



 freshworks CRM

# Lead Generation Techniques for Small Businesses

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In this guide, we focus on using your online presence to generate leads and grow your business.

Here's what the ebook covers:



**What is lead generation?**



**8 ways to generate leads online**



**Measure & track your efforts**



**It's time to take action**



## Before we move on, what is a lead?

A lead is a person who shows interest in your product, service, or business. Leads generally hear or learn about your business first before they hear from you.

## How do they show interest?

When they download your product catalogs, your e-guides, completing a contact form, follow you on social media to know more about your business and offerings.

You can get in touch by calling them up, sending them an email, or message them directly on social.



## What is lead generation?

The process of identifying, attracting, and converting people to buy your products is called lead generation.





## 8 ways to generate leads online

## Content Marketing

Create and distribute content with a primary focus on education, not selling. Content marketing can be done using a variety of content formats.

Format	Description
<b>Blogs</b>	Writing a blog is very different from writing an article on paper. Many factors come into play, like optimizing your content to align with what people are searching for, making sure the relevant keywords are included in your blog, and formatting your blog to make it readable (with short paragraphs and plenty of white space). Remember to pick topics that people are talking about and maintain a conversational tone when writing.
<b>Infographics</b>	The staple rule of infographics remains simple: more graphics, less text. An infographic, by definition, is information presented in a graphical format. Instead of listing many stats, for instance, you use graphical elements (like icons) around each stat and whip them together into a neat image. When you decide to create your first infographic, check out <a href="#">Canva</a> , a user-friendly tool that'll help you get started in no time.





## 8 ways to generate leads online

### Videos

Video is quickly outranking text as the most engaging form of online content. According to Brightcove, in 2015, [social video boasted 1200% more shares than text and images](#) combined. As attention spans keep decreasing, 1-minute videos (and shorter) are getting maximum engagement. You might want to remember this the next time you make a video.

### Images

On the internet, visual content trumps textual content every day. You can use stock images from platforms like [Shutterstock](#) (for licensed pictures) and [Unsplash](#) (for free photos). If you're looking for quality graphic designers who can create a visual voice for your brand, communities like [Dribbble](#) and [Behance](#) are hotbeds. An image can be embedded in or shared across websites. When you decide to create your first infographic, check out an infographic maker like [Venngage](#), a user-friendly tool that'll help you get started in no time.

### Memes

Memes connect with a broad audience, so the best place to use them is social media. And memes are not out of place—if you can nail pop culture references and find parallels with your business/domain, you'll resonate. Case in point: The [Daily Sales](#), a page that discusses life in sales, on [LinkedIn](#).





## 8 ways to generate leads online

### GIFs (Graphics Interchange Format)

As much as dog GIFs and cat GIFs seem like cheap thrills, they help you come across as a business that millennial customers can relate to and approach. And it's not just funny GIFs; content about your product/service can be turned into GIFs. A short GIF can be used in place of a how-to video, for instance. For some of the best stock GIFs on the internet, take a look at [Giphy](#).

### Case studies

Case studies are perfect testimonials for your business because they have customers talking about how they've used your product/service to solve their problems. It's not just your big customers who can give you great case studies; if you've done business with someone long enough, they can make a great story. Reason? There's always someone out there who can relate to another business's problem(s).



## Social Media

Depending on your business, every social media platform can be a precious lead generation channel. Facebook, Twitter, Instagram, and Snapchat are essential for Business 2 Customer (B2C); LinkedIn is elementary for Business 2 Business (B2B).

The best thing about social media is it's hard to keep up with sales leads once they start flowing in. But when do they start flowing in? That takes some work and time, but it's not too difficult to have quality content and a distinctive voice.

Take Wendy's on Twitter. Wendy's has 3.7 million followers currently. They distinguish themselves with a stinging sense of humor, take digs at the competition in smart ways, and are quick to seize current trends, and most importantly, they reply to tweeters. Not all the time to everyone, but enough to maintain a healthy relationship with Twitterverse.

A sample of how Wendy's speaks:



On social media, many businesses make the mistake of using it only like a megaphone to blare out announcements about themselves.



