

70+

Lead Generation
Tips To Boost
Your Marketing



Statistics say that 68% of companies are still struggling with B2B lead generation. Why would that be? Are marketers looking for leads at all the wrong places? Or, are they approaching them the wrong way?

The thing is that the modern-day buyer isn't relying on reviews or your sales team to make a purchase decision. They no longer want their attention bought - they want it earned.

Well, the buyers are getting smarter and competent by the day. They want value, not pitches. But, what does a marketer do in this case to engage users and compel them to leave behind their contact info?

We'll tell you! Read on and learn how you can gather important customer information with ease!



Create a Customer-First: Value-Driven Lead Generation Strategy

The answer lies in revamping the lead generation strategy to meet the evolving needs of the target market. The idea is to reach out to the customers where, and how, they want to be met. You need to take the first step.

Your marketing strategy needs to be customer-centric and should aim at adding value. A good marketing strategy should answer three simple questions:

- **What problems does your business solve?**
- **Who is facing these problems?**
- **How will customers find your solutions?**



Today, customers don't look for businesses - they look for solutions. Provide value to them and they'll find you. In this eBook, we focus on discussing lead generation tactics that you can use to capture more leads and onboard more customers. Let's start!

Category: Offers & Lead Magnets

Nothing spells value better than an offer. In fact, it is one of the most powerful words in the English language. Our brains just rush towards anything that screams "offer". And when you go deeper into the offer kingdom, you realize that lead magnets are at the top. Lead magnets like webinars, checklists, templates, research reports, eBooks, whitepapers, on-demand videos, and demo requests engage customers and provide them value. Let's look at some tips for lead generation around offers and lead magnets.

#1 Use the element of scarcity

It's a known psychological fact - humans place a higher value on an object that is scarce, and a lower value on those that are abundant. Thus, quoting your offer as scarce helps create a sense of urgency. Here are three ways you can make your offers scarce and in demand -

Limited Time - Offers that are available only for a given duration of time. Hubspot tested a limited time offer vs. the control version which had the offer but no time limitation. The limited-time offer outperformed the control one by 8%. Look at this [Black Friday](#) deal, for example, it's only limited for a certain period of time and that creates a matter of urgency.

Giveaway ends in 20 days 6 hours

Black Friday Lightning Discount Enter To Win!

Win discounted home accessories, wearables, and electronics. Discounts, gift cards, rewards, and so much more!

LET'S BEGIN!

Limited Quantity - These offers perform better than limited-time offers. Why? Because it's hard to tell when an offer of limited quantity will suddenly become unavailable.

Google [used this tactic](#) to generate initial buzz for Gmail. During the beta phase, the exclusive nature of the accounts caused a fast-growing demand for gmail.com email addresses. In fact, people started buying the free email service to get their hands on it. Gmail invitations were selling on eBay for as much as \$150, with some specific accounts being sold for several thousand dollars.

Limited Time & Limited Quantity - Groupon is the perfect example of using both tactics. All Groupon deals end within a certain time frame, and they limit the number of people who can buy the deal.

Share This

Today's Deal: \$25 for \$50 Worth of Apparel at Gap

\$25 Buy!

Value	Discount	You Save
\$50	50%	\$25

Buy it for a friend!

Time Left To Buy
2 hours
46 minutes
51 seconds

10,648 bought
The deal is on!
Tipped at \$2.5548 with \$60 bought

The Fine Print

Expires Nov 18, 2013
Limit 1 per person. Valid in-store at US and Canada Gap stores only. Not valid @ Gap Outlet, Factory, Clearance, or online. Full rate for gift cards, tax, or another offers. \$10 minimum purchase. Varies by location. See the rules that apply to all deals.

Highlights

- Flat rate on one item or more, including sale items.
- Some line of women's pants.
- Many locations.

#2 Focus on Relevancy

It's important to keep your offers relevant to your business and of course, to your target audience. For instance, Outgrow's target market comprises digital marketers and agencies. Thus, most of our lead magnets talk about topics relevant to marketers, - lead generation (like this one!), interactive content, funnel strategy, etc.

#3 Leverage the Bandwagon Effect

It's a human tendency to follow one another, and, as a marketer, you should definitely use this to your advantage. Wherever possible, mention how many people have purchased, downloaded, signed up, or donated - this makes the offer more lucrative for your audience.

Copyblogger is a great example. The message of their membership landing page clearly states how many marketers have already joined them, building immediate trust.

my.copyblogger

Over 334,000 Smart Online Marketers Have a Head Start ... Don't be Left Out!

↓

When you claim your free My Copyblogger membership, you'll get instant access to a treasure chest of proven marketing training in these ebooks:

#4 Craft a Great Headline

A great offer or lead magnet with a bad title is a dud. Short, sexy, accurate, and thoughtful titles can help you crack the deal. Hubspot did a small experiment on the title of their eBook and ran an A/B test to see which title performed better. The revised version outperformed the original by 776% at generating leads (first time submissions).

Name	Views	Conversion Rate	Submissions	First Time Submissions	Customers
7 Apps That Will Change the Way You Do Marketing	37,636	51.7%	19,465	2,716	8
The Productivity Handbook for Busy Marketers	7,233	32.3%	2,333	310	0

Original



Test



Pro Tip: Use this [A/B testing calculator](#) that we created to determine the success of your different variants.



#5 Different Offers for Different Buying Stages

Abiding by the Holy Law of Marketing Funnel, thou must engage the customer at every stage in the buyer journey. For top of the funnel (TOFU) create informational lead magnets like eBooks, guides, checklists etc.

At the middle stage, product webinars can be a good idea.

At the end of the funnel, which is the purchase stage, a product demo or free trial works well. And, on that note, have you started your [Outgrow free trial](#) yet?

#6 Avoid Corporate Jargon

It's best to keep the copy for your offer promotion simple. While a professional tone is important, avoid using corporate or technical jargon. Here's a list of words/phrases you **shouldn't** use as a part of your offer or lead magnet promotion -

- Next Generation
- Flexible
- Robust
- Scalable
- Easy to use
- Cutting edge
- Ground breaking
- Best of breed
- Mission critical

These words remove the charm of the offer and who wants boring offers? Not us for sure!

#7 Offer a Demo/Trial Version of Your Product

If you let people try your product/service for some time, it builds trust and they are happy to leave behind their information in exchange for this value addition. The chances of conversions increase with free trials as the prospects now understand your product in real time. Making decisions is now easier!

Start your [Outgrow free trial](#) now!

