GETTING GREAT RESULTS FROM ONLINE LEADS

17 Ways To Generate More Traffic For Your Business Online Today

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Introduction

Have you attended trade shows, gone through phone books and maybe even printed flyers but still aren’t generating as many leads as you’d like in order to grow your business? Or perhaps you’d simply like to generate even more leads than you already have.

Indeed, no leads inevitably means no sales. And having no sales is never a good thing.

While there are hundreds of possible lead strategies out there, not all are as effective as others.

That is, not all lead strategies are compatible with every business, which means that businesses need to continually implement new strategies and then measure the results in order to find the best strategies for them.

That’s precisely why we’ve given you a list of 17 different possibilities.

This e-book will discuss some of the most effective lead generating strategies to date - the ones that many businesses have had success with, finally putting the cold calling to rest and allowing you to improve your bottom line.

This e-book will also discuss some lead generation strategies that just don’t seem to get enough attention, allowing you to set yourself apart from the rest.

Allow us to let you in on a secret. Yocale has been in the very spot you are in, which is why we are uniquely qualified to share with you many of the strategies that have worked for us.

Chapter 1: Outbound and Inbound Marketing

While inbound marketing may be the hot topic at the moment, both inbound and outbound marketing strategies are important for lead generation.

Indeed, when your mother once told you to eat your vegetables before you had dessert, she was on to something. Balance is always a good idea - especially when it comes to inbound and outbound marketing.

Method #1: Inbound Marketing

Using inbound marketing as a means to generate leads has proven itself to be an effective method for over a decade now and yet it is still the one strategy on the tip of every marketer’s tongue, even after ten years. Something is obviously working.

By providing rich, valuable content, you create a sense of trust.

When you think of inbound marketing, you likely already considered implementing a couple of these strategies already. Do you have a blog? If so, you are off to a good start - it’s one of the
most effective lead generation tools to date.

We go into a number of additional ways you can generate leads via inbound marketing in our supreme guide to inbound lead generation.

When it comes to your blog, don’t forget to engage with your audience by answering their questions and responding to their comments. In fact, isolate those potential leads.

Also use the outskirts of your blog as a means to promote your products or services.

Bonus Tip: Newsletters are one of the easiest ways to generate leads. When people arrive at your website, you will want to make it easy for them to give you their contact information.

Use an e-commerce plugin, such as WordPress’ MarketPress plugin, to make the act of making a purchase easy.

Your blog also needs to be optimized to generate leads in the first place. This means placing newsletter sign-up buttons in very visible locations on your blog.

You can also generate more leads by having your contact information on all pages of your website, therein increasing the likelihood that people will actually contact you.

**Method #2: SEO**

Another way to optimize your web is by continually improving the search engine optimization (SEO) of your blog/website so that your pages rank as close as possible to the top of Google’s search engines for keywords that pertain to your particular business.

You may have a blog, but if no one actually reads it, your effort is going to result in far too little.

SEO results in targeted traffic to your website. It also has one of the best ROIs out there, making it one of the most cost effective methods of generating leads on this entire list.

To increase the effectiveness of SEO, ensure that you also make use of long-tail keyword phrases. They are less competitive but still drive a lot of search-based traffic. Then create content based around those very keywords.

For more on optimizing your website for search engine purposes and the complete guide to ranking every keyword, click here.

Remember when we said that rich, valuable content builds trust? Indeed, your content is like your magic wand.

It is all about developing content that provides true value for your audience. Of course, content comes in a variety of different forms. In fact, it is more advantageous to develop a range of different types of content types to appeal to the range of your audience’s tastes.

See some of the examples below.
**Method #3 Quizzes**

Quizzes can be a very engaging form of content, given that they tend to attract a lot of attention. You can easily post quizzes on your blog with the free tool QuizBox in just a few steps.

**Method #4 E-books**

Of course, you can produce valuable content in other mediums besides blogs. E-books, for example, are a very effective lead generation tool that has worked very successfully for many businesses. There are even e-books on the topic of creating e-books.

E-books are effective because they provide the target audience with the ability to acquire expertise, which is always a high priority for entrepreneurs, especially for B2B companies.

When it comes to creating a successful e-book, avoid selling.

**Method #5 Webinars**

As far as content is concerned, webinars are also an effective strategy for generating leads. For those unfamiliar with webinars, we are referring to a presentation (it could be tutorial or demo) that is conducted over the Internet.

Google Hangouts is an effective platform for those who think that they’d like to try their hand at one. They are also very inexpensive to produce. Moreover, if you produce webinars on a regular basis, you could eventually even gain a steady, dedicated following.

Here are a few quick tips for a successful webinar. First, ensure that the main points are focused on helping your audience in some way. Then, promote your webinar on social media and via your newsletter.

At the end of the webinar, ask your audience to sign up for your newsletter. Leads galore.

**Method #6 Interviewing Influencers**

Another source of content that can be effective at generating leads is interviewing influencers, you could even post this on your social media channels. The reason why interviewing influences an effective lead generation tool is because it allows you to build credibility with potential leads.

