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Mechanics of Lead Generation



AN INTRODUCTION TO LEAD GENERATION

Now that you understand how lead generation fits into the whole **inbound marketing methodology**, let's review the four components of the lead generation process.



⦿ A **visitor** has discovered your business through one of your marketing channels, whether that's your website, blog, or social media page. On either of these channels, you'll need to have a customized **call-to-action (CTA)**. A CTA is an image, button, or message that calls visitors to take some sort of action. When it comes to lead generation, this action is to navigate to a ...

The screenshot shows a registration form for a webinar. The main heading is 'Reinvent your Event Marketing' with a sub-heading 'Learn how to modernize your approach and utilize Inbound Marketing to generate buzz and leads.' Below this is a paragraph explaining that many companies still use outdated methods. The form includes a 'Meet Your Presenters' section with photos of John Bonini and Jeff Pelliccio. On the right, there is a 'Webinar Details' section with fields for First Name, Last Name, Email, Company, and Website. It also includes dropdown menus for 'Are you currently using HubSpot?', 'Best Describes Me', and 'Number of Employees'. A checkbox for 'Subscribe me to the IMPACT Blog' and a 'Watch the Webinar' button are also present.

⦿ ... **landing page**. A landing page is a web page a visitor lands on for a distinct purpose. While a landing page can be used for various reasons, one of its most frequent uses is to capture leads through ...

⦿ ... a **form**. Forms are hosted on landing pages. They consist of a series of fields that collect information in exchange for an **offer**.



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- An **offer** is the content or something of value that's being offered on the landing page. The offer must have enough value to a visitor to merit providing their personal information in exchange for it. In the example above, **Impact Branding is providing a free webinar**.



- After clicking the final submit button on the form, the visitor has successfully become a **lead** for your business or organisation.

To review these key terms, you have four main mechanics for lead generation:

- **Landing Page:** A web page a visitor lands on for a distinct purpose. While a landing page can be used for various reasons, one of its most frequent uses is to capture leads through ...
- **Forms:** Hosted on landing pages, they consist of a series of fields that collect information in exchange for an ...
- **Offer:** The content or something of value that's being "offered" on the landing page. The offer must have enough value to a visitor to merit providing their personal information in exchange for access to it.
- **Call-to-Action (CTA):** An image, button, or message that calls website visitors to take some sort of action. When it comes to lead generation, this action is (you guessed it!) to fill out the form on the landing page and redeem the offer. See how everything fits together?

Once you put all these elements together, you can use your various promotional channels to link and drive traffic to the landing page so you can start generating leads — as shown on the previous page.

Now that you understand how lead generation works, you must be thinking, where can I promote my landing pages and CTAs in order to gather leads? We'll cover seven basic places to start next.



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6 Places to Promote Your Marketing Offers for Lead Generation

1. On Website Pages

Link to your landing pages on various pages of your website through CTAs. Try to align the offer you link to with the goals of that page. For example, a visitor to your website's product pages might indicate someone who is further along in the sales cycle and closer to buying, so place CTAs like free trials, product demos, or free consultations that speak to the interests of a visitor who is closer to a purchasing decision.

You'll notice that [Brightfire's](#) About Us page has a CTA for a free inbound marketing assessment. Visitors to this page are interested in learning more about the actual company, therefore a CTA for a free assessment aligns with the buyer's stage in the information seeking process.

The screenshot shows the Brightfire website's 'About' page. At the top, the logo reads 'BRIGHTFIRE THE INBOUND MARKETING COMPANY'. The navigation menu includes 'Home', 'Inbound Marketing', 'How we succeed', 'Case Studies', 'About', and 'Blog'. A contact number '0845 0347330' and a 'Contact' link are also present. The main header features the word 'About' in a script font and an icon of three people. A sidebar on the left lists: 'Vision', 'Management Team', 'Hubspot', 'Careers', and 'Contact'. The main content area is titled 'About' and contains a video player with the title 'Find out more about Brightfire' and 'HubSpot Europe'. Below the video, the text reads: 'Technology companies need marketing to be more than just sales support. They need demand generation that turns into revenue. That's why we are'. To the right of the video is a call-to-action box for a 'Free inbound marketing assessment' with a 'DOWNLOAD PAPER' button.



