

# THE COMPLETE

# SMALL BUSINESS OWNER'S GUIDE TO EFFECTIVE LEAD GENERATION



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Leads are the lifeblood of every business. Clients are actually the lifeblood, however, without leads there are no clients, but that's a topic for another post. In this eBook we want to focus on how you get enough appointments, phone calls and contacts to grow your business in a systematic manner.

Lead generation is essentially a game of channels more than tactics. Meaning you need to find the right mix of channels that allow you to profitably attract a high enough number of leads over and over again in order to feed your growth objectives. You don't simply assemble a few tactics; you master a few channels.

A channel for lead generation purposes is simply a broad way to gain access to your prospective audience – so referral generation is a channel, sales is a channel, SEO is a channel, and speaking is a channel – and there are countless ways to master every channel.

In the pages of this eBook, you'll learn:

- The channels that are available for lead generation
- How to leverage the channels that will get you the best leads
- Tactics you should be using to gather leads but probably aren't
- How to create a capture funnel to record those leads
- How to use public speaking to gather leads
- Tactics to supercharge your lead generation
- Resources for effective social media lead generation
- How to generate leads on Instagram

Enjoy!

John Jantsch  
Duct Tape Marketing

## Lead Generation: A Complete System

By John Jantsch



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### It all starts with channels

I believe that there are 16 marketing channels available to us today. (About ½ of which are additions from the last decade or so.)



The real job for any business, depending upon where they are in terms of their growth goals, is to get very, very good at getting clients in just a few of these channels. Trying to master or even dabble in them all is the fastest way to get stuck in the idea of the week rut.

A business just getting going may need to root around in marketing channel test mode to figure out which channels can produce sustainable growth while a more entrenched business may be better served finding ways to cut back and optimize the channels that are already working.

Here's quick rundown of the various channels to choose from.

1. **Referral Marketing**– This includes intentional word of mouth activities, viral tactics as well as intentional referral generation
2. **Public Relations**– This includes activities aimed at receiving coverage in traditional media outlets
3. **Online Advertising**– This includes the use of pay-per-click platforms, social networks, display ads and retargeting
4. **Offline Advertising**– This includes advertising in offline print and broadcast outlets such as magazine, TV and radio
5. **Content Marketing**– This includes publishing, optimizing and sharing educational content that draws search traffic, links and subscribers
6. **Sales Playbooks**– This includes the creation of specific actions aimed at mining, generating, nurturing and converting leads
7. **Email Marketing**– This includes the use of targeted and automated email campaigns based on conversion actions
8. **Utility Marketing**– This includes the creation of useful tools that stimulate traffic, sharing and brand awareness
9. **Influencer Marketing**– This includes the practice of building relationships with individuals and outlets that can influence pre-established communities
10. **Search Engine Optimization**– This includes on page and off page optimization activities aimed at generating organic search engine traffic
11. **Partner Marketing**– This includes co-marketing activities run in collaboration with strategic marketing partners
12. **Social Media Marketing**– This includes the act of building engagement on established platforms and networks such Facebook, Twitter, and LinkedIn as well



as targeted industry platforms

13. **Online Events**– This includes events such as webinars, demonstrations, and workshops conducted using online tools
14. **Offline Events**– This includes events such as workshops, demonstrations, seminars, trade shows, showcases and customer appreciation events
15. **Speaking Engagements**– This includes the appearance of company representatives in sponsored speaking engagements at events such as industry conferences
16. **Community Building**– This includes the intentional act of building and facilitating a community around a shared interest or topic related to the organization's industry

So the first trick is to look at your business today and determine your most effective channel currently.

While this might seem like a simple thing there can be variables that make it tougher than it might appear. For example, if you convert all of your leads via personal sales calls, it might be tempting to say that sales is your most important channel. But, if all of those appointments come about because people find your website when they search, then SEO or content might actually be your most effective channels currently.

Conversely, many businesses land a significant portion of their business by way of referral, but don't even consider it a lead channel in the marketing mix.

## Adding the power of channel leverage

The reason this idea is so important is due to something I've been calling channel leverage. The power behind channel leverage is simple – it's far easier to generate even more leads in a channel that's already proven effective than it is to jump in and explore new channels.

So this would suggest that once you find a channel like referral generation that's driving leads you should expend a great deal of energy finding more and more ways to leverage this channel rather than simply accepting that you are receiving all the leads you can.

This applies to cross-channel leverage as well. So, if referral generation is your greatest lead channel then you should consider tactics in other channels like content, speaking or public relations as ways to enhance your referral generation channel.



For example - creating content that makes it easier for your strategic partners to introduce and refer you is a great way to use content marketing to further leverage your referral success. Creating a free workshop and reaching out to groups that need speakers is a great way to think about using speaking as a way to have groups refer you. Promoting your referral program that supports local non-profits is a great way to use PR to enhance your referral program.

Each of these tactics could be considered fairly commonplace as stand-alone promotional initiatives, but with a channel leverage mindset, they make up an integrated playbook of cross-channel support – more like multipliers than add-ons.

Below are three fully developed lead generation playbooks that could easily apply as significant channels for, say, a consulting business. As you read through each and glean ideas to apply to your lead generation, think about how much powerful these three approaches could be when you think about how well they could work together.

## 3 Fully Developed Lead Generation Playbooks

### 1) Your content funnel

The notion of getting someone to your website, landing page or content of some sort and enticing them to exchange their email address and other contact information to get something they are looking for is pretty much standard marketing fare these days.

The idea of bait for lead capture has certainly evolved, though. There was a time when all you needed was a lead capture form and message that asked people to sign up to capture an email, but then people got very tired of all the email this generated.

Smart marketers realized that they needed to offer something valuable in exchange – an ebook, webinar or free trial of some sort.

Even so visitors started getting harder to convert as more and more sites featured pop-up, slide in and scrolling calls to sign up and download.

Today, and who knows how long really, marketers have tapped the seemingly insatiable hunger for useful, actionable, educational content and are employing highly targeted “content upgrades” to effectively convert visiting traffic to lead funnels like never before.

The basic idea behind a content upgrade is this – Write a really great, useful blog post and then when people show up to read it offer them an “upgrade” to the content in the

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form of a checklist, video, or case study relevant to the topic in exchange for content details.

### Less content, more value

Brian Dean of [Backlinko](#) told me that when he discovered the power of the content upgrade he started producing content less frequently while focusing on creating posts so full of great content they couldn't be ignored. He then married these posts with a content upgrade that ensured a large percentage of the traffic these posts received (sometimes from the thousands of shares and links from other sites) also turned into leads for his various SEO offerings. ([Listen to Brian on a recent Duct Tape Marketing Podcast.](#))



In this post on Dean's site [Google's 200 Ranking Factors: The Complete List](#) you'll find a link to download a handy checklist of the top factors. Dean claims that the addition of this checklist increased conversion on this post by 785%. Not too shabby.

