

A close-up photograph of a person's hands using a silver laptop. The person is wearing a striped shirt. On the desk in front of the laptop is a spiral-bound notebook with a white cover and a grey pen. The desk surface has a light-colored, geometric pattern.

LEAD GENERATION ON DEMAND

DISCOVER HOW TO GENERATE LEADS
ONLINE IN ANY NICHE

Pssst.... do you want to learn the really advanced content that we couldn't include in this eBook?

[Click here!](#)

Table of Contents

[Introduction.....5](#)

[Chapter One – Blogging to Generate More Leads.....8](#)

[Rank Higher with Fresh Content.....9](#)

[Have Greater Control Over Your Content.....9](#)

[Gain Better Internal Linking Within Your Website.....10](#)

[An Easier Way to Attract Inbound Links.....10](#)

[Add More Variety to Your Website.....11](#)

[Publish Content That Would Otherwise Hurt Your Ranking.....12](#)

[Focus on SEO.....12](#)

[Identify Authoritative Links.....13](#)

[Identify High-Positioned Keywords.....13](#)

[Apply the Information.....14](#)

[Chapter Two – Using Social Media to Build Relationships.....16](#)

[Make Friends While Selling Your Social Media.....17](#)

[Organically Increase Your Followers and Fans.....17](#)

[Encourage External Websites to Link to Your Content.....18](#)

[Optimize Your Social Media Posts.....19](#)

[Encourage More People to Share Your Posts.....20](#)

[Chapter Three – Link to Potential Customers with Proper SEO.....22](#)

[SEO Works Even Better for Businesses without Websites.....23](#)

[The Value of SEO is Both Measurable and Calculable.....24](#)

[Realize a Better Return on Investment.....25](#)

[Increased Visibility.....25](#)

[Receive Better Coverage.....26](#)

[Build Credibility.....27](#)

[An Inexpensive Marketing Strategy.....27](#)

[Chapter Four – Utilize Webinars to Demonstrate Your Business Expertise](#)

[.....29](#)

[Personally Introduce Yourself and Your Business.....30](#)

[Demonstrate Your Credibility and Authority.....30](#)

[Push Your Products and Services in a Less Pushy Way.....31](#)

[Generate Leads and Expand Your Sales Funnel.....31](#)

[Expand Your Business Network and Your Mailing Lists.....32](#)

[Lower Your Expenses While Providing a Convenient Way to Meet.....32](#)

[Improve Your Bottom Line.....33](#)

[Chapter 5 – Generate More Leads with Email Marketing.....35](#)

[Require Less Time and Effort.....36](#)

[Real-Time Communication.....36](#)

[Personalize Your Message.....37](#)

[Segment Your User Information.....38](#)

[Send More Frequent Communications.....38](#)

[Reduce Overhead.....39](#)

[Simplified Tracking.....39](#)

[Better Brand Recognition.....40](#)

[Build Stronger Customer Relationships.....41](#)

[Increase Traffic to Your Website.....41](#)

[Conclusion.....43](#)

Introduction



It doesn't matter what kind of business you are in; you know that if you aren't able to generate new leads and turn them into paying customers, your company will never succeed. Even if you currently have a group of loyal and repeat existing customers, you need to continue to bring new customers into the fold if you want your business to thrive.

This means that you have to create a solid marketing strategy that will drive more traffic to your website and generate more leads.

Generating leads is one of those things that sounds like a simple task, but can actually prove to be quite a significant challenges for many marketers and business owners.

Unfortunately, many entrepreneurs end up feeling like they are merely spinning their wheels and as though they aren't able to gain any traction and are disappointed with the results from their efforts. They spend their time and efforts on trying to generate new leads, only for their efforts to fizzle out.

When it comes to generating leads, it doesn't matter whether you have a website or not, but rather the important thing is how you can engage and connect with your target audience and convert them into quality leads on demand.

Business owners who haven't fully embraced the digital age must be ready to redefine their marketing strategies and create online and mobile marketing campaigns if they want to reach their new digital customers and succeed.

To be successful in online marketing, your strategies won't be all that different from traditional marketing strategies that you're used to; they will just use some slightly different methods than you may be used to. Marketing strategies, whether conventional or general, all have the same goals; bring in customers who purchase from your business and to increase brand awareness.

A good online marketing plan will improve the number of visitors that your business website sees, as well as the number of conversions that result in sales. You always need to be making a conscious effort to remind yourself that your site is nothing more

