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Best Ways to Get More Leads

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Are you not getting as many leads as you used to? Leads are the start of your sales cycle so of course they are very important. This guide will explain the best ways to get more leads using digital marketing techniques.

Leads can come from a variety of sources. They can also vary from time to time. But, to have a steady amount of leads, it is important to develop a strategy to generate leads from many sources. This guide will go over several lead sources and explain how they can be used to generate more leads. Some lead sources are free while others cost money. The cost of leads should be looked at as a conversion rate. The cost of acquire a lead should be balanced with the sales that are the results. Free leads are great but paid leads can be a part of your entire marketing strategy.

The guide looks at the best ways to get more leads with digital marketing.

Display Ads

Display ads are paid advertising in the form of a graphic that is placed on websites, apps or social media networks. They may be displayed based on surrounding content topics or based on the demographics or interests of the website or social media user.

Display ads are also called banner ads since one format is a banner at the top of a website. These ads usually contain images and text but can also include video, audio or one types of movement.



[HTTPS://SUPPORT.GOOGLE.COM/ADSENSE/ANSWER/185666?HL=EN](https://support.google.com/adsense/answer/185666?hl=en)

Display advertising helps to raise the awareness of your company or promote your products and services. Since the display ad is shown alongside other content, the viewer of your ad will see your display ad. The key is to make your display ad compelling to catch the attention of the viewer. But once you have their attention, your message needs to appeal to them.

There several display ad platforms that you can place your ads on. Here is a list of the major platforms:

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- Google – Google runs a system where websites place display ads and receive a fee for impression or clicks on the ads. You pay to have your ads displayed on those websites.
- Facebook – Facebook will show your display ads in many different formats from promoting posts on user's newsfeed to other placement options.
- Twitter – Twitter will show promoted tweets.
- Instagram – Instagram will show promoted images. Instagram is owned by Facebook, so this is part of their ad platform.

There are costs associated with display ads. The main pricing method is cost per impression. An impression means your ad is seen by someone. The other pricing method is cost per click. This means someone clicked on your ad and went to the destination you selected. Cost per click is usually higher than cost per impression. Both have merits depending on your desired outcome.

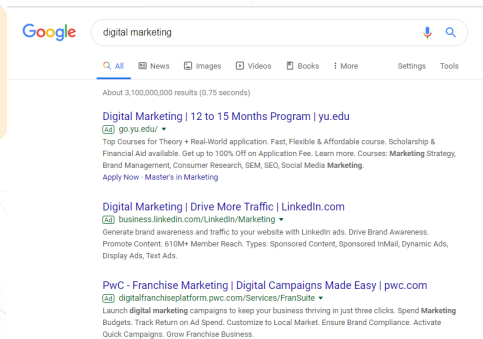
Here are some examples of how to get more leads with display ads:

- Create display ads promoting your company and its main services or products. These are focused on raising awareness of your company. These should use cost per impression pricing.
- Create display ads promoting a specific service or product with a call to action. These should be targeted to specific audiences and priced on a cost per click.

- Create display ads with different images and colors to see what works best.
- Create display ads of different sizes to see what works best for your message.
- Try small budgets on each ad platforms to see which have the best conversion rate between impression and desired action.

Search ads

Search ads are ads that are displayed on a search engine that are related to the search result. These are typically text ads that are composed of one or more headlines and one or more descriptions. Search ads appear above the other search engine results at the top of the web page.



GOOGLE.COM

The main search engines are Google, Bing and Yahoo. Most search ads are displayed by Google since it is the most used search engine. The components of a search ad are the keywords being targeted, the text of

the ad and the landing page that is the destination when the ad is clicked. The keywords can have different types of matching. These types of matching are exact, phrase and broad. These matching types relate to which exact search words they match too. If exact matching type is used, then only those exact words are in the search terms. If broad matching type is used, then there may be some similar words used. The ad text is very important because it needs to match what is being search for and also appealing in the message that is been communicated. Finally, the landing page needs to match the keywords and ad and explain what the next step is in the sales process.

There are costs associated with search ads. The pricing model is cost-per-click or paid-per-click (PPC). This means that you don't pay for your search ad to be shown or receive an impression. You only pay when someone clicks on your ad and goes to your landing page. But the actual costs depend on a bidding auction that occurs for each time a search is performed. When you setup your search ad campaign, you select a bidding strategy that is used when competing against others who are bidding on the same keywords. So, a higher bid typically results in a higher result in the search ad position.

Here are some examples of how to get more leads with search ads:

- Create a search ad campaign that targets exact keywords used by potential customers looking to buy your products or services.

- Create a search ad campaign that targets broad keywords that are about your industry.
- Create a search ad campaign that targets keywords with your business name.
- Create a search ad campaign that targets keywords for your competitor's business names.
- Create multiple ads with different text headlines and descriptions to see which ads get more clicks.