I do think there's a move towards less content, but better content and the content upgrade philosophy plays right into this. The days of writing wispy daily posts may be coming to an end – at least for highly competitive industries.

### Precisely segmented visitors

Another important factor to the multi-variant content upgrade is that it helps you segment visitor interest.

Very few people are that interested in the generic ebook or report you wrote several years ago, but they are terribly interested in how to do that one specific thing they



searched for – all the better that you now have the ability to know what they are looking for and tailor your response to that specific need.

Think about the implications for this when it comes to email marketing follow-up. You now have a much more focused idea about what your subscribers care most about and tailor your follow-up with this knowledge and even use it to create more complete products and courses based on this interest.

## Better automation and follow-up

One of the drivers of this form of lead capture is better automation technology. The days of one size fits all pop-up boxes are over. My current favorite toolset [Thrive Leads](#) offers WordPress users what amounts to a Swiss Army Knife of various form creation options.

The Thrive Leads plugin allows you to create up to a dozen variations of inline forms, light boxes, welcome mats, and slide in two-step sign up forms. Every form can be executed on a single page or post, and every type of capture campaign can be tested against variations.

This type of powerful form creation coupled with lead nurturing campaigns using a tool like [Infusionsoft](#) makes the content upgrade an almost unfair competitive advantage.

## Developing content upgrades

I wrote a post some time ago on something called Facebook Dark Posts. Google smiled on this post and shows it whenever someone goes out there searching for this trending topic.

If I happened to have a course or ebook on Facebook I could easily capture highly targeted leads by adding a content upgrade to that page.

One of the quickest ways to identify great candidates for immediate content upgrade opportunities is to look through your analytics and find your most popular content today and consider ways to personalize a content upgrade for these posts.

You can find your most popular pages in Google Analytics by going to **Behavior -> Site Content -> Landing Pages**



Another great ploy is to use a tool like [BuzzSumo](#) to identify some of the most shared content online based on the keyword phrases that relate to your business or ideal client.

My guess is you can easily identify a post that is getting tons of shares that you might be able to both up the game on and create a content upgrade for.

My guess is that in the example above for Backlinko Brian found a post for the top 100 factors and created the top 200 post that kicked that already great post in the rear – add a content upgrade and watch your list explode!

[Landing page pioneer Lead Pages](#) has long been a promoter of the simple content upgrade for conversion. Here's a great post with 21 examples of content upgrades to get your mind humming. (Pay close attention to the content upgrade offer you'll get on this page too.)

## What makes a good upgrade

You don't have to overthink the package for a content upgrade. In many cases what you're looking to do is simplify information not make it more complex. People want relevant snacks more than the full manual.

- One of the easiest content upgrades is a checklist based on a how to post. People like checklists and they are easy to create.
- Take a 100 factors kind of post and reveal the top 10 in detail in an upgrade. (Similar to Backlinko post above)
- Create a list of tools related to a particular type of advice – I could easily add the top 10 tools to use in creating content upgrades to this post on content upgrades
- Compile a list of links from around the web telling people how to do something based on the tool they use – set up lead nurturing in Infusionsoft, Act-On, Aweber, etc. – the best part is you don't have to create all of the tutorials you just have to find them.
- Create or compile a swipe file – if you are telling people how to get influencers to write about their business, share exact scripts and emails they might use as an upgrade.
- Offer a screencast showing readers exactly how to do what you've written about in your post.

Partner with a tool provider – write a post talking about how to do something and contact one or more provider of a tool for actually doing it and let people enter for a chance to get this tool for free.



- People love templates – if you write a post giving advice offer to share a template, completed example or form they can use to do what you've suggested.

I think it's time to make content upgrades a big part of your content marketing and lead capture game plan.

## 2) Speaking for leads

A lot of folks dream of being a sought after, highly paid speaker (some people wet themselves at the thought of it as well.) But, in this education based marketing environment we find ourselves in today, speaking for leads may be the best approach ever.

Getting up in front of a highly targeted, interested group of prospects and demonstrating for 45 minutes or so that, you're not only a very likable chap, you know a heck of a lot about something they need, is today's most effective form of lead generation and conversion all rolled into one.

So forget the paid speaking career for now and start speaking for leads. Let's say you sell a pretty standard \$4,000 web design package. Would you be better off charging a sponsor group \$2,500 to share your brilliance or speaking for free and walking away with 20 hot prospects that eventually convert to 6 immediate design engagements? (I'll do the math – that's \$24,000) Any business, regardless of industry, can benefit from this approach.

Here are 5 tips to keep in mind to make your free speaking career pay off big.

### Step 1: Get referred

You can create your own workshop events, but one of my favorite strategies is to approach two potential groups and offer to present great information to their clients and networks. The key here is that you have a topic that is very hot and seen as very valuable. This is not a sales presentation; it's an education and value add tool. Approach your two partners with the idea that you'll present a great topic, they offer it to their customers, and they get to cross-promote to each others attendees as part of the deal. You simply get referred in as the expert. (Every time you do this you will get asked to speak at an event one of the attendees is involved with as well.)



## Step 2: Make a deal with the sponsor

You are a highly sought after speaker willing to waive your fee only if they permit you to elegantly reveal that there is a way for attendees to acquire your products and services and that you will also be offering some free stuff in exchange for contact information of those interested in the free stuff. Make it known that you have no intention of selling, merely informing. This approach raises the value of your presentation and gets you what you need as a lead generation opportunity. This can be a deal breaker for you or the sponsor. If you over promote, don't expect to get asked back, if they won't allow you to acquire leads, don't bother.

## Step 3: Educate like crazy

Don't be afraid to give away all of your secrets. Some folks suggest you should just tell them what they need, but not how to get it done. I don't agree. If you tell them how some may think they can do it themselves, but those who want what you have will realize through your specific details, how tos, and examples that you do indeed possess the knowledge and tools to help them get what they want. Educate and you won't have to sell!

## Step 4: Collect those addresses

In some cases people will rush up to you after a thought provoking presentation and ask how they can buy, but, in case they don't, make sure you give all attendees a valuable reason to share their contact information for the purpose of follow-up. You can offer them the slides to your presentation, a free resource guide related to your topic, or a more detailed report based on the topic, in exchange for business cards. If you don't have this preplanned, you'll find you won't get a second chance to wow these folks. Of course, I hope it goes without saying that you should also have a follow-up process. Write a hand-written note, add them to a pre-written drip email campaign on the topic, or call them up after the event to measure their engagement.

