

THE 30

GREATEST
LEAD GENERATION
TIPS, TRICKS & IDEAS

Napier

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

- KIPP BODNAR

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 use to increase leads and revenue. These tactics have been tested over the past 7 years and have been used by our 8,000+ customers to generate more than 9.8 million leads last year.

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 specialised 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

It's a natural tendency for humans to copy one another, even without realising 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: Once you have momentum, tell people how many others have signed up for your webinar.
- Blog/Newsletter Subscription: Similarly, highlight the number of subscribers you have for your blog/newsletter to provide proof that it's a highly trustworthy and popular blog people should follow.
- Conferences: Events like embedded world, CES and SXSW 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.

#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 Sarah Burton-designed dress. Even online bridal shops 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.

This technique isn't limited to consumer products: in B2B tech, there are ample opportunities for newsjacking. You can either jump on a topic that is specific to your customers' industry, or leverage mainstream news to make your story more relevant and engaging. Often journalists will be keen to write follow-up stories, so even if you miss the first opportunity, you can newsjack a story to generate great coverage!



#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, HubSpot 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.*”

| 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 |

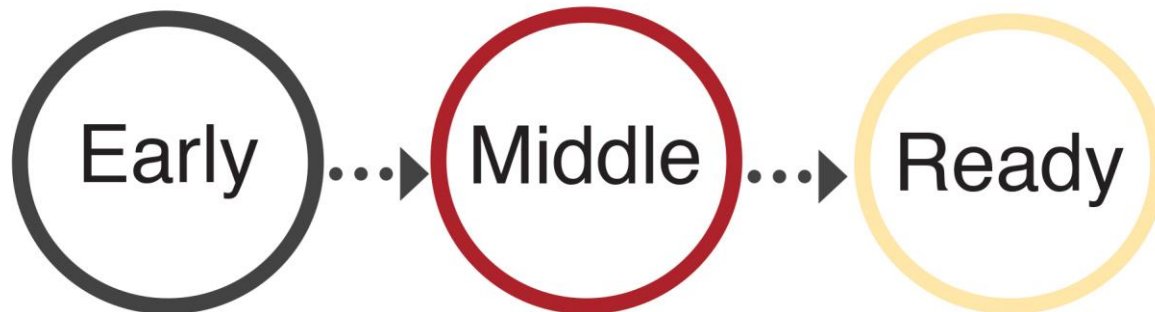
As you can see, the revised version outperformed the original by 776% at generating leads (first time submissions). Not only that, but it resulted in more customers as well. If you’re struggling to come up with the perfect headline, try using the [Headline Analyzer Tool](#) by Advanced Marketing Institute or read [7 Proven Headlines that Convert](#).

#5

Create Offers For Different Buying Stages

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. It's so easy to do this in B2B tech, but it's lazy and ineffective.

Avoid jargon terms and phrases that have been over-used and abused rendering them meaningless (and although the high-tech industry is probably the worst, 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

To learn more, download [The Gobbledygook Manifesto](#) ebook by David Meerman Scott

#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

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 MarketingExperiments. 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.



FREE EBOOK

25 WEBSITE MUST-HAVES

42,000+ Downloads
52-page Guide

Download eBook!

#10

Use Contrast to Make CTAs Stand Out

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.



#11

Link Your CTA to a Dedicated Landing Page

This tip might seem minor, but it's incredible how often businesses miss this opportunity. Calls-to-action are meant to send visitors to a dedicated landing page where they receive a specific offer. Do not use CTAs to drive people to your homepage. Even if your CTA is about your brand or product (and perhaps not an offer like a download), still send them to a targeted landing page that is relevant to what they are looking for. If you have the opportunity to use a CTA, send them to a page that will convert them into a lead.



This CTA for a Twitter ebook drives visitors directly to a landing page for that ebook.

HubSpot Log In

Free Ebook: How to Attract Customers with Twitter

[View this ebook](#)

The biggest mistake marketers make with Twitter is not realizing its full potential as a way to bring in more revenue.

Yes, Twitter is a place for engagement with followers, but it's also a place to generate leads and drive new sales for your organization.

Our ebook, with a foreword by Lance Burton, the author of "Twitter for Dummies," explains how to use the social network to drive real business results.

