



100 AWESOME TIPS

for LEAD GENERATION

by åsa magnusson



YOUR LEAD GENERATION MACHINE



We live in an incredibly busy media landscape, and it's getting harder to grab the attention of our potential customers. However, when done right, lead generation holds the key to building and growing your business – so you should have a strategy in place for making it happen!

KEEP EXPERIMENTING

In this eGuide I aim to **inspire** and **encourage creativity** in your lead generation. There are so many ways to stand out from the crowd, if we only dare to be a little bit different.

What will you try first?



TABLE OF CONTENTS

STRATEGY ONE: DIRECT MAIL AND PRINT	4
STRATEGY TWO: ADVERTS – ONLINE AND OFFLINE	8
STRATEGY THREE: EMAIL	10
STRATEGY FOUR: INBOUND MARKETING	13
STRATEGY FIVE: EVENTS – ONLINE AND OFFLINE	18
STRATEGY SIX: WEBSITE	22
LEARN MORE	25



DIRECT MAIL & PRINT

1. SEND A NOTEBOOK

Everybody uses notebooks! Why not make sure it catches the recipient's eye, by putting their own name on the front? Add your contact details and special offers on the back or inside.

2. SEND A POSTCARD

Limited print budget? Print a batch of postcards with an irresistible offer. (Give a batch to your field sales team or on-site staff, to hand deliver to neighbouring businesses when they're out on a job.)

3. SEND A VIDEO CARD

Larger print budget? Combine print and video into an interactive experience. Check out [Cards In Motion](#) for awesome examples.

4. SEND A CALENDAR

A branded desk calendar is more likely to be used if you add features like to-do lists. Also, why not highlight events you are organising or attending throughout the year?

5. DO MORE WITH BUSINESS CARDS

A business card doesn't have to just be for sharing your contact details. Why not use the back of the card as a loyalty stamp card, or print a QR code with a link to a sales page?

6. SEND A CONGRATULATIONS CARD

Keep an eye on your hottest prospects and send them a physical card to congratulate on any industry awards, promotions or big wins.

7. CREATE A MAGAZINE

A brand magazine is the perfect marriage of print and content marketing! Create a series of interesting articles and visuals, and send the magazine to prospects and customers.

8. DO MORE WITH BROCHURES

When creating a brochure, consider how to help the user take action. Include a pre-paid postage response card, a membership card, a discount code or a link to claim a free gift.

9. SEND A TAKEOUT

If you know roughly how many people work in the recipient's office, why not send a delivery of something everyone can enjoy, like cupcakes, pizza or coffee? With a branded box or a gift card inside, you can ensure everyone knows who it's from. Don't necessarily pitch your business, but follow up with a phone call.



10. CREATE A SERIAL

Use storytelling to create a narrative that builds up suspense for the reader, and deliver the story over a number of weeks to keep the reader engaged. Finish with a strong call to action.

11. DO A FLIP-FLOP FLYER

Join forces with another business targeting the same audience, but with a different service. Print and distribute flyers where each company features on one side. This allows you to halve the cost - or double your reach!

12. USE CREATIVE CLOTHING

We all wear logos and branded clothes – so why not wear your own? Print shirts with a compelling message and a memorable URL to drive traffic to your sales page.

