

# Innovative Lead Generation Using The Web



## Tactics for Lead Generation

<ul style="list-style-type: none"><li>● <b>SEO</b></li><li>● <b>Paid Placement + Precise Landing Pages</b></li><li>● <b>Local / Maps SEM</b></li><li>● <b>Blog Communications (Authoring, Commenting, Guest Posting)</b></li><li>● <b>Twitter Search, Google Alerts</b></li><li>● <b>Customized White Papers, Handouts, Checklists, Worksheets</b></li><li>● <b>Forums and Q&amp;A Sites (LinkedIN, Yahoo Answers, Google Groups)</b></li><li>● <b>Videos / Video Blog (Youtube, Vimeo)</b></li></ul>	<ul style="list-style-type: none"><li>● <b>Podcasts / Interviews</b></li><li>● <b>Webinars (live and recorded)</b></li><li>● <b>Slide Shows With Narration (Slideshare, Youtube)</b></li><li>● <b>Photo Galleries on Flickr</b></li><li>● <b>Speaking Engagements</b></li><li>● <b>Pay Per Call</b></li><li>● <b>Partnerships / Affiliates</b></li></ul>
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## Tips for Lead Generation

- **Install Analytics.**  
A strong analytics program should be installed (such as Google Analytics at <http://analytics.google.com>) so that you can watch the behavior of your users as

they move through your site. Analytics can also be used to track the costs of leads, visits and more. Custom reporting dashboards make the data useful in a daily way.

- **Improve Focus and Call to Action.**  
Most websites fail to clearly identify the next steps needed to move through a sales process. This causes "user drift" through your site without clear direction, and often a missed opportunity. Every piece of material from handouts, white papers, and lead gathering web pages should have a written, desired outcome and "call to action."
- **Design in a Skimmable, Above the Fold Style.**  
All web pages on your site that are part of the lead generation process should have key points near the top of the page, followed in decreasing order by supporting detail. Reading 10% of the text on the page should give you 80% of the key benefits and primary sales propositions.
- **Never Stop Testing and Refining.**  
Your customers are the best web designers. You should test different versions of your lead generation pages to determine which work best, and keep careful records. A/B Split Testing and Multivariate testing are formalized testing protocols that can be enabled through tools like Google Website Optimizer.
- **Provide Meeting Ready Output.**  
On key lead generation pages, consider offering a print-friendly version of the content for each type of authority decisionmaker. Do what you can to get the printed page on the desk of the decision maker or handed out at key meetings. Pages should be self-contained and well thought out.
- **Determine Your Ideal Lead Capture Form.**  
Some sites should utilize a very short lead capture form which delivers the minimum information needed for a sales follow-up. Others should use longer forms that qualify leads before the sales team sees them. Testing and common sense will lead this. In most B2B cases, a phone call with a skilled salesperson is the ideal outcome.
- **Strive for Seamless Website Integration With Sales Processes.**  
The sales team should know what's available on the website to support their efforts. URLs for supporting pages should be very short and easy to type (e.g. domain.com/assembly.) Post-sales-visit supporting material should be available (often on a special customized customer page.)
- **Formalize Customer Relationship Management.**  
The web makes managing lead flow a seamless process and tools such as Salesforce.com and SugarCRM can formalize the process of tracking, owning and scoring leads. These systems can also take leads directly from the web and distribute them to the right salesperson(s.)

## Articles and Links

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Resources for this presentation will be put online (and continually refined)  
<http://www.buzzmaven.com/leadgen>

Please subscribe to my blog as well, I write about lead generation a lot  
<http://www.buzzmaven.com/subscribe>

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