#8 Gate Your Blog Posts

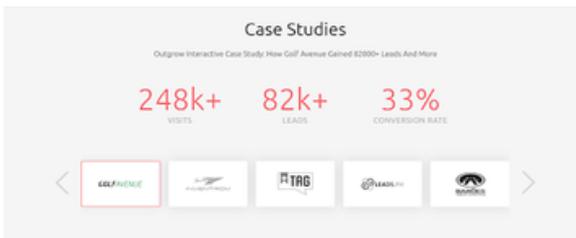
A good idea is to offer some teaser content and then gate [your blog](#) posts to get people to share their information. For those who don't know, gating content means asking a user to complete a form or purchase a subscription in order to gain access to a certain section of content within a website.

It's true that gated content comes with the risk of high bounce rate but if you establish your value proposition before driving users into a content lock they will know if they really want to consume the content. And if the content is worthy enough, they will even share it with their friends.

#9 Use Case Studies & Testimonials to Generate Targeted Leads

Social proof goes a long way in establishing trust among prospects, and there's no better way of showcasing it than case studies and testimonials. For Neil Patel, case studies have [grown the sales by 185%](#). Similarly, VWO discovered that placing testimonials on your lead generation page can [improve the conversions by 50%](#).

We have an [extensive case study section](#) on our website as well. And, it definitely helps the visitors in making decisions.



#10 Host Webinars and Podcast

Webinars and [podcasts](#) provide more leads, even more than gated content! In fact, you can gather more customer information through a webinar opt-in, than you would with any other top-of-the-funnel offer. Don't believe us? [73% of B2B marketers](#) say a webinar is the best way to generate high-quality leads.

MUST READ: [18 Eye-Opening Statistics On Webinars: 2021](#)

#11 Offer Discount Codes

54% of shoppers will purchase products left in shopping carts, if those products are offered at a price lower than its original. What's more - About 93% of shoppers use a coupon or discount code throughout the year. Thus, it is a good idea to offer discount codes to see your sales go up.

Category: CTA - ~~Call to Action~~ **Compel to Act** ✓

Put yourself in the buyer's shoes for a minute and tell me what you're more likely to do - act because you're told to or because you want to. We'd pick the latter and we guess you'd too.

The idea is to create instances in your buyer journey that compel your prospects to take an action, instead of you having to ask them to do something. And while the offers you give or the lead magnets you create develop the foundation for it, it's equally important to rethink your CTAs. **It's time to rename Calls to Action into Compel to Act.** Here are some tips to help you get started.

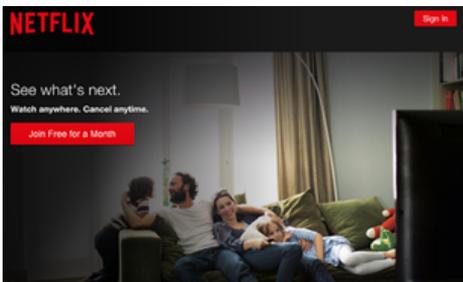
#12 Focus on CTA Placement

We can already hear most people chant - "above the fold, above the fold!" Yawn. The user has evolved, and so has the user behavior. While placing your CTA above the fold might work in a lot of cases, you must experiment to find out which placement works best for your business.

Kissmetrics puts it this way -

"For a shorter page with less information, then it might make sense to put the CTA above the folder. For a longer page that conveys a more complex and thorough investment, the CTA may do better below the fold."

For example, Netflix uses an above-the-fold CTA while below-the-fold converts better for Boston Globe.



#13 Clarity Over Persuasion

Focus on being clear and specific. Your CTA should spell what the offer is about and the value you are providing. Offering a free guide? Say “Download our Free Guide to XYZ.” or “Start Reading the Free Guide to XYZ.” Hosting a Webinar? Say “Sign Up for our Free Webinar.” In the words of Marketing Experiments - [clarity trumps persuasion](#).

Check out this CTA for example, it's telling you exactly what clicking on the link will do.



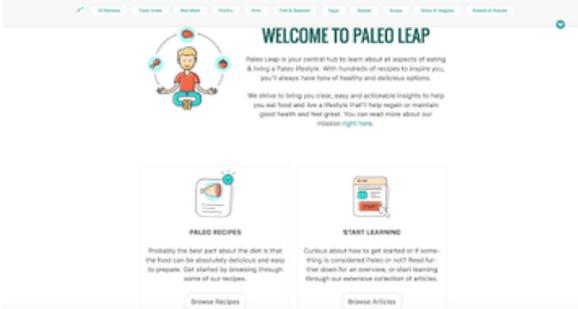
#14 Use Contrast to Make CTA Stand Out

Make sure that your CTA doesn't get lost amidst the site design. It's meant to stand out. That is how you can expect people to find it and click on it. To illustrate better, I am including examples of good and bad CTA designs.

GOOD CTA



BAD CTA



#15 One Size Doesn't Fit All

You don't have to restrict yourself to boring CTAs like Sign Up, Buy Now, Download Now etc. In all possibilities, these won't work for all your offers/promotions. So, if need be, don't hesitate from creating different CTAs for as many different offers as you may have. Then link each of them to website pages that are most relevant to them.

Category: Landing Pages

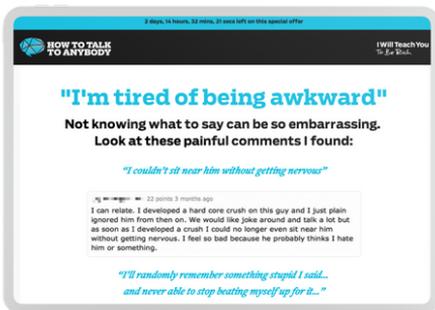
In the previous section, I've mentioned landing pages a couple of times. And as marketers you understand how important this real estate is to your conversion process.

However, creating a landing page isn't enough. You must create one that compels visitors to take an action; your landing page must convert. The following tips will help you with this.

#16 Pay Attention to Key Elements

There are certain must-have elements that you should consider to create highly converting landing pages. These key elements include:

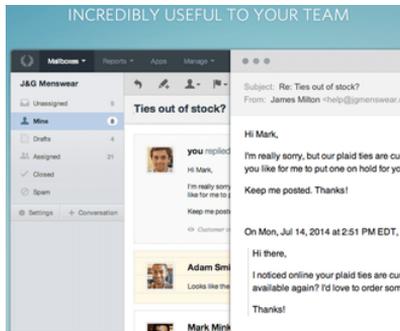
A killer headline - This is where it all begins. Your headline should grab users' attention and tell them what the landing page is all about. Here are some awesome headline examples to give you some inspiration -



A persuasive subheading - This comes directly under the heading and has a hint of persuasiveness to keep the visitors hooked to the landing page. Take some inspiration from HelpDesk.



