The Busy Marketer's Guide to Generating More Leads Online

SmartBug.

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Introduction

Do you have enough quality leads in the pipeline to make your sales team happy? Every marketer has been there. You go to trade shows, you publish a blog post every now and then, and you're trying your hardest to generate a large amount of online leads that your sales team loves. But something isn't working. Either you're not getting enough downloads on your e-book or leads downloading the e-book are low-quality.

That's why we've created this e-book, to help you and other marketers figure out:

- How to generate more leads online
- The best way to ensure quality online leads
- Which leads you should (and should not!) send to sales

So, sit back and relax. By the end of this e-book you're going to have an awesome plan that will make you and the rest of your team shine!

CHAPTER 01

Learning The Buyer's Journey

If you're unsure of how the Buyer's Journey works, you could be missing out on leads, and not just any leads—qualified leads.

So, what is the Buyer's Journey?

The Buyer's Journey allows marketers to map content and offer a logical pathway to visitors so that they can move from prospect to lead to customer without hassle or confusion. This major component of your inbound marketing strategy consists of three stages:

1. Awareness
2. Consideration
3. Decision

Content offers are the primary way you will generate the greatest amount of leads for your company. **Without the right content, your job becomes a lot tougher.**

First, let's review this chart that details each stage, including the content types within each stage, and then we'll sum up each stage so you can walk away from this chapter with a solid knowledge of the Buyer's Journey, and how it works, and what content you should be creating next.

BUYER STAGES	AWARENESS	CONSIDERATION	DECISION
BEHAVIOR/ ACTIONS	Expect that a problem or opportunity exists	Have defined the problem or opportunity	Know their plan of action to solving a problem or creating an opportunity
RESEARCH	Looking for information that confirms their expectations through non-promotional, neutral content	Searching for the best plan of action to solving a problem or creating the opportunity	Finding testimonials, benchmarks, and data that help to support their decision
CONTENT OFFERS	e-books e-guides White papers Expert advice Educational blog content Industry research	Comparison sheets Webinars Video chat or podcast Expert guides Product pages	Vendor comparison sheets Product brochures Case studies Free trial Demo Assessment
QUERY WORDS	Troubleshoot, Upgrade, Issue, Improve, Resolve, Optimize, Risks, Enhance, Increase, Transform	Supplier, Service, Vendor, Provider, Software, Solution, Technology, Device, Tool	Pros & cons, Versus, Benchmarks, Try, Review, Compare, Test, Assess, Comparison, Evaluate, VS.
EXAMPLE KEYWORDS	Improve lead generation Optimize website design	Inbound marketing service Website design service	Review of HubSpot Pros & cons of HubSpot

AWARENESS

At this stage, a potential buyer is just realizing a want or need for a product and/or service. Buyers are seeking neutral information to answer questions or resolve pain points they may have; they are not looking to buy at this stage and should not be sent to sales. These leads need to be nurtured by marketing first. Your goal should be to provide answers to their questions via your blog, e-books, tip sheets, and so on.

CONSIDERATION

In this stage, buyers have a clearly defined want or need for a product and/or service and are interested in learning which solution is the best fit for their needs. Do they choose you (the obvious choice, of course) or another competitor? In short, they are weighing their options. In this stage you can provide them with more in-depth information about your product or service including comparison sheets, industry webinars, and so on.

DECISION

Buyers have now decided you are most likely the right fit but need more information to support this decision. By offering support such as testimonials, case studies, free consultations, and demos, you are allowing the buyer to see firsthand why your company is a perfect fit.

Once you have a handle on the Buyer's Journey, and how the content you create for your inbound marketing strategy is distributed throughout, the next step is to create a content matrix. What pieces of content do you currently have, where do they fit in the journey, and which persona do they appeal to? You might find that all of your content is at the consideration and decision stage. If that's the case, you'll need to fill out the matrix with awareness stage ideas, which alternative is being considered?

This matrix can be easily created in Excel or Google Docs, and should look something like this:

	Awareness	Consideration	Decision
Persona 1	The Ultimate Guide to ...	Case Study	Request a Quote
	Your Complete Checklist for ...	X	X
	17 Things Everyone Needs to ...	X	X
	X	X	X
Persona 1	Free E-book...	Case Study	Request a Quote
	X	X	X
	X	X	X
	X	X	X

As you can see, the example matrix above shows us that we need to work on awareness stage offers for Persona 2 as well as consider and decision offers for all personas. You can also keep ideas in the matrix. Simply bold or italicize the content you haven't created yet but plan to create in the future.

CHAPTER 02

What Makes a Lead Qualified?

Marketing Qualified Leads (or MQLs) are the biggest challenge for many marketing teams, especially with inbound marketers. Many find themselves sending every single contact over to sales only to find that some are not qualified. **This isn't true**; we simply need to adjust the way we look at the funnel.

When you think in terms of the Buyer's Journey the logic becomes much simpler. For example, you can start with all the leads that are in the "decision" stage of the journey. You know for sure these leads are interested in potentially purchasing your product or service. These leads are much safer to send to sales than an awareness stage lead. (In fact, you shouldn't send any awareness stage leads to sales). However, simply sending over every single decision stage lead to your sales team will not suffice. Not all decision stage leads are MQLs, and MQLs are what the sales team needs more than anything. So, speak with your sales team. Schedule a meeting and figure out exactly what makes a lead qualified.

Which characteristics do they need to have? Job title? Size of project?

- A **Contact** is anyone who fills out a form on your website.
- A **Lead** is a more qualified version of a contact.
- A **Marketing Qualified Lead (MQL)** is the most qualified lead in your database and typically is turned over to sales.

One of our inbound marketing experts, Amber Kemmis, has written an entire e-book called *The Evolution of the Sales and Marketing Relationship*. In it, she details how to grow your relationship with sales, what questions to ask during the meeting, and how to have mutually beneficial, open communication, so that everyone involved is happy and feeling heard.

In short, when you understand what the sales team is looking for, it will be easier for you to provide.

Knowing the requirements for qualified leads will also direct what content you need on your website for each stage of the Buyer's Journey. So, make sure to schedule a meeting with sales this week if you haven't done so already.

Download "The Evolution of the Sales and Marketing Relationship" for a framework on how to get started.

Download Now

CHAPTER 03

The Conversion Path Explained

What is the conversion path? You've probably heard of calls to action (CTAs), landing pages, thank-you pages, and follow-up emails. When you put all of these together, they make up the conversion path. To better help you understand how each component of the conversion path works, we've broken down each below:

Calls to Action

CTAs exist on your website and link to landing pages. They state the offer someone will download and encourage the visitor to click. Having effective CTAs is the first step in generating more leads for your company.

Landing Pages

Typically, landing pages are defined as any webpage with a form on it. These pages are found by clicking a CTA. Landing pages should describe in greater detail the benefits of the offer and encourage the prospect to become a contact by filling out the form. The form helps you understand how qualified the contact is. Best practices of landing pages will be discussed in a later chapter.

> Typically, landing pages are defined as any webpage with a form on it.