In this ebook, you will discover the different stages of optimizing your Twitter presence for attracting leads and customers. More specifically, you will find out how to:

- Optimize your Twitter presence for brand awareness & search
- Jump start your Twitter lead generation strategy
- Measure the ROI of Twitter

292 | 1,947 | 710 | 60,921

Download Your Free Copy

First Name

Last Name

Email (privacy policy)

Phone

Company

Website

Role of Company

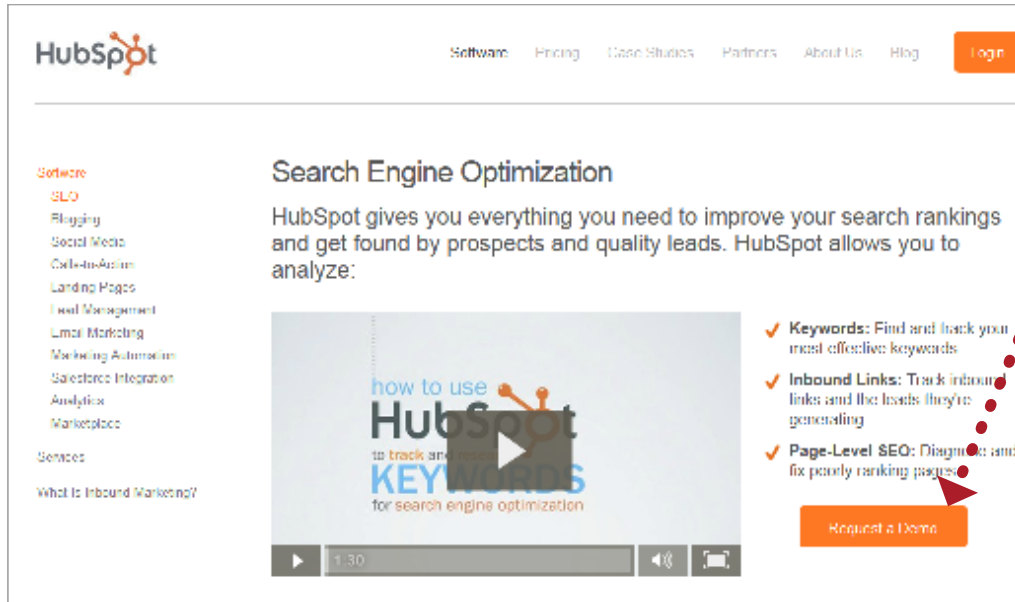
Number of employees

My Business Primarily Sells to Other Businesses

#12

Promote Offers on Product Pages

CTAs shouldn't be one size fits all. If your company offers various products or services, you may want to consider creating a different offer for each of them. Then you can place CTAs linking to each offer on the website pages that are most relevant to that offer.



HubSpot

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Software

- SEO
- Bloggng
- Social Media
- Call-to-Action
- Landing Pages
- Lead Management
- Local Marketing
- Marketing Automation
- Salesforce Integration
- Analytics
- Marketplace

Services

What Is Inbound Marketing?

Search Engine Optimization

HubSpot gives you everything you need to improve your search rankings and get found by prospects and quality leads. HubSpot allows you to analyze:

- ✓ **Keywords:** Find and track your most effective keywords
- ✓ **Inbound Links:** Track inbound links and the leads they're generating
- ✓ **Page-Level SEO:** Diagnose and fix poorly ranking pages

[Request a Demo](#)

In this example, a CTA for “Request a Demo” is placed on a product page. To generate more leads, we might also have a CTA for a “Free Guide to SEO,” because it is related to the product offering.

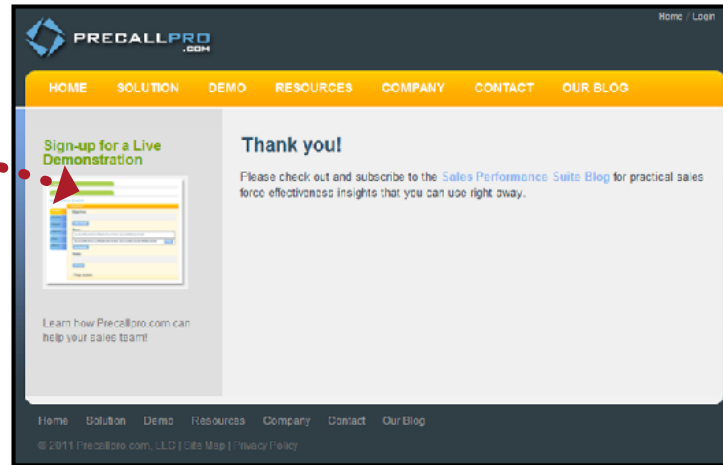
#13

Thank You Pages Are Great CTA Real Estate

Even if someone completes a form on your website (thus they've converted as a lead), don't stop there. Increasing engagement is also a top priority for marketers so that prospects turn into loyal fans.