Don't.

Take time to discuss your industry news, share tips that aren't always compiled by you, and never shy away from a conversation. People are very perceptive of a brand's voice, and if yours is unique, they'll recognize and appreciate it instantly.

On the other hand, as a targeted exercise, you can also employ several tactics to generate sales leads through social media.

Run a contest/poll, invite people to join a campaign, go live on Facebook—in addition to sharing links (leading back to gated content), running paid ads, announcing referrals, and product/business updates. Also, giveaways and quizzes help in building your audience and generate leads.

On social media, your lead generation initiatives are only limited by your creativity.

It also helps to remember that you need to switch tones depending on the platform, and still retain the brand's essence. Wendy's on Twitter speaks differently from Wendy's on LinkedIn, but you know it's them.

A quick note on [Quora](#) and [Reddit](#) here. These are information hubs, not promotional platforms. While Quora is a shade lenient in allowing you to plug your product into an answer, Redditors can quickly spot a marketing attempt and quicker to penalize you. The standard rule of social media applies here: genuine conversations only.



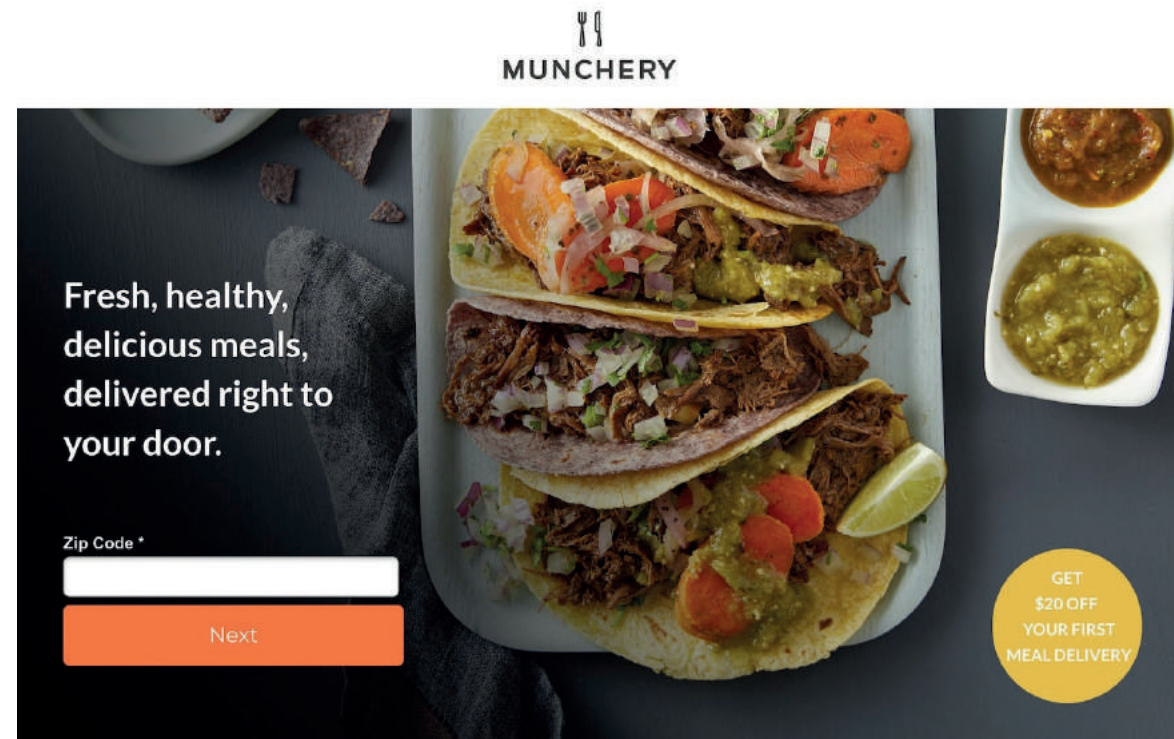


## Landing Pages

A landing page is where visitors land after being directed from an ad you've posted on Google, or from a link in your social media posts. It's an opportunity to present your business and convert the visitor into a lead.