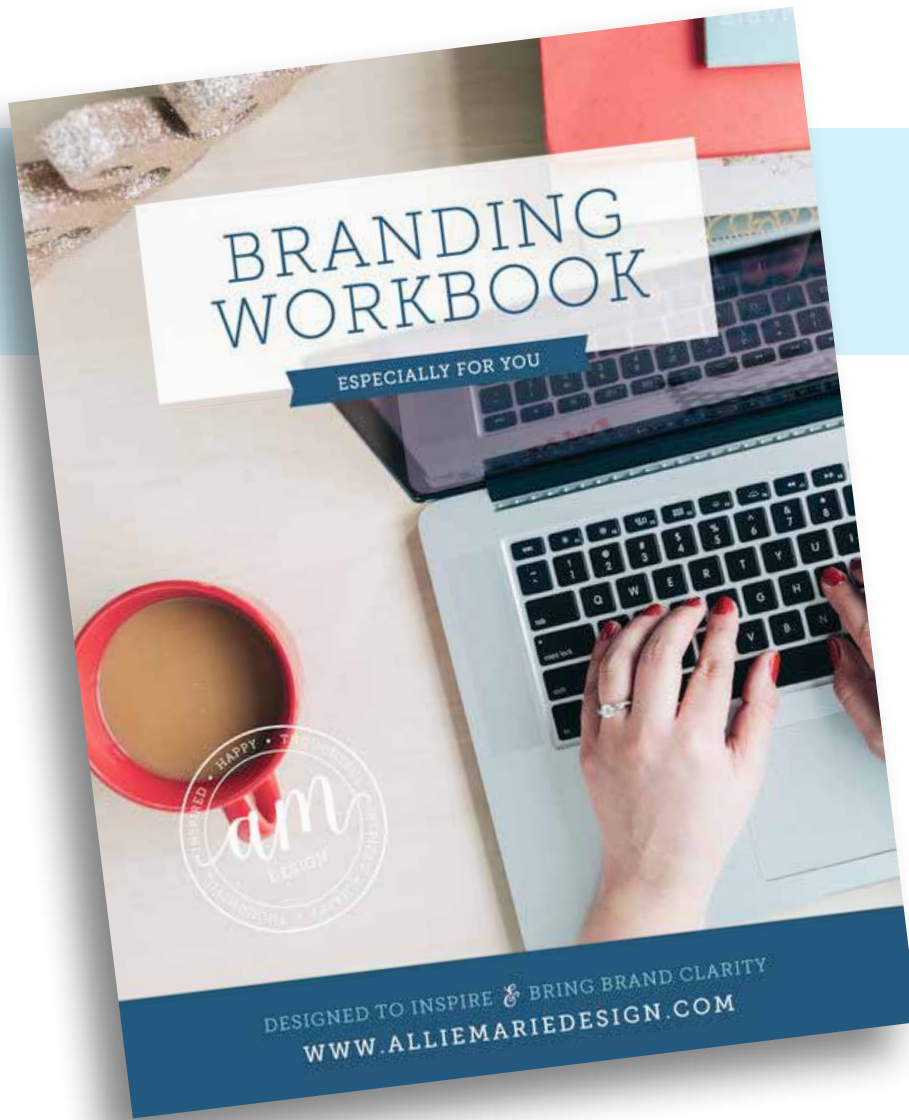
13. DO A TARGETED MAIL DROP

If you are targeting a particular geographic area, get someone to hand deliver a leaflet or letter to offices or homes – but make it eye-catching and interesting!

14. SEND AN ENIGMATIC GIFT

Send something that sparks the recipient's curiosity, and that they need to book a meeting with you to figure out. Perhaps a locked box of treats that can only be unlocked by you? Or a remote control car, where you keep the remote until later?





15. CREATE A WORKBOOK

If you know the major challenges of your target audience, create a basic workbook for them to address a specific problem – full of tips on how to use your services, of course.

“ Print is the perfect language for creativity! ”



ADVERTS - ONLINE & OFFLINE

16. CREATE AN ADVERTORIAL

Work with a trade publication to create a sponsored article promoting your business.

17. RUN A NEWSPAPER AD

For a wide audience reach, consider running adverts in the daily press – but again, always offer a very clear call to action!

18. CREATE A SOFT POP-UP

Use a website add-on to display a pop-up prompt on your website, asking the visitor to download or register for something. (But don't make the pop-up instant – allow the user to first read about your business on the page!)

19. RENT A BILLBOARD SIGN

For local campaigns, consider renting a billboard with a very clear call to action.

20. RUN LINKEDIN ADS

LinkedIn offers the ability to run highly targeted sponsored updates for specific job roles, industries, company size and more. This allows you to create a very tailored call to action.

21. RUN SYNDICATED WEB CONTENT

Work with industry-specific media companies, or media partners such as Taboola or Outbrain, to get your ads or content distributed across all their channels.

22. RUN ADWORDS

Get the best of both the ad world and the SEO world – by running AdWords to boost traffic to your website. Just make sure the pages you link to are great at capturing and converting leads!

23. GET A MURAL OR GRAFFITI

Rent the side of a building and get a branded painting done by an artist. Use hashtags to keep track of social mentions. (For a more temporary approach, do some street chalk artwork!)