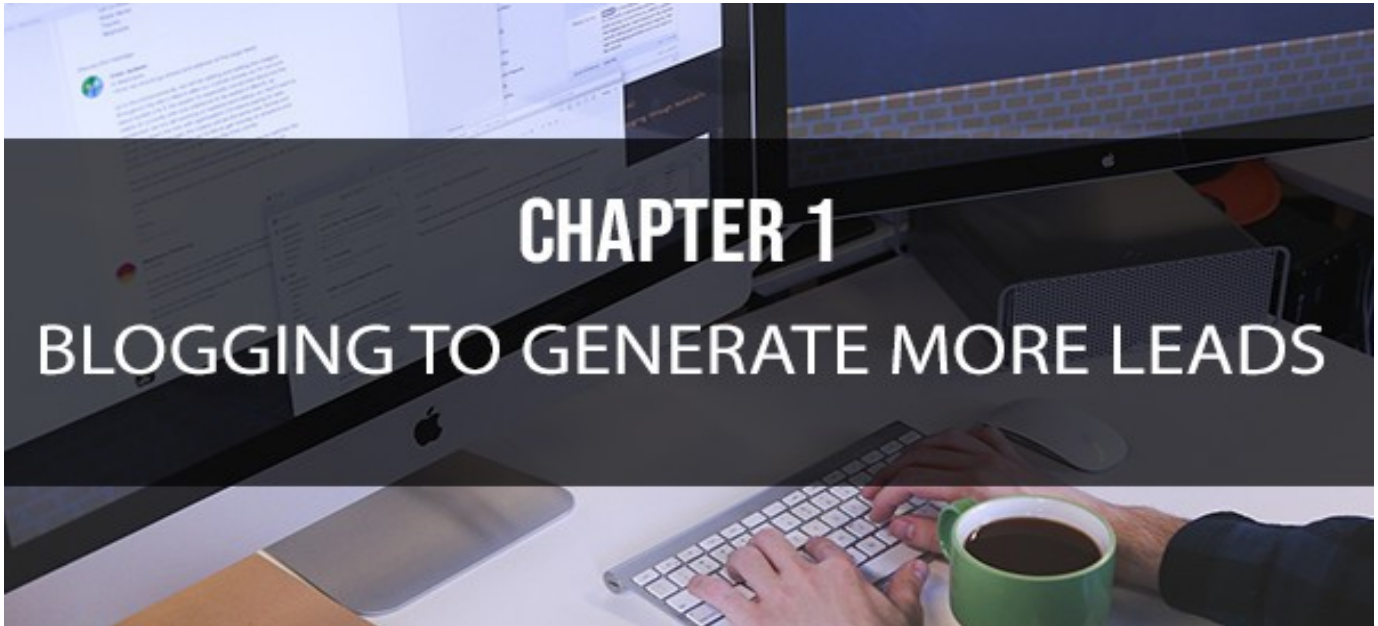
than a white elephant in the sense that no matter how pretty and fancy it is, if it doesn't engage and convert your visitors into qualified leads, then it's pretty much worthless.

Your online marketing plan will be wide-ranging and may include a number of different strategies including blogging, social media, webinars, SEO, and email marketing.

One of the primary benefits of online marketing is the incredible market reach. This means that you need to develop a marketing plan that is tailored to reach a broad audience. Recent studies have shown that the majority of consumers now research products and service online before they make almost every major purchase. This means that a potential customer will more than likely have visited your website or social media profile before they make the decision to purchase from your business.

This is why it is so vital for you to have a well-thought-out online marketing campaign that will generate more leads for your business.

Chapter One – Blogging to Generate More Leads



If you want to give your website's search engine ranking a boost and increase the number of organic leads that you receive, then you need to develop a search engine optimization (SEO) strategy.

A complete SEO strategy involves several factors, including optimizing your web pages, backlinking, keyword research, and most importantly, generating high-quality content that both your audience and the search engines will love. One of the best ways to develop linkable and shareable content is with blogging.

Blogs are content management systems that are either on your main site, or in a subdirectory or subdomain, and they contain

various functions like RSS feeds, trackbacks, and comments. What very few people realize are the benefits they can gain by having an optimized blog containing relevant content. When it comes to creating more leads for your business, there are many benefits that you can gain from optimizing your blog.

Rank Higher with Fresh Content

When you continually update the content on your website, you increase your chances of ranking higher on Google and other search engines. Your company blog offers a fantastic way for you to refresh and update your site continually. Not only will this help to attract and keep customers on your site naturally, but the search engine bots also love sites with fresh content.

By now, it should be quite clear that, when it comes to SEO, content is king. All of the best SEO strategies are based on creating good content. Fresh and relevant content is useful to users and will help build interest in your product or service among potential customers.

Have Greater Control Over Your Content

When you are able to produce more unique, useful content for your blog, you have complete control over the message that you are trying to provide to your target audience about your product or service. With SEO optimization you are in full control of your

keywords, as well as the links that you place in your posts. Continually providing fresh content for your blog gives you substantial power over your online presence.

Gain Better Internal Linking Within Your Website

This benefit of a fully optimized blog is closely related to having greater control of your online presence. With the ability to control the content that you place on your blog, you can decide to link to different sections of your blog posts to the various pages on your website using the anchor text that you choose. Not only does this kind of linking tell the different search engines what to look for on your site, but it also directs potential customers to your landing or sales pages.

An Easier Way to Attract Inbound Links

One of the most critical factors that you need to consider when it comes to search engine ranking is backlinking. When Google's bots find a website that has no backlinks, it automatically assumes that the site has little to offer. However, a domain that has plenty of backlinks is more likely to be ranked much higher in the search engines because it most likely contains useful content.

