How to get more leads for less

How to grow your database without breaking the bank

Chapters

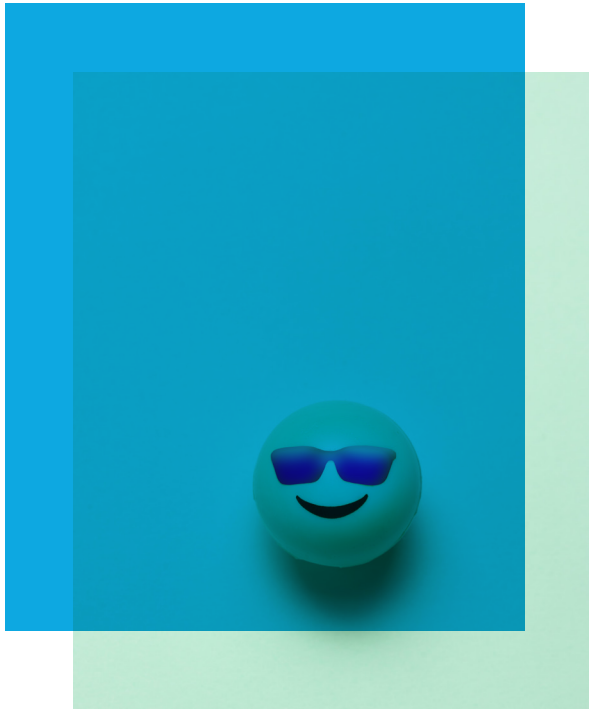|	
Chapter 1 Getting on the first page of Google	**Chapter 2** Sending people the 'right stuff' at the right time
Chapter 3 Automation that makes your life easier	**Chapter 4** A contact management system that manages your contacts

How to get more leads for less

After spending some time online looking for resources that have 'valuable' information, it's become clear that there is a great deal of marketing 'fluff' out there. Companies and consultants are selling you the improbable dream of getting hundreds of qualified leads per month: I can tell you now that, for certain high-ticket products or services, this is simply not possible. This resource is not the 'magic formula' you might be after – but it is honest. It will give you an idea of how you can realistically grow your database with tested and proven strategies (without breaking the bank). What are some ways that a marketing team can fulfill their quota of qualified leads to their sales colleagues every month?

Let's have a look:
1. Get on the first page of Google
2. Send people the right stuff at the right time
3. Use automation to make your life easier, not more complicated
4. Implement a contact management system that actually manages your contacts.

Chapter 1
Getting on the first page of Google

The highly coveted first page of Google. It's become the pinnacle by which "good" SEO is judged. Search Engine Optimisation is a core focus for many companies, spending thousands on software to analyse page speed, web indexing, SERP optimisation and website performance.

While all of this will, in some way, contribute to you getting onto that first page, nothing beats well-written, and well-structured content. For example, go to Google right now and search for 'inbound campaign'. Guess who comes up first?

This isn't us showing off, but it proves my point. ESM Inbound's blog post "Why you need an inbound marketing campaign" is the perfect example of a piece of content that has been written and structured with best SEO practices in mind. The best part? It cost us nothing in terms of paid media or advertising.

Now, there is definitely a science to writing content that is opti-mised for search engines:

- H1 and H2 headers
- Meta tags, inbound & outbound links
- Clean HTML
- A title with 70 characters or fewer

...the list goes on. but it is a skill that, if executed correctly, can give you the type of free exposure that the first result on Google gives you.

Chapter 2
Sending people the 'right stuff' at the right time

We've all heard about 'outbound marketing', 'hunting', 'email campaigns' and so on, but have you ever had real success with this kind of strategy? In today's world, this style of marketing can easily come across as unsolicited spam that can not only ruin your reputation with your contacts, but also get you into a world of trouble when it comes to GDPR and other data protection standards.

The questions you need to be asking yourself are:

- Do I know who is receiving my emails?
- What am I sending them?
- Have they agreed to receive communication from me?