Thank-You Pages

The thank-you page offers the actual piece of content once the form is submitted on the landing page. It also offers the contact secondary offers such as another CTA or a form. Unlike landing pages, thank-you pages have navigation and are much more simple and to the point. SmartBug Media's thank-you pages look like this:

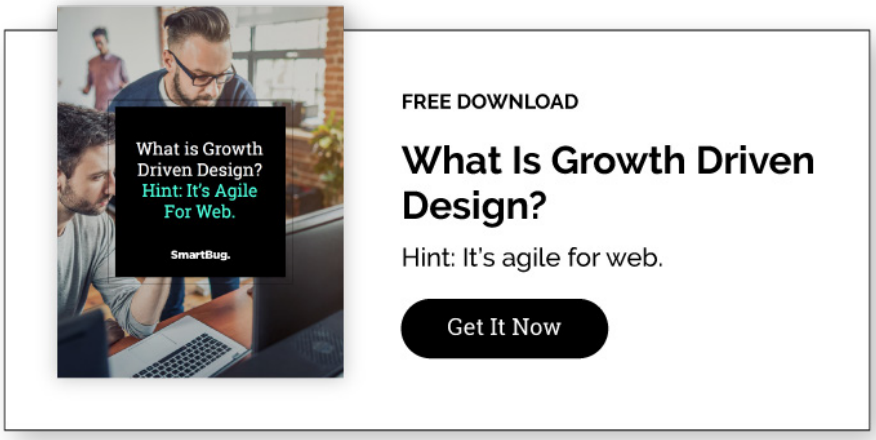
> Another option is to have a panel of speakers with presenters such as a partner, a customer, an employee, and/or an expert.

Follow-up Emails

The follow-up email is sent immediately after the visitor becomes a contact through the landing page. This is a basic email. You do not need any marketing images. Use plain text and provide a convenience link of the offer that has just been downloaded, so the contact can save it to read at a later date.

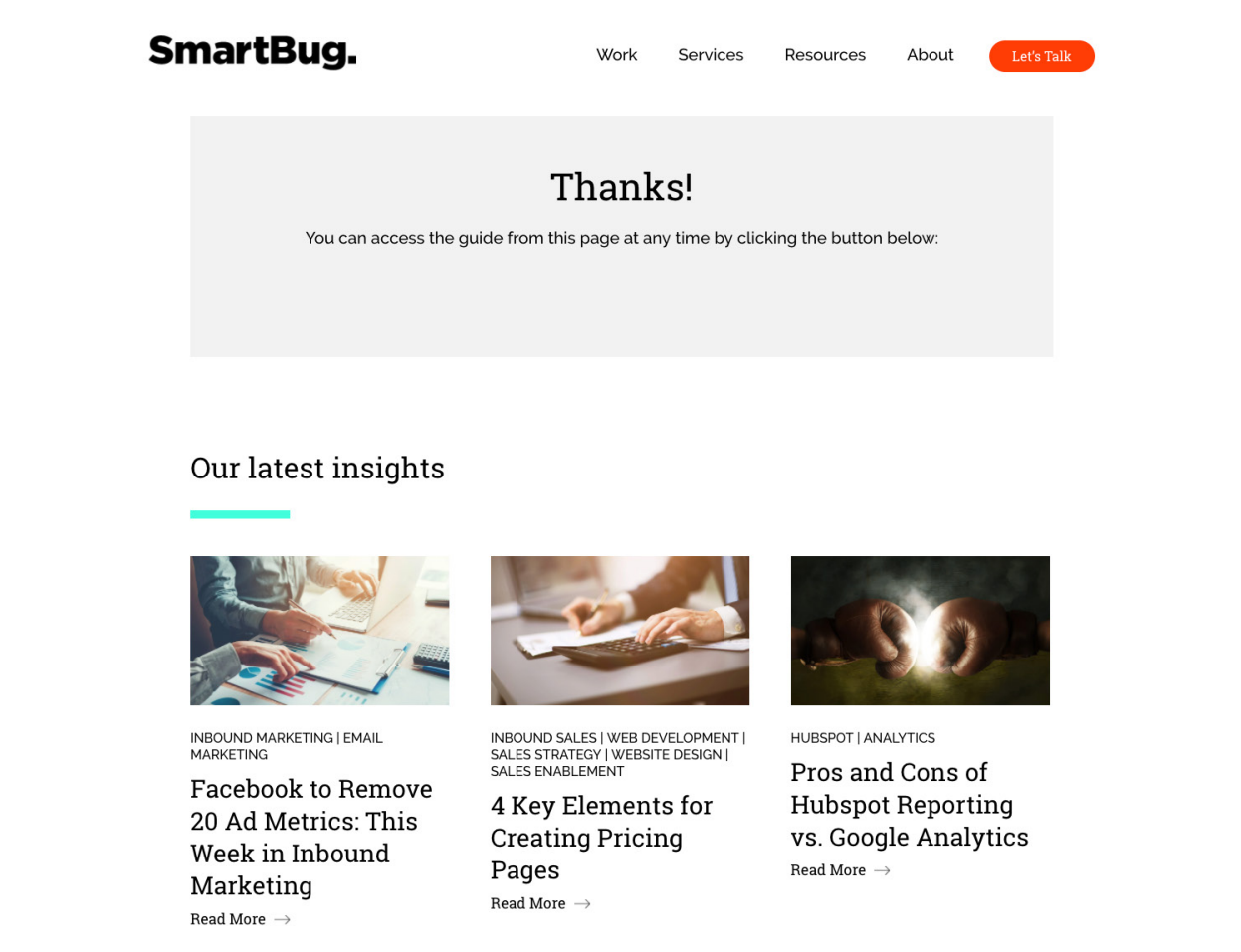
To recap, the conversion path helps you generate leads by gating the remarkable content you've already created. If you need a visual of the flow, see below:

Start with a CTA:

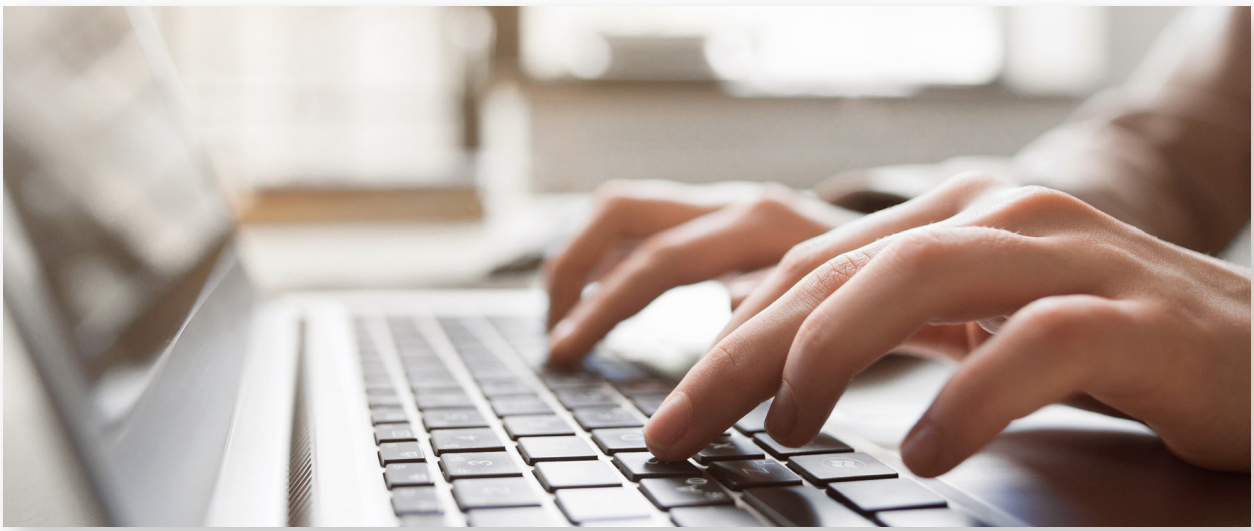


Link to a Landing Page:

Send to a Thank-You Page:



Finish with a follow-up email



CHAPTER 04

How to Create Irresistible Offers

Now that you understand what a lead is, what makes a lead qualified, and how the conversion path works to help you generate leads, let's move on to the offers themselves. Creating new, gated content offers will inevitably help you drive leads from your inbound marketing efforts. It is important for you to understand not just what offer you need, but how to make it so enticing that visitors can't help but want to click the CTA and download the offer.

Below are a few considerations to take into account when creating content offers.

1. Focus On Personas

Who are you targeting in this offer? What problems do they have? Why is this offer good for that particular persona? If you don't have a persona in mind when you start creating your offer, it's going to be less successful.

First, think of your persona, and then create the piece around their communication style and pain points.

> Creating new, gated content offers will inevitably help you drive leads from your inbound marketing efforts.

2. Solve an Actual Pain Point

The best way to get a potential lead to download an offer is to give them confidence that your offer will answer their burning questions or solve a problem for them. If it isn't helpful to your persona, then it's not worth offering. An example of an offer that isn't helpful would be a downloadable company newsletter that showcases an employee of the month. While cool for your team member, it doesn't move the lead along.

3. Create an Amazing Title

"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," said Brian Halligan, the CEO of HubSpot. People still judge a book by its cover. If the title of your offer is unappealing, chances are no one will download it. You need to make sure your title is as enticing as the content inside the offer itself.

4. Stop Using Corporate Jargon

No one likes it. Everyone can see through it. Corporate jargon is unappealing to you and me and everyone else, so stop using it. Words that you should stay away from include:

- Next Generation
- Cutting Edge
- Best of Breed
- Groundbreaking
- Scalable
- Mission Critical

You get the idea. Stay away from these words and be relatable to your persona instead.

5. Use the Best Performing Offer Formats

Being creative is fun, but when you need leads, start with what works first. The best-performing offer formats (these provide the highest visit-to-lead conversion percentages) in order are:

- E-books or guides
- Presentations
- Research and reports
- White papers
- Kits
- Live webinars
- On-Demand webinars
- Demos, consultations, decision-stage offers

By looking at the above list, you can conclude that filling out your content matrix with many e-books or guides and other awareness stage offers will be extremely beneficial.

> 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.

6. Stay Up to Date and Current

The best way to lose trust is to have an e-book or guide dated back to 2001. Shut that down. Revamp the offer and make it as current as possible. You want to be talking about what your personas are talking about today, not yesterday, not last year. This is also a good time to update the title if it needs to be more enticing and re-promote the content through email to some of your newer leads.

7. Learn From Your Mistakes

Analyzing your efforts is important. How do you know what was successful unless you're looking at the numbers? At SmartBug Media, we use HubSpot's inbound marketing software to learn the details of each offer we produce. The reporting system is easy to use and pinpoints the peaks and pitfalls of every campaign. From there, we adjust what we're doing and apply it to the next offer.

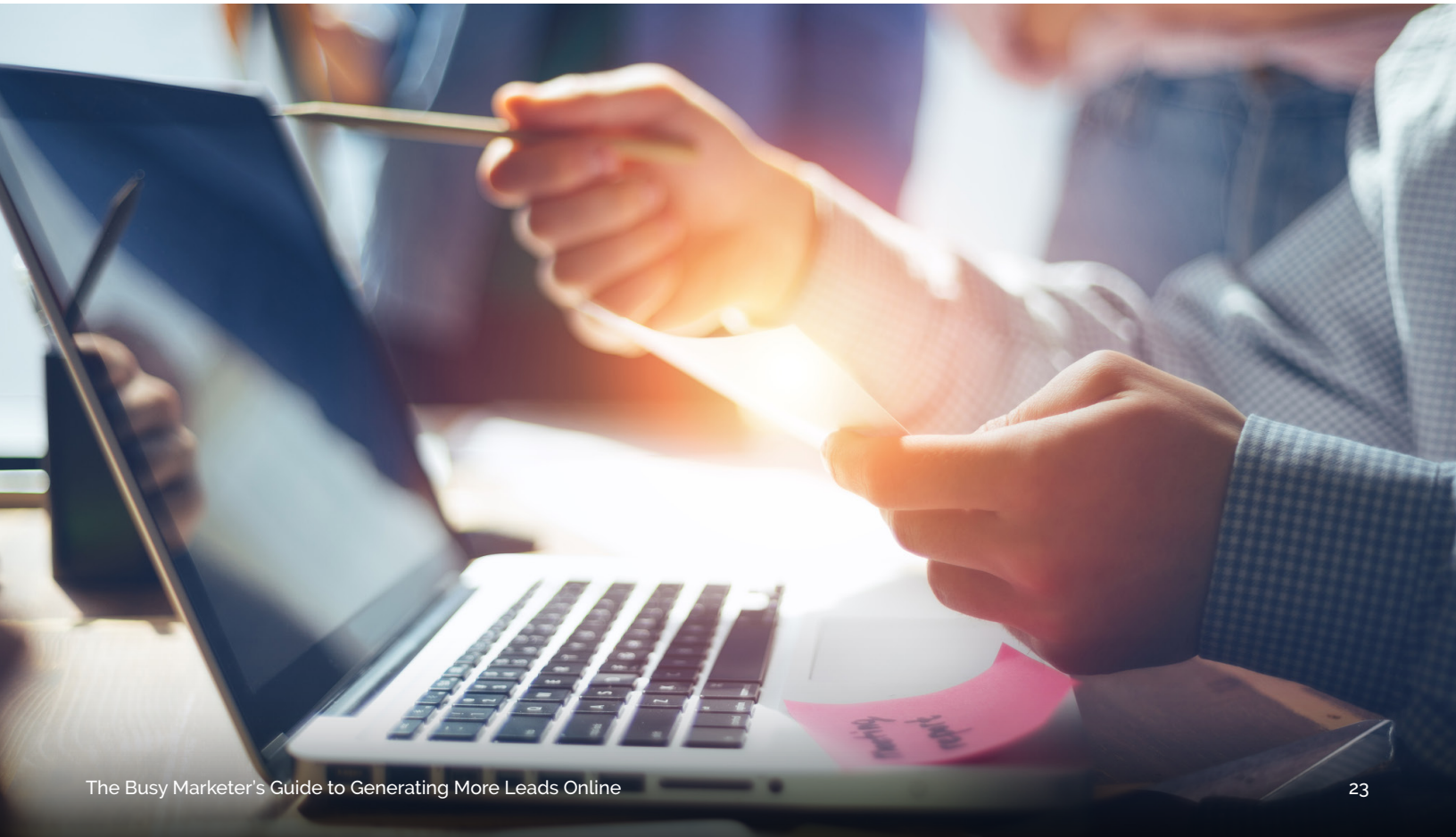
If you create offers with the above seven tips in mind, you will definitely generate more leads for your company who are qualified and want to be in your funnel.