It is essential to keep in mind, however, is that the backlinks should only be from related or highly respected websites. If your

site contains too many backlinks that aren't relevant, it could end up being penalized.

This is where you can significantly benefit from hosting a blog. Not only does each post that you create offer interested visitors a link that they can share, but you can also generate backlinks yourself by sharing some of your posts with your social media network.

Your visitors will always share some posts more than others, so carefully tracking the posts will, in time, give you a better idea of the type of content that you should be creating for your target audience.

Add More Variety to Your Website

Since search engines are looking for content that will be useful to users, you are somewhat limited regarding how much content you can have on your main company website. However, if you host a blog, it will allow you to write about anything that you feel your audience will benefit from and that will help them make a decision on whether to buy your product or service, regardless of whether or not the content fits within your sitemap.

It is highly unlikely that you would place 'how-to' or list articles on your main site, yet these have proven to be some of the most popular topics searched for online. Blogging helps to fit in content

that is commonly searched for online while helping to increase the potential number of click-throughs that you receive from your content.

Publish Content That Would Otherwise Hurt Your Ranking

In addition to creating regular blog posts, blogging software is ideal when you want to rank higher on the search engines and get links to certain types of content that could ultimately hurt your main site's SEO. These include frequently asked questions, product updates, newsletter archives, and online media rooms.

Hosting a blog will not only form an essential part of your overall SEO and lead generation strategy, but it is also an excellent way to improve your credibility and give your company a personalized voice.

Focus on SEO

According to a recent study conducted by HubSpot, 75 percent of people never scroll past the first page of the search results.

Spending countless hours writing, rewriting, and editing your content, so that it can collect dust on the second page of Google's search results can be a tough pill to swallow.

If you want to increase your search ranking, then you have to focus on creating a highly optimized blog with SEO in mind. It

starts with uncovering your best opportunities that exist for doing so and has the potential to yield significant results in your search ranking, which in turn will help to generate more qualified leads.

Identify Authoritative Links

Page authority is a metric that is measured by almost every SEO tool, and it calculates how well a specific page on your site could rank in a search. There are dozens of different factors that can affect this, including the number of inbound links, unique IPs linking to a given site, and individual domains. The higher the page authority, the more likely that page will rank higher in the search engines.

The high authority pages can also help to boost the ranking of other pages on your site, including those that are currently ranking on page two of Google, by simply linking to them. First, you need to identify your most authoritative pages. This can be accomplished by using tools like Moz's Open Site Explorer (<https://moz.com/link-explorer>).

Identify High-Positioned Keywords

Now that you know where your pages stand, you'll need to uncover high-positioned keywords that align with your high authority pages. You can use Google Analytics and filter all the keywords you currently rank for in descending order. Filter your

search by anything that appears in a position above ten, which is the first page of search results, to identify your best opportunities for increasing your rank.

Apply the Information

Once you've discovered your high authority sites and the high- positioned keywords, you can use this information to increase the search ranking of the rest of your webpages, by using long-tailed keywords to link to relevant pages on your site. Add an appropriate link from your high authority pages to other pages on your website improve your search ranking, but it will also enhance your reader's experience without disrupting the reader's experience by stuffing a bunch of irrelevant keywords on your most authoritative pages.

A company blog will provide you with many distinct advantages, but you need to be sure to implement it in a smart way, and you need to be willing to put in the work of optimizing your blog and refreshing your blog's content on a regular basis. However, taking the time to ensure that you commit to the process of blogging will provide you with a significant payoff.

A busy blogging community will provide you with contextual backlinks that are often rewarded by search engines by ranking your site higher. Regular readers of your blog will usually give a

boost to your website's visibility by sharing items of interest, especially on social media.

***Pssst....* do you want to learn the really advanced content that we couldn't include in this eBook?**

Click here!

Chapter Two – Using Social Media to Build Relationships



If your business is operating on a budget, it can often be a challenge to relate the effort that you are putting into building relationships on social media with the actual return on investment (ROI). If you've been spending a lot of time on social media, but don't feel like you are getting the results that you expect, you might start to question whether the efforts that you are putting in is really the best way to invest your limited time and resources.

Unfortunately, very few people are able to find conclusive answers to the questions they have in their minds, which makes them more reluctant to jump onto what they see as the "Social Media Bandwagon." While some businesses see the various

social media platforms as a valuable and viable marketing channel for their company, others view it as a yet unproven and unpredictable distraction that doesn't really lend itself to conventional metrics. However, this is just not true.

Make Friends While Selling Your Social Media

For many businesses who are looking to generate more leads online, social media provides numerous unique and powerful benefits, including the increased visibility of their brands, offering more in-depth insights into consumer behavior, and helping to build stronger relationships with their customers. In this way, engaging with customers and target audiences through social media has become one of the most critical pillars of any successful online marketing and SEO strategy. Keeping this in mind, here are some of the most effective social media practices that can help your business to build engagement, boost SEO efforts, and impact the bottom line of your business by helping you generate a significant number of leads.

Organically Increase Your Followers and Fans

The followers and fans that you gain through social media and the connections that you make through these platforms can have a significant effect on your overall ranking on Google and other search engines.

