20 WAYS
TO GENERATE LEADS
FROM INBOUND MARKETING



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LEADS. THEY'RE THE LIFEBLOOD OF EVERY BUSINESS. BUT WOULDN'T IT BE GREAT IF IT YOU COULD CREATE MORE OF THEM IN LESS TIME - WITH LESS EFFORT? INBOUND MARKETING GIVES YOU A POWERFUL WAY TO DO JUST THAT. TAKE A LOOK AT OUR 20 TIPS ON APPLYING INBOUND MARKETING APPROACHES TO GENERATE MORE LEADS AND REVENUE FOR YOUR BUSINESS.



1

FIND THE BIG IDEA - AND USE IT TO SELL

At the heart of everything you do is your brand's message or idea. While this is something you shouldn't push too hard, ensure that what you write and provide is relevant. Focus on a core message or idea with which your target market can connect, in your blog, on social media platforms and elsewhere. Keep thinking about the use your content could be be put to. Ask yourself what can be taken from it that will translate successfully into potential leads. **Grab attention, and focus it as best you can.**





2

KEEP CONTENT KING

It's true. Your content really is king when it comes to generating leads. It's role is to engage interest – and it forms the core of your inbound marketing strategy. Ask yourself questions like - what makes me stand out in my industry? What benefits do I provide that means people will choose to visit my website, even if another site has similar information? But the content conquest goes a great deal further than this. **Your content is your hook, going out on all the different social media channels and creating compelling conversations with your potential customers. So it needs to be powerful, relevant and very, very engaging.** One size doesn't fit all, so you should think about creating different versions to suit different formats and audiences.

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INTERACT, INTERACT, INTERACT

Generating leads through inbound marketing is all about interaction. So make the most of feedback! Whether that feedback is good or bad, make sure you interact with it! Stay up to date with comments and queries and respond to them. This is all part of the conversation that inbound marketing allows you to create with your potential customers. Don't be afraid of negative feedback, either. That person has taken the time and trouble to share their views. It's important to react and respond. With all feedback, whether it's on your blog, your Twitter feed or on email, it's important to show that you've taken it on board. Ask people questions and give them space and opportunity to comment. **This consistent interaction helps to create the potential for new conversations and new leads.**

CREATE A CONVERSATION WITH SOCIAL MEDIA

Did you know that **by 2014, social networking services will replace email as the primary vehicle for interpersonal communications for 20% of business users?** (Source: Gartner, Inc). Social media is fast becoming the first place customers connect with your product or service. So a consistent, clear conversation with the people that link with you is much more likely to transform them into customers when they're ready to buy. If you still think social media isn't relevant to your business, you might be interested to know that **social media was the leading emerging channel for lead generation in 2010 (Source: Hubspot Marketing).**



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REMEMBER, THIS TIME (AND EVERYTIME) IT'S PERSONAL

The crucial conversation that creates leads doesn't end after the first stage. In other words, it's not something you can start and then forget about. Every stage should be personal - from first purchase to final agreement and beyond. That extends to every kind of communication. Don't create a powerful online presence at the start - only to deter your customer with automated, impersonal communications once you've won them over.



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CONNECT WITH YOUR COMMUNITY

Build your online presence and you'll build your profile with potential customers. This all-important profile depends on you connecting and conversing with your fellow bloggers. Take part in your community by commenting and communicating on a regular basis. This establishes you as an authority in your particular industry or field and also builds your presence within your network. Recommending great resources also adds to your professional presence and boosts your connectivity with your online community.

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MAKE ONLINE AND OFFLINE MATCH

Consistency is a key element in inbound marketing – and consistent behaviour (of the right kind) is what all potential customers respond well to. Be a consistent presence online and maintain that conversation and personality when you're offline. Made a connection offline? Connect with them again on social media channels. Your consistent presence will strengthen that initial meeting and ideally build on the relationship. This pays off.



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TURN THE SEARCH ENGINES INTO YOUR CONVERSION ENGINE

Did you know that **globally, we conduct 88,000,000,000 searches a month on Google?** That converts into 57% of internet users who search the web every day, 46% of which are searches for information on products or services, while 20% of monthly searches on Google are for local businesses (Source: Hubspot Marketing). Turn the search engines into conversion engines for your business. Get indexed with high quality, keyword-rich content and stay consistent and connected.



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SHOW, DON'T JUST TELL

Build a conversation that turns into leads by sharing compelling evidence of the benefits of your product or service. Don't just tell – show. Use social media and blogging to share what makes your business special. This also builds that all-important professional credibility. Showing is all about customer comments, interviews, feedback and testimonials. This approach adds to the word of mouth approach so work on building a compelling online presence through a network of feedback from satisfied customers.



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APPLY THE POWER OF PERSONALITY

Personality is very powerful. It makes you memorable, likeable and credible. Ensure your online presence and every other way you communicate with your leads and potential customers is packed with personality. Create a consistent character and make sure it's targeted to your audience. This added character builds familiarity and boosts the all-important conversion conversation you are having with your potential leads.