In order to conduct a successful interview, start by asking questions that are well-thought out.

Increase the interview’s exposure by asking the influencer to also share the interview with their audience.

**Method #7 Guest Blogging**

Guest blogging can also be an effective tool for generating leads.
However, in order for this to actually be an effective lead generation tool, you need to ensure that you keep the following things in mind: first, that you are writing for a respected blog. Secondly, articles need to be relevant to your particular audience; the content also needs to be unique.

Also ensure that the post directs the audience back to a relevant landing page on your own website and that you promote the post on social media.

**Method #8 Outbound Marketing**

Now, onto outbound marketing.

When it comes to outbound marketing and lead generation, one very effective avenue is email marketing - it also happens to be a form of direct engagement. More on this in an upcoming chapter.

Nevertheless, here are some key things to keep in mind when it comes to effective email marketing.

First, it is imperative that the subject line captures your audience’s attention so that they actually open the email. If you include the word “Video” in the subject line of your email, you can increase the open rates.

There are entire articles dedicated to subject lines alone, so it is worth your time to delve into the topic more.

By the way, all businesses need to prioritize video content creation. In the next few years, 80% of all Internet traffic is projected to be in video form according to a study by Cisco.

Ideally, aim to have the subject line answer questions that potential leads may have and keep the content of the email brief.

Another tip? Ensure that you have personalized your content in some way and that you include a call to action in the first half of your email. Images are also a good idea but don’t prioritize images over an email that opens slowly.

Lastly, use your email signature as a means to point the reader in the direction of relevant information by incorporating links. This could be a link to your website or social network profiles such as LinkedIn, etc.

Both outbound and inbound marketing are breeding grounds for lead generation. Remember, a balance between both of these two strategies is ideal.

**Chapter 2: Social Networks**

Social networks are among the most effective lead generation tools out there, accomplishing a lot of different things in one fell swoop, from boosting exposure to increasing traffic, all in a low-
cost way.

Some believe that social media doesn’t generate valuable leads, but many statistics have shown otherwise. According to QuickSprout, social media’s “lead-to-close” rates are 100 percent higher than outbound marketing,

When it comes to effective lead generation on social media, you want to use a variety of different platforms - don’t put all of your eggs in one basket.

But, then again, don’t spread yourself too thin either. Gravitate toward the kind of social media that your audience uses - that’s where you should be.

Of course, you don’t want to simply try to rack up a large following; it is important to engage them. Giveaways and promotions are a good way to do this.

Also ensure that you schedule posts on a regular basis and engage with them by answering their questions, responding to comments, retweeting, etc. In essence, create a community (again, these are the same kind of practices you should be using on your blog).

Use cross-promotion to your advantage. For example, link to your blog or website on Twitter. Lastly, use social media monitoring to track your results.

There are a number of social networks at your disposal, some of which you may not have even considered.

**Method # 9 Twitter**

Twitter is responsible for 82% of social leads for B2B companies, according to an extensive study by Optify.

Twitter allows you to generate leads by enabling you to find influencers and to engage in conversations with them. Their own customer base then sees these conversations and many of them will follow you as a result.

You can also follow trending topics within your particular niche and participate in the discussion using the accompanying hashtag for that particular topic.

In doing so, you gain access to a group of users who are specifically interested in that particular topic, opening up a very viable path to your target audience.

You can also take this one step further by finding potential customers who are in buying mode. This means that you would run a search for a list of people who have tweeted about looking to buy a related product, giving you the opportunity to fill the void.

Lastly, use Followerwonk to not only find out more data about your followers (including the time of day they are most likely online) in order to target them and then schedule tweets. Also consider using paid tweets to increase your reach.
Method #10 LinkedIn

LinkedIn, a social network designed for business professionals, can be very useful in terms of meeting potential clients, in addition to giving you the opportunity to publish content in your niche to an audience that is obviously very interested.

LinkedIn is especially ideal for B2B companies because it allows you to connect with your target audience. As always, avoid selling to your customers. Infographics and quick tips lead the way when it comes to success on LinkedIn.

Be sure to join groups and participate in discussions to make the most out of your LinkedIn presence.

Method #11 YouTube

As mentioned, 80% or more of the Internet’s traffic projected to be video in upcoming years, meaning that YouTube is one social network that is going to be a valuable lead generation tool (in fact, it already is, as YouTube is one of the most popular social networks to date).

So, how can you use YouTube as a lead generation tool? Use it as a platform to share valuable video content such as product tutorials to attract attention. Post regularly by creating a YouTube channel.

Also ensure that you use keywords in the title of your videos so that people will find them when searching for something on Google.

Also embed any relevant links, whether to your website or social media profiles, in addition to including them in the description box. Just like all social media, you want to create a community by responding to comments and answering questions.

Don’t forget to also cross-promote while you’re at it.

Method #12 Quora

Quora is a question and answer-based social network with a platform of millions of users posting questions each and every day. This is one social media network that doesn’t get enough attention as others on this list, but it shouldn’t be overlooked.