Successful landing pages combine copy and design to establish your value proposition in the reader's mind. In the heading of a landing page (called H1 in HTML parlance), you typically outline the customer's problem or provide a solution. The H1 is consistent with the message in the ad/social post that led the visitor here. The landing page explains how your business can solve the problem, but not in too much detail; a landing page usually doesn't exceed 3-4 folds.

An example of a landing page



### Customer Reviews



Trustpilot



September 28

#### Munchery is worth a try!

I've tried several different options and all of them have been very good. When I...

Boyd Carey



September 22

#### Munchers Delivers Both High Quality and My...

Munchery delivers consistently high quality meals to my doorstep, allowing me ex...

Susan



The lead's information is captured through a signup form and/or a CTA (call-to-action) button on the page. To prevent visitors from dropping off, landing pages generally have no external links, although businesses sometimes take a chance by including a solitary link back to their website.

Landing pages are a classic trial-and-error case: you try various H1s, move elements around the page, and keep iterating on the CTA copy until more and more visitors convert into sales leads. A tool like Freshmarketer is useful when you want to analyze your landing page for clicks, scroll rates, and other forms of engagement.

These tips will help you generate more leads from your landing pages:

- Avoid walls of text.
- Make your copy visually appealing by laying it out in bullets and shorter paragraphs.
- Use a judicious mix of images and videos.
- Keep the page brief and prioritize value over length.



Optimizing your website in particular and your content, in general, requires a sound understanding of SEO (search engine optimization) techniques.

SEO can be slightly intimidating to those who're new to Google and its mysterious ways, but you don't need to panic.

Think of SEO as a sustained activity to spruce up your online presence to find you.

For more people to find you, you need to break into page one of Google. Let's admit it, you and I don't go past Google's page one, and neither does the rest of the world.

This implies a ton of work:

- getting images to scale according to screen size
- ensuring tables don't bend into the edge of a smartphone's screen
- writing copy keeping in mind the page's real estate/character limits, and many more such nuances

Be sure to include different content types on your website: copy, images, videos, animations, CTAs. And be sure to place them all in strategic locations. If you place a signup CTA below a video explaining your product, you have a higher chance of attracting clicks than when you place the CTA above the video.



On a website, two elements are indispensable: a chat widget and a signup form. Using live chat to respond instantly to a website visitor is essential if you want to keep their interest alive and gain mindshare. A real-time interaction can often be the difference between a visitor dropping off and becoming your lead. As for the signup form, make sure you request only for the essential details and desist from making the visitor feel like they're filling out some application form.

Use a tool like [Google Plugin Keywords Everywhere](#), [Ubersuggest](#), [Moz](#) or [Ahrefs](#) to pick up keywords that are used in your industry. There are two sides to this strategy: you either pick a high-volume keyword (which means more people are searching for it, and there's already a ton of content around it), and you create quality content to break into this competitive space. Or you pick keywords with low search volume, create content around them, and gain first-mover advantage in this space. You can create content in the various formats already discussed in this blog. For the specific purpose of website optimization, SEO pages—in-depth web pages around a specific topic—work well.

To illustrate, many first-timers to the CRM space begin by googling “What is SEO?”. This keyword is raging hot; it has a monthly search volume of 2.8. An SEO page that answers this question is a great way to grab eyeballs and become a part of the discussion, especially if you're offering SEO services.



## Email

Along with content marketing, email is the most preferred channel for online lead generation, according to a report from Ascend2.

And the reasons are pretty straightforward too.

- It's simple (you don't need a developer's efforts or a designer's time to write an email).
- It's valuable (an email is often the first point of entry to a lead).
- It's ubiquitous (everybody has an email ID, and that's not changing anytime soon).

You even have email templates that you can use to connect with prospects right away.





ADD TEMPLATE: FOLLOW-UP EMAIL ✕

Follow-up email

Need a demo?

**B I S U Ix**

Proxim... 12... **A** **A** Placeholder Source

Hello {{lead.full\_name}} ,

I wanted to follow-up to see how the trial of CapInvoice is going on at {{lead.company\_name}} now that you've had a week to try it by yourself.

