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A How-To Guide to Incentivizing Lead Generation



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Chapter 1: Why Lead Generation?



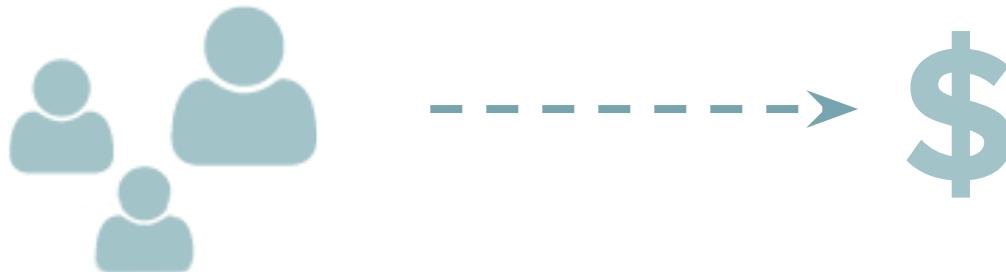
A How-To Guide
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Why Lead Generation?

This is a great question actually, with a more complicated answer than you might think.

What are leads, really? Well, the answer varies from business to business and sector to sector. It also varies within a business.

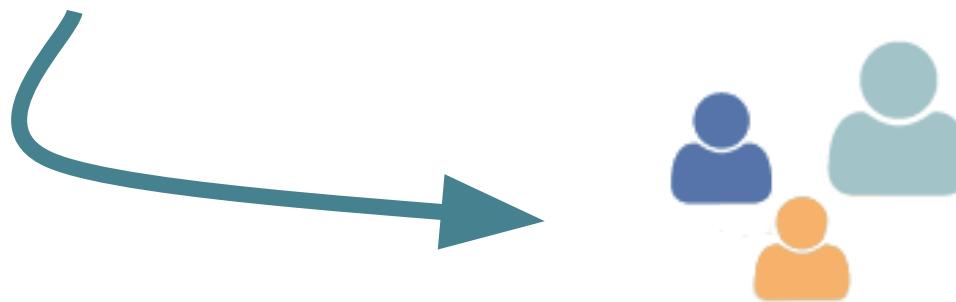
Leads (in the simplest terms) are people interested in your business (or a part of it) but who have not yet forked over money in exchange for your tools or services.



Leads come in many different forms. They can be anywhere between warm (very interested and prime for a sale) and cold (older or with fewer instances of brand engagement).

All are leads, though, and all worth concrete dollars to your business in the long run.

Lead generation, and the different campaigns that make it up, are an integral part of your online marketing sales funnel. So let's take a look at 10 ways you can start generating them!



Chapter 2: Lead Generation Incentive #1: Ebooks



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Ebook creation and promotion is officially the cheapest way to generate leads online. But only if you do it intelligently.

Here's the step by step:

1. You're already writing content. Consider writing 4-5 articles about the same subject. Ensure the articles start with a basic introduction and end with advanced tips and strategies.
2. Collate those articles into a single PDF and use a simple, professional [template](#) to make it visually appealing.
3. Upload the PDF into your website's Wordpress (or whatever web platform you use) as media
4. Create a [lead-generating landing page](#), which requires visitors to provide their email address before allowing them to download the PDF.

5. Promote your ebook on social platforms and with [Facebook Ads](#) (We suggest it over [Google AdWords](#) for ebook lead gen - but test it for your own business and industry).
6. Facebook Ads allow you to specifically target people who have expressed interest in your ebook's subject matter. Targeted intelligently, Facebook Ads [will generate leads at a cost of only \\$2.](#)

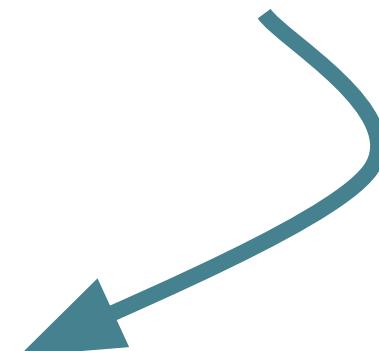
GET THE COMPREHENSIVE GUIDE!