You can use this platform as a means to answer questions within your niche. In doing so, people will be likely to check out your website in return.

Chapter 3: Direct Customer Engagement

Method # 13: Direct Customer Engagement
If you want to generate more leads for your business, you need to begin thinking seriously about direct customer engagement, arguably one of the most important (and overlooked) things you can do.

This is interesting because in any discussion of lead generation, topics like content and social media tend to receive the most focus. Direct customer engagement should be an important consideration, too.

Many businesses prioritize indirect engagement such as the FAQs. In terms of the link between engagement and lead generation, direct engagement is generally much more effective.

So, what does direct customer engagement look like then? Indeed, this form of engagement can take various forms.

Here are three key forms to get you started: live chat, forums and help centers - take your pick. Make use of as many forms of direct engagement as you can.

At the core of direct customer engagement is the idea that customer representatives are at a customer’s disposal as often as possible, ensuring that potential leads have their questions answered.

People like to have their questions answered fast and they know that Live Chat accomplishes that; they won't have to end up on a call with a telemarketer.

**Method # 14: Forums**

Participating in forums, in particular, also allows you the opportunity to get intimately acquainted with your audience, which is helpful in terms of making contact regarding your product or services down the line.

In turn, direct engagement, whether in the form of live chat or forums, allows you to build relationships with potential customers, which is ultimately at the core of lead generation. If you have yet to incorporate any of these lead generation strategies, you really should do so now.

**Chapter 4: Other Little Known Lead Generation Tools**

In this closing chapter, we will touch on some of the remaining lead generation tools that we didn’t touch on above.

**Method #15 Marketing Automation Tools**

Marketing automation is another tool that is useful for lead generation. A survey by VentureBeat found that marketing automation software increased leads by as much as 20%.

Marketing automation is software that makes it possible for businesses to generate leads and nurture prospects via a number of automated and yet highly personalized strategies, from email marketing to landing pages to campaign management and more.
But how can businesses use marketing automation software to specifically generate leads?

The use of email drip campaigns is one method, with a study by Custora showing that email is nearly 40 times more effective than both Facebook and Twitter combined when it comes to obtaining customers.

Drip campaigns direct users to landing pages wherein the user exchanges his or her email address in return for a piece of content, hence: lead generation.

Combine this with personalized emails, which have been shown to increase a business’s revenue six times more than emails without personalization, according to a study by Experian Marketing Services, and you can increase the effectiveness of your email campaign even more.

Further, if marketers target these emails based on demographics and other data, the results could be even more powerful.

**Method #16 Developing Free Tools**

A leading factor in the ability to generate leads boils down to one thing: trust. There are many ways to build trust with your audience, including the creation of valuable content, as we previously mentioned.

But what are other ways businesses can develop trust? A simple method is developing free tools, like a software tool or a mobile app.

Neil Patel of QuickSprout, for example, has a website analyzer on his website. Depending upon your audience, you could also consider developing a game app, one of the more unique lead generation strategies on this list.

However, one important factor to keep in mind when developing a game app is that the app must in some way drive traffic to your business or website in order for the app to actually be effective. You would also want to look at whether or not your audience is comprised of mostly Android or Apple users.

Keep in mind, too, that developing an app can be somewhat costly to undertake, but if an app would appeal to your particular audience, your efforts may prove very valuable.

**Method #17 Staying On Top of Technology Trends**

One interesting technology trend that has emerged in recent years is that, for the first time in history, more users accessed the Internet on their smartphones and tablets than their desktop computers, according to data from StatCounter.

This technology trend has important implications for businesses everywhere.

If more people are accessing the Internet via their smartphones and tablets, then businesses need to use this information to their advantage by, for example, ensuring that their website is
compatible with mobile devices and possibly even developing apps.

As such, businesses must account for these changing trends across all of their marketing platforms if they want to maximize their reach. This is just one example of many, but the point is clear.

We are approaching the end of the e-book. To sum all our 17 points in one handy list, see our checklist below.

**17 Ways To Generate Leads Checklist**

- ☐ Inbound Marketing (Bonus Tip: ☐ Newsletters)
- ☐ SEO
- ☐ Quizzes
- ☐ E-books
- ☐ Webinars
- ☐ Interviewing Influencers
- ☐ Guest Blogging
- ☐ Outbound Marketing
- ☐ Twitter
- ☐ LinkedIn
- ☐ YouTube
- ☐ Quora
- ☐ Direct Customer Engagement
- ☐ Forums
- ☐ Marketing Automation Tools
- ☐ Develop Free Tools
- ☐ Staying On Top of Technology Trends

**Chapter 4: Other Little Known Lead Generation Tools**

Congratulations on making it to the end of the e-book! Since we covered a lot of ground, please use our checklist above as a handy reminder of all the ways you can generate leads.

If there is one thing we can leave you with, it is this: lead generation is a process that needs continual effort in order to see results. If one method doesn’t work, move on to the next one to find what works for you.
Thank You

Thank you again for your continued support of Yocale.

We hope that this e-book is a valuable resource for you.