



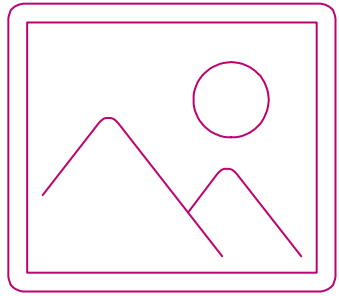
30 GREATEST LEAD GENERATION TIPS, TRICKS, AND IDEAS



WE ARE CHATTERKICK

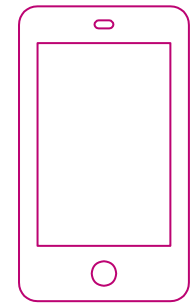
WWW.CHATTERKICK.COM

KEY SERVICES THAT SET US APART



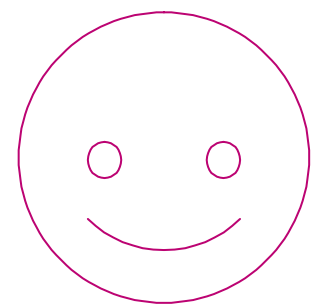
CONTENT CREATION

Using a mix of media, we tell our client's authentic stories in a way that invites and encourages engagement, interaction, and social virality.



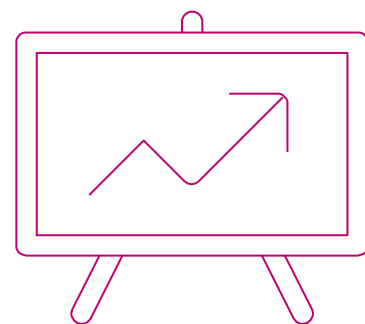
SOCIAL MEDIA MANAGEMENT

Writing status updates, monitoring Facebook, blogging, tweeting, and managing website content is a lot to do on top of running a business. We make it easy for you to tell your story effortlessly.



RELATIONSHIP DRIVEN

Taking the time to listen and interact with people is what sets us apart. We work with our clients and their customers to listen like friends, respond like humans, and prioritize like a business. We'll help your team identify the metrics that matter.



INBOUND MARKETING

If you build it, they will come. Inbound Marketing is based on providing good, relevant content that builds trust, authority, and brand recognition. And customers.

“
*You can never go
wrong by investing
in communities
and the human
beings within
them.*

”

Pam Moore

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

Generating leads - both high in quantity and quality - is a marketers 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?

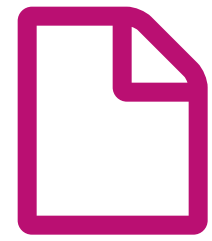
There can be a lot of moving parts in any lead generation campaign and often times it's difficult to know which parts need fine tuning. In this guide, we will expose the top 30 techniques marketers should utilize to increase leads and revenue.

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



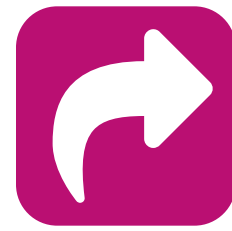
THE MECHANICS OF LEAD GENERATION

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:



OFFER

An offer is a piece of content that is perceived high in value. Offers include ebooks, whitepapers, free consultations, coupons and product demonstrations.



CALL-TO-ACTION

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.



LANDING PAGE

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.



FORM

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. Now then, let's get started.

CHAPTER 1



CREATING IRRESISTIBLE OFFERS

Yes. It's one of the most powerful words in the human language. And 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. So how do you create irresistible offers? Glad you asked....

#1 USE 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.



#2 THE BANDWAGON EFFECT

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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 your webinar page you should include how many views or participants your webinars have drawn.
- Blog Subscription: A lot of companies allow their site visitors to sign up for an email blog subscription and they include their number of subscribers on their site to validate the popularity of their blog.
- 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.

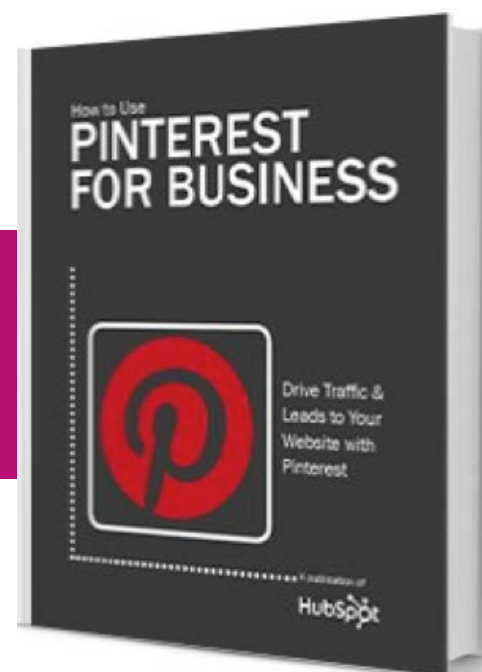
JOIN OVER 170,000 PEOPLE WHO GET FRESH CONTENT FROM COPYBLOGGER!