24. RUN RADIO ADS

Radio is a great channel for reaching certain demographics, especially car commuters. Get creative with catchy music or comedic content that get a positive emotional response. And don't forget the call to action!

25. BRAND YOUR VEHICLE

Get a branded paint job or wrap done on your company vehicle, with an eye-catching slogan. (Hot tip: Use a customised URL with a specific offer for anyone who has spotted your vehicle.)



E-MAIL

26. AUTOMATE AN EMAIL SEQUENCE

If you don't have an 'auto-responder' sequence for people who sign up to your lists or download your content, you must create one immediately.

This is the easiest way to ensure you instantly start communicating with leads.



27. CREATE A NEWSLETTER

Newsletters don't have to be long, in-depth and cover loads of different bits of information. A basic newsletter could be as simple as sending out your latest blog post. (Including a clear call to action, of course.)

28. RUN A SURVEY

Ask your subscribers to take part in some research, the results of which you will share afterwards.

29. OFFER A FREE TRIAL

What can you offer your subscribers for free? Can you give them limited-time access to a service, a try-before-you-buy option, or a free ticket to an event?



30. OFFER A CONTENT SAMPLE

Have a book, a white paper, or a video? Send a short sample and ask people to request the full content if they're interested.

31. OFFER A REFERRAL DISCOUNT

Peer influence is incredibly powerful. If you have happy customers, they may be willing to introduce you to their friends or colleagues in exchange for a discount.

32. SHARE FOLLOWERS' CONTENT

Keep up to date with what your fans and followers are saying on social media. If you capture something really interesting or useful, turn it into an email update with a spotlight on that user – including a clear link to your own services.

33. DO SOME NEWS-JACKING

Keep an eye on news and hot topics in your industry, so that you're ready to hi-jack the latest news and use it to frame and promote your services.

34. SEND UNEXPECTED OFFERS

Everyone is used to getting special deals for Christmas, Easter or Black Friday. Why not look up other, less common, national holidays – and offer special deals when nobody else is?

35. SEND A PICTURE

Sometimes a picture says it all. An email doesn't have to be laden with text. Use an infographic, a comic strip, or an interesting photo. (But make sure you optimise the image with clear alternative text – and add a call to action to the email.)

36. SEND A TWO-CHOICE EMAIL

Send an email with a simple question and two buttons – with a choice of 'option A' or 'option B'. This will help you to prompt a reaction and allow you to tailor your response accordingly.



37. DO SOME PIGGYBACKING

Try to create a partnership with an established brand that already serves the same audience, and get them to email their customers on your behalf – but be careful to not breach any marketing permissions.

38. SEND A VOUCHER

Everyone wants something for free. A voucher will often look appealing – but by linking it to a purchase you will effectively generate a sale first. And adding an expiry date will prompt the recipient to take urgent action.

39. NURTURE, NURTURE, NURTURE

Once someone is on your email list, don't forget to stay in touch with them. Have a minimum frequency of communication, where you share interesting topics.

40. CREATE A CHALLENGE

Invite your prospects to join a challenge for a number of days, where they get daily prompts or inspirational messages. This can be automated – but do add an element of social media engagement or Q&A sessions throughout.

INBOUND MARKETING

41. BLOG

Having your own, regularly updated, blog is an incredibly powerful lead generation tool. The more you blog, the more traffic you will attract. Use your blog to highlight your industry knowledge, your credentials, and your experience.

Strive to always provide useful, educational or entertaining content – and ensure each blog has a clear purpose and call to action.