An on-point offer description - You can include or exclude your headline in the description. It can be a paragraph describing the functionality but should always be user-oriented and to-the-point. No back stories here. Including a superb example of an explanation given in picture form below-



Supporting images - Check out our list of [80 amazing photo resources](#) to find the right image for your landing page. Make sure the pictures are large and relevant to your product/service.

Supporting elements - These are some additional elements that help build trust - think testimonials or security badges.

A form to capture information - You can't have a landing page without a form - where else do you plan to capture the lead information? However, there are some do's and don'ts that you must keep in mind while designing a form. We'll discuss more about them in the next section.

#17 Don't Make it About You

The landing page should spell value for your visitors. If the page talks a lot about the company or the product/service, you won't be able to communicate value. This will send your conversion rates downhill.

#18 Remove Main Page Navigation

The best way to increase your landing page conversion rates is to simply remove the main navigation from the page. *Minimum distractions = more conversions.*

#19 Landing Page Headline Should Correspond with CTA Title

The heading and the CTA of the landing page should have consistent messaging. Even a slight difference can confuse the visitors and they might not click on the CTA thinking it's linked to a wrong page.



#20 Be Minimalistic in your Approach

Less is more in case of landing pages. Be brief and to the point. Including too many elements can clutter the page and distract the users.

#21 The Benefits Must Stand Out

Nothing explains your product/service like a list of benefits. But it's easier said than done. Adding a couple of bullet points talking about your product isn't enough. You've to ensure that these benefits focus on the user and not your company.

For instance, at Outgrow, we could list the benefits in two ways - “Calculators & quizzes convert better” or “You get more conversions using interactive content!” Which one is more customer-oriented? It's the second one. That's the kind of benefit we go for, and you should too.

#22 Keep the Flow Logical

If a customer is interested in what you're offering, they'd engage with the landing page. They'd read the content and follow the thought process. However, if your landing page doesn't have a set flow, you can end up confusing them, and thus losing a lead. So, you must create a logical and compelling process for them to follow. Here's an obvious flow we try to follow -

Explanation/Overview → Benefits → Testimonials → Call-to-action

#23 Encourage Social Sharing

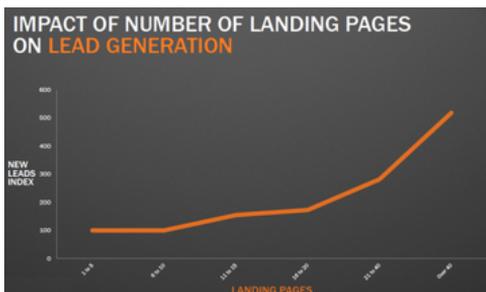
A great way of getting more leads is to ensure people know about you. Thus, it's a good idea to add social share buttons in clear sight.

Note - In some cases, social share buttons may divert attention from the main CTA and lower conversions. Thus, it is best to A/B test and see what works for you.

We have a special social sharing feature that our users can use to attract traffic to their social channels (works well for us :p).

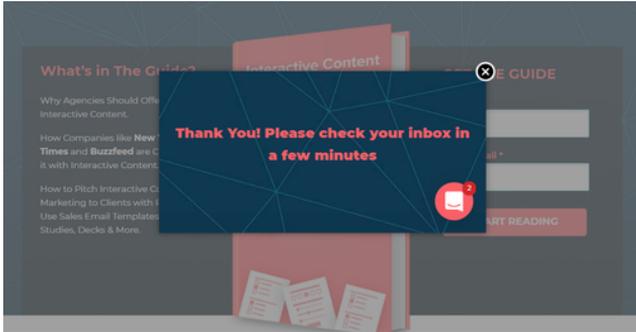
#24 Create Multiple Landing Pages

It's simple - the more landing pages you have, the more leads you generate. Don't believe me? Here's what folks at [Hubspot](#) have to say about this - campaigns with 40+ landing pages get 12 times more leads than those with 5 or less. In fact, by just increasing the number of their landing pages from 10 to 15, companies have seen a 55% increase in their conversions.



#25 Don't Forget Thank You Pages

Don't just stop at converting a visitor into a lead. Even when someone has filled a form on your website, use Thank You pages to promote other offers and content. This helps you convert prospects into loyal fans. We love giving thanks to our audience.



Oh also, if you have a good memory, you'd remember seeing a thankyou page when you registered for this eBook :D.

Category: Optimizing Forms for Conversion

#26 Keep it Short, Silly - The fewer fields in the form, the more conversions you'll get. Rule of thumb is to keep the number of fields between 3 to 5. Also, limit the number of required fields. In case it is essential for you to capture data, consider dividing your form into sections.

Your lead generation form should be short and simple like the one below.



If you'd like to learn more about how you can use such experiences to boost your online store's sales, feel free to get in touch with us.

MY EMAIL IS*

MY NAME IS*

SUBMIT

SKIP

#27 Think of Creative Button Text

Don't stick to the default button text 'submit'. Think out of the box. A good idea is to customize the CTA button according to your offer. Here are a few examples you can use -

- Download this eBook
- Sign me up for a demo
- Show me this presentation
- Claim your coupon
- Save your seat

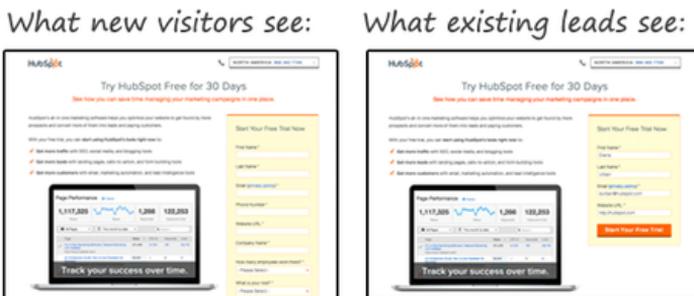
#28 Focus on Form Placement

According to Unbounce, the best converting spot for the form lies in the upper right hand corner of the page ([source](#)). However, as we mentioned in a previous point, A/B test both form and CTA placement to find the one that works best for you.

Outgrow lets you place your lead generation form at the welcome page, with the questions, before the results, or with the results. It's totally up to you!

#29 Hide Previously Completed Forms

Hubspot does this well. For first time visitors, their forms are really long. However, if you're returning for the second time, they show you a shorter form to improve the user experience and increase the conversion chances on the second offer.



#30 Be Smart With the CAPTCHA

To avoid the risk of scaring off visitors, make sure that your “human verification” code only shows up when there is some sign of abuse over the form (such as multiple submissions from the same IP in the same day).

Category: Interactive Content

While landing pages and lead magnets have been your go-to lead generation resources for quite some time, sadly they don't convert as well. A good landing page gets low conversion, usually in the range of 0-12% (with an average of about 2.35%).