YOUR EMAIL ADDRESS *

FIRST NAME *

LAST NAME *

DOWNLOAD THE EBOOK



Chapter 3: Lead Generation Incentive #2: Contest



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Contests are one of the most reliable strategies for lead generation. Incentivizing at its most pure, sweepstakes campaigns, photo contests and vote contests are popular among businesses from startups to Fortune 500.

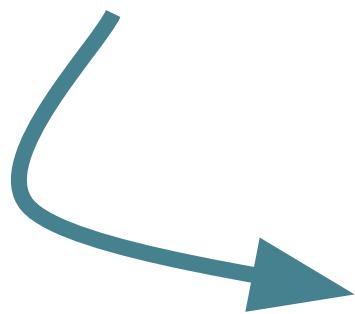
Giving away a product or gift certificate ensures that people who enter your contest are genuinely interested in your business (similar to how someone who downloads one of your ebooks is genuinely interested in your content).

This means that the leads you get from a contest are more likely to convert on a final sale than you might think.

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Here's a step by step:

1. Create a Facebook, Twitter, or website-based contest page.
2. Offer a gift certificate or gift card usable for your business' products or a product itself.
3. Promote your contest on social and (if applicable) in-store as well.
4. Like-gate your contest to generate Facebook Fans and email-gate it to generate leads (or both if you're offering a tidy sum).



Your Email Address *

First Name *

Last Name *

Enter to win!

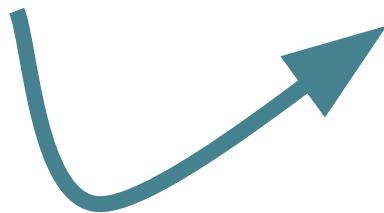
5. Your contest will generate ONLY people who are interested in your business' products and services.
6. You'll generate exclusively engaged, warm leads who are clearly interested in what you have to offer (otherwise they wouldn't have entered!)
7. Your leads will convert to a real-world sale at an exponentially higher rate, nurture faster, and be more engaged (as well as spreading the word about your business) than leads who come for straight cash.

The contest should be tested and measured for the ROI. Test out what resonates most with your target market.

Do more people enter (and spread the word to their own contacts) if you run contests weekly, offer a prize a day for a month, or do you get more email leads with a single giveaway?

Does the visual of offering one of your products increase engagement or is the dollar value of a gift certificate better for your business?

Test it out!



Chapter 4: Lead Generation Incentive #3: Webinar Entry



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Webinars are valuable pieces of content. They are a chance for your business to deliver expert advice, best practices, and exclusive information in a personal format. They can also be a chance for your business to coordinate with an industry influencer, and cross-promote an interview or conversation with that person.

Because they're so awesome, they're great for lead-generation.

Here's a step-by-step:

1. Choose a topic. Make sure it resonates with your audience and it relates to your business objectives. For example, select popular blog topics and turn them into a visual and verbal piece of content.
2. Make a powerpoint/ deck/ slideshare presentation of the material you'll be covering.

3. Once you have your topic and focus, create a [webinar landing page](#) within your website listing out the title and benefits of participating. (You could duplicate the landing page on your Facebook Page (easy to do with 3rd party landing page tools like Wishpond's) to make it more sharable).
4. Email-gate entry to the webinar. Depending on the topic, your business and your target audience, ask for more details from leads such as job title, size of business, or a dropdown where they choose their primary business concern.
5. Once a lead signs up, send confirmation (and thank you) emails to leads detailing the specifics of the webinar.

Advanced tip: *Run the webinar multiple times to coincide with different time zones. The time zones that your leads choose can be noted for future email marketing campaigns to ensure you're delivering emails when your leads are most likely to engage with them.*

Another option is to run your webinars with an industry influencer or guest business partner.