What offer are you thinking of creating next and where does it fit within the Buyer's Journey?

CHAPTER 05

The Rules of Clickable Calls to Action

The first step of generating leads is getting visitors on your website to actually click the calls to action (CTAs) you have placed on your pages. Before we jump into what makes a CTA clickable, remember that CTAs should be placed on all pages of your website, except for the landing pages you've created for your offers. This allows visitors an opportunity to convert no matter where they are on your website, thus improving your visit-to-lead conversion rates.



You know you need CTAs, but how do you create the best ones possible? Follow these simple rules and you can't go wrong.

Be Clear and Concise

When creating CTAs, it is more important to be clear about what the offer is rather than looking flashy or overly designed. The simplest CTAs are usually the ones with the highest click-through rates.

You don't need a lot of text to get your point across. "Free E-book: Title of the E-book" with an image of the cover, or a related topic within the text, is usually enough to get clicks. If there is room, you can add a sentence about what the person will learn from the content offer.

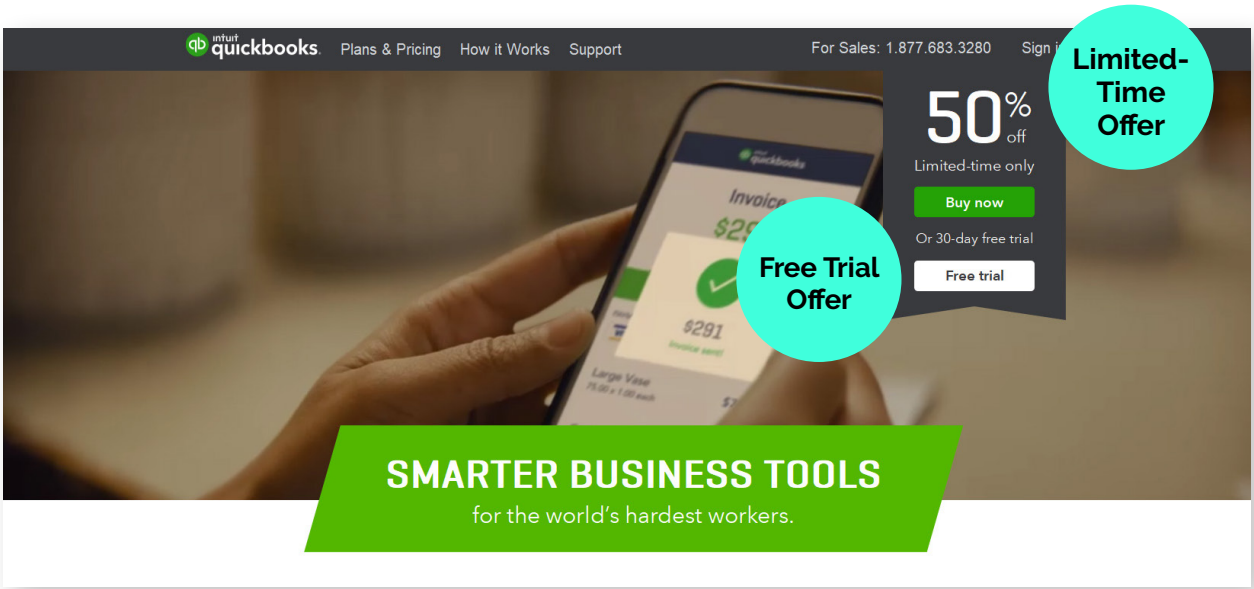
The goal is to make white space your friend and do not overcrowd the area with too much text or too many images.

Place Out in the Open

CTAs should be visible and made available from anywhere on your website. It is important to have them on your homepage, about page, product pages, thank-you pages, blog posts, and other informational pages. By showing CTAs front and center, you leverage your website's real estate to have the greatest chance of collecting leads.

A good rule of thumb is to place your CTAs "above the fold" or in areas where you don't have to scroll, such as your header or hero-image on your home page.

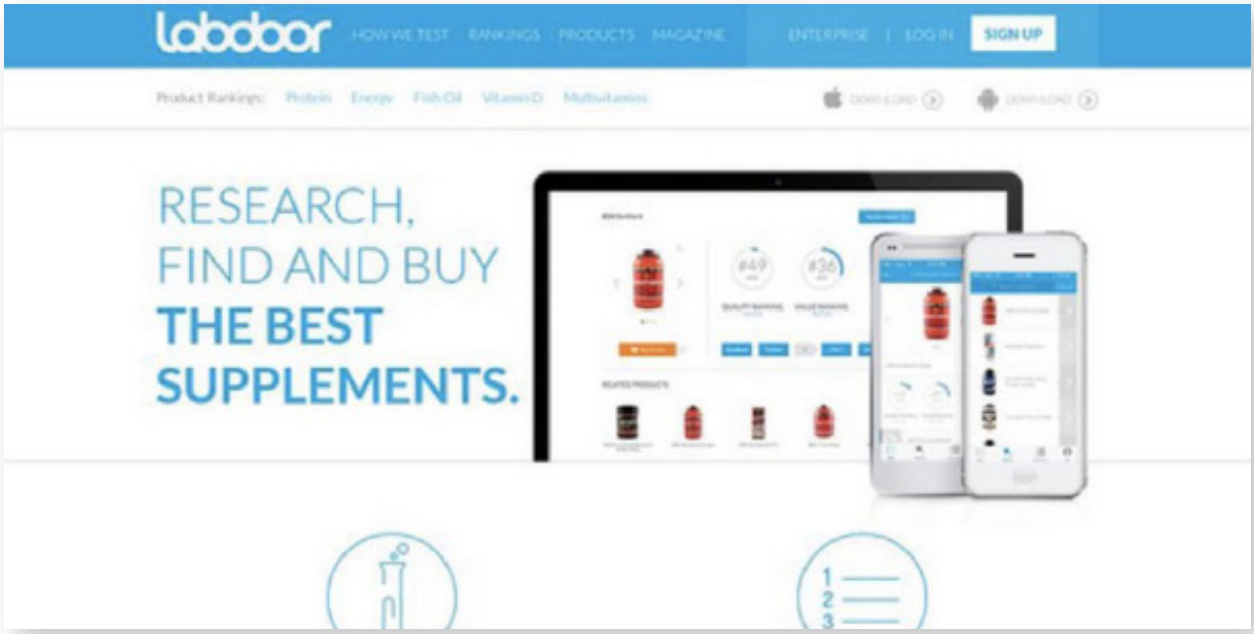
Take for example Intuit's QuickBooks homepage. You can see that there is an option to request a free trial immediately on the homepage and in the header. Additionally, they have a CTA for a limited-time offer to appeal to a wider audience.