Calculators and quizzes on the other side enjoy conversion rates that are almost a magnitude higher. We have seen **conversion rates of almost 40%**. This completely transforms marketing ROI! However, you must know how to create interactive content that will get you maximum conversions. Here are some tips -

Learn How To Use Interactive Content For Lead Generation

[CLICK HERE](#)

#31 Create a Quiz/Calculator/Assessment

Interactive content can come in many forms - quizzes, calculators, interactive infographics, videos, etc. However, when it comes to lead generation, quizzes, calculators and assessments are your best bet. Buzzfeed reveals that 98% users who start a quiz finish it. The site creates an average of 7.8 quizzes a day. Barões Publishing created an interactive quiz using Outgrow and garnered 64k leads, 134k visits, and a 48% conversion rate.!



Creating a quiz, calculator, or assessment isn't a labor. With Outgrow's WYSIWYG editor, designing interactive content is as easy as using powerpoint. You can learn more about creating calculators and quizzes [here](#).

#32 Host the Calculator/Quiz on your Homepage

This is the first page your prospects see on your website. Thus, it's best to host your calculator/quiz here.

The Professional Wingman, a premier social strategy company for professional singles, was looking to better their personal relationships. They used a quiz 'Are You Dateable?' as a primary call to action on their homepage. Thanks to the quiz, the team has received **11906 visits** and **over 3600 leads**, plus nearly **270 social shares**.



Pro Tip: In this post we show you 4 ways you can use interactive content to optimize your homepage for better conversions.

#33 Pick the Right Title for Your Interactive Content Piece

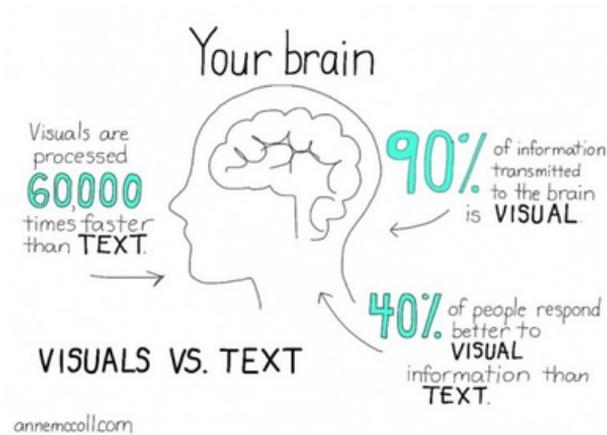
The first thing someone sees is the title copy and that is what leads them to finish taking the quiz, provide their info, and finally share the content with their network.

Business2Community analyzed 100 quizzes receiving 10,000 views or more and found that "Which (blank) are you?" is the most irresistible quiz title. In fact, quizzes that include the words 'which', 'are', and 'you' receive almost **3x more views**. Another study found that using the word 'actually' in the title increased views by **100%**.

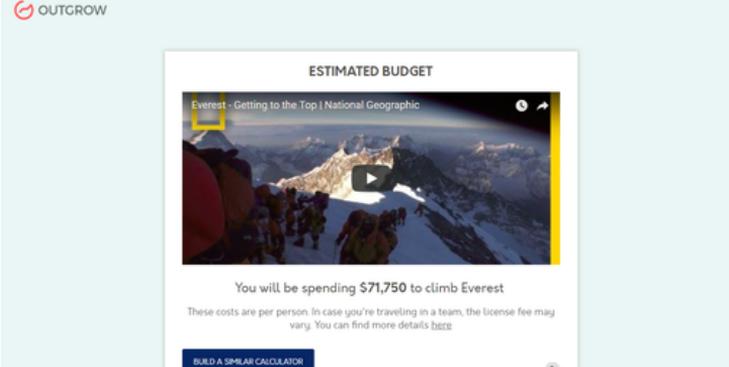


#34 Make it Entertaining

Humans have an attention span shorter than a goldfish. Thus, it is important to make your quiz/calculator entertaining to keep your prospects hooked. 81% of marketers think interactive content grabs readers' attention. One of the best ways to do this is to include more visuals. Including images, GIFs, and infographics in the interactive content makes it more aesthetically appealing, which increases the attention span.



Here's an example of a quiz created on Outgrow that uses a video on the results page -



OUTGROW

ESTIMATED BUDGET

Everest - Getting to the Top | National Geographic

You will be spending **\$71,750** to climb Everest

These costs are per person. In case you're traveling in a team, the license fee may vary. You can find more details [here](#)

BUILD A SIMILAR CALCULATOR

#35 Use Positive Messaging on Results Page

Make the results uplifting, inspiring, or funny. This encourages people to share more, which in turn means more people end up taking your calculator/quiz. One study found out that results which contain words like “awesome”, “great”, and “excellent” get 3x more Twitter shares. Here’s an example of how we use positive messaging on results page at Outgrow -



You know what, you're pretty good at this!

You got most of the answers correct. Check out the ones you missed in the answer sheet on the top right!

[BUILD A SIMILAR QUIZ](#)

#36 Add a CTA on Calculator/quiz to Redirect to your Landing page

Create a quiz/calculator that solves a problem for your target persona, and link its CTA or results page to a landing page. Since interactive content gets 4-5X more shares than static content, you'll be able to direct more visitors to your landing page.

#37 Share on Social Channels

You can't expect your interactive content to convert if you're not promoting it right. Thus, don't forget to share your quiz/calculator on Facebook, Twitter, LinkedIn, Pinterest, Instagram, Flickr, and Google Plus. And don't forget to target relevant groups on these channels. Here's a list of top Facebook groups and LinkedIn groups in various niches to help you get started.

Another way to spread the word is to answer relevant questions in your niche in Quora and add a link to the quiz/calculator as a CTA in the answer. However, make sure you do this only for relevant questions, else you might get marked as spam.

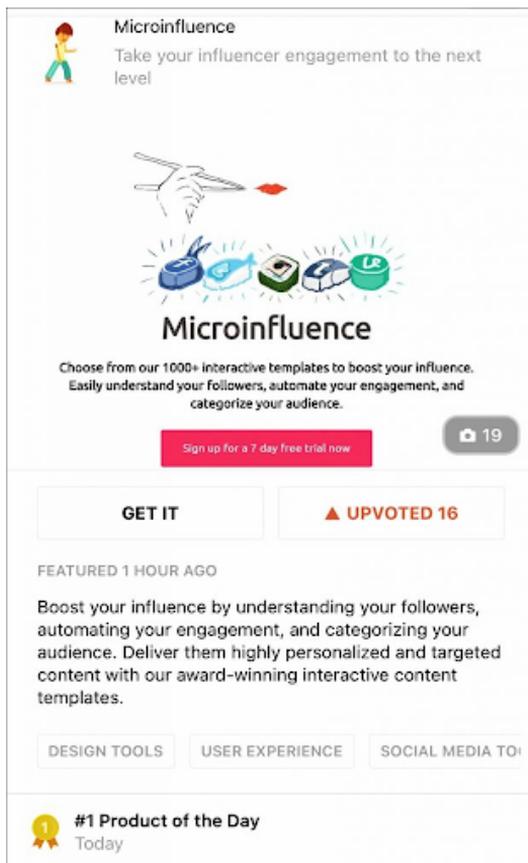


#38 Post in Relevant Communities & Forums

These channels offer you access to the most engaged and qualified audience. One of the best communities to target is Reddit. Make sure you familiarize yourself with the community and culture of Reddit before you go ahead and promote your business there. You don't want to be banned from the platform. [This post](#) highlights some ways you can use Reddit for marketing and lead generation.