Once someone reaches a "thank you page," the page that a visitor arrives on after completing a form, use that space as an opportunity to promote more offers and content. For example, if a visitor on hubspot.com downloads a guide on email marketing, we can offer them another offer for a Email RFP for a chance to see a demo of our email marketing platform.

PrecallPro, a HubSpot customer, offers a secondary call to action for a demonstration on their thank you page.



CHAPTER 3

LANDING PAGES THAT CONVERT

Landing pages are one of the most important elements of lead generation. In fact, according to MarketingSherpa's research, landing pages are effective for 94% of B2B and B2C companies. The use of landing pages enables marketers to direct website visitors to targeted pages and capture leads at a much higher rate.

What's great about landing pages is that they direct your visitors to one particular offer without the distractions of everything else on your website. Visitors are on a landing page for one and only purpose: to complete the lead capture form.

#14

Elements of an Effective Landing Page

Landing pages, sometimes called a “Lead Capture Page,” are used to convert visitors into leads by completing a transaction or by collecting contact information from them. Landing pages consist of:

A headline and (optional) sub-headline

A brief description of the offer

At least one supporting image

(Optional) supporting elements such as testimonials or security badges

And most importantly, a form to capture information

The screenshot shows a landing page for a HubSpot guide. The page is annotated with red dotted lines and arrows pointing to various elements. The headline is '20 Marketing Trends & Predictions for 2013 & Beyond'. Below it is a brief description of the offer: 'What if you had a glimpse into the future? What would you change today to plan for tomorrow? In reality, the future can be predicted and the best marketers already have their destination mapped out. In 2012, the world of marketing underwent major changes. We saw the rise of Pinterest, several IPOs and acquisitions, an aggressive political ad war, Facebook's 100th anniversary, and watched one Korean artist turn into a global phenomenon thanks to YouTube. But what's in store for the next year? Let our new guide serve as your navigation system into the world of marketing in 2013. Now then, let's gaze into the marketing crystal ball, and uncover what marketing will look like in 2013. In addition, you'll read predictions from industry leaders such as: • Rand Fishkin, SEOmoz founder and CEO • Brian Halligan, HubSpot co-founder and CEO • David Meerman Scott, Best-Selling Author • Greg Alexander, Sales Benchmark Index CEO • Nick Johnson, Useful Social Media founder'. A supporting image of the guide cover is shown. On the right, there is a form titled 'Download These Trends' with fields for 'First Name *' (Jessica), 'Last Name *' (Mahar), 'Email (privacy policy) *' (jfisher@hubspot.com), and 'Biggest Marketing Challenge' (This is just a test!). There is a checkbox for 'Please have someone call me about HubSpot's software.' and a 'Download These Trends' button. Social media icons for Facebook, LinkedIn, Twitter, Plus, Pinterest, and Email are at the bottom.

20 Marketing Trends & Predictions for 2013 & Beyond

Download These Trends

First Name *

Jessica

Last Name *

Mahar

Email (privacy policy) *

jfisher@hubspot.com

Biggest Marketing Challenge

This is just a test!

Please have someone call me about HubSpot's software.