## Step 5: Simple call to action

When I first started speaking in the manner I've described here, I would pour my heart



out, mindful of not selling, and then come to the end and there would be this awkward moment when I knew people wanted to buy something, but I didn't have an offer. Well, I quickly learned that didn't serve either of us very well. If you provide great information and a clear road map to solve someone's problems, you'll often find them wanting you to reveal how they could take the next step. But here's the key – in that environment, they want a deal for acting right now. Not every audience or speaking engagement will present this opportunity, but I've found that in a straight free speaking gig, where I've been given permission to introduce my products and services, this 3-step approach is well received.

**a)** tell your audience right up front you're going to give them great information and tell them at the end about what you do

**b)** about half way through, after you've built some trust, take a quick minute to reveal, for instance, a paid workshop or program you have coming up, tell them the price and go on

**c)** at the end answer questions, make free offers, and, almost as an afterthought, agree to let them also bring a friend to the event you mentioned at the same price if they sign-up today. (You've just made the event half price in their mind, turned them into a recruiter, and given your potential attendee a valuable tool to offer to a friend or colleague) So, all of a sudden, anyone considering the offer is now highly motivated by this compelling change of events. Don't hard sell this, simply put it out there and let people do the math. Don't risk tainting your wonderful information with a sales pitch, but don't leave those who want to buy without an option either.

### 3) Strategic Partners

One of the most overlooked sources of leads for any business is the rich pool of non-competing businesses that serve the same target market.

Identifying a group of "best of class" providers in your market and finding ways to gain access to their customer base is one of the quickest ways to flood your business with new opportunities.

Many businesses get this idea, and some even actively strike up the occasional strategic partner deal or lead swapping campaign, but few tap this approach to the full extent.

For the right business, a strategy devised to make your business irresistible to potential



strategic partners may indeed produce that greatest ROI of any marketing activity.

The key to building a powerful referral network is to adopt the proper point of view—in this case, the point of view of your customer. As you identify and recruit members to be part of your team, you should always filter your list based on this question: “Would I feel 100 percent confident referring my best customer to this business?” If a potential strategic or referral partner can’t pass that test, then don’t even consider entering into a referral relationship.

If you adopt that mind-set you will never attempt to add a referral partner based simply on what you think they can do for you—and that distinction is huge. If you always ask yourself what a potential relationship might mean for your customer, you will most likely stay on the right track.

One of the most powerful things you can do to increase your value in the eyes of your customers is to become a wealth of information and resources related to all of your customer’s needs, even if they may be unrelated to what you sell or provide. If you or your business can become known as the go-to provider for any need under the sun, you can develop a very important place in the mind of your customer.

Below is a systematic approach for doing just that.

## Step 1: Discover

The first step is to identify the partners you would like to attract. You may be able to find some of these potential matches from your own experience and research, but your customers can also be a great source of suggestions. Ask them about other businesses they like doing business with.

Think in terms of building an entire team of first-rate providers as though you were going to go to your best customers with a suggested list of partners for every need they have.

## Step 2: Recruit

Now that you have your initial list of candidates, it’s time to reach out and introduce yourself and your idea for partnering. This is an important step and one that many get wrong. Instead of simply cold calling these prospects and suggesting you could work

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together, (a step that others are probably pitching them) reach out and ask them to show you the best way to introduce them to your customers. If you are recruiting potential partners that your clients recommended make the common connection between your shared customers a starting point.

When you make this type of invitation you get their attention in a way that is potentially beneficial to them and that will make all the difference in helping you stand out.

## **Perfect Introduction in reverse process**

The Perfect Introduction is a tool that we use as a way to properly educate referral sources. It gives the referral source a clear picture of the ideal target client, a way to communicate what you do and the comfort of knowing how you work with prospects. This is something that we have most of our clients (especially professional service providers) complete and use in their own business as part of their referral lead generation process.

The Perfect Introduction in Reverse uses this tool as a way to recruit referral network partners. It is a very low-key way to find good referral sources, introduce your business in a creative manner.

Here's why this works. You won't simply try to introduce your business to this potential partner – you are going to do a reverse introduction. In other words, you are going to reach out to them and ask them to introduce their business to you with the idea that you could refer them to your network.

This is why it's so important that no one is on your list unless you are serious about referring business to them.

## Steps in the system

- Create a list of 20-30 potential referral sources. Other businesses that work with small business owners and that you either know for a fact or feel operate in a way that would make you confident in referring them to your clients and network. (Think loan officers, insurance, financial planners, accountants, lawyers, print shops, graphic designers, web designers, software companies, computer consultants, leadership and HR trainers, sales trainers)
- Send the Perfect Intro letter (sample follows), your Perfect Intro and the Blank Perfect Intro (sample) to each of the potential sources.
- Keep track of the phone calls, returned forms and file for later use.



- Follow-up with responsive prospects to learn more about their business and help them better understand what you have to offer

### Step 3: Ignite

If you've completed steps one and two as stated above, you should have a handful of potential strategic partners interested in telling you more about their business and open to allowing the same from you.

This is the place where your plan is going to really stand out. Most potential strategic partnerships fall flat because neither partner takes the initiative to make partnering both easy and logical. Simply sending a letter to all your clients saying you are now partnering with ABC Corp. isn't going to benefit you, your partners or your customers.

If you want to ignite your strategic relationships then come to the table with a winning, prepackaged way for them to immediately benefit while introducing you to their customers.

**Create content opportunities** – Invite your partners to contribute to your newsletter, act as a guest on your podcast or blog. Giving your partners exposure by way of content gets them exposure and you content. Consider taking this up a notch and create a group blog optimized for all of the partners.

**Co-brand content** – Create a valuable report or ebook that provides lots of great information that you know your customers will gobble up. (You should be doing this routinely anyway) Take this field-tested free report and offer it to your partners as a tool they can provide to their customers and prospects. Allow them to co-brand the information and use it freely. They know they should be providing this kind of education to their customers, and now you've just made them look good and gotten your name in front of their customers in a logical way.

**Conduct video interviews** – Set a meeting with your partners and use the opportunity to record an introduction video so you can have content to run on your website letting the world know about your partners. This will show you mean business.

**Acquire special offers** – Get your partners to contribute a product or service that you can use as a way to enhance your offering. Free business cards for every logo purchased or free flowers when you make a reservation for dinner, free tickets to give away in your marketing, or free HVAC check-up when you get some plumbing work. This is a great way to promote your partners while adding real appeal to what your marketing. Make



sure you create real perceived value here.

**Make referrals** – Make it a habit to consciously go out of your way to refer business to your partners. Don't wait for people to ask, do it as part of your Monday routine. This is how you become someone that lots of great providers want to partner with, but you also increase your value to your customers by consistently helping get what they need in every aspect of their life.

