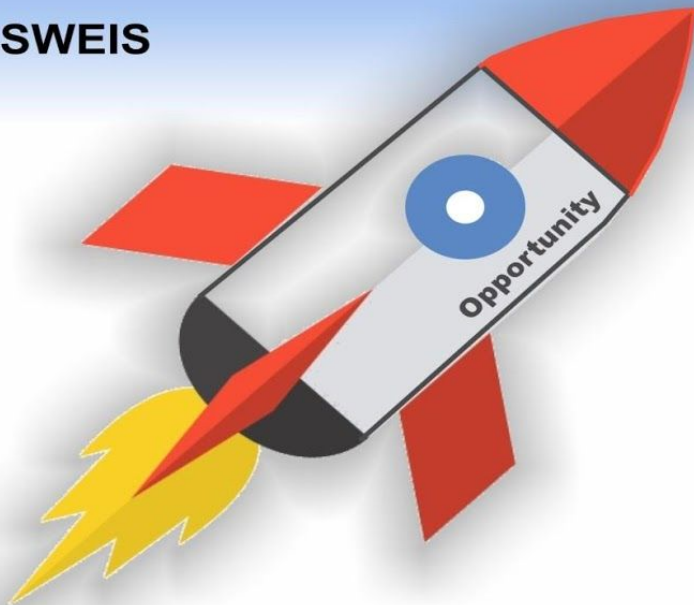




BUSINESS TIPS & TRICKS

A BEGINNER'S GUIDE TO GENERATING THOUSANDS OF LEADS

BY JUMANA SWEIS



Introduction

Leads are literally the food that feed businesses today. They help a business create interest which amounts to more sales and higher conversions.

Generating high quality leads that convert into sales is the number one talked about topic within marketers and business owners. We collectively are always looking for ways to generate leads and drum up business.

The methods and strategies discussed below are still general in nature, we periodically write blogs and may write future e-books that can take a deep dive into certain areas of the lead generation process.

You want to consider generating leads using more than one method because your prospects and/or “leads” consume information in different ways. Some get their news and information from social media where they don’t mind reading and sifting through tons of articles till they find what they are looking for. Some want to subscribe to their favorite e-news service so they can get exactly what they want delivered right to their inbox. And some are only attracted to visuals that’s where display ads and graphics can play a part. Expanding your net will expand your reach.

- Leads bring in new clients.
- Clients bring in money.
- Money helps a business thrive.

These tips have helped millions of other people achieve their goal of generating leads and they are going to do the same for you.

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1. Develop a sustainable, but an evolving marketing strategy

Your strategy is your main strength. A marketing strategy is about what you want to achieve, why you want to achieve it and how. Before you set up your strategy, you need to understand what your overall goals are. Systematically prioritize your goals in



numbers (number one for most important), ask yourself what you want to achieve and then move forward towards creating the strategy--always keeping the end goal in mind. Everything you do, everything you create and every task you execute has to resound your strategy.

A marketing strategy usually involves a content

marketing plan, SEO steps, social media marketing plan, email marketing strategy, various funnels, analytics tool setup, and much more.

Depending on what your goals are, your marketing strategy will take different forms and volumes too.

Start with identifying who your customers are. There is an excellent term in marketing to designate those potential customers, and that term is “a buyer persona.” So, make sure to create the buyer persona of your product or service. This is the person who is more likely to buy from you. By identifying their age group, interests, habits, and behaviors, you will be able to market your product or service more successfully.

Also, while creating the marketing strategy, take into account whether you are dealing with the B2B or the B2C sector. Behaviors and needs in these two sectors will vary greatly and will thus affect your strategy. It's your responsibility to identify the market and come up with the right tools to take over that market. Once you have identified your market, you can move to the next point into generating leads.

2. Find out and highlight your value proposition

Markets are full of great products and services. You are not going to surprise someone with a well-working mobile app or a cool coffee machine. However, people still choose a certain product over another.

Why? How does this work?