“ Give them quality.
That’s the best
kind of advertising.”
– MILTON HERSHEY

42. BLOG EXTERNALLY

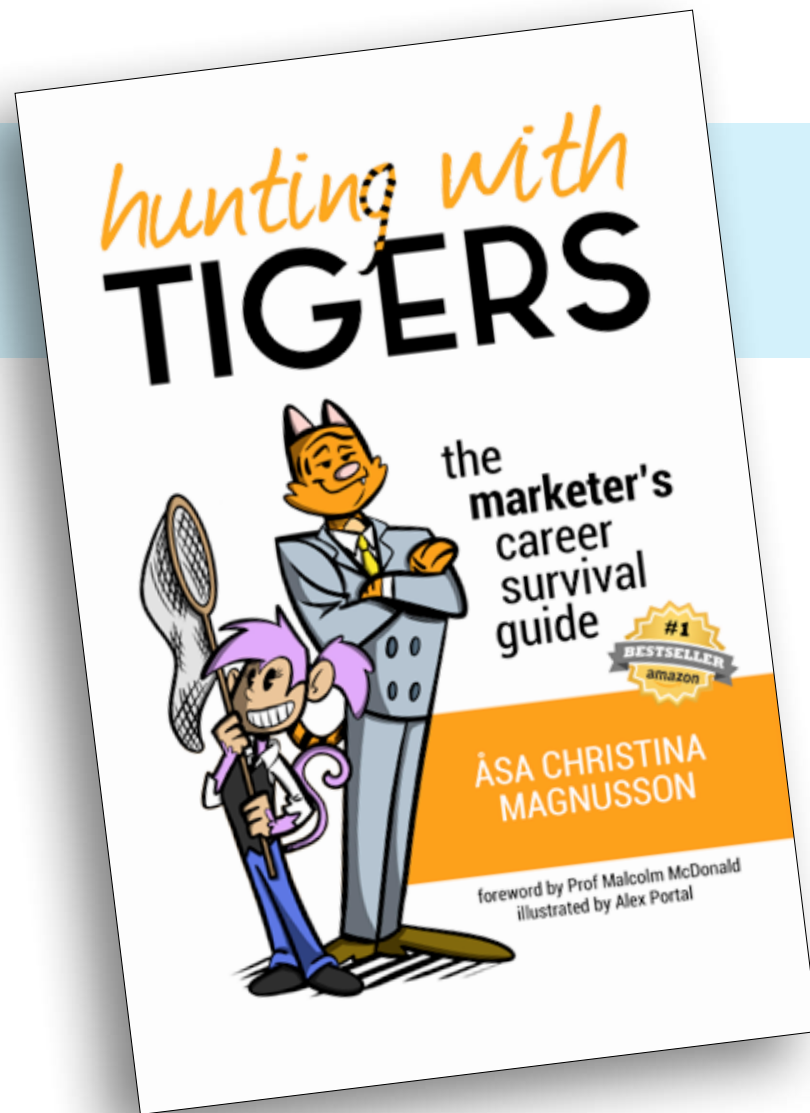
Use platforms like [Medium](#), [LinkedIn](#), [YouTube](#) and more to publish your content, linking back to your website. This will help you share your content to a wider audience as well as improve your SEO ranking.

43. GUEST BLOG

Ask partners, clients, suppliers and industry influencers if you can contribute with guest posts on their blog - and get them to do the same on yours.

44. CREATE A MINI COURSE

Teach something! By creating a course in a topic that interests your target audience, you will attract relevant leads. (This can be as simple as an automated email sequence or a basic video tutorial.)



45. WRITE A BOOK

Writing a book, especially an eBook, doesn't have to be hugely complicated. Perhaps you can simply collate and expand on a series of blog posts you have already written?

“ Content is anything that adds value to the reader's life. ”

46. CURATE CONTENT

Help your audience find a wide selection of relevant industry information in one central place. You can curate your own lists in your blog, or use an automated tool like [paper.li](#).

47. INTERVIEW SOMEONE

Many influential people like being interviewed, and are often happy to share the link to the interview afterwards.

48. START A PODCAST

Podcasts are becoming increasingly popular. It's easy to get started on [Anchor](#).

49. CREATE A QUIZ

Use Facebook's [Quiz Maker](#) to build a quiz that helps increase your engagement, promotes your business, and offers insight about your target audience.

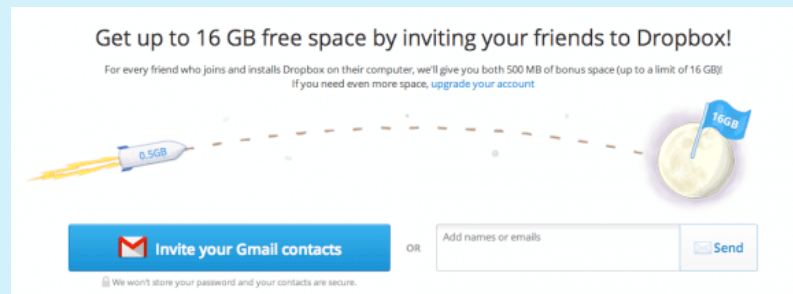
50. CREATE E-GUIDE/WHITE PAPER

One of the easiest and most straight-forward online lead generation vehicles is the white paper download. Create an interesting, useful, high-value asset, and use a landing page to capture lead details in exchange for download.