While building up a strong social media following in an organic way is a process that can take some time, it can provide you with a highly effective boost to your business and lead generation if you can maintain consistency in your approach. This means being able to keep a voice that is unique to your business when you are providing your followers with daily status and product updates.

To make the most of your social media networks, you need to position yourself and your business as highly responsive, by always making sure you post helpful tips, still being open to inquiries, sharing useful blog articles, and posting general items of interest to your target audience often. Make sure that you are able to follow this up by engaging with your target audience in direct conversations.

Direct and open conversations and engagements with customers will ensure that you are able to maintain a sizeable and interactive following because your current followers and fans will be encouraged to return. Social media also allows you to build subject matter authority that will eventually lead to you attracting more followers and fans, which will increase your potential leads.

Encourage External Websites to Link to Your Content

One of the most significant advantages that you can gain from including social media engagement within your online marketing strategy is that it makes it much easier to receive external links to

your websites from a variety of diverse sources. When you can include diversity with your inbound links, it can significantly build your authority online and increase your search ranking on Google.

However, in order for you to gain different inbound links to your site from highly authoritative sources you must have high-quality, original, useful, and authoritative content on your site first.

Otherwise, there is nothing for others to link to.

Assuming that the content on your website and in your blog is useful and unique, you should be able to use this as bait, while your social media networks are the fishing poles that ensure your bait gets placed in front of your target audience, which can then be used to reel in your followers and fans.

Optimize Your Social Media Posts

While the optimization of your posts on social media sites is heavily reliant on the pre-existing content that you are sharing, it can also provide you with the opportunity of creating a second search channel. As well as listing knowledge graph entries and news articles, Google often includes social media posts and updates at the top of its search engine search pages (SERPs).

While this is admittedly a temporary proposition, making sure that all your posts on social media are fully optimized will ensure that you are able to take full advantage of this opportunity.

To do this, you will first need something that you can use to anchor your post. This could be anything of interest to your audiences, like a link to an article, an infographic, or an embedded video. Whatever you choose to use, this will be the foundation that you need to title accurately and descriptively, using keywords, so that it will have a better chance of ranking in searches.

Encourage More People to Share Your Posts

In the same way that receiving external links to your company's site contributes to your brand's online authority, so does social sharing. When Google and the other search engines sees indications that there are valid external endorsements of the content you post on social media, your chances are higher to receive an upward bump in your domain authority.

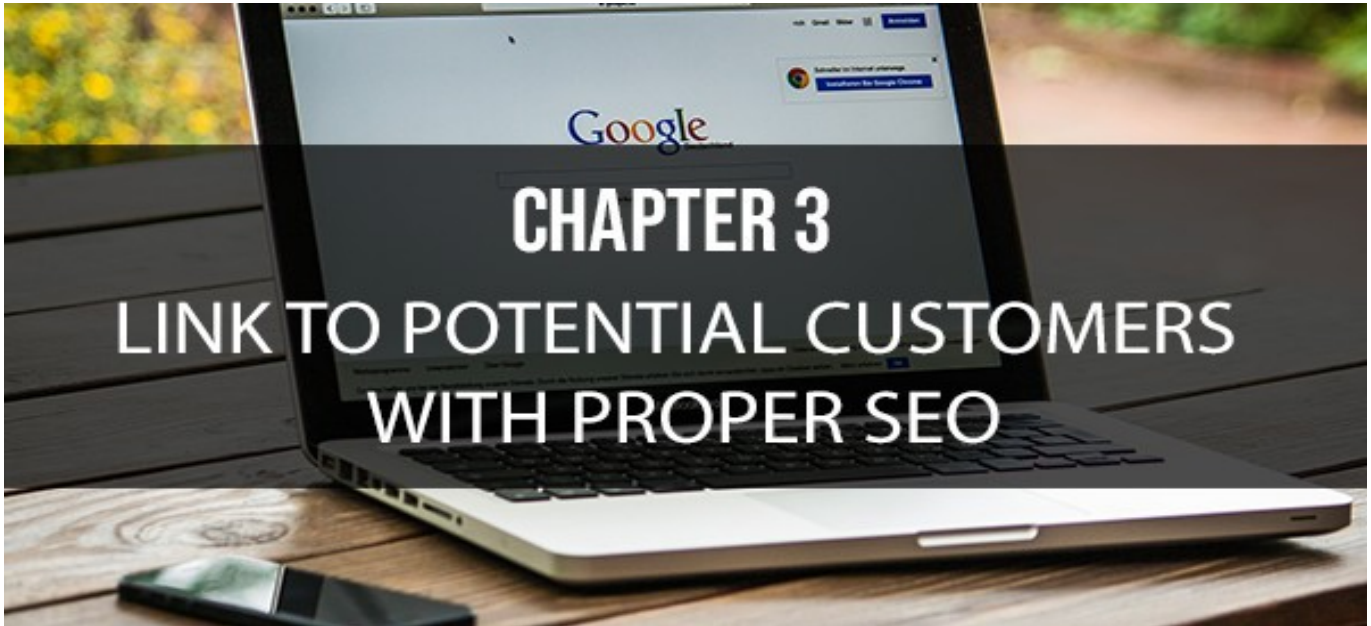
If ten people share one of your posts with their social network, that's great, but you want to ideally by aiming for thousands of shares. Although useful or interesting posts will always have a handful of people sharing them with their social network, the best way for you to get the numbers you need to make a difference is to appeal directly to your followers.