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USE WORD OF MOUTH TO WIN

You win leads with inbound marketing by being more 'push' than 'pull'. Online word of mouth does this by building your presence and creating a powerful 'pull' to draw leads to you. More and more, people are searching online for reviews or comments – or directly asking around their social media networks for recommendations. **With social networking anticipated to replace email as the primary vehicle for interpersonal communications for 20% of business owners by 2014** (Source: Gartner Inc) that's only going to increase.

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FOCUS TO FIT YOUR MARKET

Successfully creating leads through inbound marketing relies on focusing on your target market. Consider how your content and the channels you use match your potential customers. For example, is your service more applicable to younger audiences? Is it speaking the right language to the people you want to reach? Ask yourself these questions and ensure your content and your overall message is high quality and highly relevant to those you want to attract.

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NEW!

OFFER VALUE IN EVERYTHING YOU DO

Winning business by attracting leads relies on offering value to people. That means value in your content and value in what you offer. It's an approach that demands a focus on what you're offering your potential customers – and not the other way round. Keep this in mind and angle content and conversations on what is interesting and relevant to your audience.

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REVIEW, REVIEW, REVIEW

Successfully creating leads through inbound marketing depends on one vital element. Review and update what you're doing - continuously. Use your site analytics and other stats to gain a clear picture of the results of your activities. Constantly monitor what's working and what isn't working to build up a profile of the strengths and weaknesses of your inbound marketing activities. This approach also extends to the individual activities that make up your inbound marketing strategy. Create your core plan, then create another plan – to review and update your content, your channels and your results on a regular basis.

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ATTRACT YOUR POTENTIAL CUSTOMERS, DON'T INTERRUPT THEM

The secret of inbound marketing is that, when it's done right, it attracts leads to you, instead of you working to create fresh demand. This requires a change of perspective. Think of the difference between an entertaining blog post or update on Facebook compared with receiving direct mail from a business you've never heard of. The difference between the two approaches is engagement - placing your content where and when your target market is open to being entertained and engaged. Winning leads with inbound marketing is less interrupt - more interact.

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TURN SOCIALISING INTO BUSINESS

Social networking channels are growing all the time, both in B2B and in B2C. In fact, social media was the leading "emerging channel" for lead generation in 2010 (Source: Hubspot). Your leads are waiting for you out there on social media channels like Twitter and Facebook. The conversations that take place via social media directly influence the conversations your potential customers are having about your service or product. Create a credible, powerful presence to leverage the growing force of social media. And make sure you do it right. Keep it consistent, interactive and strategic. **Still think social media is not for you? Keep in mind that 63% of companies using social media say it has influenced their marketing effectiveness – among other benefits (Source: Hubspot Marketing)**

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TAKE THE LONG DISTANCE APPROACH

The essence of successfully creating leads with inbound marketing is to take a long-term approach. While inbound marketing is proven to provide faster results than traditional outbound marketing approaches used on their own, the long-haul approach maximises its impact on your business. The long-term strategic perspective enables you to build up a powerful presence and develop a lasting and more productive relationship with your potential customers. It also allows you to review and refresh your approach along the way to keep it effective.



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BLOG LIKE YOU MEAN BUSINESS

Most companies have a blog nowadays. But many of them still aren't putting it to much more use than as a brochure-type information channel. Your blog has two powerful benefits for attracting new leads. First, you can use your blog to actively spark conversations online and connect with related conversations. This allows you to become part of a network of related professional connections. Second, your blog can form a vital part of your content strategy to build your online presence. Done right and done strategically, with engaging and keyword-rich content, you can score highly on the search engines. Want proof? **B2C companies that blog generate 88% more leads per month than those who do not while B2B companies that blog generate 67% more leads than those who do not. Volume is important too. Companies with more than 51 blog articles experience a 77% lift in median monthly leads.** Bring in those leads by blogging regularly and strategically (Source: Hubspot Marketing).



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FACE UP TO FACEBOOK

What do you think of when you think of Facebook? That it's not for you – or not for business? This is a common perception among many business-owners. But your view might change once you know that **Facebook has become the preferred way to share content, second only to email** (Source: Hubspot Marketing). Facebook really is for businesses - including yours.



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TRANSFORM TWEETS INTO LEADS

Twitter is an important source of potential leads. **In the US, more than half of active Twitter users follow companies, brand or products on social networks. Of these users, 79% are more likely to recommend a brand that they follow** (Source: Hubspot Marketing). Creating a consistent powerful presence on Twitter is an important part of the online conversation that creates word of mouth and builds leads. Companies that use Twitter average double the number of leads a month that those who don't (Source: Hubspot Marketing). As with all your inbound marketing activities, use Twitter consistently and focus on providing engaging, relevant content.



Now you know more about how to generate leads through inbound marketing, why not get the latest industry advice to outflank your competition and fuel company growth.

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