51. START A REFERRAL PROGRAMME

Set up a formal referral programme where you incentivise both the prospect and the referring customer. Feature the programme on your website and in your email campaigns.



52. CREATE A CHECKLIST

What are the typical daily tasks for your target audience - and how can you help them stay on track? A branded checklist will keep you front and centre of their mind on a daily basis.

53. BEHIND-THE-SCENES FOOTAGE

Use [Instagram](#) and [YouTube](#) to show what it's like to work for your business – with links to apply for any open positions.

54. SHARE TESTIMONIALS

Use quotes from existing clients to create social media content that attracts similar prospects.

55. CREATE A BUSINESS MASCOT

Set up a social media account or hashtags for a fictional character that embodies your brand, to share light-hearted content and create user engagement while promoting your business.

56. CREATE INFOGRAPHICS

Help your users understand a complex topic or statistic by visualising it in a branded infographic.

57. CREATE MEMES

Create fun, inspirational or educational branded memes for people to share on social media.

58. CREATE A GAME

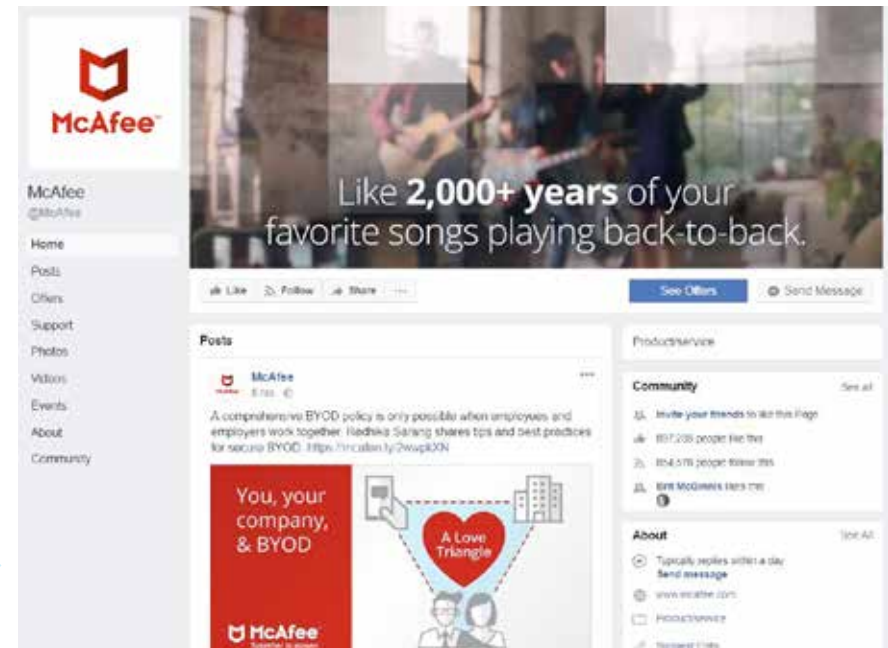
Consider how you can 'gamify' the experience for your audience. Can you create an online platform game that promotes your services and rewards high scorers with branded goodies?

59. START A COMMUNITY

Create a social media community for people interested in topics relating to your business, and use the group to gently encourage sales.

60. CREATE A MEMBERS AREA

Give users a members-only area where they can log in to access premium content, product demos, videos or other high-value content.





EVENTS – ONLINE & OFFLINE

61. HOST A WEBINAR

Run an educational live webinar using something like [GoToMeeting](#) or [Zoom](#) – and make it available on demand afterwards.

62. RUN AN IN-HOUSE EVENT

Invite people to a workshop, a seminar, or a product demo at your office.

63. RUN A PHOTO CONTEST

Get your audience to share and tag photos of themselves using your product for a chance to win a prize.