**Rate and review** – If at all possible become of a customer of every one of your partners. This will make you a much more authentic referral sources (as a user) and allow you to test and filter the truly great experiences. Follow-up on this by actively writing reviews and ratings on Yelp and other online sites.

**Create events** – Figure out how to bring your partners together to network and create deeper engagement. Let each partner have a day where they educate everyone in the network. Create workshops and offer to conduct them for your partner's customers. Develop a day devoted to topics that your partners can present useful information on and have everyone promote the event.

**The win-win workshop** – Take your same valuable information from the above example and turn it into a workshop. Now you can go to your partners and offer to provide this workshop, either in person or online, free of charge to their customers. No selling, just great information. Now, if you want to really get them excited, go to two potential partners and suggest they cohost the free workshop. This way they not only get to provide great information to their customers, but they also get to meet and mingle with some potential prospects from the other partner's business.

## Step 4: Promote

The last step is to find ways to promote your partners and make them glad they got on board with your program. Create opportunities for them to meet your customers, teach them how to create and promote content, provide a blog for all your partners and allow them to contribute posts related to their field, conduct video interviews and tours of their businesses and run these on your site, put together events and allow them to present and invite guests.

When you take this platform approach to partnering you go from being a nice idea they may get around to some day to an irresistible marketing partner they can't stop raving



about.

So there you have it - that should keep you busy for a few months! Since you read this far I'm guessing you found some value in this book length post, so I hope you'll share it with others.



## 10 Ways to Supercharge your B2B Lead Generation Efforts

By John Jantsch

B2B lead generation seems to be a mystery to many marketers. Just do a search on the topic and you'll find little that's helpful.

In my opinion, there are two reasons for this. One – people are searching for that one killer lead tactic that will mask all ills or, Two – people fail to realize that successful B2B lead generation is made up of activities that are by nature very hard to quantify and pin down.

The latter then leads to plenty of articles spouting the virtues of practices such as inbound marketing and content marketing, but little hard advice on how to make any of it pay.

Here's my take – the real problem lies in the fact that you don't simply generate a lead today, you guide it.

You can no longer run an ad that says "hey, we've got what you're looking for come and get it" and expect much. Once a prospect actually knows what they are looking for, they're already looking for a price.

Nope, it's a process that involves many components working together that just happen to culminate in "a lead or click," but know this, that click isn't the thing; it's merely the vehicle. Don't get caught in the trap of relying on that kind of measure to show you what's working.

Proper lead generation – or lead guiding – goes more like this – 1) Hey, here's the real problem you need to address, 2) hey, here are a couple ways you might start to think about that problem, 3) hey, here's one specific way to solve that problem and maybe, just maybe, 4) hey, here's why we might be the right one to help you fix that problem.

This kind of process comes to life in the combination of the right activities delivered at the right time in the customer's journey. It takes a mindset of consistently calling to action while



*B2B lead generation is completely different than B2C. While businesses may be easier to find than interested individuals, it can be more difficult to reach and capture leads in many occasions. Here are some tactics that will supercharge your efforts.*



consistently offering to loop a prospect back into consuming more content.

Below are ten B2B lead generation practices that must be used in some combination to guide the act of building a steady stream of highly qualified leads. No matter if you run a marketing department tasked with generating leads or you're an individual sales person trying fill the lead gap, this is your plan of action.

## 1) Answer focused blogging

I know everyone tells you that you must be blogging today, but simply waking up on a Monday and deciding what to say is what leads to immediate blogging burnout. You must blog, but you must do it with intention.

Here's the easiest way to do that. Go to your sent email folder and find a dozen or so questions you've answered from clients and prospective clients.

Now, turn each of those into blog posts.

Then, think about the questions your prospects might be asking or thinking before they ever consider your product or service as a possible solution.

For example, I was speaking to a group of Franchise print shops and asked them to tell me what questions a prospective customer might be asking at the earliest part of the their journey to find a print shop.

As you might have guessed most said things like – can I trust this shop, is there a print shop nearby, what should I print? But here's the thing – there may be a few that are asking those kinds of question, but most are still asking – “How do I get more sales, how do I find more leads, how do I increase my conversion rates?”

The point is that to make blogging pay as a lead generation source you've first got to start answering those kinds of questions.

Dig up as many of those types of questions and put them on an editorial calendar for your blogging efforts for the next six months.

Once you get good at that you can turn a series of relevant posts into other forms of content such as videos and eBooks.



## 2) Social relationship building

Many B2B businesses are looking for a few dozen good clients, so I find it odd that they get sucked into the friends, likes and followers trap.

Social media as a lead generation tool is simply a really powerful way to build and nurture relationships. Stop using it as a broadcast tool and start thinking about influencing and adding value around 50 or 100 prospects.

Go to LinkedIn and leave all those industry and job title related groups you signed up for and find two or three groups where your actual prospects hang out and look for advice. Start asking and answering questions in these groups. Start building targeted prospect lists in these groups using [LinkedIn's Sales Navigator](#) tool.

Start building trusted relationships based on your expertise and your network, start referring others and connecting these people to the tools, answers and resources they need and you'll start to generation the right leads in social media.

## 3) Seminars and webinars

For many B2B lead generation environments, the most effective tactic involves in person education through events like seminars and webinars.

When a prospect gets to see and hear that you provide valuable advice, that you seem like a nice enough sort and that you have an answer or two for the precise challenges they are struggling with at the moment, some instant magic can occur.

Never mind that from a content creation stand point the ongoing series you create can also be turned into a powerful trust building asset or even a product in itself.

Here are some examples created by Duct Tape Marketing Consultants [Vicki James](#) and [Kevin Jordan](#).

Like so many of the tactics in this post, this one relies on integration and follow-up via one or more of the tactics listed here.

## 4) Sponsor and be sponsored

We all want referrals, right? There's no question that the best form of lead generation  
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is the right kind of referral ushered to your door. And yet, few people actively promote this very form of lead generation – if it happens, it happens by accident.

I've built the bulk of my consulting and speaking business on the sponsor and be sponsored concept.

Here's how it works.

Create an information rich, education focused eBook and/or webinar and reach out to other related businesses and ask them if they would like to cobrand the eBook or offer the webinar to their network free of charge.

Many know that they should be offering this kind of information, but haven't gotten around to it so they will see your offer as a blessing and you'll receive the benefit of essentially being referred to their entire network.

I've used this idea in tandem to great effect as well.

An organization will ask me to speak to their members and I'll double up by allowing them to use an eBook I've created related to the topic. This way I reach the members in attendance, but I'll also gain awareness throughout the group and give those that heard me speak deeper insight into how they could work with me.

But, you don't have to stop there.

Go out and find someone else's great eBook or webinar and arrange to cobrand that content as a lead generation magnet for yourself. One of the more popular lead capture options I have on my site is an eBook on [Fee Based Selling](#) written by my friends at FreshBooks.