Well, there is what we call the competitive edge/advantage or the value proposition that each product or service have. Find out what makes your products and services superior to others. Why would someone sign up to your services or buy your products vs. your competitors?

By knowing and highlighting the value proposition of your product and/or service, you will be able to generate more leads than many of your competitors. What makes what you have to offer unique?

So, make sure to dig deep into your product and/or service and make it stand out among what your competitors offer. Then, push what you offer forward through showcasing and flaunting its' unique selling point to your potential customers.

Below are a few of what companies compete on:

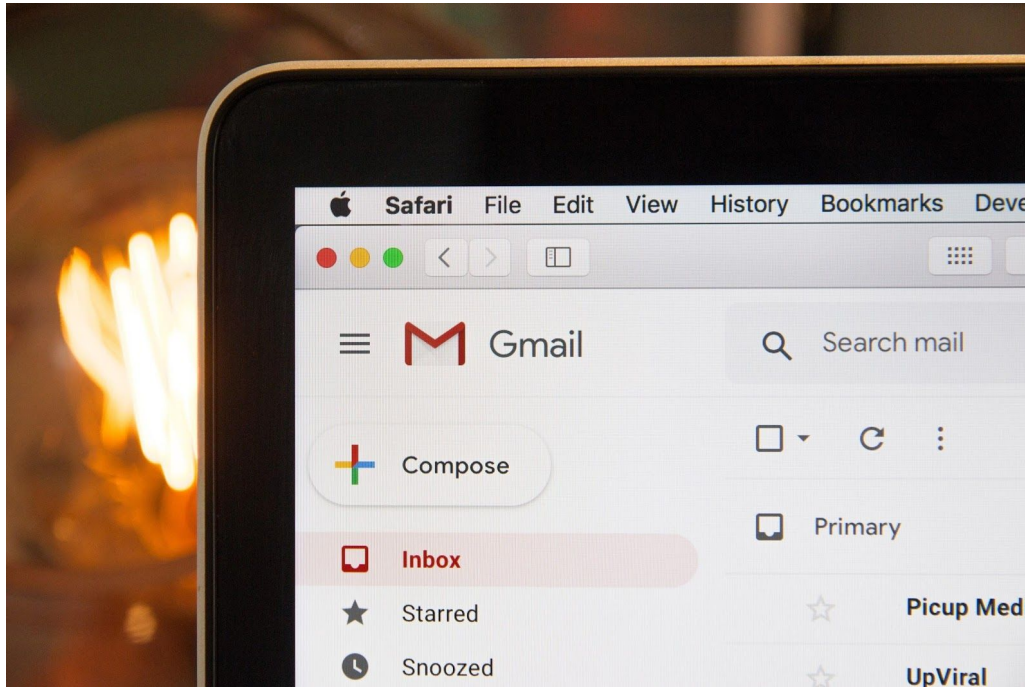
- Quality of products
- Customer service
- Price
- Return policy
- More based on what it is that you sell.

3. Think about creative Email campaigns

Email campaigns can be a very efficient lead generation strategy. You have an opportunity to reach a captivated audience, who willingly signed up to get your newsletter and/or read your weekly blog and want to hear from you. Still you have to know the ins and outs of how to communicate with your customers or future customers via email as it requires a few skills and talents.

A healthy open rate is typically in the [20-40% range](#).

And of course, with A/B tests and some experimentation, you will be able to increase both open rates and click-through rates and ultimately your RoI (Return on Investment).



Here are a few tips to make your emails more attractive:

- Choose a catchy subject line and then rotate it every few weeks.
- Add relevant emojis in the subject line, anything to grab someone's attention.
- Segment your email list into groups to personalize the email text based on the segment's interests.
- Wherever possible, add clear Call-to-Actions.
- Be concise and clear with your messaging.
- Write copy that is engaging and has stickiness.
- Use large buttons.
- Use consistent design across your whole campaign to be easily recognizable and memorable.
- Fine tune your tone and voice to sound friendly as if you're just having a friendly conversation.