This can be in the form of a reward, such as an entry into a drawing for a prize, a free product, or anything else that you think

might encourage your followers and fans to share your posts with their social network.

Having a well thought-out strategy for your interactions on the various social media platforms will allow you to quickly disseminate your content while you also build backlinks to your website. Social media can also be used to energize your content by making it a point of discussion among your fans and followers, which ultimately will help you build a stronger relationship between your target audience and your brand.

Chapter Three – Link to Potential Customers with Proper SEO



So many of us have spent years on the computer and have lived a while in the information age, that very few of us ever stop to marvel at how fast the internet works and how reliable it is for business. With trillions of pages in their indexes, it is truly amazing that search engines are capable of locating pages with answers to a particular search query in a matter of milliseconds.

In fact, just 25 years ago, you would have had to go to a library and spend hours poring through the dewy decimal system and the card catalog to find an answer to your questions, that Google can now provide you in the blink of an eye. This instantaneous access

to information has revolutionized how we access the information we need daily.

SEO is nothing more than ‘reverse-engineering’ the process of searching through these trillions of web pages to find the information that we need. By ensuring that your website can be easily searched and accessed by search bots, that it meets the criteria that is set out by the search engine for useful and authoritative information, and that it contains useful content for your visitors, you’ll be sure that any search of your target keywords and phrases will have you ranking high on Google and other search engine results pages.

SEO Works Even Better for Businesses without Websites

In the mind of most people, SEO is considered an online tool that exclusively deals with websites, but its importance goes far beyond that. Since search engines obtain their information from other sources besides sites, your business can greatly benefit from exposure if it happens to show up among the first results displayed on the search page.

For example, many people who search for businesses, products or services on Google from their mobile devices are looking for phone numbers or directions. If your business is listed in a directory like Google My Business, LinkedIn, the Yellow Pages, or

similar databases, you can be found on Google regardless of whether or not you have a company site.

As a matter of fact, having a Google My Business listing, along with Google Maps can make it extremely easy for businesses without a website to be found quickly on the search engines.

Having a listing on Google My Business allows you to add a phone number, email address, description of your business, as well as descriptions of the products and services that you offer. Google uses this data that it obtains from its network to add customer reviews, maps, and directions.

Like with your website, you can optimize these listings by adding relevant keywords to the description of your business, which will allow your business to be listed higher in the search results when a potential customer is looking for a particular service.

The Value of SEO is Both Measurable and Calculable

If you had to make a choice, would you rather buy a \$180,000 Honda, or a \$200,000 Ferrari? The reason why you are more likely to choose the Ferrari over the Honda, even though it costs more, is that it gives you better value. In many regards, optimizing your website is a bit like that.

Sure, it will cost you less time and money to buy ads and get more results in the form of visits, leads, likes, pins, and retweets,

but few of these will end up converting into actual paying customers. SEO targets people who are already interested in purchasing whatever product or service you are selling and all they need to do is find you, and for you to convince them that you are their best choice.

Realize a Better Return on Investment

SEO and typically all forms of internet marketing will generate a better ROI for your business than their offline counterparts. This is primarily due to the fact that you don't need to go out and try to catch the attention of a prospective customer.

Instead, with SEO customers themselves are directing inbound traffic to your site. This helps you to derive a better investment to return margin on your adverts and product placements. With SEO, you can easily monitor the rate of your conversions and just how much traffic organic searches and keywords are helping you drive to your pages. You even have the chance of specifying or defining your conversions. SEO provides you with the ability to monitor your conversions in terms of visits or leads.

Increased Visibility

With SEO, you can improve your online visibility, which will translate into more leads and better profit margins. Every good online marketer knows that content is king as is what drives

customers to your business. If you have good quality content, it will keep your readers and customers hooked, but it might not necessarily translate to a higher ranking on Google. However, with search engine optimized content, your content can become more visible to your target audience and readers.

Research has shown that many people don't make it past the first pages of the search results, which means if you want to rank higher so your target audience can find you, then you have to optimize your content. A smart SEO strategy will help you rank higher on Google when your keywords are searched. SEO helps to keep your business prominent in the mind of potential clients.

Receive Better Coverage

Life is quickly going digital, and while radio, television, and print will continue to be available, more companies will turn to the Internet to market their business. SEO can help to provide you with better coverage that will allow you to reach your target audience, wherever they are in the world.

With billions of searches performed daily on Google and other search engines, optimizing your content for SEO will mean that you can reach more people. If your articles and products are well optimized, more people will see it, which will translate into more leads.

Build Credibility

Users, especially those who are looking for a specific type of product or service are likely to conduct more than one search, rearranging the various keywords. If you have properly optimized your website's content, it is more likely to show up higher in the search results.

