

21 powerful tips for maximising lead generation

By [Adiv Maimon](#)

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It's not always easy to get the right kind of leads for your business, particularly when it comes to B2B marketing. But the potential for new business is worth the effort that it takes - and sometimes the effort isn't all that much. With email marketing, getting the most signups possible isn't the only goal - you also need to target the right kind of people.

Offer something useful

Offer people a discount on their next purchase or free shipping. Or possibly an e-book to download. What you offer depends on your business, but giving users something is crucial. You need to decide what will motivate the right people to signup and make the benefits obvious.

Clear call to actions

Lots of website have an email signup link at the bottom of the page. Nobody ever sees it. Your website (and email signatures, and social media) should have strong and easy to find call-to-actions. Placing them above-the-fold or in clearly visible areas can exponentially increase signups.



Test, test, test

A/B testing is one of the most important aspects of any effective digital marketing strategy. You should test every part of your lead generation system. Move buttons around, change colours, text and images and try new ideas such as exit intent forms. Small improvements can make a big difference. And don't forget to analyse the data that comes from it.

Use the right words

People are looking for something that they can actually use. And as with all marketing, the way you phrase your offer is one of the most important contributor of results. For example, using the headline "Free Download" receives a higher conversion rate than "Sign Up". Why? Because people need to know what's in it for them before they read more. Carefully consider what to say and test different scenarios.

Use real data

One of the most beneficial aspects of any digital marketing is the ability to get lots of data. How people behave, what they click on, how far down your site they scroll and so on can provide exceedingly useful insight into optimising your campaign. Make use of free tools such as Google Analytics (or a custom built solution) or look into more insightful paid systems such as heat-maps. The more you know the more you can do.

Read more tips [here](#).

ABOUT ADIV MAIMON

Adiv Maimon is the Head of Product at Continuum, the social media analytics tool that identifies, and segments, influencers to help brands create real relationships that deliver business benefit. A mechatronic engineer, Adiv has crafted a successful career using technology to create real value for brands and businesses. Adiv is an entrepreneur who founded and grew, a highly successful marketing company, before exiting. Deeply skilled in User Experience Design, Adiv is passionate about Software As A Service and innovation.

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