Download These Trends

f in + p x

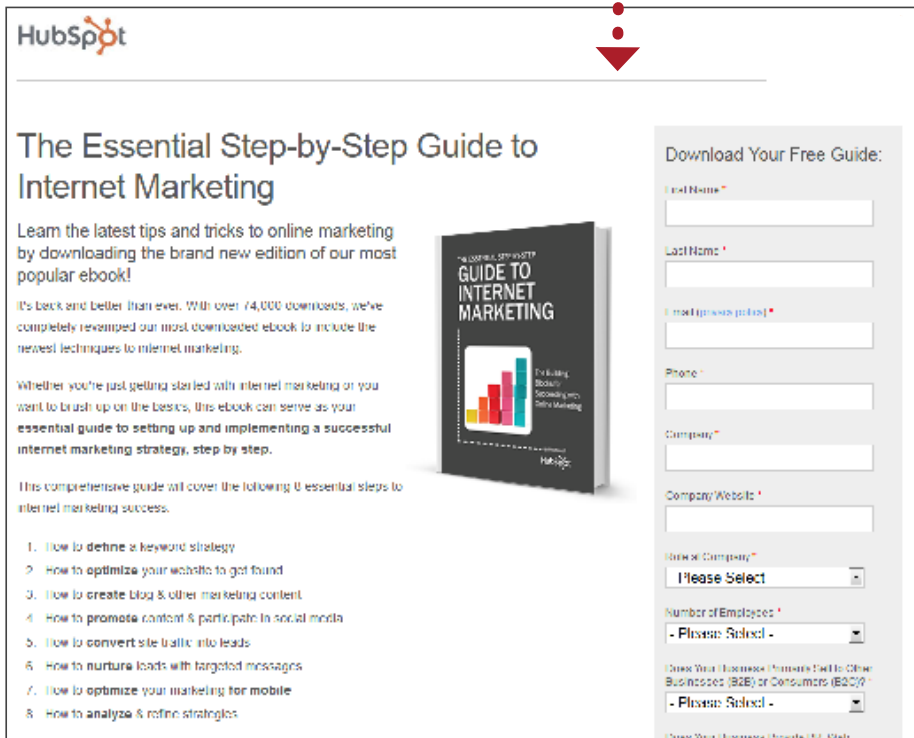
#15

Remove the Main Navigation

Once a visitor arrives on a landing page, it's your job to keep them there. If there are links on the page to move about your website, it will distract the visitor and decrease the chance of them converting on the page.

One of the best ways to increase your landing page conversion rates is to simply remove the main navigation from the page. That's it!

Removed main navigation



The screenshot shows a landing page for HubSpot's 'The Essential Step-by-Step Guide to Internet Marketing'. The page features the HubSpot logo at the top left. A red arrow points to the top of the page, indicating that the main navigation has been removed. The main content area includes the title, a description of the guide, and a list of 8 essential steps to internet marketing success. On the right side, there is a form titled 'Download Your Free Guide:' with fields for First Name, Last Name, Email Address, Phone, Company, and Company Website. Below these fields are dropdown menus for 'Name of Company' and 'Number of Employees', and radio buttons for 'Does Your Business Provide Fall to Other Businesses (B2B) or Consumers (B2C)?'. A small image of the guide's cover is also visible.

HubSpot

The Essential Step-by-Step Guide to Internet Marketing

Learn the latest tips and tricks to online marketing by downloading the brand new edition of our most popular ebook!

It's back and better than ever. With over 74,000 downloads, we've completely revamped our most downloaded ebook to include the newest techniques to internet marketing.

Whether you're just getting started with internet marketing or you want to brush up on the basics, this ebook can serve as your **essential guide to setting up and implementing a successful internet marketing strategy, step by step.**

This comprehensive guide will cover the following 8 essential steps to internet marketing success:

1. How to **define** a keyword strategy
2. How to **optimize** your website to get found
3. How to **create** blog & other marketing content
4. How to **promote** content & participate in social media
5. How to **convert** site traffic into leads
6. How to **nurture** leads with targeted messages
7. How to **optimize** your marketing for mobile
8. How to **analyze** & refine strategies

Download Your Free Guide:

First Name *

Last Name *

Email Address (email) *

Phone *

Company *

Company Website *

Name of Company *

Please Select

Number of Employees *

Please Select

Does Your Business Provide Fall to Other Businesses (B2B) or Consumers (B2C)? *

Please Select

#16

Match the Headline of the Landing Page to the Corresponding CTA

Keep your messaging consistent on both your CTA and the headline of the landing page. If people click on a link for a free offer and then find out there's a catch on the landing page, you'll instantly lose their trust. Similarly, if the headline reads differently than the CTA, it might lead to confusion, and the visitor might wonder if the CTA is linked to the wrong page.

The diagram shows an advertisement at the top with the headline "HubSpot Inbound Marketing" and a CTA "Get A Demo Now!". An arrow labeled "Ad copy to landing page" points to a landing page with the headline "Definitely not your Everyday Product Demo" and a CTA "Grab a demo today!".

Advertisement:

- HubSpot Inbound Marketing
- www.hubspot.com/inbound-marketing
- Inbound Marketing Software
- Easy To Use
- Get A Demo Now!

Landing Page:

- HubSpot
- Definitely not your Everyday Product Demo
- HubSpot's all-in-one Inbound Marketing Software consistently drives more leads to the 5,000+ marketers who use it every day. But you're here because you want to know what HubSpot can do for YOU. So we've crafted our demo calls to show you exactly how HubSpot can make your business better!
- Here's how it works:

 1. Fill out the form on the right and one of our friendly Inbound Marketing Specialists will give you a call in a couple of days.
 2. We'll evaluate your website's current performance. How well are you currently taking advantage of inbound marketing? We'll find out.
 3. We'll compare you against your competitors and identify opportunities to beat them online.
 4. We'll show you how to convert more visitors into leads to increase your revenue over the long term.
 5. We'll demonstrate how HubSpot tracks the ROI of your marketing efforts so you can improve over time.

