

10 Tips To Improve Lead Generation

A practical guide to driving more leads including ideas you can put to work today.



#1 Move Calls To Action (CTA) Above The Fold

Heat map analysis shows that calls to action do better above the fold, than below the fold. Improve the positioning of your CTA's and the increase in impressions will lead to better conversion.

#2 Better Utilize Images

Images make a better impression than text. Additionally, using images allows you to better display the offer in a way you can't by simply using text.

#3 Use Contrasting Colors

Using colors that contrast with your site's color scheme will make your CTA's stand out more. Getting conversion requires they can see the CTA and if you're using similar colors, it blends in.

#4 Add CTA's to Every Blog Post

When creating new blog content, you want to add a CTA that's relevant to the post content. Adding a CTA as the bottom that links to the landing page for that offer improves the chances of the offer being seen. Information offers such as ebooks, guides and webinars do well here because blog readers will be more likely to get more information for free.

#5 Make Sure Offers Are Compelling

Your offer should answer the question: "What's in it for me?" Pricing brochures, specs, and self-promotional videos are not compelling offers, because they do not answer that question. Informational items like whitepapers, guides, and webinars are compelling offers because they do.

#6 Keep Landing Page Forms Simple

Early in the buying cycle, name and email address might be all that's required. As prospects move towards the bottom of the buying cycle, you might want to ask for some qualifiers like job title or city/state, and perhaps ask for a phone number. Just try not to ask for more than what's necessary. Simple doesn't always mean short.

#7 Keep The Offer Clear On Your Landing Page

It's tempting to write Don Draper-esque landing page copy, but it's proven that being clear is the better route. If you're offering a free guide, say "Download Our Free Guide..."

#8 Remove Links & Navigation On Landing Page

These items cause distraction and that can kill your conversion rate. Don't give them the opportunity to navigate away from the page when you want them to fill out the form. You can include navigation and other links on the thank you page.

#9 Link Back To Your Site In The Offer

Always make it easy for prospects to find you no matter the method. If email isn't their preference, include a link in your offer to make sure they can find you again after they've already expressed interest in you.

#10 Make Sure You're Testing At Every Opportunity

Every phase and component of your campaigns can be tested and tweaked. Make sure you're setup to measure it all and that you've defined goals to compare to. Take that information and make positive changes to improve conversion rates throughout your sales funnel.

Need help or want to request a consultation? Let us know!
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