64. RUN SHARED EVENTS

Co-host an event with another business that serves the same audience with a different product.

65. RUN A VOTING CONTEST

Looking to change your logo, your product or your uniforms? Get your audience involved in voting for their favourite option.

66. RUN A LIVE Q&A

If you have a good following on social media, consider running a Q&A session where you can respond to topical questions and promote your services.

67. RUN A GIVEAWAY CONTEST

Get people to enter a prize draw – but make sure you use a prize that is only valuable to your target audience, to ensure you are capturing somewhat relevant leads!

68. SPONSOR A CHARITY

What local events or charities can your business sponsor? Use that platform to promote your business.

69. DO BUSINESS AWARDS

Apply for relevant industry awards and use the publicity to promote your services. (If there aren't any awards for your industry, host your own!).

70. HOST A SOCIAL MEDIA TAKEOVER

If you know you have a celebrity fan – or want to get one – ask them to guest host your social media account for a set amount of time.

71. TRADESHOW TIP #1

Turn your tradeshow booth into a comfortable VIP lounge for a specially selected audience.





72. TRADESHOW TIP #2

Hide a mascot in various places on the tradeshow floor, and reward anyone who brings it back to your stand.

73. TRADESHOW TIP #3

Send a coupon to prospects before a tradeshow, which they can exchange for a gift at your booth.

74. TRADESHOW TIP #4

Work with nearby hotels to organise sponsored gifts or branded coasters for hotel visitors during the event.

75. TRADESHOW TIP #5

Grab any opportunity to use the event organiser's communication channels before and during the event, with a compelling offer.

76. TRADESHOW TIP #6

Feed your visitors. Tradeshow food and drink is often expensive, with long queues. Offer a sandwich in exchange for a survey interview.

77. TRADESHOW TIP #7

Mail a postcard from the event itself, to any hot prospects – telling them how much you enjoyed just talking to them that day, and asking them for a follow-up meeting.

78. HOST A FLASH MOB

Organise an unexpected PR event in a location where your target audience is likely to notice it – but use it as an opportunity to hand out content or promote a call to action.

79. TAKE PART IN TRENDING TOPICS

Use social media movements like #TechTuesday and #ThrowbackThursday to feature your content.

80. DO PUBLIC SPEAKING

Grab opportunities to speak to an audience – at networking groups and Chambers of Commerce.



WEBSITE

81. BUILD A MICROSITE

Set up a separate website that focuses on one particular customer problem area or a single service offering. (This could be a print company setting up a site that only deals with pop-up banners, or a mechanic that has a website just for MOT bookings).

82. USE YOUR ABOUT US PAGE

The 'About Us' page is the second most important page on your website. Use it to capture leads through downloading or accessing something more.

83. EACH PAGE IS A DOWNLOAD PAGE

Don't just put lead magnets on your "Resources" page. Allow the user to take converting action on each page of your site.

84. USE DEDICATED SALES PAGES

A sales page or a landing page should have one single purpose – to get the visitor to take action. Use add-ons and software like [Instapage](#) or [Leadpages](#) to create beautiful single-purpose conversion pages.



85. UPDATE, UPDATE, UPDATE

Your audience can get immediately turned off if it's obvious you're not keeping your website active. Keep adding more pages and more content, and regularly review your older pages to ensure they're still relevant.

86. PERSONALISE THE JOURNEY

Allow your visitors to choose website "tracks", based on what they're interested in. A series of key questions can help them feel like they're drilling down into content that's really relevant for them - and they're often more likely to download a lead magnet at the end of it.

87. A/B TEST YOUR SALES PAGES

Have two versions of the same sales page and alternate visitors between the two (landing page software will allow you to do this). The results will indicate which one converts better.

88. SAY THANK YOU

A 'thank you' page can be a lead generation tool too. After registering or downloading something, say thank you but also give the option to do some social sharing or access more information.

89. OFFER A COMPARISON GUIDE

If you know you can beat your competitors on some vital points, offer an at-a-glance comparison guide to show what makes you better than them.