If you work on your buyer personas, understanding the exact needs, pain points and behaviours of your target customers, you'll be able to exactly pinpoint a contact with content that is relevant and useful to them, just when they need it.

1 Do I know who is receiving my emails?

Are you segmenting your database according to demographics and behavioural properties? This is important because it allows you to tailor your content to who will actually be looking at it.

Chances are that, if you are a Chief Technology Officer working in the finance sector, and you receive an email from a company offering to help you optimise your financial system to lower costs and report better, you will want to engage with that company.

This example, as simple as it may be, is an extremely effective way of targeting your marketing to get more qualified leads in line with your ideal customer profile. A basic CRM system would allow you to segment your database in a way where you have total control of who is receiving your marketing outreach.

2 What am I sending them?

Look back through your blog, social media, quizzes and lead magnets – such as ebooks – can any of these be repurposed for a new audience, or updated in light of more current information?

3 Have they agreed to receive communication from me?

Do you know the difference between 'opt-in', 'opt-out', 'unsubscribe', 'one-to-one sales', and 'marketing subscriptions'? With the GDPR in full effect, you need to be especially careful when it comes to email campaigns.
A simple CRM such as HubSpot will allow you to keep track of who is eligible to receive certain communications from you – and who isn't.
Do your forms have GDPR data processing compliance? Have you set up proper subscription preferences for your contacts? All of this is important to keep in mind when selecting who you send your communications to. One wrong move can either ruin your reputation with a company, or worse, land you in legal trouble.

"If you work on your buyer personas, understanding the exact needs, pain points and behaviours of your target customers, you'll be able to exactly pinpoint a contact with content that is relevant and useful to them, just when they need it."

Chapter 3
Automation that makes your life easier, not more complicated

You might have heard about marketing automation but what does that really mean? For some, it scares them. The term conjures up images of real people being replaced by robots and software. This is not the case at all. Marketing automation is there to make your life as a marketer easier, while delivering a great experience for the people you reach out to.

A simple two-step workflow is all it takes to automatically send a follow-up email after a such as a form submission or other user-triggered activity. This will also flag and qualify a lead so that you can focus your efforts where it really counts.

Marketing automation can come in many forms, but wouldn't it be great to have a system that qualifies your leads while you sleep? By investing in marketing automation software, such as HubSpot Marketing Hub, you can save both time and resources – no more trying to monitor every little engagement a contact has with your brand. You can set up a whole campaign, months in advance, press the 'on' button & let the magic happen.

Sounds too good to be true I know, but with the right platform and guidance, it can become a standard part of your marketing strategy.

> "Marketing automation can come in many forms, but wouldn't it be great to have a system that qualifies your leads while you sleep?"

Chapter 4
A contact management system that actually manages your contacts

Do you have a contact management system that is taking care of your database?

Does it allow you to segment your contacts based on demographic and behavioural properties?

Do you know everything about the contacts in your database? Do you know who is qualified for a specific product or service and who isn't?

By implementing a customer relationship management system (CRM), you will gain full visibility of your data, allowing you to make informed decisions on where you allocate your time and resources.

Final takeaway

In this guide we've outlined four key steps you can take to improve your business' lead generation strategy and engage with more good-fit leads.

These tips range from simple changes that are quick and (relatively) easy to implement, such as leveraging a free CRM tool (like HubSpot), to more specialist efforts, such as investing in a long-term SEO strategy in the knowledge that it will pay off down the line.

Whether you've already implemented most of the steps outlined in this guide, or this is all new and exciting information to you, the key takeaway is that there are plenty of ways in which you can augment your lead-gen capabilities. It's just a matter of having a clear plan of action, getting started and continuing to iterate and experiment over time until you find the right mix for your target market.

Growing your business involves managing a constant stream of challenges, but we hope this guide can help you identify some clear, actionable points for you to implement immediately.

Of course, if you do feel you'd like some support, partnering with an experienced, high-quality agency, we'd love to hear from you.