Slideshare is a great site for finding people that might be great webinar guests and a search on Google for "yourtopic" filetype:pdf will turn up nothing but eBook related to the topics you choose.

## 5) Sequential lead magnets

I went fly fishing recently and I found this clear deep hole in the river where fish were actively rising to the top to eat. Things had been pretty slow to that point so I put some dry flies on and cast right on their noses.



Immediately my targeted fish rose, took a look and swam away. I kept at it, offering new casts and new flies and eventually after a number of presentations I would catch the fish.

Few things generate quality leads like a series of sequential offers that lead prospects deeper and deeper into your educational grip.

By setting up a process that by nature moves your prospect along, exposes them to increasingly valuable content and opportunities to get to know your approach better you set up relationship where it begins to feel as though you are working with a client as opposed to nurturing a lead.

You can accomplish this process through a sequential series of videos or even a series of checklists, each offering more pieces to the puzzle. One of the keys to this approach is that you sell the value of the series and set the expectation that your prospect is going on a journey of value.

### 6) Small batch direct mail

I return once again to the idea of smaller is better. I know we all want to do that blast thing and have it rain leads, but the more personal you can get the better.

You will receive far greater results targeting 50 or 100 ideal prospects a month and reaching out with a personalized letter outlining one highly actionable idea than any other form of mass communication out there.

For example, imagine getting a personal letter that included a statement like this: “We’ve found over the years that our customers want to know how to generate more leads. We’ve also found that one of the most effective ways to actually do this is [fill in your killer tactic here]” If you would like to receive more tips like this or learn how to more fully employ this idea please visit our video series here [your URL].”

### 7) Relevant warm calling

I would never advocate cold calling, although plenty of people still do it. The problem is that the notion of cold implies dumb calling. I still get calls today from people who start off by saying that they would like to come by and spend 30 minutes of my time learning what I do to see if there are any synergies.



First off, let me say that if you use the word synergies you probably aren't going to sell me anything, but further, let me say that it is nearly impossible to not know what my business does – heck, you wouldn't have to work that hard to have my family medical history and some knowledge of my music and food choices, so no call should ever be cold.

Picking up the phone and connecting after thoroughly researching relevant and personalized discussion topics is how you create warm calls.

Let's back up to the previous point concerning small batch direct mail. A powerful way to up the response of said small batch mail is to claim in that letter that you intend to call the recipient next Tuesday to talk about several more ways they can increase their sales.

Very affordable technology exists today that would let you know which of the letter recipients visited the link in your letter and might just be ready for a call. Most marketing automation tools such as those from Marketo, Infusionsoft and Salesforce incorporate this kind of technology.

You can begin to inject this idea into other lead generation elements as well. If you have a webinar sign up form start asking for phone numbers. You don't have to make it mandatory, but try reaching out to a few that provide the number simply as a way to make sure they have what they need, offer to answer questions about the event or even send them a tool for note taking.

You don't have to be a pest when you call people, in fact, don't sell, just be useful. Even useful voice message follow ups will let people know you are human and aren't going to hard sell anything.

Reaching out via the telephone in a useful manner will help build trust for your other lead generation initiatives.

## 8) Smart networking

My friend Derek Coburn has written a tremendous book on networking called – [Networking Is Not Working](#). If you have not read it highly recommend.

Coburn debunks the value of the traditional meet and dump kind of networking that people tend to waste their time doing.



If you want to make networking pay you have to look at it as a tool for connecting others rather than getting connected.

Here's the difference – instead of reaching into LinkedIn to see who you can connect with, reach into your existing network and find a handful of people that need to meet some shining stars in your network.

In fact, start looking to connect with more and more people who can help your connections instead of help you.

When you view networking as your opportunity to build bridges that help others – guess what happens – you become a lead magnet.

Yes this takes time and effort and it can be hard to quantify right off the bat, but building lead momentum isn't for those who are afraid of work.

## 9) Interview ideal clients

I intentionally stayed away from the word podcast because so many people don't want to be podcasters. Here's the thing though, I don't want you be a podcaster any more than I want you to be a blogger – but you absolutely must have a blog!

Here's what I want you to do. Create a podcast so you can gain access to your ideal clients in a highly leveraged way.

If you want to work with CEOs of mid size manufacturing companies then create a show where you interview successful CEOs of mid size manufacturing companies who just happen to be happy to share their journey to success with your listeners.

Okay, maybe you don't have any listeners, but your guests don't need to know that and while you are building your following you'll be getting some awesome content that helps you build authority in the space you work and just might land you in a conversation with a prime prospect.

Podcasting is not as complicated as it might sound and there are plenty of resources, such as The [Podcast Answer Man](#), to help teach you what you need to know to turn this into a lead generation play.



## 10) Paid traffic

I've placed advertising as the final piece of the B2B lead generation list not because I don't think it has much value, but because it's so much more effective when you are doing many of the other elements prior to buying ads.

Ironically advertising is the easiest tactic – anyone with some cash can throw up ads and generate a few clicks and maybe even leads with very little effort. The only problem is that the leads are often uneducated and unqualified.

The way to create the highest quality leads is to invest in teaching them how to be ideal clients. When you employ many of the previous tactics you can use your advertising to drive prospects to any number of educational opportunities, such as video tips, webinars, eBooks, and, now that you have one, your podcast, knowing that the traffic you send to these elements will do the proper job of educating and ultimately selling.

Here's some of my favorite plays for paid traffic

- Facebook look alike audiences – check out [Jon Loomer's great explanation](#) of this fairly new Facebook advertising option
- Syndicated content – My get sponsored tactic above is a form of syndication but paid options such as Outbrain can be effective ways to get your owned media assets and content in front of targeted leads. Neil Patel of QuickSprout has [a great tutorial on Content Syndication](#)
- Pay per click and retargeting – Check out [Wordstream's PPC University](#) - and [AdSpringr](#)

You've probably run across some of these suggestions in search for lead generation answers, but the real point here is that you've got to employ numerous lead generation tactics, working together, in order to create lead momentum.



### 13 Lead Generating Things You Should Be Doing (But Probably Aren't)

By Meg Rose Russell

The face of Marketing in 2015 has rapidly changed and continues to do so at an extremely fast pace. One of the more recent developments in the world of small business marketing is 'growth hacking.'

Now, this term evolved from the hundreds of start-up companies that have exploded over the last 5-10 years like 'Uber,' 'Air BnB,' 'Airtasker,' and many, many more. According to Wikipedia growth hacking is:

*Sean Ellis* coined the term "growth hacker" in 2010. [7][8] In the [blog](#) post, he defined a growth hacker as "a person whose true north is growth."

Read on if you want to get your quick growth hacking wins for your business...