You can access our resources to help you get started or you can always write to me if you need a demo.

I'll be most happy to help.

Have the best day ahead!

Share template with my team Cancel Save

A sample email template

So how does email marketing help you generate sales leads? Imagine a website visitor signs up for your blog. You know they're interested in what you're talking about. You can use subject lines that reference their recent activity on your website. (Can I share some useful info about our pricing?)

You can address them by name at the top of the email. (Hey, Walter! It's been a while since we caught up. How have you been?)

You can draw their attention to your business developments that they might be interested in a new blog, a product update, or a promotional offer. (You get a flat 40% off on your annual subscription if you sign up this week.)

Always use a single CTA in an email. Asking your recipient to do too many things in one email usually means they'll do nothing. If it's an offer to download an ebook, state it without ambiguity; don't distract them with multiple offers. With email, you get to initiate a one-to-one conversation with your recipient and build relationships, while sharing a blog, informing them about a product update, or offering a discount.



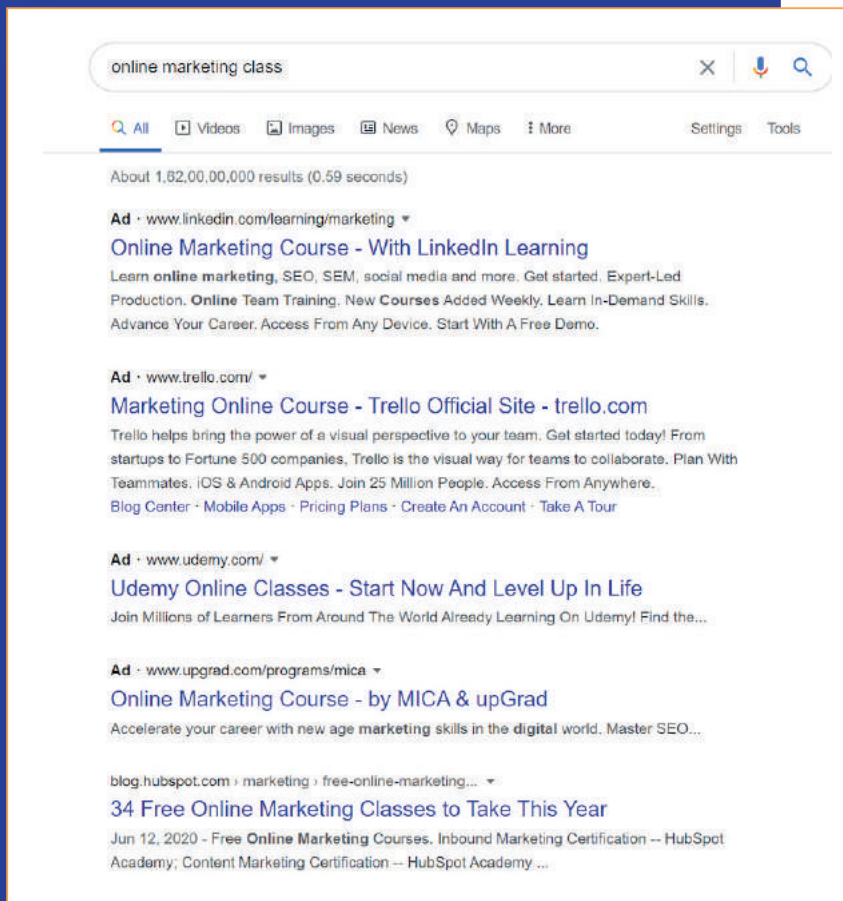
## Pay-Per-Click (PPC) Ads

PPC ads are the first three or four search results that appear on Google when you type stuff like “best CRM software.” They look exactly like regular search results, except that they have the tag “Ad” before the hyperlink.

Clicking on a PPC ad takes the visitor to a landing page, which collects the lead’s information. PPC ads work because they contain keywords relevant to your audience, plus they appear on page one of Google.

