

5 Lead Generation Tips For

Small Business Growth

1 Uncover your content calling

2 Get your social gloves ready

3 The power of paid advertising

4 Landing page love

5 Optimise every opportunity

Business expansion presents a whole range of challenges for any small business owner - how can you be sure you're optimising every opportunity to generate leads? And when the SME landscape is constantly evolving, can you be sure you're keeping up?

Follow our 5 lead generation tips for small business growth to ensure you're at the top of your game and on track for expansion.

1 Uncover your content calling

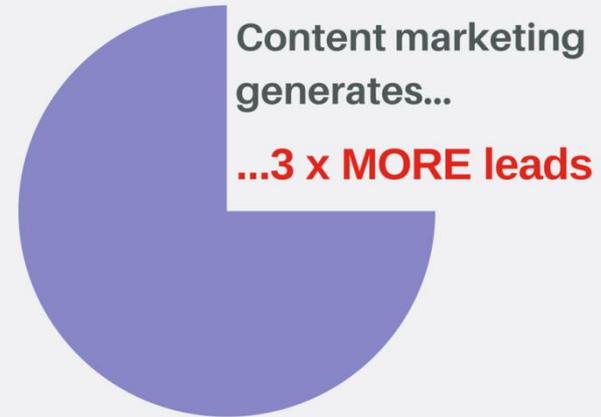
It's safe to say content marketing has exploded onto the B2B scene, **generating 3x more leads than traditional outbound marketing** at a fraction of the cost. It's a more effective and less costly lead generation activity – a no-brainer for any SME.

But with the overload of content that currently exists, the key to converting readers into leads is being timely and relevant... And more importantly, **avoiding the 'me too' approach**.

Video marketing is currently booming in the B2B world – not only is it a fast way to inform your viewers, but it gives you the chance to engage and entertain them too. And it's a growing trend, **with 78% of B2B marketers saying it's highly-likely they will use video** in the next 12 months.

Hey, we know time and money is precious, but you don't need a Hollywood-sized budget to succeed! Check out budget online tools like **Powtoon** to create animations without the animator, or use your smartphone and editing tool **Animoto** to create professional clips in no time.

And when **50% of those who view a B2B marketing video go on to make a purchase**, it's a sure-fire way to convert browsers into sales leads.



2 Get your social gloves ready

Lead generation through social media... really? Yes – as long as you **share good quality content**, and your customers **have a reason to share your story**. The two go hand in hand, but it's something that can be quite daunting for an SME when playing against the big brands, with big teams!

Don't forget the **power of a recommendation** on social - IDC's social study says over **76% of B2B buyers prefer to buy from vendors recommended by someone they know**.

Encourage your clients to **share their good experiences** of you on social media, and leads will naturally come your way – easy!



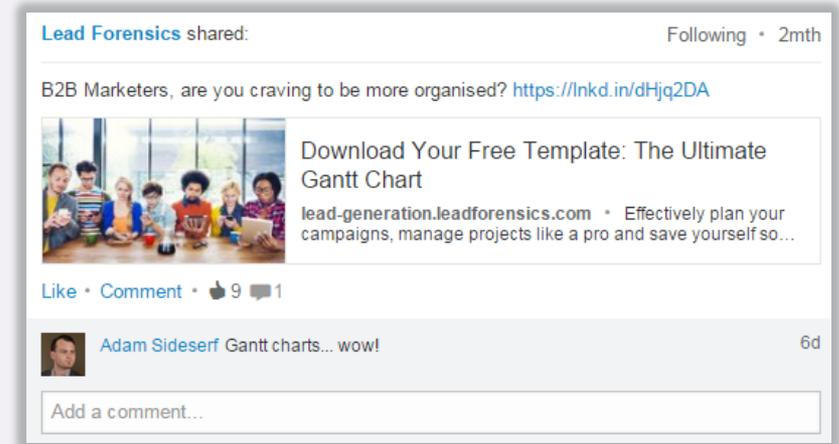
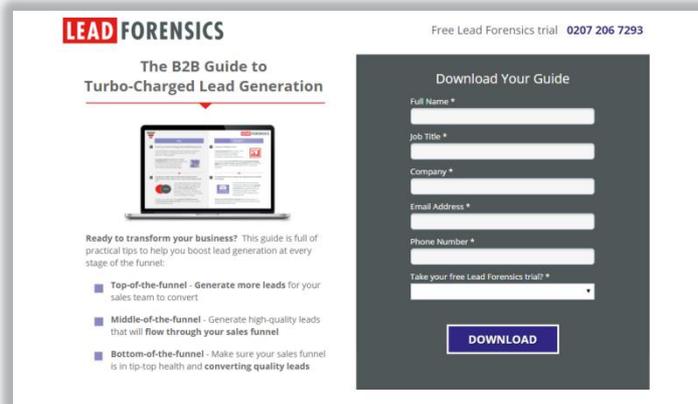
3 Power of Paid Advertising