- so what are you waiting for? Grab a demo today!

Form:

- Request a demo call today!
- First Name *
- Last Name *
- Email *
- Phone *
- Company *

#17

Less is More

I'm sure you're aware of the rule "keep it simple, stupid." The same applies to landing pages. A cluttered page means a distracted visitor. Be brief and to the point; it's in the offer itself where you give more information. In addition to your headline, include a brief paragraph explaining what the offer is, followed by a few bullet points outlining the benefits of the offer.

Announcing
Midnight Trader
The Power of Extended Hours

FREE 30-DAY TRIAL
(Credit Card Required)

Sign Up Today!

Get streaming, real-time (NYSE, NYSE MKT and NYSE ARCA) Level II quotes, trading analysis and news from the premier provider of the extended-hours market intelligence.

MidnightTrader analyzes and distributes over 125 extended-hours market and stock specific reports daily. The real-time and historical analysis of corporate announcements and published market research information provides insight into what is likely to have a substantial effect on the current and future trading price of a company's stock.

View screen shots of features:

- Real-Time Extended-Hours Level II BBO Quotes** - Follow the market with real-time streaming quotes from the NYSE and NYSE ARCA before and after regular market hours.
- Live Trading Analysis** - See what's trading after the close and before the open with real-time news and trading orders.
- Most Active** - Find out what stocks are trading and are the most actively traded before the regular session.
- News** - Get MidnightTrader's live extended-hours news and analyst market commentary before the rest of the Street.
- Volume Rank & Order Imbalance Analysis** - MidnightTrader analysis provides real-time insight of any unusual volume orders and pre-market buy or sell order imbalances during the pre-market or after-hours.
- Extended Research** - In-depth analysis of after-hours trading activity covering issues that are likely to post major moves in the upcoming pre-market and regular session (NYSE) or their respective market's after hours in the past.

Intuit

Intuit QuickBase: Online Task Management Software

The Better Way to Manage Tasks and Increase Productivity

QuickBase is web-based task management software brought to you by Intuit - the maker of TurboFax, QuickBooks, Quicken, and other software tools known for ease-of-use.

START FREE TRIAL

Over 50 of the Fortune 100 Trust QuickBase Task Management Software:

- Google
- (((x)))
- McKESSON
- ebY
- GetGoats
- jetBlue AIRWAYS
- P&G
- AMERICAN CREDIT

No risk trial. Free live coaching. Ongoing customer support.
[Try QuickBase free for 30 days](#). No credit card required. No software to download. No obligation.

#18

Emphasise the Benefits of the Offer

Make it clear in your brief paragraph and/or bullet points what the benefits of the offer are. It's more than just listing what the offer is comprised of; it takes a bit of spin. Instead of "Includes specifications of product XYZ," say something like "Find out how XYZ can increase productivity by 50%." In other words, convey the value of your offer clearly and effectively.

This free, 52-page guide is the ultimate resource to having a killer website.

You'll learn:

- How to **get found online** with Search Engine Optimization (SEO), including building Inbound links, meta tags and more
- **Important design and usability** factors you need to know
- **Tips for creating awesome content** that attracts and keeps visitors on your website
- **Best practices for converting traffic into leads**, including Calls-to-Action, Landing Pages, and Forms

[Tweet This eBook](#) [Share on Facebook](#) [Share on LinkedIn](#)

The landing page copy tells the visitor what they will receive when downloading the offer.

#19

Encourage Social Sharing

On your landing page, don't forget to include buttons to enable your prospects to share content and offers. Include multiple social media channels as well as email, since people have different sharing preferences. When your offer is shared more, more people land on the page, and therefore more people fill out your form and become leads!

Social media sharing buttons are prominently displayed on the page.

Free Ebook: How to Use Pinterest for Business

Learn how to increase traffic, leads and sales by reaching more than 11 million people on Pinterest.

Pinterest isn't just another social media network.

What appears to be the fastest-growing social media site overhas become a huge traffic referral (arguably, more powerful than Google+) for all businesses. An increasing number of companies are leveraging the platform to reach a new audience, increase visits to their websites, and generate leads or retail sales. And guess what? It's working!

Download this free, 48-page ebook and learn:

- ✓ How Pinterest works and top reasons you should be using it
- ✓ How to create a Pinterest account and grow followers

Download Your Free Copy

First Name *

Last Name *

Email (privacy policy) *

Phone *

Company *

Website *

Role of Company *

- Please Select -

Number of employees *

Phone Number *

#20

More Landing Pages Equal More Leads

According to a [recent marketing benchmarks report](#), companies see a 55% increase in leads by increasing landing pages from 10 to 15. The more content, offers, and landing pages you create, more opportunities to generate more leads for your business.