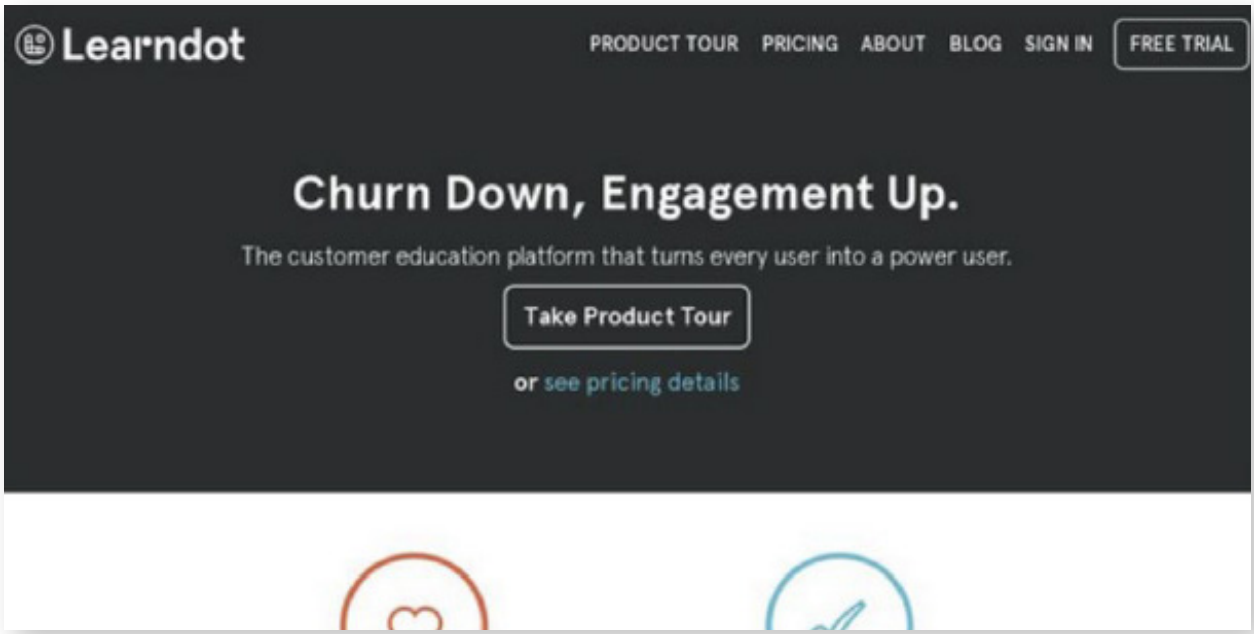
Use Contrasting Colors

When creating CTAs for your website, it is easy to get lost in your color scheme. When this happens, CTAs often get lost or become hidden due to colors being too similar. Remember to use contrasting colors for CTAs so that it is easy to recognize them from anywhere on the page.

Look at Labdoor's homepage below. While sleek, it's hard to figure out where to go next.



> When creating CTAs for your website, it is easy to get lost in your color scheme.



In contrast, Learndot. com uses a similar homepage approach—but notice how the different colors capture your eye more. The placement of the CTA in the header is better as well.

Select the Right CTA for Website Pages

After your CTAs are created you must think about placement, or where they belong on your website. Where you place your CTAs is as important as the design itself. To get you started, these are some steps to take to make sure you're promoting the right offer on the right page.

- **Map to the Buyer's Journey:** Just as offers and CTAs should be mapped to the Buyer's Journey, so should website pages. Think logically about this: are the people visiting your pricing page in the awareness stage of the journey? It isn't likely. However, visitors on the "About Us" page probably are, so your awareness-stage CTA is fine on this page. In contrast, the pricing page would have links to a case study and demo request.

- **Leverage Marketing Data:** Your best friend in choosing the right offers is data. HubSpot makes this easy to figure out through a dedicated landing page tool with complete analysis of channels, submission rates, and new lead conversion rates. This is especially important when you've identified several offers within each stage of the Buyer's Journey Which offer performs best at first? Which offer converts the most leads into customers? Which offer assists in moving the lead through the stages of the journey? Data can help you sort and answer these questions.

- **Test and Analyze:** Once you've made the decision of which CTAs to put where, run your campaigns and continue to track your data, then revisit at the end of each month. Try something new if it isn't working. Create more content if you need it. The only way to truly see an increase in lead conversions is by understanding what you're doing, how it's working, and what changes you need to make to improve the performance. Remember: your first try doesn't mean it has to be perfect. Inbound marketing takes time and refinement. As long as you're learning from the data, you'll only improve.

> Your best friend in choosing the right offers is data. HubSpot makes this easy to figure out through a dedicated landing page tool with complete analysis of channels, submission rates, and new lead conversion rates.

Optimize for Lead Generation

One common mistake marketers make is in creating a beautiful CTA promoting a new e-book and then linking to the PDF of the e-book itself. This is wasteful. As mentioned in previous chapters, make sure every CTA is linked to a landing page with a form on it to collect contact information. If you're not doing that, your efforts will be wasted. To further your efforts, consider using Smart CTAs in HubSpot as well. Smart CTAs allow you to customize the content shown to the visitor based on the stage of the Buyer's Journey the lead is in.

Smart CTA use cases include:

- **Customizing to the Persona:** Let's say you have an e-book called "The Best Red Running Shoes in 2015". You have personas that include Flat-Footed Frank, High-Arch Amy, and Pronating Paul. Each one of these personas may like red running shoes, but their needs are different. You can create three different CTAs with customized messaging for each, upload them into HubSpot, and the tool will find each one of the personas and show them the proper CTA.

One common mistake marketers make is in creating a beautiful CTA promoting a new e-book and then linking to the PDF of the e-book itself.

- **Tailoring to the Buyer's Journey:** Once the persona has downloaded the *The Best Red Running Shoes in 2015* e-book, what happens next? You probably don't want to show them that CTA again. The Smart CTA tool takes care of this by allowing you to say "OK, now that they've downloaded this, I want to show them the CTA for the upcoming sale on red running shoes that asks them to sign up for offers." If they take that action, you can tailor the messaging again to have "Buy Now" show up on the persona's next visit to your website, and so on and so forth until the lead becomes a customer.

- **Targeting Any Contact Properties:** With the Smart CTA tool, you can target any of the contact properties kept in HubSpot including geography, job title, lead score, number of website visits, lifecycle stage, and so on. Because contact properties are customizable based on your company's needs, the possibilities are endless.

CHAPTER 06

Building Landing Pages That Convert

Now that you know how to get visitors to click your CTAs, you should start creating and optimizing your landing pages so that visitors actually want to fill out the form. The goal of a landing page is to explain the benefits of the offer and highlight key takeaways the reader will acquire while staying as brief as possible. To help you feel confident that you've created the best landing page possible, we've created a landing page checklist!

The more closely you follow the checklist below, the more likely it is that you will receive leads from your offer.