Another strategy that many product companies use is to launch calculators, assessments, or [recommendation engines](#) as side projects on Product Hunt. This ensures that they can continue to milk the PH traffic even before they've launched their product.

For example, we launched [Microinfluence](#), a tool that helps you boost your [influencer marketing](#) through interactive applets and widgets on Product Hunt recently. And, on the very first day, it ranked among the top 5 products for the day.



 **Microinfluence**
Take your influencer engagement to the next level



Microinfluence

Choose from our 1000+ interactive templates to boost your influence. Easily understand your followers, automate your engagement, and categorize your audience.

[Sign up for a 7 day free trial now](#) 

GET IT **▲ UPVOTED 16**

FEATURED 1 HOUR AGO

Boost your influence by understanding your followers, automating your engagement, and categorizing your audience. Deliver them highly personalized and targeted content with our award-winning interactive content templates.

[DESIGN TOOLS](#) [USER EXPERIENCE](#) [SOCIAL MEDIA TO](#)

 **#1 Product of the Day**
Today

Besides these, other communities we've personally tried, and have worked for us, are Google Plus, Growth Hackers, and Inbound.

#39 Syndicate your Content to Other Sites and Add Calculator/Quiz Link to It

Syndication is basically re-publishing a content piece you've created on different platforms. This ensures that you can reach a broader audience and thus improves your chances of getting more leads.

You can either syndicate a calculator/quiz to another platform or you can create a post and link it to your interactive piece. We've used **Medium**, **Inbound**, **Outbrain**, and **LinkedIn Pulse** for content syndication at Outgrow. There are many other paid and free channels that you can tap into.

KHYATI SEHGAL posted this



Top 5 Personal Branding Examples

KHYATI SEHGAL on LinkedIn
June 22, 2017

Edit Delete

31 clicks of your article

Medium

Edit 🔍 🔔 👤



Khyati Sehgal
#contentmarketing Consultant, Book Worm, Word Player, Creative Thinker, #SocialMedia Enthusiast.
Dec 28, 2016 · 2 min read

Top 10 Content Marketing Influencers and Their Best Posts

Originally Published on Outgrow

Here is a list of 10 top content marketing influencers who've been winning at the content marketing game, almost always. Follow them and learn how to develop your brand, and connect with your audience using the right type of content.

Pro Tip: To understand content syndication better, you can refer to this [guide by the Search Engine Land](#).

Medium

How Much Should You Actually Spend on Social Media Marketing?

Whether you sell books or bicycles, whether you deal in physical products, software or services, social media is a key component of your marketing strategy. Social media plays a key role in attracting traffic, converting traffic into leads and customers and engaging those customers so that they become advocates for your business. In spite of its importance, many of us are not very clear on how much should we spend on social media marketing. Fortunately, this calculator may help you with that.

Based on original research done by [The CMO Survey](#), this simple 4-step calculator will let you know exactly how you can dip your toe into the ocean that is social media marketing.

[Let's find out!](#)

#40 Embed the Calculator or Quiz in a Blog Post

Including a calculator or quiz in your blog post can lead to better conversions. Our data suggests that a blog post with a quiz or a calculator embedded inside of it will bring over 20 times more conversions than a post. We tried this in-house. Here's an example of a calculator embed in a blog post -

Each correct answer is assigned a grade and the outcome is computed based on the total number of correct answers. For example, if each answer is worth 1 on an 8 question quiz and you get 5 right, then your score will be 5 out of 8. Simple.

Here's an example:



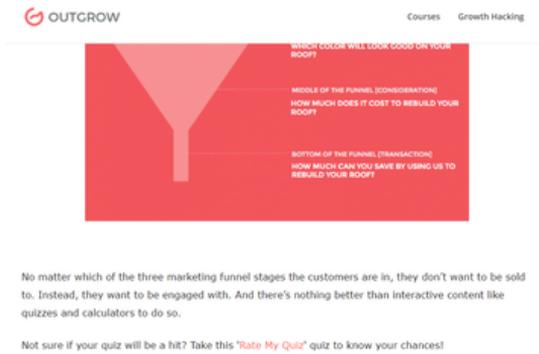
Graded quizzes are best for **brand recall, customer engagement, and lead generation.**

#41 Use as Personalized CTAs

Besides using interactive experiences as embeds, you can also use them as call-to-actions to your content. Personalized CTAs convert 42% more as compared to their generic counterparts.

So, if you are writing a blog post about 'How to Make Your Content Go Viral', instead of offering them an eBook or course to download in the CTA, you can add a 'Viral Factor Calculator' or a 'Will Your Content Go Viral' quiz. This will be more actionable and thus have a higher click-through rate.

Here's an example of something similar we implemented on the Outgrow blog -



Results? This blog got 60% more traffic than blogs with regular CTAs.

#42 Use in Exit Intent Popups

Embedding relevant interactive experiences in exit intent popups can help you positively impact the decision of your prospects.

Take a cue from VisualDNA. The company uses a 'Who Am I' quiz to gather insights into audiences. The quiz reveals people's true identity based on psychological theory. This is a win-win situation as the company gets volumes of customer data in return.



#43 Comment on Relevant Blogs and Include a Link to your Calculator/Quiz

Commenting on relevant niche blogs can help you grab the attention of an interested audience. Just add a link to your calculator or quiz in the comment, wherever relevant.

#44 Write a Roundup Post of Viral Calculators/Quizzes and Include Link to your Calculator/Quiz

Round up posts are basically “roundups” of content in a particular industry or concerning a topic area. They are not only easy to create but also get you a lot of traction and shares.

You can create posts about or around your interactive content piece. Here are some post ideas -

- Top 100 quizzes/calculators of all times
- X calculators/quizzes that broke the internet
- X resources you need to build a quiz/calculator
- X websites to promote your interactive content

MUST READ: [Our Favorite 21 Marketing Quizzes of All Time](#)

Category: Blogging

Statistics say that companies who blog get [97% more links](#) to their websites. This proves that blogging is a highly effective channel for lead generation.