CHAPTER 4

OPTIMISED FORMS

Forms are the key to a landing page. Without them, there is no way to “convert” a visitor into a lead. Forms come in handy when it’s time for people to sign-up, subscribe to your site or download an offer.

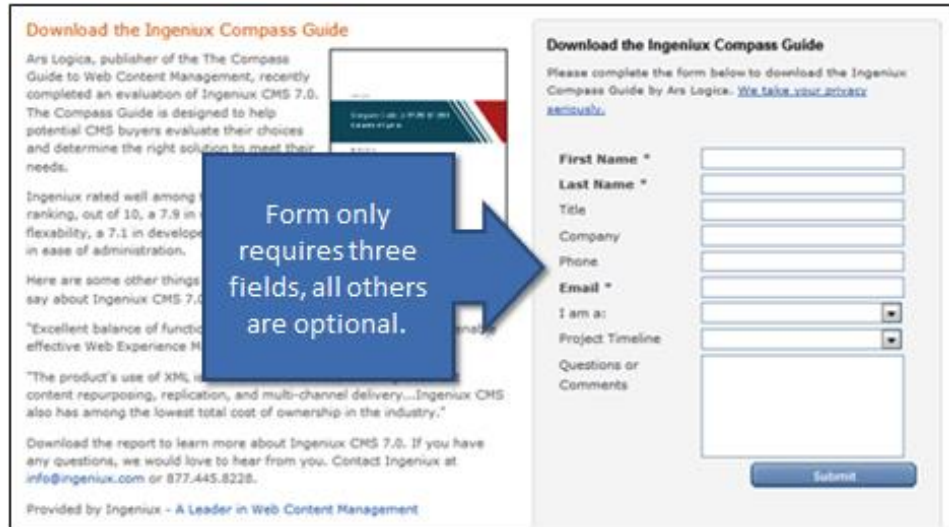
The following tips will uncover how to build great landing page forms.

#21

The Right Form Length

You might be wondering how much or how little information you should require with a form. There is no magic answer when it comes to how many fields your form should contain but the best balance would be to collect only the information you really need.

The fewer fields you have in a form, the more likely you will receive more conversions. This is because with each new field you add to a form, it creates friction (more work for the visitor) and fewer conversions. A longer form looks like more work and sometimes it will be avoided all together. But on the other hand, the more fields you require, the better quality those leads might be. The best way to determine what works best is to test it.



The screenshot shows a form titled "Download the Ingeniux Compass Guide". The form is divided into two columns. The left column contains promotional text and a small image of the guide. The right column contains the form fields. A blue callout box with a white arrow points to the form fields, containing the text: "Form only requires three fields, all others are optional." The form fields are: First Name *, Last Name *, Title, Company, Phone, Email *, I am a: (dropdown), Project Timeline: (dropdown), Questions or Comments (text area), and a Submit button.

Download the Ingeniux Compass Guide

Ars Logica, publisher of the The Compass Guide to Web Content Management, recently completed an evaluation of Ingeniux CMS 7.0. The Compass Guide is designed to help potential CMS buyers evaluate their choices and determine the right solution to meet their needs.

Ingeniux rated well among its peers, ranking, out of 10, a 7.9 in terms of flexibility, a 7.1 in development, and a 7.5 in ease of administration.

Here are some other things you might hear say about Ingeniux CMS 7.0:

"Excellent balance of functionality and effective Web Experience Management."

"The product's use of XML, its ability to support content repurposing, replication, and multi-channel delivery...Ingeniux CMS also has among the lowest total cost of ownership in the industry."

Download the report to learn more about Ingeniux CMS 7.0. If you have any questions, we would love to hear from you. Contact Ingeniux at info@ingeniux.com or 877.445.8228.

Provided by Ingeniux - A Leader in Web Content Management

Download the Ingeniux Compass Guide

Please complete the form below to download the Ingeniux Compass Guide by Ars Logica. [We take your privacy seriously.](#)

First Name *

Last Name *

Title

Company

Phone

Email *

I am a: [dropdown]

Project Timeline: [dropdown]

Questions or Comments

Submit

#22

To Submit or Not to Submit

That is the question most of your visitors are asking. One of the best ways to increase form conversion rates is to simply NOT use default word on your button: “SUBMIT.”