The Ultimate Landing Page Checklist

- ☐ **Eliminate Navigation:** You should not have a navigation bar on your landing page. A navigation bar serves as a distraction to your visitors and deters them from filling out your form and claiming their offer.

- ☐ **A Clear Headline:** Always state the offer at the top of the page. Text such as "Free Guide: Title of Guide" is sufficient. You don't need to be wordy.

- ☐ **Match Headline to CTA Text:** Do not mislead your visitors. If a visitor clicks on a call to action that offers them a free e-book, be sure that the headline of your landing page is offering them that same e-book shown in the CTA. Do not use bait-and-switch techniques

- ☐ **A Brief Description:** Under your headline, you should briefly explain the offer and the value that it will give your visitor. If you're using the *The Best Running Shoes of 2015* example, you would have something under the headline that stated something like, "Relieve any doubts about your next shoe purchase. Find the best shoes for you in this free guide."

- ☐ **Form:** A landing page isn't a landing page without a form. It captures your visitors' information and turns them into leads.

To optimize your form, remember to:

- ☐ **Only Capture the Information You Need:** The form on your landing page should only capture the information that you most need to follow up with the lead. Whenever possible, use "Smart Fields" from HubSpot.

- ☐ **Customize Form Button Text:** The "default" text on many online form buttons is "submit." This often turns your visitors away from your offer, because they don't want to submit to something. Rather, make the button a statement that supports your offer.

- ☐ **Relevant Image:** You should have at least one image that supports the offer. For example, if you are offering a free e-book, displaying an image of the e-book cover will help support the offer.

- ☐ **Brief Body Text:** Write an introduction about why you created the offer and how it will be useful to the prospect, and wrap it up. This should be no more than two or four sentences max.

> The goal of a landing page is to explain the benefits of the offer and highlight key takeaways the reader will acquire while staying as brief as possible.

- [ ] **Bullet Point the Benefits:** What are the benefits of the offer to the prospects? What are the major takeaways they will receive when they download the offer? What makes this offer awesome? Detail those answers as bullet points on the page under the introduction. No more than four to five bullet points. Brevity is still important.

- [ ] **"The Blink Test":** Now that you have all of the physical components in place, run the page by fellow colleagues to see if it passes the blink test. Your test-prospect should know exactly what they are getting within three to five seconds of looking at the page.

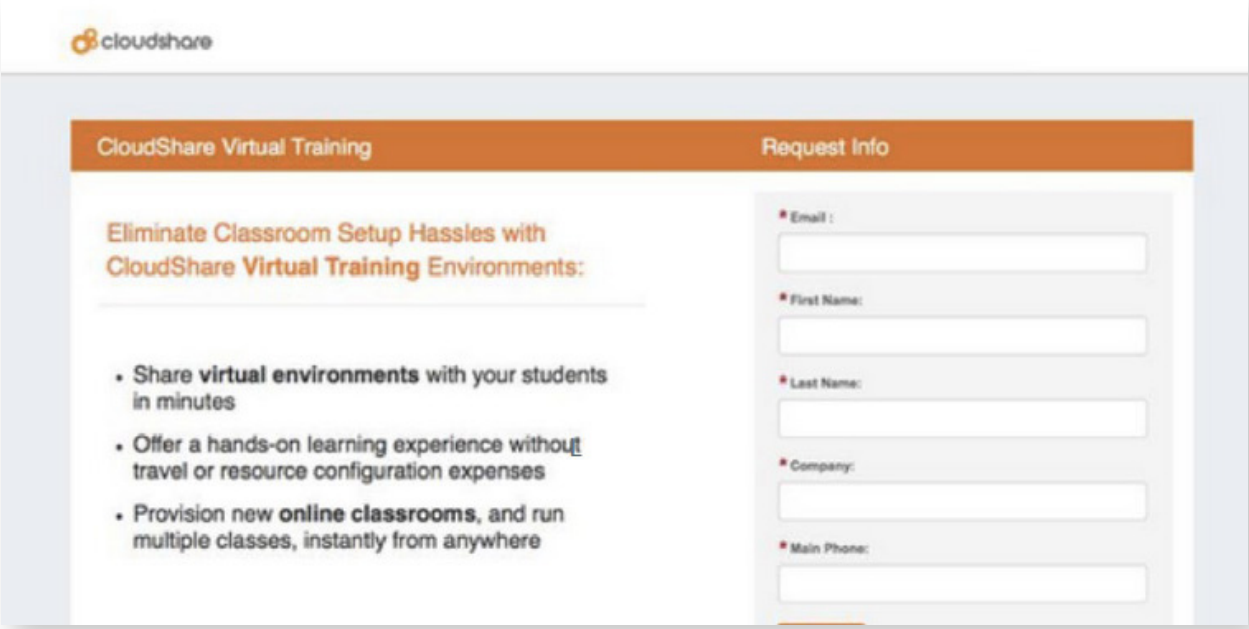
- [ ] **Social Sharing:** Be sure to add social sharing buttons for the social mediums that your prospects use. They act as free promotion for your landing page.

- [ ] **Keyword Optimized:** Use keywords in your page titles, headers, and text on your landing pages.

- [ ] **A/B Test:** Test various elements of your landing pages and view the results to help optimize your landing pages for your audience.

- [ ] **Testimonials and Third-Party Seals:** These are optional items to include on your landing page, but can help increase a visitor's willingness to fill out your form, as they know that your offer has approval from other sources.

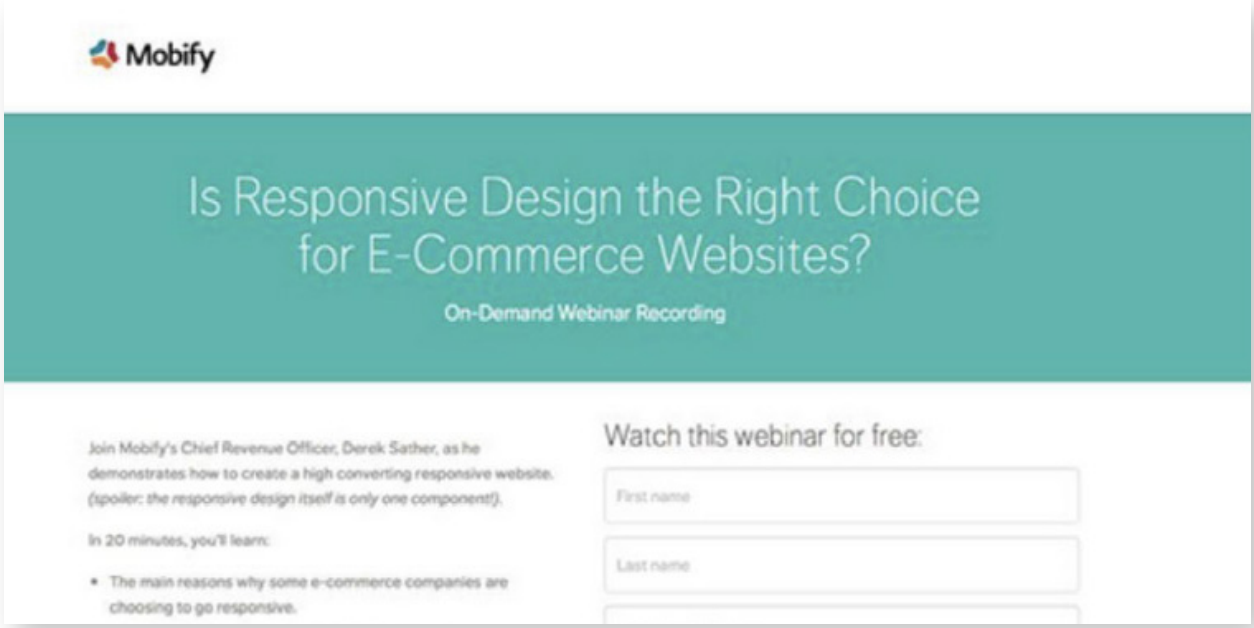
Building landing pages doesn't have to be hard. If you follow this checklist, you can create an optimized landing page in as little as 30 minutes. Still unsure? Check out these examples of landing pages that (we think) rock:



Source: www.cloudshare.com

Source: www.business-software.com

Source: www.prweb.com



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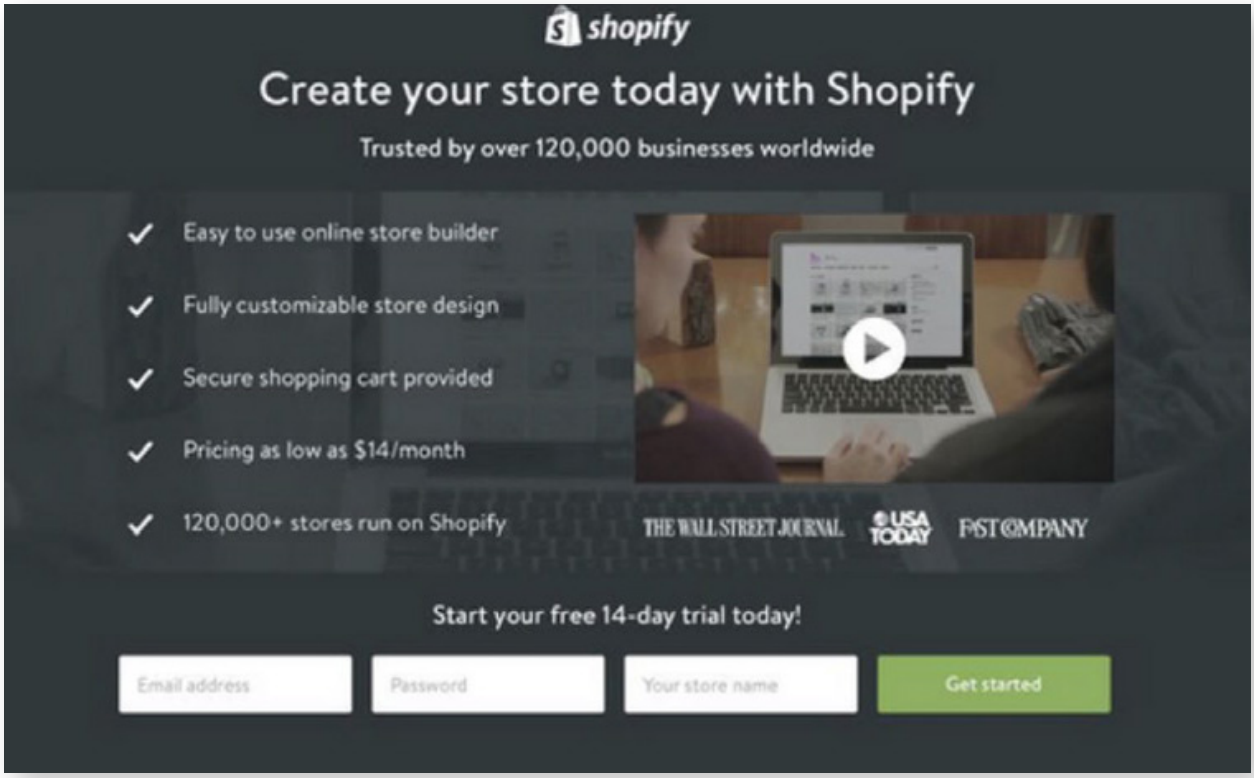

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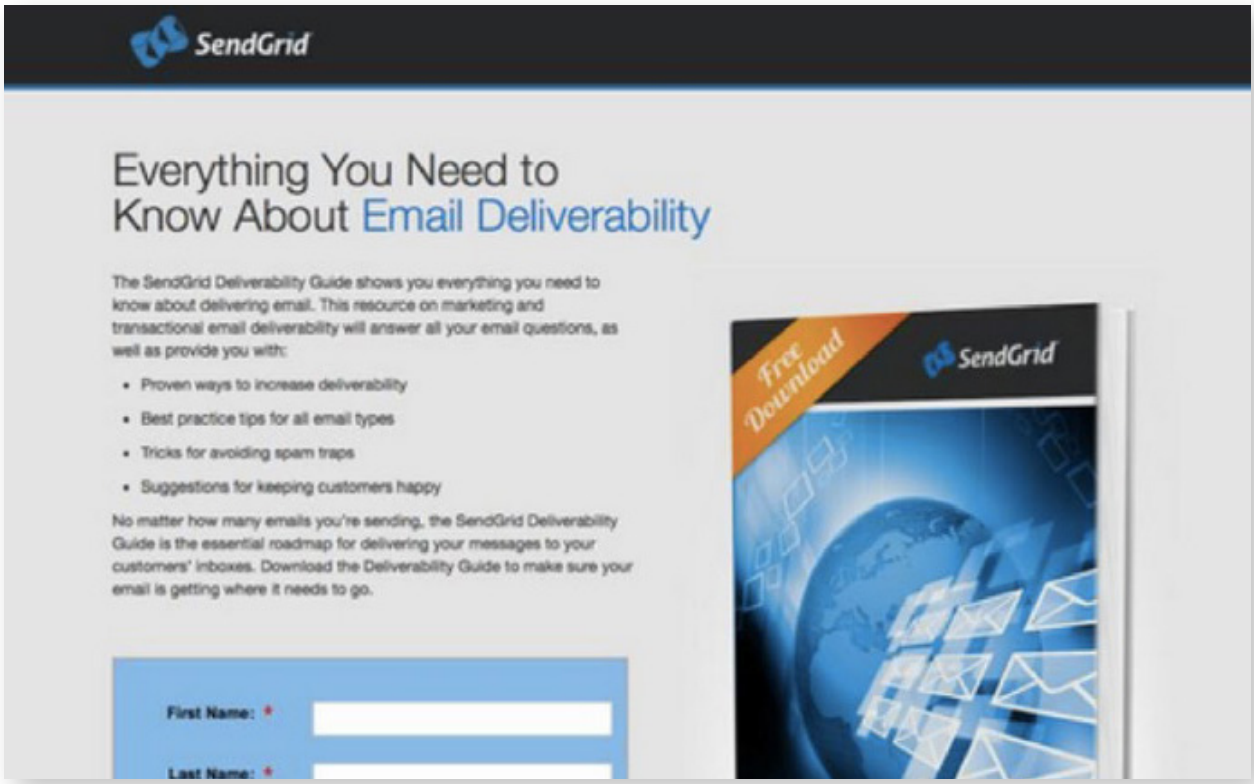

Source: www.sendgrid.com

CHAPTER 07

Leveraging Form Fields

As mentioned in the previous chapter, form fields are important for capturing contact information and actually getting visitors to convert into leads. Forms also play a role in helping you qualify leads. By collecting information through forms, you can segment your leads based on the contact properties populated by the form questions. The better your leads are segmented, the better your MQLs will be. So how do you know what questions to ask on the form to get the most qualified leads? This question should be answered in your meeting with the sales team. There are a few required form fields that should be on every single form including:

First Name

Last Name

Email Address

If you have those three things, you can personalize and follow up via email.