When your site shows up high on the SERP for multiple searches in the same niche, potential customers and readers are bound to take your website more seriously and see you as an authority on the topic that you're discussing. Appear high on the search engines for multiple search terms, brings more faith and confidence to your readers and target audience. With credibility comes more exposure, visibility, and even a possible bargaining chip if you are doing any offline negotiations with a potential customer.

An Inexpensive Marketing Strategy

If you commit certain errors in your SEO strategy, it can end up costing you by keeping your website hidden in obscurity.

However, when done right SEO remains one of the cheapest forms on online marketing that your business can utilize. When your SEO is specially targeted at increasing your organic search result rankings, it requires very few financial expenditures.

In fact, if you have a solid grasp of SEO, you may not end up needing to spend any money at all. Coupled with its broad reach, SEO marketing may be one of the most cost-effective forms of advertising available to your business to drive more traffic and generate more leads.

It is somewhat unbelievable that despite all of its benefits, SEO still isn't fully utilized by many businesses and marketers.

However, if you aren't optimizing your content and website, you could be losing out on a ton of business and falling behind the competition.

SEO is such an essential strategy for generating more leads and boosting your visibility online; it is imperative that, if you aren't already utilizing this inexpensive and useful tool, that you start implementing an SEO marketing strategy today.

Chapter Four – Utilize Webinars to Demonstrate Your Business Expertise



One of the most remarkable trends among successful internet marketers that has just started to emerge over the last several years is the inclusion of webinars in their overall sales and marketing campaigns. A webinar is a kind of live seminar or presentation that is hosted online. Currently, these kinds of workshops are becoming an extremely popular channel for the marketing and distribution of various products and services.

If you have ever attended a seminar, then you should be reasonably familiar with the general format of the event that usually includes a moderator, one or more people who are making the presentation, attendees, and a question and answer

session where attendees have the chance to get more information from the presenters.

The reason for the newly found success of webinars is due to the increase in consumer preferences for real-time video. If you aren't utilizing webinars in your current online marketing campaigns, here are some of the benefits that have made hosting webinars so popular over the last several years with online marketers.

Personally Introduce Yourself and Your Business

There are millions of potential customers, suppliers, and partners located around the world who know nothing about you, but who probably should. Anyone who would benefit from the products and services that you offer should have an easy way to get to know you.

Although social media platforms like Facebook and professional networking sites like LinkedIn provide excellent touch points, they are limited. A webinar will allow you to provide a more personal approach to meeting your target audience and allow you to talk about yourself and your product.

Demonstrate Your Credibility and Authority

Hosting a live webinar, when compared to a presentation of a pre-recorded video, helps to differentiate between a subject matter

expert and a phony. A live webinar provides you with a platform where you can personally demonstrate that you have experience and expertise in your field and that you should be considered an authority in your industry.

However, you have to be sure about what you are talking about, or the people who attend your webinar will quickly see through you.

Push Your Products and Services in a Less Pushy Way

The primary focus of a live webinar is not the obvious pushing of sales, but rather to inform your target audience about your products or service. However, sales can result from clearly demonstrating your credibility, offering your target audience valuable information, and talking about your product or service as part of the presentation. You can even include post-event communications with your attendees that can go a long way in supporting your sales cycle without being overly pushy.

Generate Leads and Expand Your Sales Funnel

Webinars are categorized as online event marketing; however, it is a crucial marketing segment that many people in the industry tend to leave out of their strategic marketing plans. However, this

is a huge mistake because of the importance and influence that online event marketing has on other aspects of online marketing.

Expand Your Business Network and Your Mailing Lists

Nearly all of the webinar systems that you can utilize use email to register the attendees, which means that you can quickly build your email lists by automatically obtaining attendee emails when they register. While the individuals might not be explicitly signing up to your businesses' subscriber list, you can add them and give them an option to unsubscribe whenever they want.

The way to do this is to have an opt-in checkbox that is automatically selected with a quick blurb stating that they will be added to your mailing list if they don't uncheck the box. This is a quick way to gain more subscribers and generate more leads for your business.

Lower Your Expenses While Providing a Convenient Way to Meet

It is a proven fact that hosting an offline event can cost you substantially more money than if you were to hold the same event online. For starters, when you host an offline event, you have to cater to the cost of the venue, print up the flyers and other stationery, and bring in refreshments. With online events, like a

webinar, the costs are minimal, because you don't have to pay for the overhead of holding the event.

Webinars are also very convenient for the attendees because they don't have to take time out of their day to commute to the event. In addition, online events can attract attendees from all over the world, rather than just locally, because they only need a reliable internet connection to attend the event.