If you think about it, no one wants to “submit” to anything. Instead, turn the statement into a benefit that relates to what they are getting in return.

For example, if the form is to download a brochure kit, the submit button should say, “Get Your Brochure Kit.” Other examples include “Download whitepaper,” “Get your free ebook,” or “Join our Newsletter.”

Another helpful tip, make the button big, bold and colorful. Make sure it *looks* like a button (usually bevelled and appears “clickable”).

Request a Demonstration

First Name *

Last Name *

Company *

Email *

Sign up for the Marketing with Microsoft CRM Newsletter

Submit

Don't do this!

#23

Reduce Anxiety With Proof-Elements

People are more resistant to give up their information these days, especially because of the increase in spam. There are a few different elements you can add to the form or landing page to help reduce a visitor's anxiety to complete the form:

- Add a privacy message (or link to your privacy policy) that indicates their email will not be shared or sold.
- If your form requires sensitive information, include security seals, a BBB rating, or certifications so that visitors know their information is safe and secure.
- Adding testimonials or customer logos is another great way to indicate social proof. For example, if your offer was for a Free Trial, you may want to include a few customer testimonials about your product or service.



Example of security seals at the bottom of a landing page form.

#24

Make the Form Appear Shorter

Sometimes people won't fill out a form just because it "looks" long and time-consuming. If your form requires a lot of fields, try making the form look shorter by adjusting the styling.

For example, reduce the spacing in between fields or align the titles to the left of each field instead of above it so that the form appears shorter. If the form covers less space on the page, it may seem as if you're asking for less.

A

Name:*

Email*

Company*

Phone*



B

Name:*

Email*

Company*

Phone*

Both forms have the same amount of fields, but version *A* might look shorter than *B* on the page.

CHAPTER 5

MULTI-CHANNEL LEAD GENERATION

Your website isn't a silo. Marketers must use many other channels in order to maximise their lead generation efforts. In this sense, a channel might be a retail store, a website, a social media platform, an email, or a text message. The objective is to make it easy for buyers to research, evaluate and purchase products in any way that is most appropriate for them. It's all about having the right marketing mix.

In this last chapter, we will briefly cover a few channels that help businesses generate the most amount of leads.

#25

Blogging Brings in the Leads

According to HubSpot's recent [Benchmarks report](#), companies that blog 6-8 times per month double their lead volume. This proves that blogging is a highly effective channel for lead generation.

In every blog post, include hyperlinks to landing pages within the copy of the post, as well as a prominent call-to-action.

How much effort do you put into linking your blog post content? Do any of these results surprise you? Have you seen different results on your own blog?

Image credit: [Articulate Matter](#)

An example of a CTA at the bottom of a HubSpot blog post. The offer matches the content of the post for relevance.



Free On-Page SEO Template

Follow and implement HubSpot's SEO best practices by downloading this free template.

[Download Now](#)

#26

Email Marketing

Many businesses may think that email marketing is only best used when communicating with existing prospects and customers. Not so! Email can be a great channel for new lead generation. Here are some ways you can use email to generate more new prospects:

- Focus on an opt-in strategy. If you're buying email lists and spamming your prospects, no one will want to share your email with others. They will only want to unsubscribe! The first step to email lead generation is to make sure you have happy subscribers that enjoy receiving emails from you.
- Send people valuable offers. If you send really interesting or valued offers - whether it's downloads, discounts or educational content - people will more likely share your emails with their friends or colleagues.
- Give people the tools to share. Don't forget to add a "Forward to a Friend" link or social media sharing buttons within each email so people are encouraged to pass it on.

Simple email promoting a valuable offer that includes social media sharing buttons.



#27

Social Media

Social media isn't just for liking funny pictures or tweeting what you ate for breakfast. Social media is an emerging channel that many businesses are taking advantage of. Here are some great tips for generating leads on social networks.

- Build a loyal following. Building a relationship with potential customers is a critical first step. Social media connections are really about people-to-people, not always company-to-individual. Get to know your audience online, communicate and share information. In order to generate leads, you need to have human interaction with others.
- Remember, social media is a dialogue. Companies that only use social media to blast out messages about themselves aren't using social channels effectively. The goal is to interact with others and be helpful. When you share content on social media, don't always post something that relates to your company. Share links to other interesting things you've found online. People will be very thankful you are noticing their work, too!
- Influence connections for content sharing. Publishing and sharing content that directs traffic to targeted landing pages is the single biggest lever to increase lead generation through social media. Share your new content offers by posting links to landing pages, and in addition, share blog posts, discounts, and other great resources.