4. Implement the right social media marketing campaign

Social media is everywhere now: in both desktop and mobile devices. And most importantly, everyone is on social media, including your customers and all of your competitors too. This makes social media channels a great place to advertise, gather leads, and later turn them into sales.

A digital marketing strategy thus should include a solid social media marketing strategy too. You need to understand where your buyer personas usually hang out. Based on age and interests, people hang out on different social media channels.



For example, younger generations like Millennials and Gen-Z are more active on Instagram and Snapchat.

Another segment of social media users is more active on Facebook or Twitter. And some are active on LinkedIn.

So, based on what you want to achieve, you need to have a strategy in place. If you're trying to promote a B2B business, then you might want to establish a strong LinkedIn presence. And if you're trying to promote a B2C product, then Instagram, Snapchat, and Facebook should be your go-to channels.

Here are a few social media marketing tips for you:

- Identify your goals and select the best platforms accordingly, the platforms that we've covered above.
- Create a social media posting calendar and deliver quality content constantly.
- There are services that allows you to post on multiple social media platforms instantly..we've used buffer.com in the past.
- Involve influencers whenever possible, we are covering influencers next.
- A/B test so that you can tweak your campaigns.
- Set up targeted ad campaigns, don't just have one message.
- Use display ads when possible, and be concise with your messaging.
- Use ads with conversion in mind.
- Measure the results, learn, and repeat.

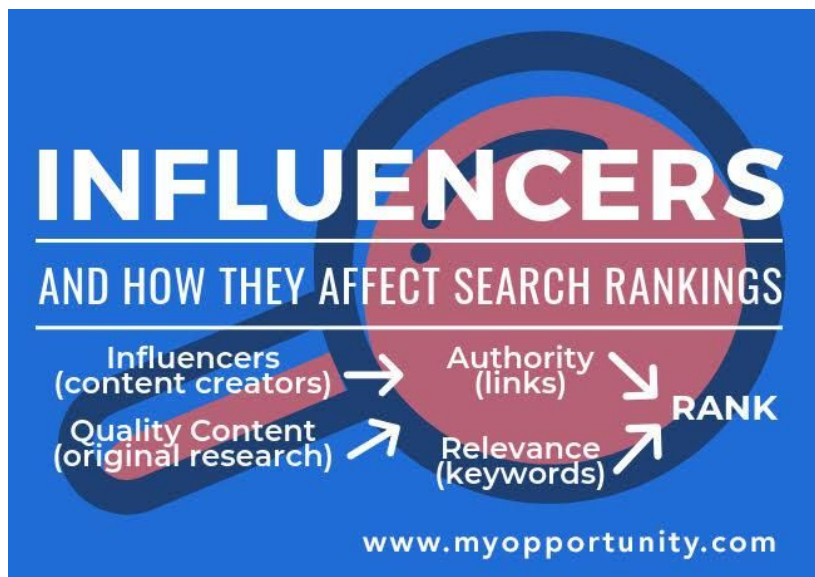
5. Use social media influencers

Social media influencers can be a great resource for establishing a connection between your brand and your potential customer. Big brands use celebrities; smaller ones usually use less famous influencers, we call them micro influencers.



These are the people who have followers on Instagram, Twitter, Snapchat, and YouTube. The follower base can range from a few thousand to millions of followers. But usually micro influencers have more engaged followers, and thus it's more effective to advertise with them.

Influence can be content creators so make sure you align your business with influencers that talk about similar products or services as the ones you offer. For example; there are travel influencers, beauty industry influencers, technology influencers...you get the picture?



Usually, there are two ways for reaching out to influencers; either writing them directly or contacting their agents/representatives. We have found it much easier to communicate with people directly.

There are platforms for connecting brands and influencers too, so do your research and decide how

you want to approach this, also be careful from influencers who over promise and don't deliver--always read reviews.

6. Try SEO (Search Engine Optimization)

SEO has been a buzzword for several years now. And its principles have changed over time too. You might have heard about black hat and white hat SEO tactics with black hat tactics being spammy and not so effective anymore.