Improve Your Bottom Line

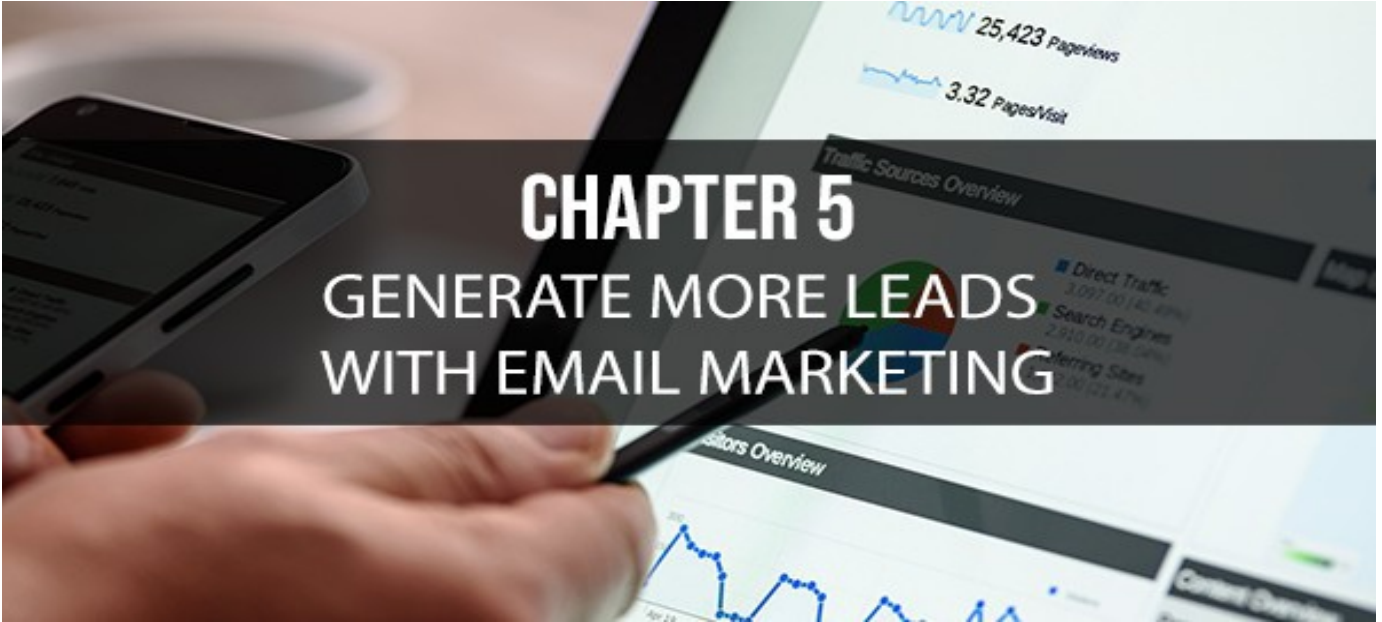
All of the above aspects of webinars have clear profit benefits for your business. This is because people will happily spend their money on products or services that are provided by people that they know and trust. For this simple reason, delivering your sales and informational content through webinars is a great way to generate leads and build your business based on these benefits alone. The good news, however, is that webinars can do a lot more.

When you review, discuss, and promote your product or service through a webinar, you are almost guaranteed to see an increase in leads and ultimately sales. By carrying out demonstrations for the attendees and allowing them to ask questions on your presentations, they can gain a much better understanding of the product or service you are providing and will be more willing to buy from you.

The questions asked and the reactions of those who are attending your webinar can also provide you with useful information that you can use in future marketing campaigns. Plus, sales pitches that are presented at webinars typically have higher conversion rates compared to product launches or sales letters alone.

Thanks to the Internet, it is now entirely possible to have real-time video connections with your target audience no matter where in the world they live. For marketers who host professional events where a simple video chat just won't do, a live webinar is your answer.

Chapter 5 – Generate More Leads with Email Marketing



Email marketing has quickly become one of the most important weapons for marketers and businesses alike. You may be wondering what it is that gives email marketing such a huge advantage over more traditional marketing techniques and why it can give you a better return on your investments and provide you with better metrics to gauge customer engagement.

When it comes to email marketing campaigns, they have very distinct advantages that can help you generate more leads and build your brand.

Require Less Time and Effort

To get a genuine idea of just how much time you can save with an email marketing campaign, you only have to compare this strategy to two other common marketing techniques that are most often used by direct-to-business and direct-to-consumer communications.

- Printed mailers: not only do you have to spend the time to wait for a graphic designer to create your mailer, often requiring several revisions, but you also have to allow time for delivery.
- Telesales campaigns: this marketing method requires you to set aside some time to create a script and wait for your sales department to cycle through the long list of phone calls.

Email marketing, on the other hand, allows you to produce marketing material reasonably quickly and deliver it to your customers, potential customers, and target audience, in less than a few hours.

Real-Time Communication

Printed mailers and telesales have an extended period between the initial development of the campaign and its implementation. This means that these techniques will only work for long tail

campaigns that will allow for the slow delivery of these particular marketing strategies.

Since you can complete and send a marketing email in a few hours, it is literally possible to send mailers to your target audience that market products or services that you want to launch the same day. An email will even allow you to send personalized real-time messages that arrive in customer's inboxes on their anniversaries or birthdays.