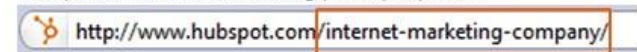
#28

Organic Search

While promoting your offers in many channels is crucial for lead generation, it's also equally important to make it easy for people to find your landing pages through search engines. To do this, you need to apply search engine optimisation (SEO) best practices to your landing pages, such as:

- Pick a primary keyword for each landing page and focus on optimising that page for that word. If you oversaturate a page with too many keywords, the page will lose its importance and authority because search engines won't have a clear idea of what the page is about.
- Place your primary keywords in your headline and sub-headline. These areas of content have greater weight to search engines.
- Include the keywords in the body content but don't use them out of context. Make sure they are relevant with the rest of your content.
- Include keywords in the file name of images (e.g. mykeyword.jpg) or use them in the ALT tag.
- Include the keywords in the page URL.

Example of a clean URL containing primary keywords:



#29

Use Links and CTAs within Offers

Your offers themselves are great channels for lead generation. For example, in this ebook I have included links to other content offers you can download. As people share this ebook, they may discover other resources that we offer by the links within the content.

Within this ebook “25 Website Must-Haves,” are links to other ebooks and guides.

Get Found Online: Title Tag & Meta Tags

Here is example of what meta tags look like in an HTML document:

- **Title:** The title of the page seen at the top of a web browser, also the main headline displayed in search engine results.
`<title>HubSpot Inbound Marketing Software</title>`
- **Description:** A concise description of the page.
`<meta name="Description" content="Stop pushing. Start attracting. Stop interrupting. Start engaging. HubSpot's Inbound Marketing Software...">`
- **Keywords:** Words that identify what the page is about. Keep to less than 7 keywords per page. Keywords in meta tags are not visible in the search engine results like Title and Description.
`<meta name="keywords" content="inbound marketing, marketing software">`

How the Title and Description tags are displayed in search engine results

► [HubSpot Inbound Marketing Software](#)
www.hubspot.com/ [+]

It's time to reshape the way we think about marketing. Stop pushing. Start attracting. Stop interrupting. Start engaging. **HubSpot's Inbound Marketing Software** ...

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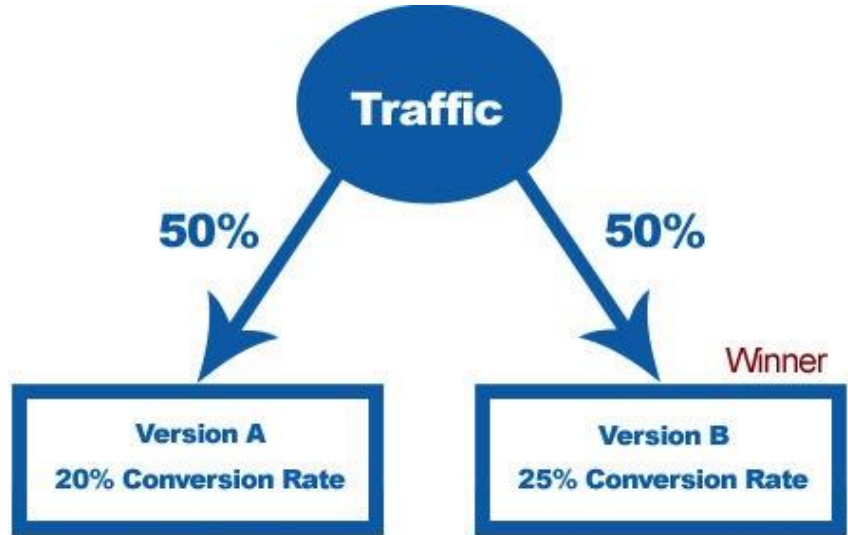
12

#30

A/B Testing

While this isn't a channel per se, it *is* a great way to increase leads across all channels and tactics. A/B testing can be used in calls-to-action, landing pages, email marketing, advertising, and more. According to HubSpot research, A/B testing your landing pages and other assets can help you generate up to 40% more leads for your business. When done correctly, A/B testing can provide a huge competitive advantage for your company.

To learn more, download [An Introduction to Using A/B Testing for Marketing Optimization](#)



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.

ABOUT NAPIER

Napier is a B2B technology PR and marketing agency that uses deep market insight to design and implement creative campaigns, which drive our clients' commercial success. The agency offers a complete portfolio of marketing services, helping clients in markets such as Electronics, IT and Industrial Technology promote their products and services throughout Europe.

Visit www.napierb2b.com to find out how we could help you generate more leads.

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