Now, in the US growth hacking has become a science; there are countless courses on how to become a growth hacker, and accelerate the rate of growth for your business.

Leading growth hack education provider, One Month's CEO, Mattan Griffel is constantly giving away his expertise for free. One of these such instances was a presentation he gave at the end of 2014 where he gave away [29 Growth Hacking Quick Wins](#).

Now this presentation is 198 slides....so I thought I would give you legendary small businesses the quicker, condensed version of just top 13, so you can get to implementation even faster!

These hacks are listed in order of ease. The easiest to implement in your business come first at number 13, then they get progressively more complex leading to number 1 and 2 being highly technical tips! Good luck!



*Most business owners are usually not doing enough to market their business. They may even know what to do and why they have to do it, but they may just not have enough time. Here are 13 tactics you should be doing from Duct Tape Marketing Certified Consultant Meg Rose Russell.*



photo credit: [death to the stock photo](#)

## 13. Measure Happiness

Using a net promoter score, consistently ask your customers how likely they are to recommend you to your friends.

Some tools are: Qualaroo and Promoter.io to integrate into your website. Ask your promoters to share!

## 12. Create More Landing Pages

According to Griffel, companies with 10+ landing pages get 55% more signups.

Some tips: Each page should be 90% unique, you should use different offers, target different segments, and highlight different unique selling points. Send advertising to landing pages NOT the homepage.

## 11. Use Paid Ads to Test Headlines & Images

Most paid ads have the same elements as a landing page including headline, body copy and image. So use your ads to test what people respond best do and then tailor landing pages accordingly. It will save you time and money.

## 10. Set Up Redirects For Link-Tracking

Use bit.ly to create trackable links for a range of different campaigns, discount codes or landing pages so you can track in real time the results of your many different campaigns.

## 9. Remove Landing Page Links

Remove links that distract people from your call to action. This includes the menu links at the top of your pages. You will get between 90%-100% better conversion. Also, test minimal landing pages, where all you ask for is customer details.



*Sometimes SEO isn't about ranking high for all keywords, but finding keywords on which you can focus. It helps if these keywords are ones your competitors haven't identified, and are searched for frequently. Here's how to find obscure keywords that may just be the key to boosting your traffic.*



## 8. Use Qualaroo To Get Customer Feedback

Discover sign up hesitations and learn what information is missing on your site including customer intentions. This information will help you decide what to TEST.

## 7. Buy Demographic Data About Your Users

Companies like TowerData (US based) provide intelligent data about your users.

## 6. Split The Ask

If your ask is too high up front, you're alienating potential users. Now this is another way to talk about 'lead grabbers'. Visit site -> Give them incentive e.g. ebook, whitepaper, video->Provide email->build relationship & educate by sending valuable content -> they sign up. This works because you lower your activation risk at each point. It also makes things more simple and you can test more. Get creative!

## 5. Test Weird Call To Action Copy

Some case studies show that non-standard CTAs convert better than overused 'learn more' and 'sign up' buttons. Just be weirder!

## 4. Use a Contrasting Colour For Your CTA

This one is pretty straightforward but often overlooked. If your CTA stands out against other information people will more likely click it!

## 3. Put your CTA on the right

People read from left to right in an F Pattern.



## 2. Repeat Your CTA Above And Below The Fold

People should be able to click whenever they feel ready and not have to scroll to find it as they are innately lazy and just won't click.

### 1. Add Reassurance Copy

'Why you'll love it', 'Last week 5,000 companies sign up for 'x'.



*Meg Rose Russell is Director of Rosy Marketing, a marketing consultancy established to change the face of marketing in Australia. She aims to enable entrepreneurs and small businesses owners to realise their truths through strategic and systematic marketing. With over 10 years of marketing blood sweat and tears invested in growing a range of businesses including companies like IBM and Salesforce across a range of industries from Events and*

*Charity to IT and Finance, she now uses her strategic insights to provide marketing tools, consulting and coaching to small businesses. She is also a proud member of the Duct Tape Marketing Consulting Network. Interested in setting up an [exploratory call](#)? Check her out at [www.rosymarketing.com](http://www.rosymarketing.com)*



## 12 Resources to Generate Leads with Social Media

By Alison Stone



photo credit: [photopin](#)

While some say that social media marketing is overrated, we say “what’s the harm?” There’s no reason not to invest in something that has overall positive reviews, especially when it comes in lead generation. According to Hubspot, social media isn’t just a fad. In fact, 92% of marketers agreed that social media is important for their business. Moreover, by spending as little as 6 hours per week, over 66% of marketers see lead generation benefits with social media.

The list of “positive reviews” goes on and on.

So, are you ready to make use of “à la mode” tools and resources to generate leads and boost your sales? Here are a few that might help.

### Posting and Monitoring Resources:

- [Hootsuite](#): Hootsuite is almost synonymous with social media. This is a brilliant monitoring service that will tag keywords or red flag mentions related to your company or service. Hootsuite allows you to keep a close eye on anyone who has been discussing you, the problem you serve, or any other topics important to you.
- [TweetDeck](#): Here’s another monitoring tool that is perfect for tracking and organization social mentions. Use this tool for “engagement” and bringing in a new stream of potentials to your pages.

### Measurement and Analytics Resources:

HubSpot: This is the ultimate lead generation resource. Hubspot helps social media marketers assess traffic and lead generation using social media or other channels. This



*No eBook can cover lead generation on every social platform; there are just too many! But there are several resources that can be helpful. Here are 12 that can be some excellent additional reading on the subject.*



is a great tool for determining how far your social media efforts have gone in terms of results.

- [Topsy](#): If you're a fan of Twitter, here's a tool that might help! Topsy allows users to judge the popularity of a certain keywords and hashtags. This is especially useful for Twitter campaigns, allowing you to judge how often a hashtag was used throughout your campaign.
- [Facebook Pages Manager](#): Make Facebook page managing easier by not having to open and scour through numerous Facebook pages every time. Facebook Page Manager will connect with your Facebook audience and keep up with multiple pages through a single application. You can post photos and statuses, get push notifications for new activity, reply to comments on your pages, get tips and more.
- [Seesmic](#): Integrate this app to any major platform you can think of (Facebook, Twitter, Instagram, Linked In, etc.) and you can manage you social media accounts on the go. View your network streams all in one place in an interface that looks very much like an email platform. This is available in both desktop and mobile applications.
- [Klout](#): Want to know how influential you've been with your social media accounts? Kloutlets you track your progress on some of the most popular social network. Examine how your shares and tweets change overtime, check which content made the hit-list, and more.