Personalize Your Message

Print, radio, TV, and telesales campaigns are mostly done with a one-size-fits-all approach. This makes it impossible to target individual consumers with a personalized message directly. This is unlike email marketing, which provides you with a dynamic way to offer deals to your target audience.

Not only does this method allow you to send a message that contains your prospects name, but you can also provide additional information like their purchase history. The personalization of email marketing messages is also much more straightforward than sending an individualized postal or print mailer. As a result, it is possible to further split your mailing list into smaller customer lists for further personalization.

Segment Your User Information

Email marketing also allows you to segment your main mailing list into even smaller lists that will enable you to send highly targeted messages to your target audience. With highly targeted and personalized messages, you will significantly increase your rate of conversions of your leads because the message they receive is highly specific to them.

For example, if you are a florist, you can take the time to search your database to find all your customers who have previously bought daffodils from your business. You can then use this targeted information to send these customers an email in April when the shipments of daffodils are at their highest. In this case, you will send your email messages to those customers who are more than likely to respond by making a purchase.

Send More Frequent Communications

Since an email doesn't take as long to create and send as other marketing channels, you are able to communicate with your target audience and customers more often. Rather than being restricted to one flyer every month or quarter, you can easily create and send out a marketing email every week.

Of course, you can even send email messages more frequently if you have the permission of your subscribers. However, you need

to keep in mind that it is typically recommended that you avoid sending email customers more than once a week unless it is absolutely necessary.

Reduce Overhead

A valid email marketing campaign can be executed at a fraction of the cost of other methods. It isn't necessary to have a crowd of designers, market analysts, and other employees when you are dealing with email marketing campaigns.

In addition, you don't have to worry about advertising rates, mailing costs, printing, or phone lines. In fact, you can now easily find email marketing services that will provide you with professional email templates that you can quickly modify to suit your needs.

Simplified Tracking

If you need to obtain accurate and usable tracking data from your marketing campaign, there are a few choices that are better than email marketing. Having this data at hand will let you quickly find out what works to identify and attract prospects and what doesn't work. Professional email platforms can provide you with real-time information regarding who opened your email message, if they click on the link in the message, as well as letting you know the number of people who complained that your message was spam.

Better Brand Recognition

Some of the most recognizable brands in the world are so well-known that they are synonymous with the industry in which they operate. Take Spotify for instance, all of the emails that they send out to their customers and subscribers are relevant and brilliantly curated.

Email marketing campaigns are a great way to develop your brand identity because they give you a direct line to the inboxes of your customers and potential customers. Once you start to create valuable content for your customer, you'll gain a slight edge over your competitors and generate more leads of people who might be interested in purchasing your product or service.

The best part of email marketing is that you can also use your emails to gather useful feedback from your customers. You can find out if your customer is happy with the content that you are providing, or if they would like to learn something different.

Finding out this information can help you to better tailor your marketing campaign to meet the needs of your target audience, which can result in your business generating more leads.

Build Stronger Customer Relationships

Consumers appreciate an excellent email and the time and effort that you spend to draft the perfect email won't go unnoticed. Many of your current customers and potential customers want to know what's happening in your business and what they can do to get involved. While it is nearly impossible to reach out to all your customers in person or by phone, you can reach all of them quickly with a strategic marketing campaign. You can even set up a drip marketing campaign to help you smooth out the process.

Drip email marketing campaigns are ongoing and will drive the user down the buyer's journey to the final sale. They are often used to provide target audiences with constant value while helping to keep your brand at the top of your customers' minds. Often times, you can set these campaigns up to slowly "drip" helpful information, products, or tips, over several days, weeks, or months.

Increase Traffic to Your Website

Emails are a great way to get more customers to visit your site. You can include relevant links to your site within the body of the email. You can also use your email marketing campaigns to get your customers to engage with other great pieces of content that you have on your website or your blog. Make sure that you include social sharing buttons in your emails to encourage your

customers to promote your content across their own social channels.

It can be easy to get caught up in the intricacies of building out an email marketing campaign that will work for your customers and your business. There is a lot of learning involved, but there is also a lot of opportunities to communicate and engage with your customers, rather than merely sending them emails all the time.

With email marketing, you can build your brand, set yourself up as an expert, and generate more leads, without breaking your budget.

By now it should be clear how email marketing can significantly benefit your company as opposed to other traditional marketing channels. Incorporating email marketing into your overall marketing strategy will provide you a distinct advantage over your competition, allow you to build relationships with your target audience, and provide you the information and metrics that you need to improve your marketing campaigns and generate more leads for your business.

Conclusion



Hopefully, you now know why generating leads is so essential for your business. Not only are leads people who have shown an interest in your brand, but they've given you permission to market to them in the future.

As a business owner, your aim is to reach out to your target audience, and develop a relationship with them while providing them with more value and better service. Your business can't survive without these qualified leads.

The strategies mentioned in this book are only some of the ways that you can generate more leads for your business and are the ones that will continue to provide you with the high-qualified leads you are looking for.

The key to successfully converting those leads into qualified sales is to know what they want and how you can best provide them with what they need. Start by implementing one of these methods into your marketing campaign, then add more as you continue to build your business.