Here's a step-by-step:

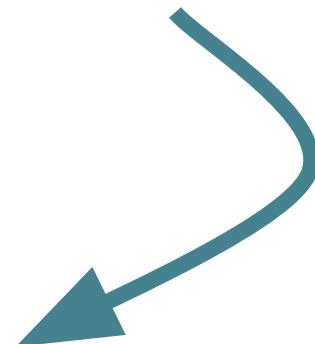
1. Develop a relationship with an influencer in your sector through blog commenting, social media interaction, guest contributions, and other social networking.
2. Send an email (formal or informal, depending on your relationship) requesting a joint webinar or Q&A session.
3. Select a date and time, and promote the webinar through your social sites, email, online advertising - and ask your guest to promote through their social connections too.
4. Make a recording on the webinar so you can use it for further lead gen opportunities down the road.

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Test how many leads you get for a webinar with an expert versus by yourself. Test running a webinar as a conversation between two of your business' employees or a CEO. Test your topics and test the best methods of promoting your webinar that gets you the best qualified leads.

Your Email Address *

Sign Up for the Webinar! ▶



Chapter 5: Lead Generation Incentive #4: Offer with a Partner



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Running a lead-generating marketing campaign in conjunction with another business is a great way to increase awareness and spread your business' reputation.

It's best that you coordinate your marketing campaign with a business that has a similar target market.

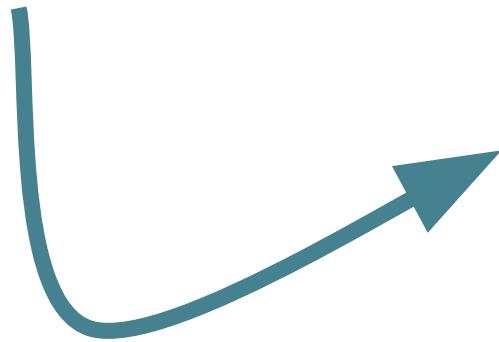
For instance, two SaaS companies working together can increases their reputation and reach by cross-promoting to each other's audience.

Equally, a business promoting high-end clothing would find success working with a business promoting high-end vacations, spas, or luxury cars.

Here's a step by step:

1. Approach a business (or individual) with a similar target market as your own with a formal request for coordination.
2. Outline your view for the lead-generation campaign, and work with them to convince them how well the campaign will work.
3. Create a [contest landing page](#), ensuring you've email-gated the prize for entrants.
4. Promote the campaign several weeks in advance, generating buzz and increasing excitement.

5. Both you and your partner should be promoting the campaign to prospective participants on social, email, and other channels.
6. Share the leads generated by the campaign. If your existing clients are included in the list of leads, exclude them for your business (and visa versa).



Enter to win a consultation with legendary ad man John Smith!

Your Email Address *

First Name *

Last Name *

Enter to Win!

Chapter 6: Lead Generation Incentive #5: Coupons



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Coupons, like sweepstakes, are a quick and easy way for your business to generate leads and increase brand awareness.

Especially awesome for retailers, coupons ensure that you are only receiving leads who are interested in your products and also gets you an immediate sale.

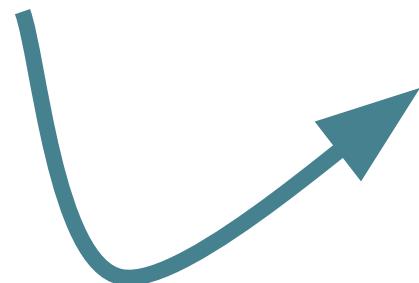
B2B businesses can also run successful coupon campaigns:

- Consider running a month-long discount for all new customers.
- Consider dropping the cost of your consultations by 50% for the first 25 entrants, and 10% for the second 25.
- Consider giving away access to one particular tool within your business' suite, for a limited time.

