



# 5 Foolproof Ways To Generate Leads using Inbound Marketing

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CONTENT MARKETING, CHATBOTS, CTAS & MORE!



For most businesses, the primary goal of any marketing strategy is to land paying customers. In the current climate of internet-based businesses, inbound marketing has proven itself time and time again as one of the most effective marketing methods for achieving that goal. For inbound marketing to work, there is a vital process that needs to take place, and that's conversion.

Properly executed, the conversion stage of inbound marketing transforms an intrigued website visitor into a red hot lead. There are multiple strategies for achieving lead generation via inbound marketing. In this e-book, we are going to take a look at **five foolproof ways** to generate leads with inbound marketing and how they can take the conversion statistics on your website to a whole new level.

**Specifically, this e-book will cover:**

- **Why inbound marketing is the best method for lead generation**
- **What methods of inbound marketing work to generate leads**
- **How to optimize your website for lead generation**
- **Why data and analytics are imperative for effective lead generation**
- **How to start generating more leads TODAY**

**Let's get started.**





## How To Approach Your Ideal Customer

In the past, marketers and salespeople generated leads via outbound marketing methods such as direct mail, cold calling, event marketing, and inside sales. With each of these methods, companies approach consumers directly.

ACCORDING TO RESEARCH, **68% OF B2B CUSTOMERS** PREFER TO RESEARCH PRODUCTS **INDEPENDENTLY ONLINE**

Unfortunately, these antiquated tactics are ineffective for the modern-day consumer. **Today's audience is full of savvy consumers who prefer to make well-informed, self-researched buying decisions.** According to research, 68% of B2B customers prefer to research products independently online - a number that is growing every day.

The risk of not following the customers lead and using marketing methods that don't work is great. For example, if approached too directly, potential customers are automatically turned off and permanently label the company that approached them as pushy and unprofessional.

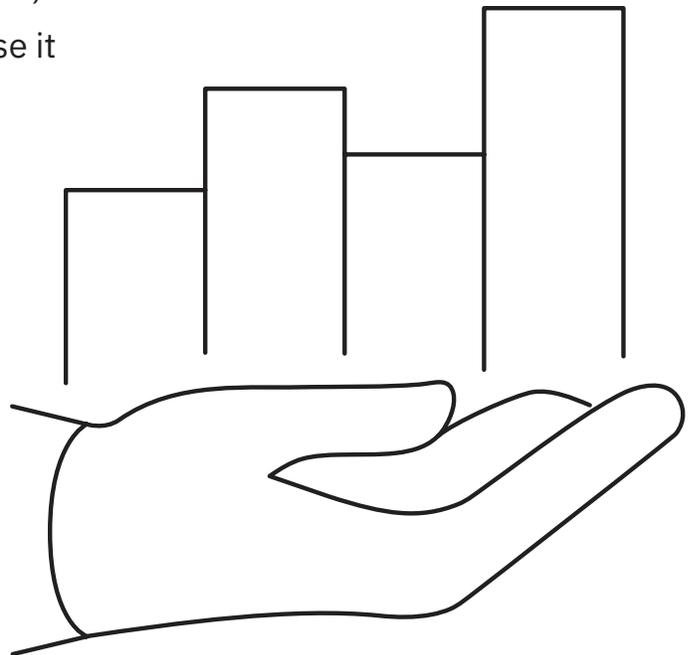
If these methods of marketing don't work to generate leads, what is a company to do?



## Why Inbound Marketing is the Best Method for Lead Generation

Inbound marketing takes a passive approach to marketing by creating and publishing content for at-will consumption. The more educational content a company offers, the more likely they are to be viewed as experts on a subject. Once seen as experts on a topic, consumers are more likely to choose their products and/or services to solve their problems.

When it comes down to lead generation, inbound marketing works best because it earns consumers' trust. Trust is the bottom line because once you've earned a person's trust, they're more likely to let you know they're interested.





## Inbound Marketing Methods That Generate Leads

Once you've attracted a lead to your website, it's time to get down to business and use your website to convert them into a paying customer. In this section, we're going to review which methods of inbound marketing work best to collect information and generate new leads.

