



Digital Marketing Whitepaper

Lead Generation

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Lead Generation

The primary premise is that a website should be created to achieve only 1 or 2 things. Usually the first and most important is to create leads, yet firms smother their sites with news, PR, offers, information, photo's and all sorts that simply detract away from the core purpose of generating a lead.

The only purpose of marketing for small businesses is to generate leads. We have found that despite having great products and competent sales teams, many small businesses are suffering. Often the problem is simple – they don't generate enough qualified leads.

Our previous white paper '**Marketing for small businesses**' discusses marketing strategies that can help you generate new leads. This paper contains a lot about focus, and discusses how the design, layout and content of your website can motivate lead generation

Content

Content is the most important aspect of your site, you could have an ultimately impressive website but unless you identify what really matters to your potential customers you're wasting your time and resources. You need to highlight what you can offer them, make it clear what are your key products and services are. If you're not sure who to target specifically then do some consumer market research.

Don't make me think

If your site content is difficult to digest then you won't generate a lead and are likely to experience a high bounce rate*. It is important to evaluate the readability of your text and use the principles of eye-tracking to encourage your visitors to engage with your site.

In addition to this, providing clear call to actions at the end of every topic will effectively tell your site visitor exactly what you want them to do. Typically the action is to purchase a product or take some step in your sales cycle that will hopefully lead to a sale.

Here are a few examples of common and effective "call to action" phrases.

- 1) Call us now on 01234 56789
- 2) Click [here](#) to purchase this product
- 3) Sign-up now

*Bounce rate can be defined as the percentage of web site visitors who arrive at a web site entry page, then leave without going any deeper into the site.

Qualify

Not every visitor to your website will know exactly what they want; they may just want some additional information or to find out what you can offer them, they may not even be in a position to purchase just yet. This is where your homepage is critical to getting a customer interested. Let them know who you are, what you do and what you have to offer, and you are more likely to persuade them to become a lead.

Web Analytics

In order to improve your lead generation you will need to measure, collect and analyse your current website traffic and activity. This will allow you to understand how your site is performing and will help identify what can be improved. The key web analytics which are important for lead generation are as follows:

- Average time on the site - This will measure how long your visitors spend on your site on average.

- Bounce Rate - Bounce rate can be defined as the percentage of web site visitors who arrive at a web site entry page, then leave without going any deeper into the site. This is particularly important on key landing pages such as the homepage and contact us.

- Set Goals - Goals are a way to measure conversions on your website. A conversion occurs when a visitor does something you want them to do. This could be completing some type of high value process or viewing a specific page on your website.

A good way to value a goal is to evaluate how often the visitors who reach the goal become customers. If, for example, your sales team can close 10% of people who request to be contacted, and your average transaction is £500, you might assign £50 (i.e. 10% of £500) to your "Contact Me" goal. In contrast, if only 1% of mailing list signups result in a sale, you might only assign £5 to your "email sign-up" goal.

Offers

Everybody loves a freebie and by offering your visitors a little something such as a marketing whitepaper or a web seminar you'll not only be able to show off your capabilities but your potential client will be getting an insight into your company and services – win win!

Next Steps

We hope that this whitepaper has provided you with some new information, or even a new perspective on the essentials of creating a lead. At Blue Box we have identified many lead generation techniques, and many are inexpensive and easy to operate. The key is knowing when and how to use each technique. We call this maximising impact whilst minimising cost per lead.

If you'd like to talk about your current marketing strategy, and what you could be doing, feel free to contact us. One of our consultants will be happy to spend some time reviewing your market, and providing various options for an efficient and cost effective lead generation plan.

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