Here's a step by step:

1. Decide the discount you're going to be promoting.
2. Are you going to make the discount online exclusive? (I'd recommend this, as the word "exclusive" increases engagement with your campaign).
3. Consider offering your existing clients a discount if they promote your campaign within their own circles (such as through a loyalty card or [referral program](#)).
4. Create a [coupon contest or landing page](#) (again, there's easy ways to do this with 3rd party providers). Ensure you're including the dollar value, percentage signs, and a visual element in your design.

5. Promote your campaign on social and (if you're going the referral route with existing clients) email.
6. Run your campaign for at least a week, and no more than a month. Any less than a week and it'll be hard to generate the leads you need. Any more than a month and the excitement factor disappears.



GET 50% OFF NOW!

Your Email Address *

First Name *

Last Name *

CLICK FOR YOUR COUPON CODE!

We will not sell or rent your personal details to any 3rd party.

Lead generation through coupons can also be one of the most cost effective strategies. Consider that you're likely generating new business with every lead. Most people aren't going to go through the bother of giving you their contact information if they're not following through by redeeming your discount.

This strategy is triply-awesome, as you generate qualified, interested leads, real-world sales and familiarity with your brand and purchasing funnel.

Chapter 7: Lead Generation Incentive #6: Industry Reports



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If you have the resources to create an industry report, it can be one of the best incentives for generating leads. This is primarily because the results you find are one of the most-sharable forms of content anywhere.

The sharable nature of industry reports means that, more often than not, people will do your marketing for you, using and citing your statistics, facts, and analysis in their own infographics, Slideshare presentations, articles and ebooks.

That said, they take a considerable amount of time to create, so they are an endeavor to attempt perhaps once a year, rather than on a weekly basis.

Here's a step by step:

1. Compile your business' case studies into a statistically significant number.
2. Measure several relevant KPI's from the studies (such as conversion rates of clients who implemented pop-ups vs those who did not).
3. Compile your results (with analysis and breakdown) into a downloadable PDF.
4. Create a landing page for the content.
5. Test offering the industry report for free (or in exchange for a social share) for the first month or so. This will ensure it gets shared and spread across your industry quickly.

Chapter 8: Lead Generation Incentive #7: Live Workshops



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Live workshops are one of the more fun pieces of content to create. They (like webinars) can be done in conjunction with an influencer or colleague and can generate more lead information than other forms of content.

Workshops should be comprehensive, teaching participants how to accomplish, create, or succeed in a certain subject. Consider running your webinar as a series of 3-5 classes. Consider, also, asking for payment and offering a certificate upon completion of the workshop.



Here's a step by step:

1. Run a how-to workshop with a guest or sector authority (perhaps your CEO).
2. Set a maximum number of participants to create exclusivity.
3. Don't be afraid to ask for a lot of lead information, as your workshop is valuable.
4. Hype the workshop a week in advance, asking participants to submit question for your guest (or you).
5. Send out a fun “pass/fail” test with your “thank you” email and certificate after the workshop is over.
6. Prompt participants with an upcoming webinar, VIP demo of your tool or another workshop.

Chapter 9: Lead Generation Incentive #8: Content Subscription



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Content subscription has replaced the e-newsletter as the best way for your business to keep your brand and content at the top of your reader's minds.

Content subscription is also one of the easiest sells when it comes to lead generation, as your blog readers are clearly interested in what they're reading, and email subscription promises to deliver that quality content daily, directly to their inbox.



Here's a step by step:

1. Create a visually appealing banner at the top or side of your blog page (above your “most popular articles” and ebook links).
2. Test a visually contrasting subscription button that stands out from the page.
3. Sell subscription with a value proposition like “Get quality content (and exclusive discounts) delivered straight to your inbox on a daily basis!”
4. Ensure that you make it clear you won’t spam readers. Consider something like “We hate spam too! We promise we won’t email you stuff you don’t want, and you can always unsubscribe!”