At the core of where SEO keyword research stands. Implementing keywords in your messaging enables you to create evergreen content that brings your website visitors over months and even years.

One of the best free keyword research tools is [Google Keyword Planner](#). Once you do your research and find relevant keywords, you can start incorporating them in your articles, press releases, blog posts, and overall website content.

There are some technical aspects to SEO too, such as XML sitemaps, Google Search Console setups, and more. But there are tools to help you figure out these things too. One such tool is YOAST SEO, which is a Wordpress plugin used by millions of digital marketers.

But keep in mind that SEO is something very dependent on Google algorithms. Hence, keep an eye on constant algorithm changes so you can keep your SEO strategy fresh, and up to date, and always working for you.

SEO is going to provide you with a bunch of useful things. First things first, if done right, it will ensure that you appear on the first page of Google search results for a specific keyword or list of keywords. People usually tend to trust a brand that appears at the top of their search results. So, your goal will be to get and remain at the top for as long as possible.

7. Paid ads and Google AdWords (now Google Ads)

Some people find that paid ads and Google Ads are a waste of time and money. However, the truth maybe just a lack of knowledge in how to use ads to generate leads and then convert these leads them into paying customers. That tends to be a challenge for a lot of businesses.

So, the number one tip here is to start with reading and watching video tutorials on how to set up ad campaigns. You will need the keywords you have researched through Google Keyword Planner, and you will also need catchy descriptions for your products and/or services. Don't be afraid to get creative with your ads. Google Ads also allows for using visuals (display ads) to attract visitors and convert them into leads.

Another essential thing to note here is to experiment and optimize the ads continuously. You cannot set up ads one day and leave them as they are and never come back and expect to generate leads at the same time. It takes time and dedication, and a lot of commitment to succeed.

The whole process should be approximately like this:

- Decide your target/goals, (who do you want to reach, where, and what do you want them to do after seeing your ad).
- Set up a budget and a timeframe (how much, how long do you want to run the ad for).
- Set up the ads and optimize them regularly.
- Measure the results.
- Learn and repeat the cycle.

8. Talk to the press and get media coverage

Getting some press coverage is always a good idea. You can do this whenever you have a new product release, a change in your company structure or mission, or pretty much anything newsworthy. View press releases as a marketing tool rather than mere information sharing.



There are various press release distribution models out there that can help you get enough coverage for a fee. Prnewswire.com is one of them, we've also used ereleases.com. There are also local newspapers and news outlets that would be

happy to help as well. So, depending on the scale of your news and your goals, you can find an excellent media coverage service and have your story written and distributed.

Make sure to build solid relationships with journalists and media publications. You are going to need their services in the future too. Go to various events where you can meet media people and network, make friends there. Networking is so important for your business growth.

9. Join relevant associations and communities so that your company gets industry recognition

Your priorities changes depending on what your company is about. For some businesses, joining associations or communities is not a huge priority. So, you might not need to allocate time and resources to this kind of activity.

However, there are other types of products and services that can be promoted through networking and joining various associations for brand awareness and reputation building.

If you are thinking about joining an associations or a community, you can take the following steps:

- Find out how many relevant associations there are out there.
- Check the quality of your list.
- Start contacting.
- Actively participate and get committed.

10. Have a great website in place

We have been talking about the importance of SEO. SEO is almost useless without a great website. So, make sure to design and develop a great website with all the bells and whistles. Your website should reflect your mission, what you serve, who you serve, and showcase your products and services.

Take into account the messaging you use to attract people to your website. The tone and voice are key factors in how successful you will be in generate leads. Your website

should make a great first impression to all the prospects that navigate it. It is the first thing people see when they first learn about your company. Research shows that you have 5 seconds to make that impression--so make it count.