However, you should include more than just those three form fields so that you can segment. These are some ideas for form fields to include:

First Name	Job Title	Size of Company
Company Website	Biggest Challenge	Phone Number

Add any other qualifying questions you learn in your sales meeting. The struggle many marketers face is asking too many questions on the forms, which dissuades visitors from converting into leads. They get scared off. How do you balance getting the information you need with keeping your visitors secure and happy?

> By collecting information through forms, you can segment your leads based on the contact properties populated by the form questions.

Below are tips for optimizing forms for optimal lead conversion:

Map to the Buyer's Journey

Are you sensing a theme? Yes, mapping to the Buyer's Journey is so important in your content marketing strategy. This includes forms. If your leads are in the awareness stage, the chances of getting their phone number will be slim. If they are in the decision stage, you have much, much better chance of asking for and receiving the lead's phone number. Think of it like a relationship:

- **Awareness Stage:** The fewest number of form fields. Think of this as the dating period. You don't want to get too detailed too soon.
- **Consideration Stage:** You can ask for a bit more information at this stage. You're committed. You're excited to know more about each other.
- **Decision Stage:** Ask for whatever you need (reasonably). You are engaged and considering a life together. The more information you have, the better the relationship will be as you move forward.

> Mapping to the Buyer's Journey is so important in your content marketing strategy.

Deciding What is Required

Not every single form field needs to be required. Require what is absolutely necessary for qualification purposes and do not mandate the sugar-on-top questions. For example, it might be interesting for you to know the geographical locations of your leads, but not entirely necessary. You could ask for this information on a form but not require it.

Progressive Profiling and Smart Fields

You can use HubSpot's form tool for progressive profiling. This means once a question has been asked, and a lead has answered it, you can ask them another question. If you have "Job Title" in the contact record and you want to know how big their team is next, you can set up your forms to ask "Team Size" on the next form that lead fills out. Pretty cool, huh? "Smart Fields" allow you to hide fields once they've been answered. The lead never sees the same form twice. It also ensures that customers never have to fill out a form again when they need a resource from your website.

An example of a Hubspot customer form

Test and Decide What Works For You

Not all forms are created equal. Test what works best for you and your team. Can you get away with longer forms in the awareness stage than in some other industries? Do your forms have to be as short as possible to get anything accomplished? It really depends on what you're offering, who your personas are, and how much information you realistically need from them in order to qualify for sales.

> Another option is to have a panel of speakers with presenters such as a partner, a customer, an employee, and/or an expert.

CHAPTER 08

Promoting On Multiple Channels

Your website doesn't stand by itself. Marketers must utilize many other channels in order to maximize their lead generation efforts. A channel might be a multitude of things including social media, your blog, email, a brick and mortar store, or even a text message. The objective is to make it simple for buyers to flow through the journey, finding information and making a purchasing decision in as few steps as possible. Having the right marketing mix can make all the difference. Below you will find the most common channels that you can use to promote your offers and generate more leads for your company.

Organic Search

Remember landing page checklist: We told you to optimize with target keywords. The reason for that is because landing pages can be picked up in search engine results, otherwise known as organic search results. Organic search typically brings in qualified visitors who are more likely to turn into leads. You will want to optimize the following with your target keywords:

- **Page Title:** No more than 70 characters
- **The URL:** info.yourwebsite.com/keyword-goes-here
- **H1 Text:** Typically the headline, so optimize the title of your e-book
- **Meta Description:** Won't boost rankings but Google bolds the keyword when it's typed
- **Image:** Include the keyword within the description with 'alt text'

If you optimize those basic elements you should be fine.

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Your Industry Blog

When you create an offer, you need to blog about similar topics. For example, if you have just created "*The Best Red Running Shoes of 2015"* you should create a series of blog posts around "red running shoes." This will be topical for your audience and will allow you to further optimize to get found in Google. Always add a CTA at the bottom of your blog posts for your new offer. No one will see it otherwise.

Segmented Emails

Sending emails about your latest offer will help you leverage reconversions and provide your leads a way to share new content with colleagues and peers. Always include a CTA to the offer in the email and other text links that go back to the landing page.

Social Media Channels

What are you promoting on social media? Many marketers put links to industry blogs, their own blogs, and other copious amounts of blog topics. While that is a good thing to do, also promote your landing page on social media channels. Even a message as simple as "New Resource: Title of Offer" is better than nothing at all. Leverage your leads power to share, promote, and help you get more leads.

The Offer Itself

Offers are a great way to promote other offers. For example, have you had a chance to check out *The Busy Marketer's Guide to Growing Website Traffic*? You can click here to check it out now. See what we did there? While that is a very obvious way to promote another offer, you can do it more subtly as well. For example, in the guide above there are links to SEO planning sheets and other helpful resources. The offer helps promote another offer, then another offer, and so forth. Utilize what you have!

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Conclusion

This is just the beginning. Generating more leads from your website has the power to transform your marketing performance and total ROI for your company. By using the best practices laid out herein, you will be able to reduce your cost per lead, while still delivering high-quality, qualified leads to your sales team. Once you implement the advice given for calls to action, landing pages, forms, and promotional efforts, continue to tweak and improve your execution. This will help you to continually improve lead quality and increase revenue.

This is the tip of the iceberg. Go create and generate more leads, you marketing genius you.

About SmartBug

SmartBug Media is one of a handful of HubSpot Diamond partners in the world and is the highest-rated agency in the history of the HubSpot ecosystem. We also boast the highest ROI documented from any HubSpot partner—3,558% and 14,500% ROI on a six-month and three-year campaign, respectively. At Inbound 2015, SmartBug Media was the most recognized agency, having won or been named a finalist in nine awards.

SmartBug Media is one of first HubSpot partners to implement growth-driven design and was an inaugural member of the HubSpot COS Advisory Board. For more than seven years, SmartBug Media has been helping businesses increase sales leads, close more customers, and enhance the reach of their brands. From building comprehensive online marketing programs to designing new websites, driving leads through social media or sales enablement, we're an extension of your marketing team that delivers.

For a free inbound marketing or web design consultation, or to learn more, visit www.smartbugmedia.com or call 949-236-6448.

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