## Blogs and other Resources:

- [6 Ways to Capture Leads from Facebook Pages](#): Here's a brilliant resource written by Amanda Webb detailing ways you can capture leads on Facebook. She goes into depth about each "tip n' trick" with pictures and examples included.
- [5 New Ways Twitter Can Get You More Business](#): Here's a great article published on Wordtracker by Amanda DiSilvestro. Owing to recent changes in Twitter, lead generation is not the same as it was before. DiSilvestro discusses how you can make use of these features to your advantage and juice up your marketing strategies.
- [Twitter LeadGen Cards—B2B Domination \(Case Study\)](#): Jessica takes us through a case study based on [Webtrends](#) experience with Twitters new features for advertisers. As per the study, Web trends managed to accelerate its lead gen in a matter of months by nearly 1,000 percent. Now that's huge!
- [Best Practices for Instagram Marketing and Lead Generation](#): Instagram marketing has great potential and Annetta Powell thinks so too. She writes about how you can use spectacular visual content on this channel to generate leads and the "best



practices” that will capture maximum attention.

- [Pinterest Lead Generation 101—Best Practices and Hack that Will Make You a Pro](#): Here’s a great resource on Hubspot for SMM’s targeting the Pinterest fan base. Ginny Soskey goes through comprehensive strategies, practices, and “hacks” that will increase both direct and indirect leads through Pinterest.



*Alison Stone is a creative writer and blogger who tackles academic to creative topics on different blogs. When not blogging, she works at Dissertation cube where she provides help to students who come and ask her [write my coursework](#). Find her on [Google+](#).*



## Instagram Lead Generation – The Ultimate Guide

By Tom Stone

Instagram is not just for images of coffee, fluffy dogs, and your breakfast.

Though it is awesome for all of those, it has the highest user/brand interaction rate, 1.53% of the 150 million users in 2013 to be precise, significantly higher than Facebook's measly 0.10%, as shown by Neil Patel's infographic [here](#).

I think it is safe to say that if your business is not leveraging the world fastest growing social media platform for lead generation, then you are leaving money on the table.

Though do not fear, in this ultimate guide to **Instagram lead generation**, I am going to share ALL of the best tactics that some of Instagram's most powerful accounts are leveraging right now.

However, before we get stuck into specific strategies, I must first introduce a fundamental concept: the difference between owned and non-owned marketing lists.

You do not own the communication channel used to market to your Instagram/Twitter followers, Facebook Likers or LinkedIn Connections, if any of those respective platforms close down, you lose your list.

Therefore, any online marketer worth their salt should spend a significant amount of time attempting to move his audience from their non-owned, social lists onto their owned lists, in this case: email list.

Thus, the rest of this post is focussed on generating leads on your owned, email list through Instagram.

### 1. Targeting

Before embarking on any lead generation campaign, you must answer, in my opinion, the most important question in marketing.

*Who is your Ideal Lead?*



*Instagram is one of the quickest growing social media sites available today. Many business owners are curious how they can leverage that popularity and growth for their business. The secret is simple: use Instagram for lead generation!*



And more specifically:

- What do they do in their spare time?
- What are their goals and values?
- What do they read/watch/listen to?
- Where do they go on holiday?

It is crucial that you have a very clear picture of whom you will be targeting with your Instagram campaign for two reasons:

1. It will make it MUCH easier to find these people on the platform
2. You will make sales when they reach the bottom of your funnel

Only when a comprehensive profile of your Ideal Lead is created, can we move on to the next stage of the process.

## 2. Optimization

When your Ideal Lead lands on your Instagram profile they MUST immediately be able to tell:

- That it is you
- What they stand to gain by looking at your profile

We can achieve this through consistent branding, a benefit driven description and a compelling call to action.

### BRANDING

Your Instagram handle, photo and feel of content must speak directly to your Ideal Lead, admittedly, your handle (company name) and photo (logo/headshot) are most probably already defined (Aside: I would ensure these are consistent across all of your social media profiles).

Which leaves your content, we will discuss in the promotion section below.

However an Instagram post would not be complete without mention of what is in my opinion the best [example](#) of social media marketing at this current time:

[ducttapemarketing.com](http://ducttapemarketing.com) | [facebook.com/ducttapemarketing](https://facebook.com/ducttapemarketing) | [twitter.com/ducttape](https://twitter.com/ducttape)





Can you see the congruence between profile name, image, and content?

## BENEFIT DRIVEN DESCRIPTION & COMPELLING CALL TO ACTION

Your Ideal Lead does not care about you and your business, they care about themselves and the outcomes you have them achieve and/or problems you can help them solve.

And that is exactly what we are going to do.

The majority of business social media profile descriptions abide by the following formula:

*“Hello, we are X, and we do Y.”*

As discussed above, your Ideal Lead does not care about you or what you do, they care about what you can do for them.



I would propose we combine the vital information about your business with a benefit driven description and compelling call to action, just as [Foundrmag](#) do:



Now, I do not want to go into detail on your customer journey but to craft a benefit driven description and compelling call to action you need to understand exactly what problem your are solving/outcome you are achieving for your customer. Then you must take a small yet high-value part of the solution and offer it in exchange for an email address on a SPECIFIC landing page (more on this in the Tracking section later).

This landing page is then linked below your description, in an easy to remember fashion, note how Foundrmag use the URL extension “free” as a reminder for their Ideal Lead and the pointing fingers that I have found to increase click through rate.

Your description must clearly outline the benefit that your Ideal Lead will experience from a click on the link and subsequently obtaining access to your solution in exchange for their email address.



## 3. Promotion

We have our Ideal Lead profiled; we have our profile optimized for lead generation, now all we need is traffic...

### CONTENT

What types images/videos does your Ideal Customer want to consume?

Do they have aspirations related to business, travel, relationships, money or nature?

This is what you need to be posting, at least once per day. Though regardless of your posting schedule, consistency is crucial, as your audience will start to expect your content in a certain schedule, you do not want to disappoint.

And as for the filter argument, let's keep it simple; here are the top 10 most popular, according to [Populargram](#):

1. Normal (No Filter)
2. Valencia
3. Earlybird
4. X-Pro II
5. Amaro
6. Rise
7. Hudson
8. Lo-fi
9. Hefe
10. Sierra

[Wordswag](#) and [Canva](#) can be used for editing images, adding text and Instagram's Layout app to create multi-images.

[Hyperlapse](#) can be used to create time-lapse videos, see examples of how business can use these effectively [here](#).



[Protein World](#) is a great example of an account with strong, consistent branding and regular high-quality content:



Once your content type has been decided, it is time to research hashtags.

Search Instagram for keywords relating to the solution you provide for your Ideal Lead and note and hashtags that have over 1,000 images and record.

The [TagsForLikes](#) app can store custom hashtag lists and also provide hashtag inspiration. Built up a list of 25-30 core hashtags (this is the Instagram hashtag limit per image) and save in the TagsForLikes app (this can also provide hashtag inspiration) for easy access.

