



LEAD GENERATION MADE SIMPLE!



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Whether you own the smallest start-up or a thriving multi-million dollar cooperation, there is one thing that your business has in common with all other businesses all over the world, and that's your need for leads. Without leads your business would cease to exist. Leads are the lifeline of your business.

If you're sitting there thinking "what on earth is lead and why is it the lifeline of my business?" - Allow me to explain, it'll make a whole lot more sense.

What is a lead?

Basically, a lead is anyone who has expressed their need/desire for your product or service at some point in time. Maybe they've heard about what you offer through a family member or a friend, or maybe they've stumbled across your website or social media pages while conducting an online search.

According to marketers, for someone to qualify as a 'lead' they must be traceable. While this sounds kind of stalkerish, it's not really. All it means is that you need to be able to contact the person in the future, whether that be by phone, email, or social media.

HERE'S AN EXAMPLE OF HOW LEADS WORK...

Let's say that you do an online quiz to find out what skin type you are, a few days later you receive an email from the skincare company who created the quiz, telling you about how they can help you find the right skincare for your skin type. How did they get your email? - Simple, you had to enter your email address in order to be able to take the initial quiz. The company has now sent you a follow up email to see if you're interested in finding out more, it's an easy and efficient way for businesses to weed out the people who are genuinely interested and those who are simply time wasters.



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There are actually four main types of leads, the above scenario is a perfect example of the marketing qualified lead, let's take a look at why that is.

MARKETING QUALIFIED LEADS

These leads come from people who actively engage with your marketing. These people will generally fill out a form on your webpage to receive something for free.

SALES QUALIFIED LEADS

These leads come from people who are interested in becoming a paying customer. Generally they'll be the people who fill out your business' 'contact us' form and ask questions.

PRODUCT QUALIFIED LEADS

These leads come from people who have tried using your product/ service for free but are willing to upgrade to experience extra features.

SERVICE QUALIFIED LEADS

Contacts who have shown that they're interested in becoming a paying customer.



Why are leads important?

Essentially lead generation is all about creating unique ways to attract people to your business. It's a way of warming up potential customers and getting them on the path to eventually making a purchase. Without lead generation your business will not grow.

What does the lead generation process look like?

It's quite simple really, all you need is a landing page with a contact form and a person who is interested in your product or service.

The steps are as follows:

1. A person becomes aware of your business.
2. That person clicks on your call-to-action.
3. Your call-to-action takes the person onto a landing page that is designed to capture their information in return for an exclusive offer. Offers can include anything from an e-book, a course or a template, it needs to be something that's of value to the person.
4. Ta da! You have a brand new lead!

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So, how do you get someone on your landing page? ... Make use of your channels.

Using content to spark the lead generation process

Create content that provides users with valuable, free information that directs them to your landing page. Think about creating tutorials, vlogs or blog posts.

When creating your content, make sure that you include call-to-actions that are easily identifiable and attractive.

Using emails to spark the lead generation process

Email marketing is a great way to reach the people who already know your brand. Since they've already subscribed to your mailing list, it's much easier to get them to click on your call-to-action.

Using ads to spark the lead generation process

If you're thinking about spending some money on the lead generation process, ads on platforms like Facebook and Instagram can be a great idea. Seeing as the sole purpose of an ad is to get people to take action, make sure that your landing page offers exactly what the ad promised.

Before flogging hundreds of dollars towards a Facebook ad campaign, make sure that you know exactly who your audience is, where they're located and what they want, get these things wrong and you might as well throw money out the window.

Using social media to spark the lead generation process

Platforms like Facebook and Instagram offer great lead generation integrations. For example, there's the 'swipe up' feature on Instagram, link in bio feature, link embedding and bitly URLs.



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Using product trials to spark the lead generation process

People are more likely to purchase a product that they know and a service that they trust, so why not offer them a product trial. Perhaps you can offer a 'free' service that requires they upgrade to a premium plan in order to receive additional features. It's always a good idea to make sure whatever it is that you are giving them a trial of, has lots of your branding on it. That way more people will see it and you will have the opportunity of getting new clients.

Whatever channel/s you choose to generate leads, make sure that you're sending each person to the same landing page and make sure that that page is converting.