#3 LEVERAGE 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.

Something we do for our partners and a lot of successful companies do for themselves is create content leveraging the hot topics in the relative industry. For ex. a topical Facebook post is more likely to reach successful engagement levels as opposed to a completely random post. Someone will be much more likely to pay attention or download something and become a lead if you are posting about something they know about and/or are curious about.



#4 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.

For 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.*”

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.

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

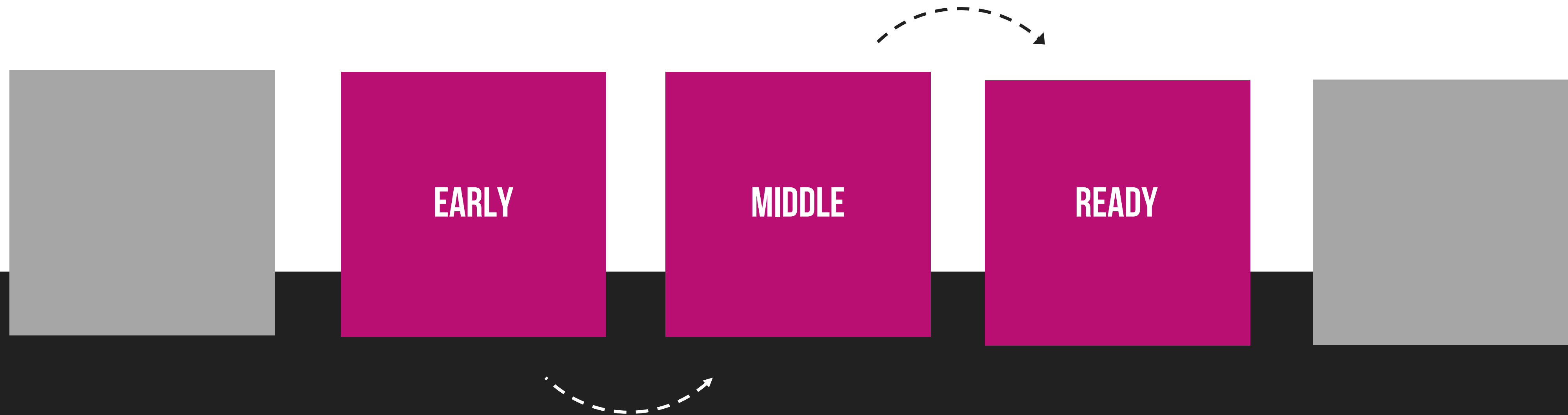


#5 CREATE OFFERS FOR DIFFERENT BUYING STAGES

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The most common offer I see 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 even engaging with a sales rep. And, 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.



#6 AVOID CORPORATE GOBBLEDYGOOK

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

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 of a particular subject but instead they make your eyes roll.

Avoid these words when describing your offers

- NEXT GENERATION
- FLEXIBLE
- ROBUST
- SCALABLE
- EASY TO USE
- CUTTING EDGE
- GROUND BREAKING
- BEST OF BREED
- MISSION CRITICAL

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$menu_pos_class = fruitful_get_class($menu_pos);
$responsive_menu_type = fruitful_get_responsive_menu_type();
$responsive_menu_type = fruitful_get_responsive_menu_type();

```


#7 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 type 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 to driving people to your offers. If your CTAs aren't effective at capturing people's attention and persuading them to the click, then it makes the offer 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.

But not all CTAs are created equal. In a world where every brand is fighting for consumers attention, it's critical that prospects choose your offer over your competitors. In this guide, we'll uncover tips to creating CTAs that rock.

#8 PLACE YOUR CTA WHERE THE EYE CAN SEE

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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



#9 CLARITY TRUMPS PERSUASION

That is one of my favorite phrases I learned from the folks at Marketing Experiments. Often times, marketers will 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 THIS BANNER AD AND A
BUTTON THAT INDICATES IT'S CLICKABLE.**



#10 USE CONTRAST TO MAKE CTAS STAND OUT

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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, and more importantly, use design to make it clear it is a clickable call-to-action.

WHILE EVERNOTE HAS A BEAUTIFULLY DESIGNED WEBSITE, THE PRIMARY CALL-TO-ACTION FOR THEIR FREE TRIAL IS SOMEWHAT BURIED BECAUSE THE BUTTON IS THE SAME COLOR AS THE GREEN BACKGROUND. IT WOULD BE WORTH TESTING TO SEE THAT IF A DIFFERENT COLOR - SUCH AS BLUE, RED, OR ORANGE - WOULD RESULT IN MORE CLICKS.



CONCLUSION

Generating leads online has the power to transform your marketing. Using great offers, calls-to-action, landing pages and forms - while promoting them in multi-channel environments - 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 best practices for every aspects 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.

Now go, young grasshopper, on your way to becoming a lead generation master.