

HOW TO MASTER LEAD GENERATION

□ Create a goal-oriented structure.

Each page's goal should be very clear and easy to act on. It should state exactly what you want the user to do and provide a concise call to action button (links are less effective). Thoughtfully placed fields where users can sign up for a newsletter or promo offer are good. And pop-ups are also an excellent way to encourage engagement. Best practice is to have it fire on the 2nd or 3rd page view or after 1 solid minute on your site.

□ Highlight case studies and testimonials.

Often customers are more likely to trust a product or service that has been recommended to them by another consumer than they would if the company marketed to them directly. When you've gathered testimonials, make sure not to bury them on a testimonials page. Try adding them to your rotating carousel on your homepage. Or use a site plug-in to add them to other places on all your pages so that users won't miss them.

□ Create useful resources your customers can download.

Not only does this demonstrate that you're an expert who's willing to share valuable insights, but you can set up download forms for these resources and capture customers' details in the process, allowing you to contact them later with a sales pitch.

□ Offer a free trial, sales promotion or money-back guarantee

Sometimes latent customers may be lurking around your site looking for a reason to hit 'Buy now'. Tempt cautious buyers by giving them that extra 'something shiny' that nudges them towards a sale.

□ Limit calls-to-action.

In today's digital age, information overload is a serious risk to customer retention. Decide what action you want your audience to take on a page of your website and give them one single call-to-action – reducing distractions and increasing the chances of a click.

□ Convert your social media audience.

Some brands have a strong, engaged social media audience who may never have visited the company's website. Running a promotion targeted specifically at Twitter or Facebook followers and offering them special value for being part of your social network can help convert them from followers to customers.