5. Use an [email automation tool](#) and template to send daily emails to your email subscribers, including an image and snippet of an article or other piece of content.
6. Include a promotional post script in your emails that drives email subscribers to your product pages or a free demo.
7. Optimize your email nurturing funnel by testing subject lines and featuring an optimized [unsubscribe email](#) that promotes social endorsement or (at least) leaves your subscribers with a good final impression of your business.

You have successfully unsubscribed.

Here is an accurate depiction of what we're feeling right now:



Chapter 10: Lead Generation Incentive #9: Free Trial or Quote



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A free trial (or, in some sectors, a free quote) is a great way to engage people who are interested in your business but not quite ready to pay out.

A free trial allows people to kick the tires of your product or software. A free quote allows them to see the full breadth of what you offer and understand the value of what they're getting.

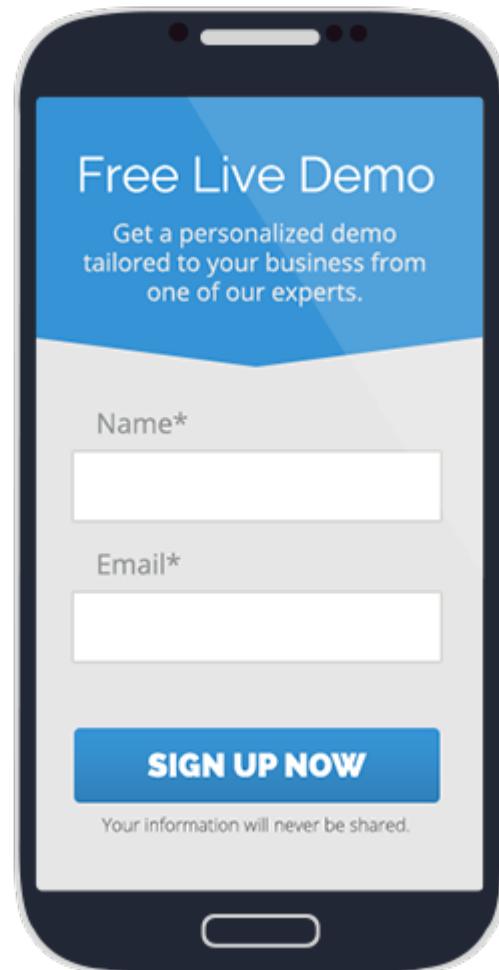
How you format these incentives is up to your business (and should be tested). Does a 15-day trial generate more final sales than a 30-day trial? Is it worth it financially to offer a 10% discount for people who ask for a quote?

Here's a step by step:

1. Create [an exit pop-up](#) on your product or home pages, promoting your free trial or free quote.
2. This pop-up will interrupt people who are interested in your product or service but aren't ready to commit to paying.
3. A free trial gives them the opportunity to try your product to get a feel for everything you have to offer, with no money changing hands.
4. Make it incredibly clear (in multiple emails, as well as your entry form) that if people who don't cancel their trial will either lose access or be charged.
5. Optimize the emails you send out during and after a trial or after a quote has been given.

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6. Test follow-up emails, sending them based on pre-determined criteria like “Leads who requested a free demo and called customer service” vs “Leads who requested a free demo and no further action”.
7. Ensure you hold back an awesome part of your tool from trailers so they know even there’s more value than what they currently see.
8. Don’t skint on emails concerning the end of a trial, as they ensure your leads aren’t confused and don’t get messed about with paying for a year (ending in payment disputes you don’t want).