	Formstack	JotForm	FormsCentral	Google Forms	Gravity Forms	Formsite	JotForm	Wufoo
Payment Processors	11	1	0	5	3	10	10	
Third-party Integrations	26	0	0	12	4	12	12	
Calculating Fields	✓			✓	✓	✓	✓	
Conditional Logic	✓	✓		✓	✓	✓	✓	
Full HTML Access (contenteditable)	✓				✓	✓	✓	
Save & Resume	✓	✓			✓	✓	✓	
256-bit SSL security	✓	✓			✓	✓	✓	
Mobile-ready responses	✓	✓		✓	✓	✓	✓	
Mobile Apps	✓					✓	✓	

90. CONSIDER YOUR CTA LOCATIONS

The most important calls to action should be placed in the natural eye path of your visitor. The eye movements often follow an “F” shape that tapers off downwards, so bear that in mind when you place your key links.



91. USE TEXT-BASED CTAs

Rather than advertising your lead magnets using visuals that resemble ads, use text-based links within your page copy that stand out. These will capture the reader’s eye as they skim read the page, while also being picked up by search engines as keyword content.

92. ENABLE LIVE WEB CHAT

Have a member of staff be available for online chat on the website to direct them to suitable resources for download.

93. USE YOUR CONTACT PAGE

Rather than just a single free-text contact form, give the user clear options for why they’re contacting you, and tailor the form fields to the contact request type.

94. SEO OPTIMISE YOUR WEBSITE

If you haven’t done so already, make sure your website is fully SEO optimised as this will help you get found by prospects!

95. IDENTIFY KEY ATTRACTION PAGES

Use [Google Analytics](#) to spot which topics garner the most attention – then create new lead magnets on those topics.

96. CREATE AN IRRESISTIBLE OFFER

Create CTA messaging that speaks directly to the user and is irresistible for them to click on.

97. OFFER A SELF-ASSESSMENT

Provide a basic test for users to test themselves or their business on a topic relating to your service offering – exchanging their contact details for the full results.

98. EMBED EXPLAINER VIDEOS

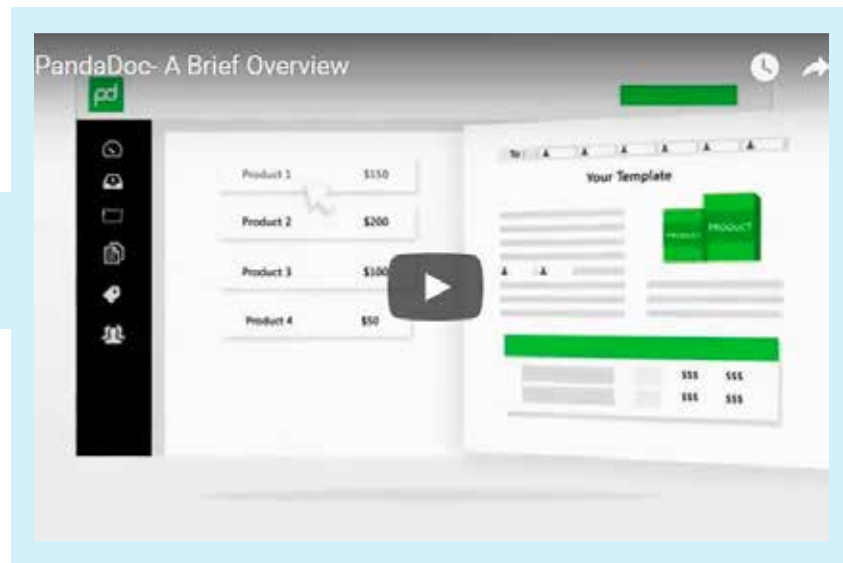
Make your website engaging with the help of short explainer videos that promote a particular lead magnet.

99. ADD TESTIMONIALS

Customer quotes are not just for case studies! Use customer quotes next to calls to action on your website, linking happy customers to your best lead magnets.

100. INCLUDE A GUARANTEE

Adding a guarantee statement to your website, particularly next to contact forms, helps to reduce the impression of risk and can encourage users to take action.



WANT TO LEARN MORE ABOUT CREATING AWESOME LEAD GENERATION?

Join a group of like-minded ambitious marketers in my Facebook community where you will get access to all my latest training on content marketing.

You will also get the opportunity to share your own challenges and successes as part of a greater learning experience. [Check it out!](#)

KEEP IN TOUCH

HUNTING WITH TIGERS

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