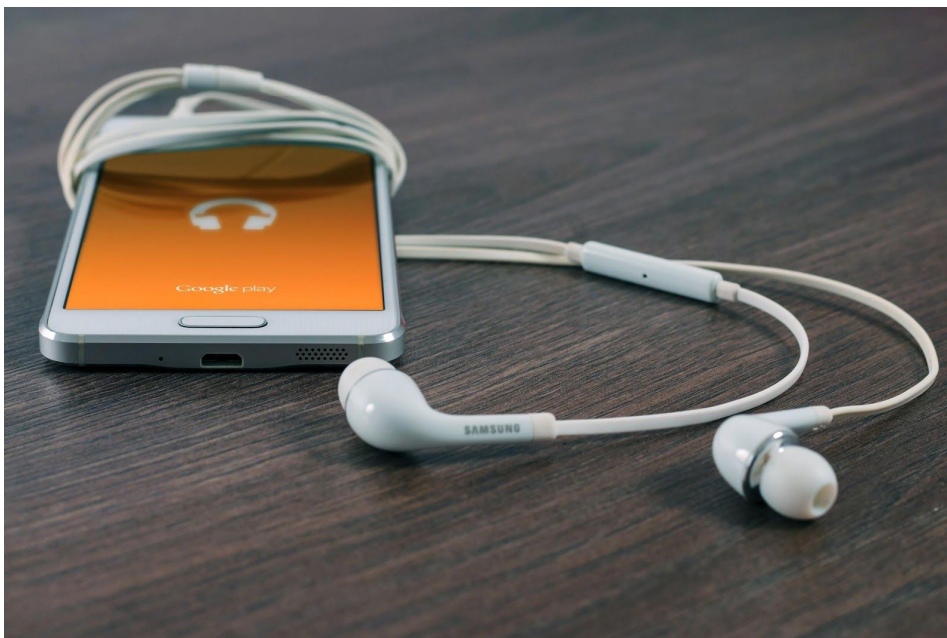
The following are a few things a great website should have:

- Simple and comprehensive design.
- Content that's easy to read full with your SEO keywords.
- Easy navigation and great user experience.
- Clear communication of company values and mission.
- Explicit descriptions of products and/or services.
- Catchy overall website content.
- Great Call-to-Action that should be spread all over your website.
- Landing pages built for your social media ads, Google Ads, SEO...
- Videos, visuals, and images.
- Email subscription form.
- Contact form and/or live chat.
- A Blog, more on this below:

A blog is a tool that many marketers use to generate leads and help spreading your brand awareness. It is a magnet for all of your SEO keywords. Your blog articles should

not be overly promotional; they should provide value instead. In fact see if you can solicit topics and blog articles from your customers. Write about hot topics you see on the news and most talked about on social media. Be relevant and interesting.

Some of the best blogs educate and entertain their readers rather than sell something. Be authentic and mean it.



11. Organize interesting podcasts

A podcast is an episodic series of digital audio files that you can download to listen to.

Podcasts are also an excellent way of spreading awareness, generating buzz, and getting leads.

A lot of marketers use podcasts as an alternative to video. But it can be an addition to video as well. Some marketers or business owners may feel that a podcast is a little less than “being on the spot” as it is in front of the camera. See if you can upload at least one podcast on your website...a podcast series is even better.

12. Organize webinars and share knowledge and expertise

Webinars are another great way of generating leads. They should be informative and entertaining at the same time. Usually, people who already know a few things about your product/service will opt to watch your webinar. This is great news for marketers since this makes them easier targets for buying your products and signing up to your services.

Webinars are easy to organize, and they don't come with high costs either. There are various online platforms you can use to hold a webinar. Just make sure to promote your webinar through email or social media channels in advance in order to ensure high participation rates.

Also, make sure to send thank you notes to all who attended your webinar...maybe even offer them some kind of coupon as a reward for attending.

13. Shoot videos for YouTube or IGTV

YouTube videos, especially reviews and tutorials, have been a hit for years. Now that Instagram has introduced its new video feature IGTV, you can share your longer videos there too. In fact, YouTube and Instagram have grown into a great place to promote both products and/or services.