Remarketing ads

Remarketing ads are a special type of ad campaign that shows a display ad but after someone first visits your website. The key process in a remarketing ad is that the ad is displayed as a result of a previous action. The ad itself is a display ad type. But it is shown to people you meet specific criteria. For example, if someone visits your website, you can show a remarketing ad on other websites that person might visit. Additionally, you can show your remarketing ad in their Facebook newsfeed.

Both Google and Facebook have a form of remarketing ad. Google will show a display ad on their participating websites after someone visits your website. Facebook can target remarketing ads based on website traffic or a customer list. The benefits of remarketing ads are that the

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person just interacted with your website so that experience is fresh in their mind. So, if they see an ad reminding them of that interaction, you could remind them of your brand or your products or services.

The costs and pricing plans are like display ads with cost per impression and cost per click.

Here are some examples of how to get more leads with remarketing ads:

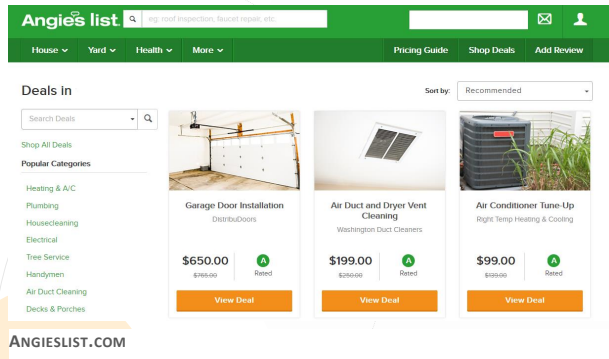
- Show a remarketing ad to your current customer list.
- Show a remarketing ad to people after viewing a certain number of pages on your website.
- Show a remarketing ad to people who views a certain number of pages on your website with a display ad matching that same topic.
- Combine a remarketing ad with other topic or demographic information to reach a very focused potential audience.
- Don't show your remarketing ad too frequently to generate a negative reaction to your company.

Home Services Website Deals

Home services websites focus on listing home services by industry or help getting quotes for home services.

These websites also have a review system and solicit reviews from their

members. So, they also serve to help with reputation management and as business listings. But they offer another option in the form of deals or offers. These can be purchased directly from the home service website for a specific service to be performed at a specific price. People like these deals or offers because they are usually at a discount. Additionally, they are purchased through a third party, the home service website, which gives the option to the buyer instead of dealing directly with the company.



There are a number of home service websites. Some examples are:

- Angie's List
- HomeAdvisor
- Thumbtack
- Yelp

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The deals or offers have different pricing plans depending on the home service website. Typically, they take a percentage of the purchase price for the service.

Here are some examples of how to get more leads with home service website deals:

- People may already be evaluating your company's reviews. If they see a deal or offer, they may purchase on the spot.
- People might want more information about the deal or offer and contact you through your website or phone.
- Having a deal or offer will raise the authority of your company even if the person doesn't need that service.

Email Marketing to current customers

Email Marketing is a very beneficial digital marketing technique in general, but it can help generate more leads when focused on your current customers. Repeat purchases from current customers take less effort and costs than acquiring new leads. Current customers can also be informed of new product or service offerings that may turn into new leads. The benefit of using email is the relatively low cost of sending emails. The key is to ask each customer to provide an email address as part of their purchase. You can remind them they can unsubscribe from your email list at any time.

There are a number of email marketing service you can use. Here are some examples:

- MailChimp
- AWeber
- Constant Contact
- Active Campaign
- ConvertKit

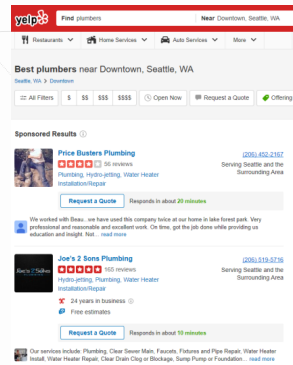
There are costs associated with sending email using an email marketing service. The cost is either based on the number of contacts on your list or the number of emails sent.

Here are some examples of how to get more leads with email marketing:

- Send a regular newsletter to your customers with helpful tips and tricks about your industry. This keep awareness of your company in their mind.
- Send information about new products or services to your customers.
- Send an incentive for any referrals that customer brings to your business.
- Offer a coupon or discount for a new purchase of our product or service.

More and Better Reviews

People look for reviews as part of their purchase decision making process. Reviews are another form of word-of-mouth referrals though not from trusted sources like friends and family. However, reviews are looked at cautiously. Most people know that reviews could be fake especially if everything is 5 star rated. Additionally, people know that not everyone leaves reviews so there seems to be a large grouping of either all excellent reviews or all terrible reviews. But people still find value in reviews but with a discerning look.



