, the page will lose its importance and authority because search engines won't have a clear idea of what the page is about.
- ✓ Place your primary keywords in your headline and sub-headline. These areas of content have greater weight to search engines.
- ✓ Include the keywords in the body content but don't use them out of context. Make sure they are relevant with the rest of your content.
- ✓ Include keywords in the file name of images (e.g. mykeyword.jpg) or use them in the ALT tag.
- ✓ Include the keywords in the page URL.



USE LINKS AND CTAs WITHIN OFFERS

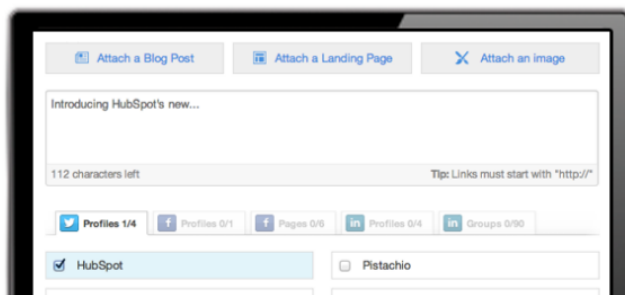
Your offers themselves are great channels for lead generation. For example, in this thank you page there is another form to fill out and try some free tools. As people share this page, they may discover other resources that are offered by the links within the content.



Once you create your infographic, share it on social media.

See how easy it can be to share an image on all of Boston Food Truck Blog's social media channels at once. Who doesn't like to save some time? Just start a free trial to get instant access to HubSpot's social media publisher.

Just start a free trial of HubSpot to get access to this tool. There's **no risk, no obligation**, and **no credit card** required.



Yes, I'd like to try HubSpot's Social Media Tools for free:

First Name *

Last Name *

Email ([privacy policy](#)) *

Website URL *

[Start Your Free Trial](#)

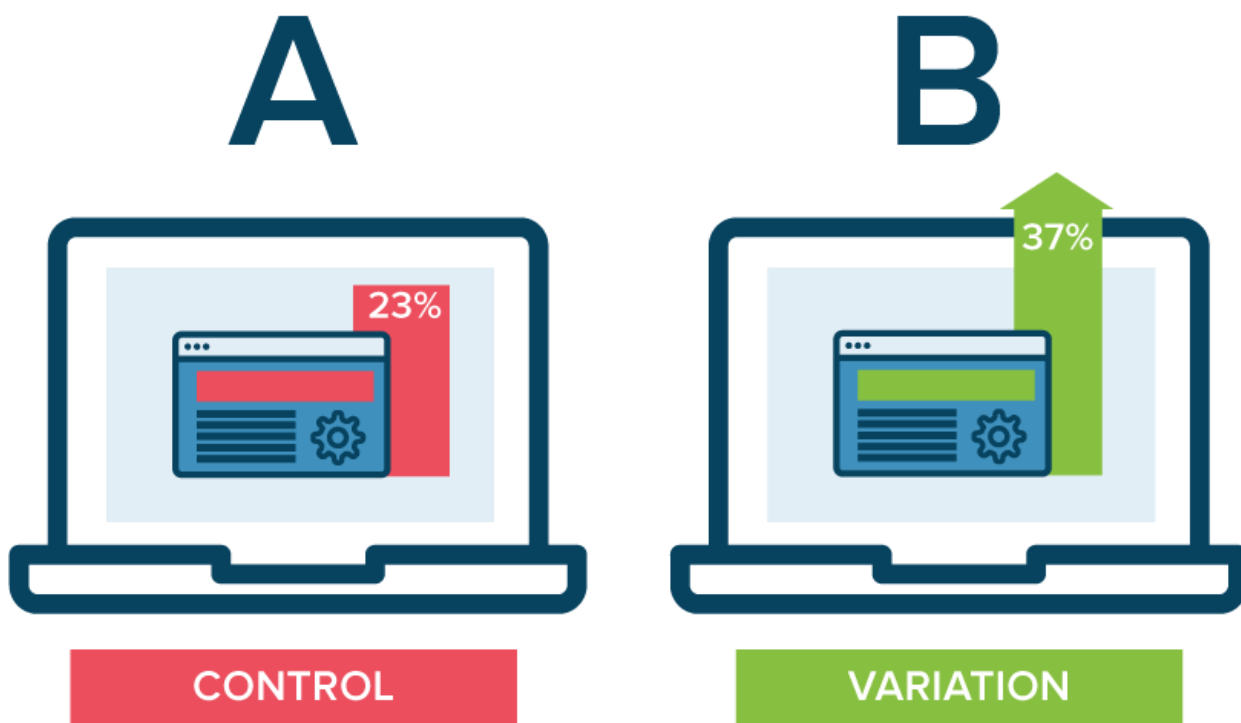
Contained within Hubspot's thank you page is an additional CTA to check out their social media tools.



A/B TESTING

While this isn't a channel per se, it is a great way to increase leads across all channels and tactics. A/B testing can be used in calls-to-action, landing pages, email marketing, advertising, and more. According to HubSpot research, A/B testing your landing pages and other assets can help you generate up to 40% more leads for your business. When done correctly, A/B testing can provide a huge competitive advantage for your company.

To learn more, download [An Introduction to Using A/B Testing for Marketing Optimization](#)



CONTACT US



www.fortuitas.com



info@fortuitas.com



(661) 295-4670



27240 Turnberry Lane,
Suite 200
Valencia, CA 91355



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