With the influx of social and content marketing, it's easy to overlook some of the traditional, yet proven lead generation methods - like **paid advertising**. Now, this can be tricky if you have a small budget but with some careful planning, can result in increased website traffic, leads and sales.

We're **not just talking about PPC**, don't underestimate the power of paid social advertising too. According to Hubspot, **LinkedIn is 277% more effective for B2B lead generation**, than Facebook or Twitter .

Consider boosting your businesses exposure with LinkedIn Sponsored Updates. **Sponsor highly targeted and relevant content** to appear in your target audiences' timeline to build brand reach. Start small and specific, and test, test, test until you find a model that works.

Once it's proven you'll have room for more investment. Not only will you reach new prospects, you'll **position yourself as a leader in your space** too.



4 Landing Page Love

It won't matter how much time or money you're spending on driving web traffic and lead generation if your landing pages don't **resonate with your target audience**. You won't be capturing any new data and your bounce rates will shoot through the roof (along with your cost per enquiry).

And when companies with 30+ landing pages generate 7x more leads than those with fewer than 10. It's time to get personal.

Create **dedicated landing pages** for each lead generation campaign and remember to **optimise the key elements** such as header, layout and messaging to fit with your campaign targeting. Think **relevant client testimonials, content and clear call to actions**, and you'll dramatic increases in traffic conversions.

5 Optimise every opportunity

Lead generation has always been **one of the main challenges facing SME's across any industry**, with a huge 61% identifying this as their number one challenge.

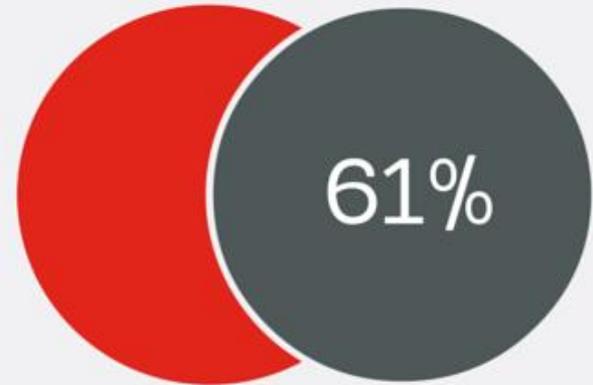
But it still plays a vital role in the success of your business, which is why it's **essential that every opportunity is optimised**...including the opportunities hidden on your website.

Here's a scary fact - **A massive 98% of website visitors don't make contact with the website's vendor** (that's you!), but they are in the market to buy – they're not just researching you, but your competitors too.

By using the Lead Forensics software, you'll identify who these anonymous website visitors are, access full contact information about them and understand what they're purchasing intentions are – **all in one easy-to-use platform**.

You'll generate new leads right from your website, and be able to get in touch with them before your competitors do.

And don't worry, you won't need a web developer or IT team to use it! We'll walk you through the set up and give you ongoing training too – so you can be sure you're driving the best ROI possible.



About Lead Forensics

Lead Forensics has already helped many small and medium sized businesses solve their lead generation challenges. By providing unparalleled insight and tracking capabilities, you can boost your lead generation too.

Uncover who your website visitors are, identify when they're ready to buy and access the contact details you need to convert them.

Transform your lead generation with your free demo and trial today

GET STARTED