PPC ads on Google





As the name suggests, PPC ads cost money. You create them on **Google Ads**, and this is how they work—a visitor clicks on your ad and goes to a landing page where you explain your business; you pay Google for each click you get. The amount you pay is directly dependent on the popularity of the keyword you’re writing your ad around. Closely contested keywords require you to spend more because many businesses are bidding for them. A less popular keyword means unexplored territory, so you’ll spend less.

So who invests in PPC ads? Businesses who don’t have time to rank at the top of Google’s search results organically but have the budget to spend on ads.

With PPC ads, it’s all about optimizing your copy with the relevant keywords, within the limited space. Notice from the image that each PPC ad comprises a title, a hyperlink, and a meta description.

You need your best copywriters to capture your business succinctly in this tight space. Businesses generally prefer keywords over descriptive sentences in PPC ads. Well-chosen words, when arranged judiciously, can describe your business better in this context.





## Display Ads

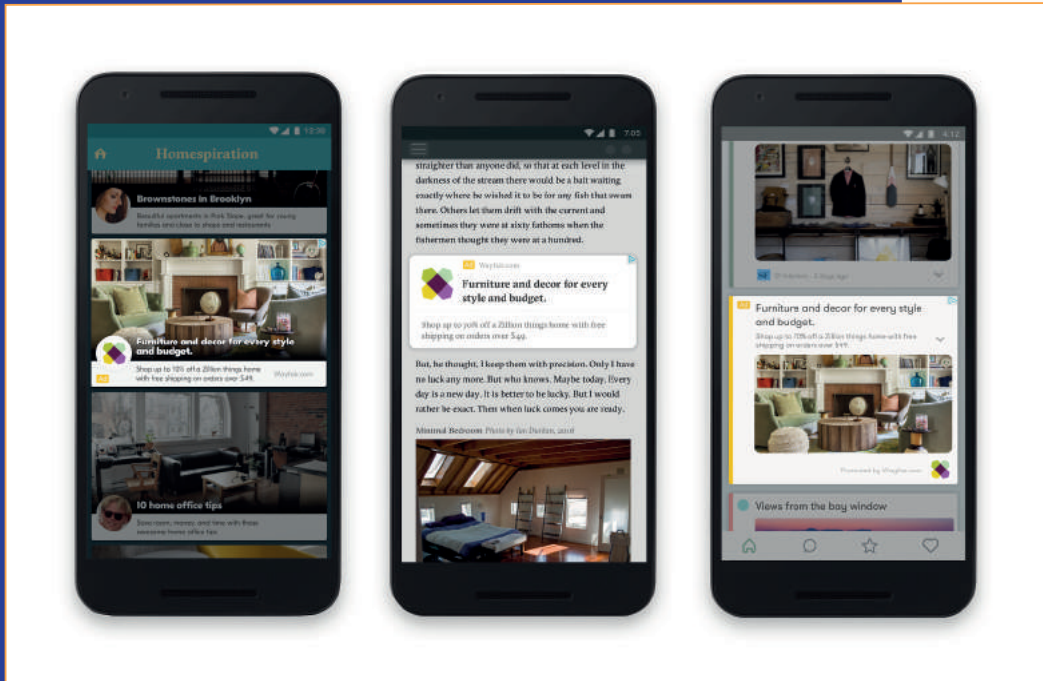
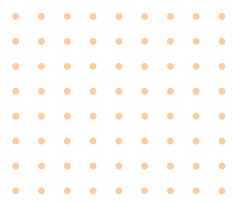
Also called banner ads, display ads are like print ads for digital. Crisp copy, a persuasive Call To Action (CTAs), illustrations, and animation are useful elements in-display ads.

Display ads are more creatively satisfying than PPC ads—you get to play around with copy, images, illustrations, and even animation. But a couple of features from PPC ads remain the same here:

You work with limited ad space.

When someone clicks on your ad, they go to a landing page.