## 1. Content Marketing & Offers

One of the most critical components of inbound marketing is content creation. When it comes to conversion, white papers, research reports, and e-books are the most effective type of content at generating new leads. Unlike blog posts that offer general knowledge, these content pieces are packed with value and offer highly sought after information consumers want to get their hands on.

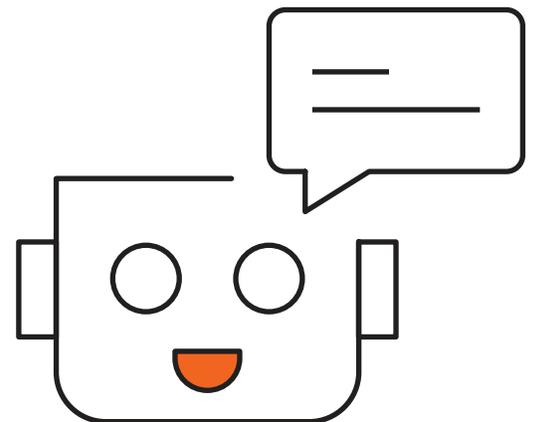
**Types of content that can be used for lead generation include:**

- **E-books**
- **White papers**
- **Research reports**
- **Webinars**

The best way to turn these pieces of content into tools for lead generation is to market their exclusive value and create an offer in exchange for personal information. The overall goal of these content marketing pieces is to get customers to give you the green light to contact them in the future.

## 2. Chatbots

We live in an instant gratification society. If someone has a question, they want the answer to it immediately. Unfortunately, most businesses don't have 24/7 business hours that allow them to be available to their customers around the clock. And, statistics show that sites only have 10-20 seconds to engage visitors before they move on. Enter, chatbots. Chatbots are an interactive tool used to conduct conversations with website visitors.

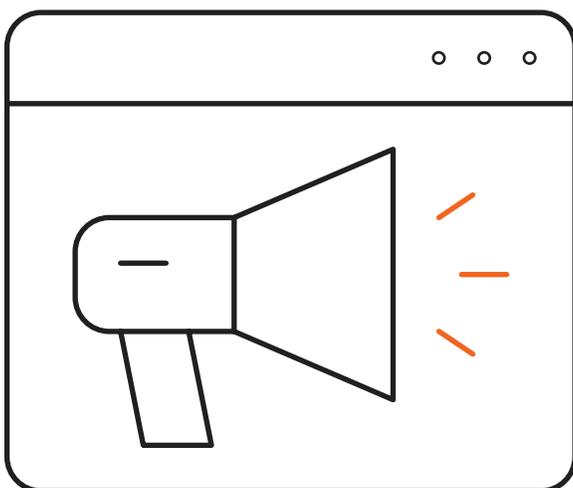


Generally speaking, chatbots are used to provide website visitors with answers to basic questions such as business hours, services, and other typical customer service questions. Thanks to their intuitive technology, chatbots can be programmed to interact with specific customer personas and provide information based on the number of times a visitor has been to your website.

Chatbots are effective at lead generation because as they interact with website visitors, they gather information about them that can be used to make a sale. More importantly, however, they engage website visitors and provide them with the information they need to make a buying decision.

### 3. Calls To Action

The bread and butter of lead conversion, calls to action are specific requests or prompts that encourage website visitors to take action. A well-developed website has a call to action on every page that is strategically designed to gather visitors' information.



There are multiple ways to design and implement calls to action on your website. The most effective methods are the buttons and links. Calls to action should lead website visitors closer to the action you want them to take, e.g. downloading an e-book, registering for a webinar, or requesting more information about a specific product or service.