While we all understand how crucial blogging is to the lead generation process, we often miss out on the small details that can have a huge impact on our conversions. Here are some tips that will help you better leverage blogging as a lead magnet.

#45 Use CTAs in the Text of your Blog Post

While everyone uses call-to-actions at the end of their blog posts, it's a good idea to place one in the middle of the body. This especially works well for longer blog posts as there are quite some chances of people abandoning the post before they reach the end. However, make sure the placing is not abrupt but relevant.

We do this too. Look at this CTA we included in the middle of the blog as it just might be the right time for the reader to learn more about the [demand generation process](#).

The demand generation funnel expects time and patience from you. So, don't hurry for results. Give the measuring process some time and thought. Well-thought tracking will lead to better results. Examine your metrics and see how they relate to your strategies.



We like to compare our performance too. And, we do this with our compare tab. This tab helps us evaluate which content piece is performing better and which one needs more effort. Easy-peasy-lemon-squeezy.

#46 Use the 'Hello Bar'

This plugin sits on the top of a web page, in this case your blog, and politely asks prospects for their information. None other than Neil Patel swears by it. In one of his posts where he covers Hello Bar, he revealed that it accounts for 11% of all his Quick Sprout leads.



#47 Offer Perks to Your Readers

Why should someone leave behind their information through a blog post? Offer them some incentive. This could be a free eBook, entry to a webinar or any other incentive that lures them to keep reading.

#48 Offer Blog Summary Downloads

This comes handy in case you write in-depth, long-form posts because not everyone has time and patience to read a 2000+ words post. Instapage offers shorter, downloadable summaries in exchange for a name and email, for those who want to get the key takeaways without having to read the entire blog post.

#49 Add a Sense of Exclusivity

Offer your readers with exclusive content that will help them learn more than free access to your blog can. Facebook marketer Jon Loomer does it right with an exclusive blog section called “Power Hitters Club,” where he hosts live, 90+ minute workshops that break down into detail the free content he touches upon on his blog.

The graphic is split into three horizontal sections. The top section has an orange background on the left with a shield-shaped logo containing two crossed baseball bats, the text 'Jon Loomer', 'POWER HITTERS CLUB', and 'FOR ADVANCED FACEBOOK MARKETERS'. The right side of the top section has a dark grey background with white text: 'Power Hitters Club is an exclusive membership for advanced Facebook marketers'. The bottom section has a light grey background with the text 'Sign up today for access to the following:' followed by a bulleted list: 'Weekly webinars on advanced Facebook marketing topics', 'Private Community to get your questions answered', and 'Exclusive access to 90-minute workshops every two months'. At the bottom of this section is a dark button with the text 'CLICK HERE TO LEARN MORE' and a right-pointing arrow.

Power Hitters Club is an exclusive membership for advanced Facebook marketers

Sign up today for access to the following:

- Weekly webinars on advanced Facebook marketing topics
- Private Community to get your questions answered
- Exclusive access to 90-minute workshops every two months

[CLICK HERE TO LEARN MORE >>](#)

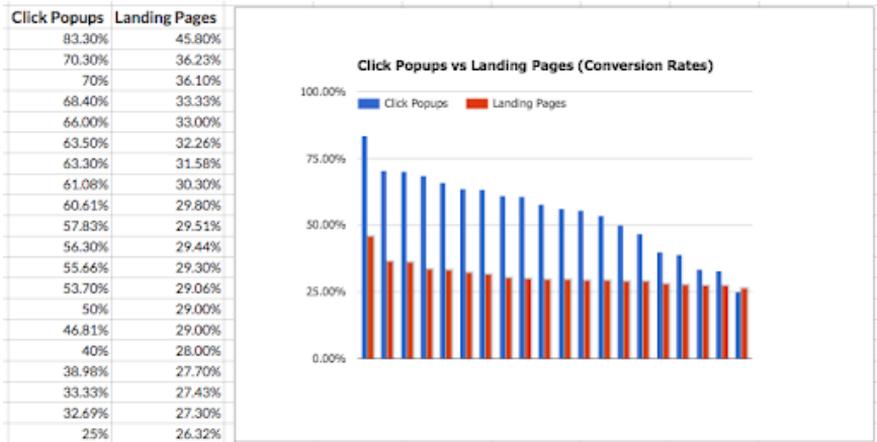
#50 Optimize Opt-in placement

It takes about 50 milliseconds (that's 0.05 seconds) for users to form an opinion about your website that determines whether they like your site or not, whether they'll stay or leave.

Evidently, if you're looking to increase conversion rates, you'll need to grab the attention of your visitors as quickly as possible. Some placement areas where you can put an opt-in include your header, sidebar, the end of blog posts, your About page and your footer.

#51 Use a Click Popup

This is not your usual pop up - you click on a word/phrase and this pop up comes up. Wishpond literally doubled their blog lead generation with click pop ups. Here are some numbers that can inspire you to try them -



#52 Use Slide-in CTAs

You must have noticed on some blogs that as you scroll down towards the end of a page, a CTA slides in from the right hand side corner. This is the slide-in CTA. This is a non-intrusive way of asking people for their information. This is how it looks like:

Want to make your website better? Find out how with Crazy Egg

more security.”

- “I would buy from the [new] one. The [old] site looks too simple, almost as it was thrown together quickly, and it [has] too many icons down the right column which gives me a slight feeling that it may not be legitimate.”

Based on these answers and the studies above, good web design has a significant impact on potential customers.

If you’re about to build a site or if you’re considering a redesign of a current one, it’s not necessary for your website to be the most beautiful site online, but it does need to look

needs to convey quality and professionalism with an organized, uncluttered and use of appealing colors, and text blocks that are easy to read.

studies show that it’s worthwhile to invest in a good web design because in the mer perception is what really matters.

Comments

Learn From The Best

crazyegg

30-Day Free Trial

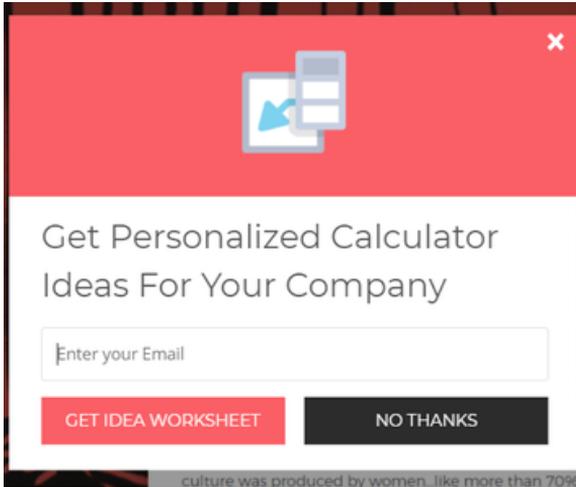
Increase your website's conversion rate or revenues within the next 30 days.

