

Online Lead Generation

Your Website

Is it working for you or just sitting in cyberspace collecting digital dust?

Many business owners get themselves a website because that is the done thing these days, but not many of them turn their website into a business asset.

The best way to turn yours into an asset is to make sure it becomes a lead generator. Here's how:



Your Offer

What you need to do is to create an offer which will act as an online lead generator. It is no good relying on the general information on your website to provide enough of an incentive for your website visitors to act on.

If a visitor is not directed to a specific offer or "call to action", they will simply browse your website and leave.

Your offer must be:

- perceived as valuable
- good quality
- relevant to your market
- cost effective for you to deliver
- free of charge

For example, if you are selling child safe holidays, your free offer could be a short printed book entitled "*The 10 Things You Must Know About Child Safety Before You Book Your Holiday*".

For someone with a young family, a booklet containing this free information would be seen as valuable.

You free gift could be:

- an e-book (a book that is downloaded and read on a computer, most commonly a PDF file)
- an audio file
- a video
- a printed booklet.

By giving away something of perceived value for free, you stand a better chance of obtaining an email and telephone number in return for the gift.

Landing Pages

Once you have decided on your offer and created it, next you need to create a page on your website that only focuses on providing the free gift in return for a visitor's email address and, optionally, their telephone number.



The job of a landing page is to simply get the lead! For this reason it will be formatted differently to the rest of your website pages and should consist of:

- An enticing headline that qualifies the leads you want. For example, our child safe holidays landing page could read "*Get Your Free 32 Page Guide to Child Safe Holidays*".
- It is clear from this headline that the booklet is free, it is 32 pages long (implied value), and it is aimed at people concerned about child safety while on holiday.
- A form to collect the email address, optionally a telephone number and their address if you are sending them a physical gift. Making the telephone number optional increases the chances of getting someone's details; you can then follow up via email.
- A bulleted list of benefits that the gift provides are more likely to be read compared to a block of text.
- An image of the free gift. For an e-book or printed booklet this would be an image of the front cover.
- A photograph of you. This gives the page some personality; people like to know they are dealing with real people on the internet.

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Follow Up

Next you will create a series of emails that will be used to automatically follow up each lead you get.

Those people that give you their telephone numbers will also receive these emails.

Each email is designed to start building a relationship with your lead in order to eventually get them to do business with you.

There are several services that can automatically send these emails over a period of time that you specify; these services are known as autoresponders, Aweber is a popular one.

You can also use email services such as Constant Contact or MailChimp to name two.

The way this process works is that once a person enters an email address into your landing page, it gets sent to the autoresponder and your pre-written emails are then delivered.

Both of these systems are very effective in terms of who has clicked through a particular link to your site; thus allowing you to do a more detailed and specific follow up.

Get Traffic

The next step is to get people to visit your landing page. There are several ways you can do this:

- Get the landing page search engine optimised (SEO) so that it gets found on the first page of Google and other search engines.
- Find other businesses that sell non-competing products to your target customers and get them to email or send your offer to their customers.
- Buy advertising space on relevant blogs or websites. Only do this once your landing page works at obtaining email addresses.
- Write articles and post them on popular article directories. The article content should be informative not just a repeat of your offer and link back to your landing page.
- Use pay-per-click advertising such as Google Adwords.



Track and Test

Use need to track how your landing page is performing.

Use Google Analytics, which will tell you how many people are arriving on the page, where they came from, the keywords they used to find it, and the percentage that enter their details.

You should also test different headlines on your landing page, different colours, and modify your text to try to improve conversions.

This process is called split testing and you may want to look at Google Website Optimiser for more details.



Complimentary Website Audit

Generating leads via your website can be one of the most cost effective ways of getting potential prospects to come to you indicating that they are interested in what you have to offer.

Investing in developing your website to be search engine friendly, with relevant information for your target audience and a lead capture mechanism enables you to set your website on “auto-pilot” generating leads for you.

If you are not sure whether your website is working effectively in this way or you are not gaining enough leads through your internet presence, contact your local UKBA advisor and request a free audit of your website and its content – so that you can identify the areas for improvement that will help your business grow.



UK Business Advisors is a group of over 100 independent and experienced, professional business men and women offering practical business advice covering a range of skills covering all industry sectors and pillars of business:

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Next month: More useful articles that will help you grow your business