YELP.COM

Given how much weight people place on reviews, you can generate more leads by have more reviews and better reviews. Reviews that are old, regardless of ranking, makes a potential customer wonder why your company hasn't got new reviews. Reviews that are all poor rankings make it seem like your services or products are poor. Unfortunately, the most vocal people usually take the time to post a negative review. Sometimes their complaints are warranted which is why you need to respond to the review and try to fix the issue. But at least your response can be seen by other people in the future.

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There are a number of websites that contain reviews. Here is a sample of review websites:

- Yelp
- Angie's List
- HomeAdvisor
- Google My Business
- Facebook

Review websites don't charge for people to leave reviews so there is not direct cost to try to get more and better reviews. However, there are techniques needed with may have in-direct costs.

Here are some examples of how to get more leads with reviews:

- Try to get more positive reviews
- Try to get more current reviews
- Respond to a sampling of both positive reviews and respond to all negative reviews in a professional manner.
- Ask your customers to leave reviews.

More Business Listings

Business listings are websites that list groups of businesses by industry. These are the Internet equivalent of the telephone company Yellow

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Pages. Potential customers may use these websites as part of their research to find a company in your industry. To get more leads, it is beneficial to be on as many business listing websites as possible. You should be on the major websites listed below but there may be industry specific one that can't hurt either.

Some of the major business listing websites are:

- Angie's List
- HomeAdvisor
- Thumbtack
- Yelp
- Yellowpages.com
- Better Business Bureau
- CitySearch

Most business listing websites don't charge for having an account but may charge to promote your listing higher in their internal search results.

Here are some examples of how to get more leads with business listings:

- Standardize your business name, address and phone number across all business listing websites.

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- Add your business to as many business listing websites as possible.
- Add your business logo, description and images to make your business listing stand out.

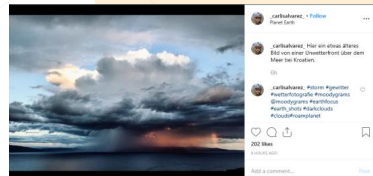
Social Media Hashtags

Social media is a new Internet communication method. It allows people to quickly share information. Social media allows businesses to post information about their services and products. It allows a business to humanize their company through their posts. In addition to sharing text and images on different social media networks, there is a way of tagging your posts using a “hashtag”. A hashtag starts with the pound symbol (#) and then a word. These hashtags are then grouped together when searching on the social media network.

Facebook, Twitter, Instagram and YouTube all use the hashtag as a way of grouping content together. There is no cost associated with using hashtags on social media posts.



TWITTER.COM



INSTAGRAM.COM

Here are some examples of how to get more leads with social media hashtags:

- Use hashtags related to your industry.
- Use hashtags similar to your industry.
- Use hashtags where your targeted audience might be searching.

Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is a process to make your website appear higher on a search engine results page. The Internet has an unbelievable large number of websites and there are many, many web pages. Search engines came into being because people were finding it harder and harder to find information on the Internet. Search engines organized the information and made it easier to find.

Search engines to optimize for are the main search engines of Google, Bing and Yahoo. However, most of the search queries are performed on Google so Google is the best search engine to target for your optimization. There are no direct costs to try to optimize your website for better rankings on a search engine result page. However, the optimization work may best be outsourced to specialized consultants.

Here are some examples of how to get more leads with search engine optimization:

- Higher rankings on search engine result pages get clicked more.
- Higher rankings mean your website content is more relevant with may provide the searcher with the information they were looking for.
- Better search engine optimization will improve the user experience of your website which will help your website visitors and probably result in more leads.

Content Marketing

Content marketing is a form of marketing focused on creating, publishing and distributing content for a target audience online. Content can take many forms through the sharing of information with your audience. Content forms may be text, images, audio or video.

There are many different platforms to host your content. The primary one should be your website since you can control and format the content exactly how you want. But some content is better placed on other platforms like social networks or video sharing websites.

The costs of content marketing are what it costs to create the content. Some content like text might just be time to write a blog post about something in your industry. The cost to create a video may be more or could just be something captured on your smartphone.

Here are some examples of how to get more leads with content marketing:

- Create content your potential customers are looking for.
- Build authority and credibility in your industry.
- Generate more traffic to your website.
- Target your potential customers at different points in their buying process.

Summary

The best ways to get more leads is to use digital marketing techniques. This guide has shown a number of ways. These ways are:

- Display ads
- Search ad
- Remarketing ads
- Home services referral websites
- Email marketing
- Reviews
- Social Media hashtags

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- Search engine optimization
- Content marketing

One of these ways can help get you more leads. Using a few of them together, can get your more leads. But, using them all will provide a diverse way to keep your lead pipeline full and smooth out any fluctuations. More leads mean more sales which means more revenue.



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