Chapter 11: Lead Generation Incentive #10: Crowdsourced Business Ideas



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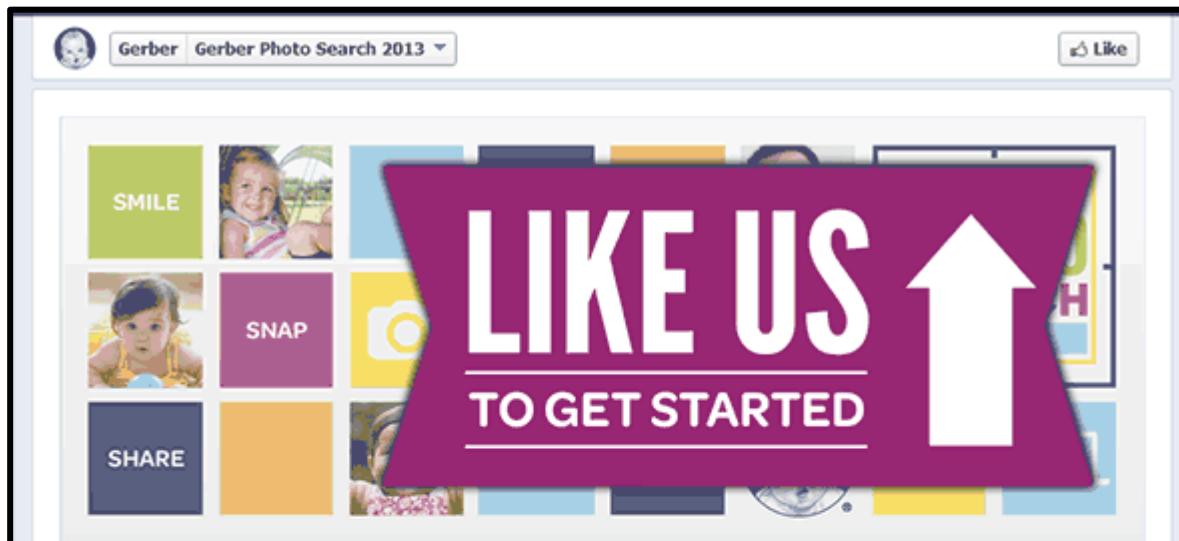
Crowdsourcing business ideas can be a fun and innovative way to generate leads, create buzz around your business, and increase brand awareness.

It might seem odd to the old-schoolers out there to ask the public for input on your business' campaigns, products, and names. But, within our social media culture, your customers now expect to have their voices heard. And crowdsourcing does result in some awesome user-generated-content and lead information (let alone a few good ideas you might actually use).

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Here's a step by step:

1. Let's say you want to increase engagement (and get UGC) by running a photo contest. Determine a theme that connects with your market.
2. Create a Like and email-gated Facebook vote contest (meaning users have to Like your Page and submit lead generation information before entering).
3. To increase engagement and virality, include a voting element, so friends of participants will convert in order to vote.



4. Set your prize as something relevant to your business: store credit, a product, a gift certificate, and so on.
5. Advertise the contest with [Facebook Ads](#), targeting Friends of Fans and users interested in your sector.
6. Give the prize or discount to everyone who voted for the winning idea. This encourages a goodwill for your business, and the potential for increased word of mouth marketing within their social networks.
7. Nurture your new leads with an exclusive coupon code given to the participants who didn't win.
8. Follow-up with an email-nurturing campaign, starting slow with discounts, blog content, exciting company updates and future crowdsourcing contests.

Chapter 12: Conclusion



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Hopefully this ebook has given you a solid foundation from which your business can start generating leads. Remember that incentivizing lead generation is only half the battle. Ensure you're nurturing your leads towards a final sale with an optimized and dynamic email marketing campaign.

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Landing Pages: How to Optimize your Entry Forms	11,064	32.9%	3.5%
Regular · Blog signups/Ebooks (segment)			Subscribers	Opens	Clicks
Sent on Wed, Jul 30, 2014 11:30 am					

And get creative! This how-to guide gives you examples of how you can incentivize your leads to engage, but it's only a springboard you can use to find your own success with lead generation!

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If you want to optimize your business' lead generation campaign - including creating lead-generating landing pages and email automation tools, check out [**Wishpond's tools**](#) or sign up for [**a free one-on-one chat**](#) with one of our customer success leads.

Thanks for reading!

- By the Wishpond Content Team