### Example of a display ad

To make your display ads a valuable lead generation channel, here are a few best practices you can follow:

- Be careful while selecting websites where your ad is going to be featured. These must be domains that are as close to your target audience as possible, they must be domains with authority, and they cannot be controversial websites.
- Address a problem or provide a benefit—DO NOT spend that precious ad space waxing lyrical about your company. Your viewer is scrolling down that page in a second or lesser, so you've got a very minimal timeframe to offer value and seize their attention.
- Ensure a consistent message between your display ad and your landing page. You can't have an ad that talks about why your CRM is the best for startups, and then lead the visitor to a landing page that explains what your CRM systems can offer for businesses in general.
- Even if you have nobody copy in your ad, invest all your energy in writing a clear CTA. The CTA button appears prominently and plays the most crucial role—in getting the viewer to click. Choose the color, copy, and placement very carefully.

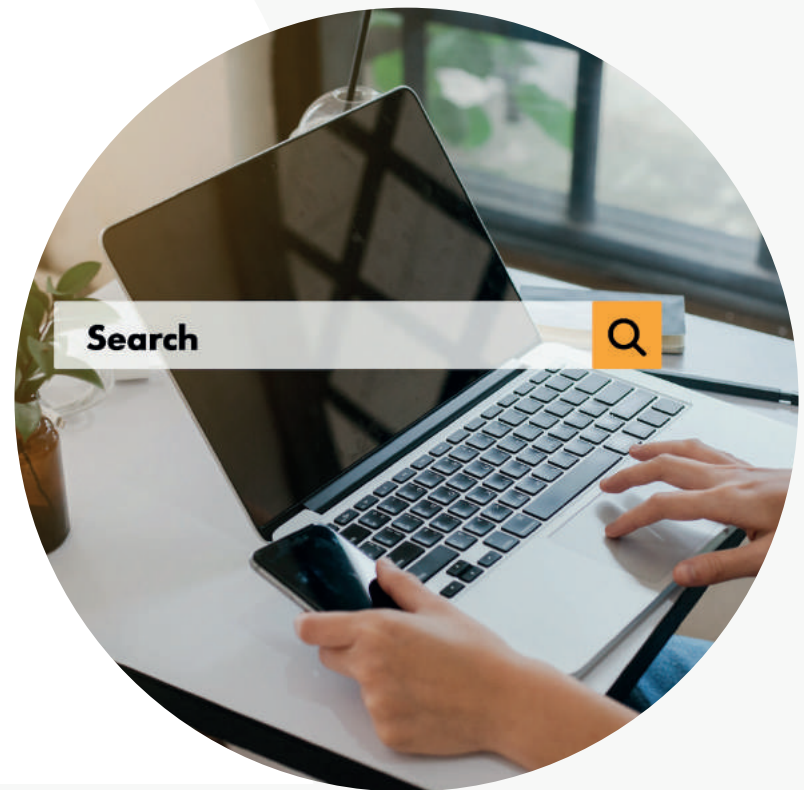


## Local SEO

Make sure to claim your free [Google My Business](#) directory listing and optimize it. Perform basic Search Engine Optimization (SEO) across your website's pages with descriptive title tags. Optimize each page with a compelling meta description to inspire click-throughs from search engine results. Claim local business listings on online business directories, such as [Yelp](#), [Merchant Circle](#), Citysearch, and other local directories. Encourage customers to post reviews about your business. When asked, the majority of satisfied customers do oblige.

## Build a Referral Network

Identify (co-hosted events, co-created content, or social media partnerships) that justify reaching out to experts to make connections, build relationships, and create content. Also, get your existing customers to promote your product. Offer them incentives for every successful sale. A positive word of mouth can influence other potential customers and drive sales. This can be an excellent way to start a loyalty program as well for your business.



## Attend Events

Build your audience by speaking at local events and meetups to promote your brand. Give reasons for your audience to engage with you. Connect your social media to live stream these events to boost your online presence and credibility.