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2. On Your Blog

Just about every blog post you publish should have an opportunity to include a CTA. Again, try to align the content of the offer with the content of the blog post as best as you can in order to increase click throughs. The CTA below is added to the end of [Element Three's blog post](#).

You can also link to other marketing offers within a blog post if the content of the offer is relevant to the post.


..... 5 Steps to Defining,
Creating & Sharing Your Brand


HAVE YOU LOST YOUR BRAND?

.....

With so many marketers sending out messages, both online and offline, it's more difficult than ever to be noticed and heard by the customers you want to reach. Here are 5 things you need to know to get your brand back on track.

Download the *free*

WHITE PAPER 



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3. In an Email Signature

This will be particularly effective for your business's sales team. Encourage them to add a brief text-based call-to-action at the end of their email signature to help nurture prospects with whom they're communicating using more offers of free content in exchange for more information.

4. On Social Media

Sharing links to your offers' landing pages is the main way you can use social media for lead generation. Use the space that the specific social network allows to describe the value that fans and followers will get out of the offer. Try to vary the timing of when you share certain offers so people who follow you on multiple social sites aren't hit with the same promotion on each site. The example below shows **Memphis Invest** sharing their webinars on their Facebook page.



A screenshot of a Facebook post from the page "Memphis Invest". The post is dated December 5, 2012, and includes a small profile picture of a group of people. The text of the post reads: "Join us for a Webinar on the plans for Memphis Invest, Dallas Invest and a special guest to answer questions on using a SDIRA. You can register below...". Below the text is a blue hyperlink: "https://www2.gotomeeting.com/register/470825922". At the bottom of the post is a promotional banner for "GoToWebinar" software, which includes the Memphis Invest logo and the text: "GoToWebinar : Webinars Made Easy. Award-Winning Web Casting & Online Seminar Hosting Software", "www2.gotomeeting.com", and "Webinars, Web events & Web".

Memphis Invest shared a link.
December 5, 2012

Join us for a Webinar on the plans for Memphis Invest, Dallas Invest and a special guest to answer questions on using a SDIRA. You can register below...

<https://www2.gotomeeting.com/register/470825922>

 **GoToWebinar : Webinars Made Easy. Award-Winning Web Casting & Online Seminar Hosting Software**
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5. *Within Press Releases*

If your business uses news releases as a way to promote information about your business, don't overlook the opportunity they provide for lead generation. Just as you'd use anchor text (text that is visible and clickable in a hyperlink) in a blog post to point to a landing page, do the same in your news releases.

Bonus: You'll likely reap some SEO benefits from this practice, as well!

6. *In PPC Campaigns*

If you're using pay-per-click (PPC) as a way to complement your organic SEO efforts, think of your PPC ads as simply CTAs for your offers. Follow best practices for creating calls-to-action, and you'll enjoy better click through rates and more leads from your PPC campaigns as well. Our data shows that B2B companies are allocating 8% of their budget to PPC, and getting 6% of their leads from that source.

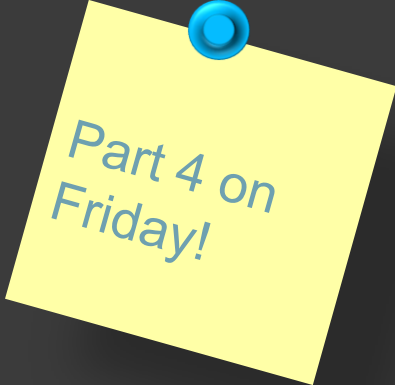
These are merely six popular and effective plays to try in your lead generation campaigns. As highlighted throughout this ecourse, it starts by creating a remarkable marketing offer and ends with a great promotion plan for distributing that offer on your digital channels.



CALL-TO- ACTION PAGE

<http://www.marketroutemapping.co.uk/1/post/2013/09/is-your-dinner-being-ruined-by-marketing.html>

If you're interested in improving your lead generation processes, [request a custom demo](#) of the how Market Route Mapping can help.



Part 4 on
Friday!