When it comes to generating leads, authenticity is key. Don't be the kind of business who purchases their leads.

A warning about purchasing leads

While it might be tempting you need to know that purchasing leads is a trap.

Sure, you might feel like you're saving yourself some time but consider this: those people didn't sign up or 'opt in' to receive your email marketing. If this person has never even heard of your business, chances are now they certainly won't care for finding out more.

What happens when people don't want to receive your marketing? - They start flagging your messages as spam. Not only does this train their inbox to filter out your emails, when enough people have flagged your email as spam, the email provider is notified and your email becomes 'blacklisted'. Once you get blacklisted, other providers will be notified and your email deliverability will be harmed.

Instead of purchasing your leads, why not try some of these organic lead generation strategies outlined below.

Organic lead generating strategies

OPTIMISE YOUR WEBSITE FOR CONVERSIONS

You need to think of your website as the digital 'home' of your business. It's where you need to be directing everyone, but it's no good just getting people to your website, you need your website to actually persuade them to do something.

In the case of lead generation your main goal is get contact information from your website's visitors, you can do that simply by creating a form where people must provide their name, email address and any other additional attributes that would be useful to you.

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Don't know anything about creating a landing page that will actually convert?

... Check out MailChimp, they offer a plethora of templates that you can easily edit to suit your business' and they even provide you with a step-by-step guide, showing you exactly how to set up the landing page and link it up to your website.

RUN A GIVEAWAY OR CONTEST

Want to get tonnes of news leads in a super short space of time? Then you need to host a giveaway or contest.

The reason why this strategy works is simple, people are willing to trade their personal information in the hopes of winning something. Get creative with the prize/s as well as with the actions that people need to take in order to collect points. For example, maybe 1 tag = 1 entry, a share to their story = 5 entries etc. The idea is get as many people to see the giveaway as possible, that way more people will enter and you'll get more leads.



DIRECTLY ENGAGE WITH YOUR AUDIENCE

People love brands who are willing to engage with their audience, I'm not talking about inactive ways like FAQs and 'get to the team' sections on your website, I'm talking about real time communication. If someone private messages you, get back to them promptly, if you have a 'chat with us' section on your website, make sure that you're regularly active.

MAKE USE OF INSTAGRAM DIRECT MESSAGING

If you're a small business, a great way to communicate with your audience and to build you leads is by directly communicating with the people who follow you. Take the time to send each new follower a personalised message, the key to be successful with this strategy is making sure that you sound like an actual person and not a bot. Something that works really well is sending new followers a voice memo, that way they know that you took the time to actively engage with them, it's not just a generic message that you've copy and pasted from your 'notes'.

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KNOW WHAT TO POST AND WHEN TO POST IT

Social media is your most valuable asset when it comes to lead generation, so make sure that you are using it actively and effectively. Don't just post for the sake of posting, make sure that you keep your ideal client in mind, post things that are actually valuable to them and always follow up on your insights. That way you will be able to look back at what works and what doesn't, and create your content accordingly.

DON'T FORGET ABOUT YOUR EMAIL SIGNATURE

This is one of those 'set and forget' kinds of things and oftentimes people forget to make the most out of it! Your email signature appears on every single email that you send, so make sure that you are using it in your advantage.

Try embedding a link that redirects the reader to relevant content on your website, this will increase your website's traffic which will in turn help your website rank higher in search engines. #SEOTip!

REACH OUT TO INFLUENCERS

Another great way to get leads is to reach out influencers, particularly those who are local.

Influencers already have a high follower count and are known for their impressive audience engagement, by reaching out and implementing their reputation for your content, more people will see your brand and your credibility will increase, obviously attracting new leads.

IMPLEMENT QUIZZES

As I am sure you have probably noticed, people on Facebook LOVE sharing quiz results, so you should definitely be utilising the power of quizzes to direct more people to your website and in turn get more leads!

There you have it folks, now you know everything that there is to know about lead generation, why it's important for your business and how to strategically implement it to level up your business.

DO YOU NEED MORE HELP WITH LEAD GENERATION?

Get in touch with leading business woman, Tracey Franco.
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