Make sure to post your videos on a regular basis and always make sure to ask your audience to subscribe to your channel.



There are many businesses that rely on YouTube for 100% of their revenues--this is because people love watching videos. See if you can find someone (a reviewer) with a great following on Youtube and ask them to review your products and/or services.

If possible and you have the budget, you should have a dedicated

person managing your YouTube and/or IGTV Channel. This person should create, publish and manage constant video content for your company.

Videos are indexed by Google either instantly (up to 8 hours) vs. organic SEO or paid Google Ads.

14. Provide great products and add-ons

Setting all of your marketing efforts aside. Selling quality products and services should be your number one priority, offering add-ons and extras can help boost your sales and grow your business too.

You can do the following:

- Offer free, or low-cost trials.
- Offer discounts and coupons.
- Offer referral bonuses and rewards.
- Offer gifts and surprises.
- Be on time when delivering your product or service.
- Offer refunds if your customers are not satisfied with what they received from you. Remember a key factor here you always want to leave people with a positive experience in their dealings with you.

15. Nail the customer support

Remember, we were talking about having a live chat on your website a bit earlier? A live chat can be a real life-saver for your potential customers. Make sure to have a dedicated someone or a whole support team (if your business is big enough) to be there for your customers. A lot of the sales can happen through and due to the live chat and great support.

Let your customers generate faith in your brand. They will become returning customers in the end and they will tell others about you.

Generating a lead and keeping a customer are two different things. Quality and trust will help you achieve both. Great support service will help you prove that you provide quality, and you are trust-worthy.

16. Keep an open eye on analytics tools and reports

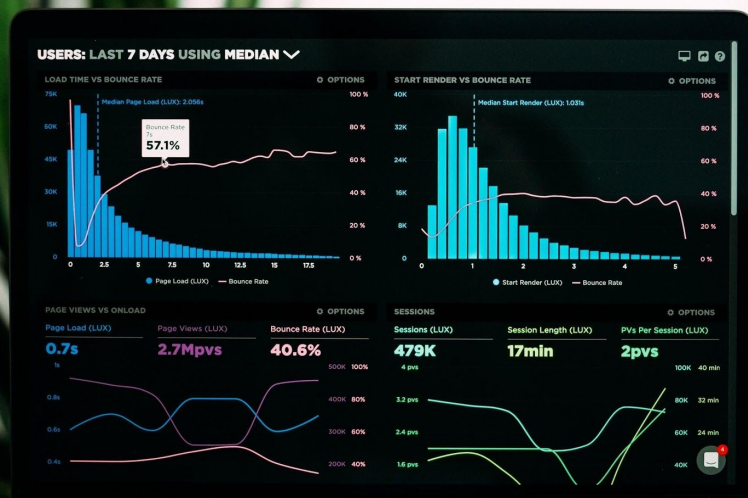
All your lead generation efforts can go to waste if you don't have the tools in place to track them. Operating with no analytics is like walking through the forest blindfold. Make

sure to set up and use website and funnel analytics tools such as Google Analytics, Hotjar, or Mixpanel and try to find out wins, mistakes, or breakdowns in your strategy.

Finding and fixing things will eventually help you generate more leads and subsequently converting them into sales. Moreover, realizing what you're doing right, will enable you to do more of.

Marketing analytics can help you answer the question "Why," which is

one of the most critical questions for a marketer and a business person. It can help you understand and target your potential customer much better.



Once you track your progress and look at your measurement tools such as, (how long people stay on your website, what page turns them on, pages that turns them off, most products views, least products views...etc...take your time to analyze the whole situation and think about ways to change things in response for better results and higher ROI's. Use your analysis tools daily and customize it in accordance to your business.

17. Summing up

Generating leads is both challenging and fun. You will constantly be learning new things, changing things, and shifting strategies. Just be open for experimentation and some adjustments along the way. Success will happen, all you have to do is build, congregate and harvest your leads in the end.

Be ready.

Keep learning.

Rock it!