Show Me My Heatmap

Slide In CTA

#53 Time Delay Popups

Once readers have clicked through a blog post, time delay pop ups come around to give them an offer to avail, an eBook to download, or a webinar to attend, in exchange of their contact information, of course. This is a good way of utilizing any load time on your website. Forbes does this, and so do we :P.



#54 Use Exit Intent Popups

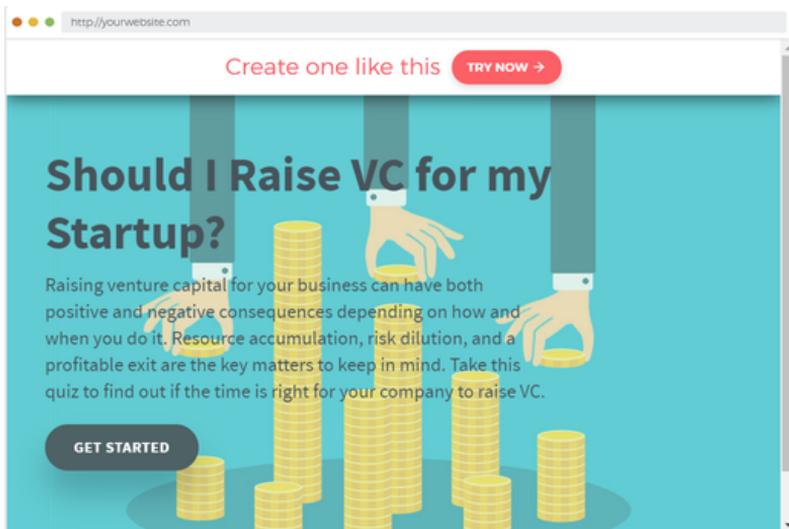
Larry Kim used them on Wordstream. Not only has it reduced the bounce rate by 60% and increased the on-site time by more than 50% but also got them more than 2000 emails - all this in 2-weeks time. I bet you want to try them now!

And, you can try them at Outgrow! Have a look at the exit-intent pop-up we use.



#55 Publish a Calculator/Quiz on your Blog

You can do this as a stand alone piece, as an embed, or as a CTA. You can test and see what works best for you. Outgrow lets you embed your content piece on your blog in minutes!



#56 Try Guest Blogging

This is the most underestimated lead generation technique. Guest blogging can get you thousands of visitors and help capture more emails. [Gregory Ciotti used guest blogging to add 36,733 more qualified subscribers to his email list.](#) However, before you start pitching to different sites to write for them, you must have a strategy in place. This [step-by-step guide](#) can help you get started.

#57 Repurpose your Blog Posts

You can repurpose any popular piece of content, and create

- Lists and How to Guides
- White Papers, [Courses](#), and [eBooks](#)
- Infographics and Videographics
- Videos
- [Podcasts](#), and [Webinars](#)
- Slideshares

For example, we have created different resources for our readers. Check out our [checklist pack here!](#)

Presenting Our Top Checklists

Search

The Ultimate Holiday Marketing Checklist For 2019

How To Create Click Worthy Quiz Titles

The Ultimate Ecommerce Conversion Rate Optimization Checklist

51 Do's And Don'ts Of Creating Interactive Experiences

The Ultimate Holiday Marketing Checklist for 2019

- Everything you need to make sure that your online business can handle the holiday rush
- Explanation of each point accompanied by helpful statistics and real life examples of the tactic
- Resources for each point to make sure you can implement each point practically and without any hassle!

Get The Checklist



THE ULTIMATE
Holiday Marketing Checklist
 FOR 2019

The Holiday Sales amplify with each passing year. In fact, eCommerce sales are set to increase at a record high of 78% during the 2020 Thanksgiving holiday. Here is a checklist to make sure you're well equipped for that holiday sales boom!

#58 Leverage Push Notifications

You've sure heard about them for increasing traffic, and now we're telling you that work when it comes to lead generation. Statistics say that push notifications can bring you an ROI of up to 2200% and increase your daily traffic by up to 25%.

#59 Personalize the Content you Create

Content targeted towards specific audiences is more likely to convert as compared to generic content. In fact, lack of personalized content generates 83% lower response rates in an average marketing campaign. Moreover, 77% of consumers prefer to choose, recommend, or pay more for a brand that provides a personalized service or experience.

Category: Social Media Marketing

#60 Run Contests

Social media contests have been an all time favorites for marketers as they draw a lot of attention. However, make sure you have set your goals right. Design your campaign with a focus on qualified leads and not entrants. Also, be mindful of the channels you want to target. While most marketers prefer Facebook for running contests, Twitter is an equally good platform if you're able to generate the right buzz.

A company called Snapshot started a contest on Facebook wherein they decided to give away a high end DSLR camera. As a result of the contest, the company was able to generate almost 190,000 emails opt-ins and with over 55% of that coming from referrals.

#61 Run Paid Ads

Every social media platform, including Facebook, Instagram, LinkedIn, and Twitter, lets you create paid ads. Two things you must be very careful about while setting up your ads are - know the kind of ad you want to run and set your audience profile right. To help you understand social media ads better, here's an end-to-end guide by Hootsuite.

#62 Use Facebook Custom Tabs

You can customize your Facebook business page to add tabs like Contact Us, Store, Contests, Testimonials etc. You can also get more leads by embedding an opt-in form in the custom tabs. What's more - you can use an RSS feed to have your blog shown on your Facebook page.

#63 LinkedIn Lead forms

LinkedIn has this feature called 'Lead Forms', which are designed to increase mobile conversion rates by placing CTAs on your ads - and we're totally drooling over it. To understand how to use lead forms correctly, you can read this guide by Venture Harbour.

#64 Engage in Social Selling

31% of B2B professionals say that social selling has allowed them to build deeper relationships with clients. 98% of the 265 sales and marketing technology decision makers at B2B companies surveyed saw value in social selling in both the short and long term. Rule of thumb? Choose the right tools, stay active, and measure results to get the right insights.

#65 Create Relevant Slide Decks

Now how can you forget the good 'ol Slideshare? It's still as much of a lead magnet as it always was. A good way to generate more leads from slide decks is to add a CTA to download the presentation. Sidekick growth marketer Anum Hussain tried this technique and saw a 400% increase in the number of downloads from the landing page.