## 4. Forms

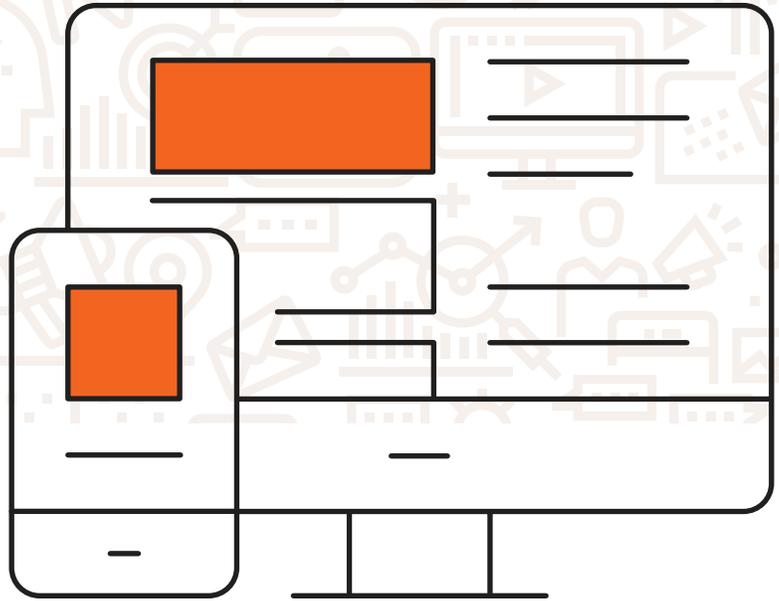
The most apparent method of lead generation, forms are designed to capture website visitors' information. The most common type of form used on all websites is a contact form. Other examples of forms include newsletter sign-ups, forms for exclusive offers, and forms to request custom information.

When creating forms for lead generation, it is essential to keep them straightforward and easy to fill out. Simple forms that ask for necessary information such as name and email always work best. If you choose to use forms to request additional information, such as areas of interest or best time to contact, make giving an answer easy by using radio buttons or multiple choice.

## 5. Interactive Social Media

Outside of your website, social media is a tool that can also be used to generate leads. Over 3.2 billion people use social media worldwide. Today, more than ever, consumers turn to social media to develop relationships with brands before making buying decisions. Utilizing unique social media features such as Instagram stories and Facebook polls are simple ways to generate leads. As a business, you can also use social media to run special giveaways and exclusive offers.

Best practices for using social media to generate leads are to speak directly to your audience, research how they prefer to interact and participate in authentic engagement. Remember, social media is a relationship-building tool. Therefore, producing leads via social media might not be as automated as other methods, but it will be effective.



## How To Optimize Your Website to Generate Leads

Now that you are familiar with the five foolproof ways to generate leads with inbound marketing, it's time to get to work. To generate leads in the most effective way, you must first optimize your website for lead generation. Here are a few suggestions for making the most of the lead generation methods on your website.

### **Make CTAs stand out**

Every good website includes calls to action. If those calls to action blend into the rest of the site, however, they are useless. To optimize the calls to action on your website, design them to look drastically different than the rest of the page. Large buttons and personalization (adding the visitor's name) have also been proven to work.



## **Strategically place forms on your most popular pages**

Although forms are beneficial, when they are overused on a website, they lose their appeal. The best way to use forms is to place them on the pages of your website that see the most visitors. Popular pages include the homepage, the about us page, and pages that describe your services/products in detail.

## **Create offers specifically for your audience**

Offers such as e-books, white papers, and research reports are incredibly effective at generating leads. However, if they are not designed specifically for your audience, they will fall flat and not produce the results you desire. Before you create an offer, research what content your audience is engaging in and determine how you can provide them more value around that topic.

These methods for website optimization are incredibly useful. However, they are impossible to execute unless you have a handle on your website's data and analytics.

## A WORD OR TWO ABOUT ANALYTICS

Behind every good marketing plan is data that can be used to back up the strategy. When working to produce leads, regularly analyzing your current strategy is the best way to improve your numbers. Once you have put a method into place, whether it is a form, offer, or call-to-action, you should regularly analyze the statistics to review the actions it is producing. Likewise, if you implement more than one lead generation method on your website, you should periodically review statistics to see which method works best.

**Remember, the numbers don't lie.**

IF YOU'RE READY  
TO GENERATE LEADS  
ON YOUR WEBSITE,  
**CONTACT US TODAY.**



## Generate More Business Starting Today

If you're ready to start generating leads on your website but still aren't sure where to start, the team at Seventh Scout is here for you! We help you develop a clear path forward through the services we specialize in. Whether you need to start from the ground up and build your website, or you simply need assistance figuring out how to develop a content strategy that works to generate leads, we've got what you need!

**Have HubSpot? We can help with that too! Seventh Scout offers a free HubSpot audit so you can learn how to optimize your Hubspot platform to fulfill your current marketing strategy and generate more leads.**



## Let's make things happen

We welcome the opportunity to work with your business. Contact us to get started.

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