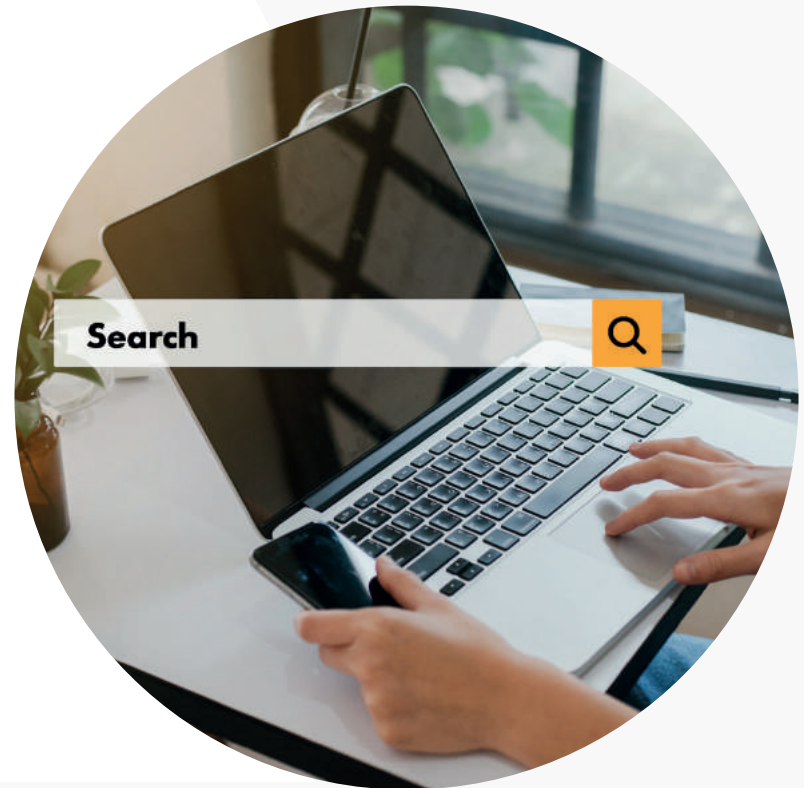


## Measure & track your efforts

When you're generating leads, you measure your efforts and results based on a set of metrics. These metrics apply to both B2B and B2C. Here's a list of 6 metrics that are fundamental to your lead gen activities:

### Website visits

This is the number of visits to your website from unique URLs, not including your employees. A higher number of website visits means more people are landing on your site. This traffic is acknowledged by Google (and other search engines) to indicate your website's authority. As a result, your website starts ranking higher for keywords you're targeting. One way of getting more visitors to your website is by promoting it extensively on social media.



## Source of visit / Lead source

In Google Analytics, the lead source is classified based on the following default channels:

- **Direct:** lead types your URL into the address bar, or clicks on a bookmark of your site
- **Organic:** lead finds you from organic search results
- **Social:** lead arrives on your website from social networks
- **Email:** lead follows a link to your website from an email
- **Affiliates:** lead comes from an affiliate marketer's website
- **Referral:** lead is "referred," i.e., they come to your website from a link they find in another website
- **Paid search:** lead finds you from PPC (pay-per-click) ads in search results
- **Other:** lead comes from online advertising apart from search and display, like cost-per-view video ads
- **Display:** lead finds you from display ads



## CTR (Click-Through-Rate)

Click-Through Rate = Number of clicks on CTAs/No. Of emails delivered\*100

CTR is the number of clicks on your CTA button, versus the total visitors to that landing page or ad. If 1000 people visit your landing page/view your ad, and 650 people click on the CTA, your CTR is 65%. A high CTR depends on several factors: the value proposition on your page/ad, your CTA's placement, and the relevance of your content vis-à-vis your target audience.

## ROI (Return On Investment)

ROI is probably the most important metric in lead generation. The calculation is relatively simple: it's the profit or loss you make from investing in a lead, compared against your initial investment. You spent \$15 capturing each lead, and a lead is worth \$20 to you. Your profit from a lead (\$5) against your initial investment (\$15) gives you an ROI of 33%.

ROI = Profit or Loss from each lead/Initial Investment\*100





## It's Time To Take Action

Now that we've covered some of the modern lead generation strategies that you can try for your business, you should take a look at your business and decide which ones might work best for you. You may have to engage in quite a bit of trial and error to find what works for you. In essence, experimentation split testing and using data to inform your decisions are critical.