When posting an image, include any other account in your image (more on this later), a short description and 2-3 image specific hashtags then add the rest of your more solution specific hashtags in the first comment below the image.

It is also important to track the time of each post and measure the number of likes/comments it receives and then optimizing your posting times to maximize engagement.

And finally, like every blog post.



Every Instagram image must have a call to action whether it be:

- “Double tap if you agree.”
- “(Question relevant to image and Ideal Lead)?”
- “Tag a friend who needs to see this.”

All three of these will lead to more engagement and potential exposure for your Instagram account and offer.

## USER GENERATED CONTENT

Getting your users/Ideal Leads/existing customers is an excellent method to increase lead generation on Instagram. Depending on your brand, your customers may volunteer to send in content to your account for no cost and then go on to share it with their friends, who also fit the profile of your Ideal Lead.

The growth of [sTitch Leggings](#) Instagram profile has mainly been driven by user generated content (FULL DISCLOSURE - I am a co-founder of sTitch):



## SHARE FOR SHARE

The Share For Share strategy for gaining Instagram traffic will see your account agree with another account that has a similar audience, and you take it in turns to mention each other, thus increasing your exposure to new potential Ideal Leads.



Though at the start of your profiles life cycle it may not be possible to obtain Share For Share partners, in which case some account may mention you in exchange for your product/service or cold hard cash. [Pixlee](#) is a great tool for finding influencers of your Ideal Lead.

## LIKING/COMMENTING/FOLLOWING

The cheapest and most widely used strategy for growing Instagram traffic is through liking, commenting and following your potential Ideal Leads.

Remember the hashtags you determined for your content above?

These are exactly the same hashtags that can be searched to find your Ideal Leads.

I would recommend that for 20-30 minutes each day you/someone in your team, searching those hashtags most relevant to your Ideal Lead and like the majority of those images/videos and commenting on those that you have something genuine to say. For those people that you comment on, I would also recommend following and liking their top three pictures. You will find that some these individuals will follow/like you back.

Tools such as [Crowdfire](#) can be used to identify influencers or your Ideal Lead and even competitors followers to target.

While following your Ideal Leads, it is important to take your follower/following ratio into account, you don't want this getting out of control. Ideally you can keep your ratio at least 1:0.5 and if you find your following count raising too high, I would recommend unfollowing to return the balance.

## NETWORKING

When out and about with people that have an Instagram, I would highly encourage to take pictures and share while mentioning the person that you are with.

The more you do this, the more people will reciprocate and mention you back, leading to more exposure.

## CONTESTS

Giving away stuff on social media is nothing new.

But it still works, so you could consider investing in some prizes that your Ideal Lead would potentially wish to claim and then either request people to tag a friend in the



image to enter or even pay other Instagram accounts to run the competition with potential Ideal Leads following your account to enter.

Neil Patel utilized this technique and discussed in more detail [here](#).

You now understand your Ideal Lead, have optimized your profile and have now started to drive traffic to your profile and should be experiencing clicks on your profile link leading to your landing page.

## 4. Tracking

Of course.

Expanding effort upon any marketing strategy is futile if you are not able to track results and compare to the resources (time and money) invested to calculate an ROI, here are the key metrics that MUST be tracked and optimized over time:

Landing Page Clicks: How many clicks does your profile experience?

Landing Page Conversion: What is the conversion rate on your landing page?

Lifetime Customer Value (From Instagram): What is the lifetime value of a customer obtained through Instagram?

Customer Acquisition Cost (From Instagram): How much does it cost to acquire a customer through Instagram?

Ok...

There we have it, the ultimate guide to **Instagram lead generation**.

The next to you reach for your phone to snap your croissant and latte, remember that your Ideal Lead is out there searching for you, it's now up to you to find them.

*Tom Hunt is the Founder of Virtual Valley, a platform that connects Entrepreneurs and Rockstar Virtual Assistants with the mission of giving Entrepreneurs back 10 million hours of their time by 2020. Tom writes about how to grow your remote business on the [Virtual Valley Blog](#), you can also follow him on Instagram here: [@tombuntio](#).*





## Monthly Favs

Every month I like to collect some of my favorite links and tools to help take your marketing efforts to the next level. Here are my monthly favs.

[ONTRApages](#) - Create, publish and track landing pages - free!

[Focus](#) - Productivity timer for your Mac based loosely on the Pomodoro approach

[Salestools.io](#) - Prospecting and automation tools for LinkedIn

[MachineGram](#) - Tool that lets you schedule posts to Instagram

[Pitchbox](#) - Influencer outreach and content marketing platform

[Referrer Spam Blocker](#) - Tool that blocks referrer ghost traffic across all of your sites

[Siteoscope](#) - Keyword and competitor tracking reports for your website

[Pablo by Buffer](#) - Create engaging social media images in seconds

[Webpage.ly](#) - Keyword and on page SEO for designers

[Webinpaint](#) - online tool lets you remove the background from any image

[Srchpnt](#) - tool that turns your podcast transcripts into time-stamped links so people can jump to any point they want and listen

[NFC business cards from Moo](#) - Business cards with chip that activates digital actions when tapped on a smartphone - add contact info or even subscribe to content



## Thank you for downloading The Complete Small Business Owner's Guide to Modern Lead Generation

If you feel your lead generation efforts could use even more of a boost, I urge you to check out our new course and community, *The Duct Tape Marketing System*.

If you're one of those people who believe that marketing is hard or complicated or something you're just not good at – I've got news for you – none of that is true. Or, if you're one of those people who buys this course and that course hoping to make a change – let me assure you, this time, **it can be different**.

When you join the Duct Tape Marketing System you are also joining a community of business owners, coaches, and marketers all determined to make a difference – to make certain that you meet your objectives.

For over 20 years now we've been helping business owners like you gain clarity, control, confidence and customers by installing a marketing system.

Business owners and marketers have been bombarded over the last few years with so many changes that it's no wonder it all seems so complicated and convoluted, when in fact, it's really not that hard to understand at all...



- If you approach your marketing logically and practically
- If you get very clear about how to spot an ideal client
- If you understand the perfect way to make your business stand out in the crowd
- If you know the secret to creating content that attracts eager buyers
- If you have the precise formula for creating the most profitable customers
- If you know how to build a total online presence that makes your brand the obvious choice
- If you know how to turn social media participation into sales
- If you know how to build an army of referral partners eager to act as your sales force
- If you know how to dramatically increase how many leads turn into customers
- If you know where to invest your dollars and where to avoid
- If you can quickly gauge the effectiveness of every move you make



In other words – if you build a proven marketing system.

To find out more, or get started building your marketing system today, visit [www.ducttapemarketingsystem.com](http://www.ducttapemarketingsystem.com)