Wait. Prefer to download this SlideShare as a PDF and view that way? [Click here.](#)

Category: Miscellaneous

#66 Have A Clearly Defined Target Persona

Defining your user persona is actually the first step to any good lead generation strategy. While profiling your users, it's important to focus on the key critical areas or as Adele Revella called it "The Five Rings of Insight". These rings determine that you have buyer personas that positively impact your lead generation and sales.



#67 Use Data to Identify Pitfalls in Buyer Journey

Knowing why you're not converting is also a step towards converting better. Thus, it's important to leverage data to identify gaps in your lead generation strategy and work to fill them.

#68 A/B Test Your Pricing Page

Meebox A/B tested their pricing page where the original page had no discount while the variation had discounts of 20% (40% for the highest plan) if customers locked in for a 2 year period. Results? They saw a 121.56% increase in revenue and 51.85% increase in conversions.

Original page

MEEBOX Webhotelter Cloud Server Om os | Kontakt | Bloggen | My Meebox [Søg her...](#)

Vælg dit billige webhotel

Webhotel 1	Webhotel 2	Webhotel 3
10 kr./måned	20 kr./måned	40 kr./måned
100GB disk	200GB disk	500GB disk
300GB månedlig trafik	800GB månedlig trafik	2500GB månedlig trafik
10 domæner	20 domæner	50 domæner
Se alle specifikationer...	Se alle specifikationer...	Se alle specifikationer...
Køb nu!	Køb nu!	Køb nu!

Variant with discounts

MEEBOX Webhotelter Cloud Server Om os | Kontakt | Bloggen | My Meebox [Søg her...](#)

Vælg dit billige webhotel

Webhotel 1	Webhotel 2	Webhotel 3
10 kr./måned	20 kr./måned	24 kr./måned
100GB disk	200GB disk	500GB disk
300GB månedlig trafik	800GB månedlig trafik	2500GB månedlig trafik
10 domæner	20 domæner	50 domæner
Spar 20% på 2-årig forudbetaling	Spar 20% på 2-årig forudbetaling	40 kr./måned (Spar 40%)
Se alle specifikationer...	Se alle specifikationer...	Se alle specifikationer...
Køb nu!	Køb nu!	Køb nu!

#69 Live Chat on Important Product Pages

The potential of live chat has been untapped when it comes to lead generation. 63% of prospects said they are more likely to return to a website that offers live chat. This is probably why using live chat gets you 4-8X more leads.

#70 Display a Toll-free Number

1800 numbers help [improve conversions](#). They build trust among the customers and thus encourage them to reach out to you or leave behind their information.

#71 Create an Affiliate network

A B2B service provider had only around 8 percent of the business owners sign up for their free service who also purchased a product. However, thanks to an affiliate marketing program, the number of business owners who purchased a product at the time of [sign-up rose to 8.5 percent in the first month](#). In the second month that number rose to 11.7 percent. The program still continues to deliver above average quality, with 8.5 percent of new customers purchasing additional products during the sign-up process.

We also have our [affiliate plan](#) in place. Have a look now!



What is Outgrow

Promotional Checklist

Sign In

Become an Outgrow Affiliate

Earn money by selling Outgrow to your audience.

Your work email

I agree to Terms & Conditions and Privacy Policy

GET STARTED



Earn 20% commission upfront & 20% on recurring payments.



Track your clicks and signups on your own personal link.



Message us for any questions using the chat icon on the bottom right.



Our top affiliates also get other perks like the option to do a webinar.



#72 Create a Promo Video

This not only helps you educate your audience about your product/service offerings, a promo video can also help you get leads. By using software like [Wistia](#), you can add a CTA in the middle of your video to capture leads.

#73 Pay Per Click Ads

These ads instantly put you on page one on the search engine, thus putting you in front of people who are searching for your solution to their problem. More people are aware of you and what you have to offer than before. Here's [Google's guide on PPC ads](#) to get you started.

The screenshot shows a Google search for "used cars". The search bar is at the top with the Google logo on the left and a search icon on the right. Below the search bar are navigation tabs: All (selected), Maps, Shopping, News, Images, More, Settings, and Tools. The search results indicate "About 215,000,000 results (0.80 seconds)".

The first result is an advertisement for "Used Cars - Free Delivery To Your Door - carvana.com". It includes a star rating of 4.8, 3,746 reviews, and a link to "www.carvana.com/Used-Cars/For-Sale". The ad text describes "7 Day, Risk-Free Returns. Flexible Financing. Buy In Minutes With No Hagglng!" and lists brands: "Honda, Ford, Hyundai, Kia, Dodge, Chrysler, Acura, Mazda".

The second result is an advertisement for "Used Cars For Sale - Search Over 4,500,000 Listings - cars.com". It includes a link to "www.cars.com/" and text: "Used Cars, Trucks & SUVs — Your Perfect Car is Only a Few Clicks Away!". It lists features like "Browse Millions of Cars - 4.5+ Million Cars - 1M Dealer Reviews - Photos & Videos - Maps & Directions" and various filters: "Ratings: Ease of buying 9/10 - Comparison tools 9/10 - Advice 9/10 - Price & savings 9/10", "Under \$5,000 - Under \$3,000 - Under \$10,000 - Under \$20,000 - Under \$15,000 - Search Cars.com™", and "Used SUVs - from \$1,250.00 - 500,000 available - More".

The third result is an advertisement for "Used Cars For Sale - The Right Car And Right Price - cargurus.com". It includes a link to "www.cargurus.com/Used" and text: "★★★★★ Rating for cargurus.com: 4.0 - 156 reviews". It describes "Search Millions of Cars. Find Great Deals Near You! Don't Miss Out. Find Dealers - Save Thousands - Calculate Trade-In Value".

The fourth result is an advertisement for "Sam's Club - Browse New & Used Cars - truecar.com". It includes a link to "samsclub.truecar.com/" and text: "Browse Inventory From The Comfort Of Your Home."

#74 Ranking & Reviews

Ranking products and services in your niche can be one of the best lead generation hacks. It can get you sales ready leads.

Look at this blog for example. It tells you about the [top 5 collaboration tools for content marketing](#). And well, since it's a list, it might get you good leads!

7 min read

Top 5 Collaboration Tools for Remote Content Teams

Table of Contents

Working from home has gone from being a dream to a reality. However, this calls for some important changes. Teams - especially content teams - will need tools to help them collaborate and stay productive while remotely working. Hence, we have come up with 5 collaboration tools for remote content teams.

Lead generation has been and will be a challenge for marketers. It's not just about finding good leads but also turning them into paying customers. And this requires you to be at the top of your game. However, given the growing complexity of the lead generation process, it's important to make your approach as engaging as possible. This ebook helps you do just that?

Want to up your lead generation game further?

[Try interactive content marketing.](#)

