

# CAPTURING CONVERSIONS:

## LEVERAGING CONTENT FOR LEAD GENERATION



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# What does successful lead generation look like?

Lead generation, often seen as the be-all-and-end-all to marketers, refers to the process of attracting potential customers who are likely to 'convert' with your business.

By 'convert' we mean engaging in a desired activity that is associated with your business' products or services. When it comes to conversions, it's easy to get tunnel vision and solely focus on the financial aspect (a customer signing up to a monthly subscription or purchasing a product). However, the following actions are all equally valuable types of conversions:

- **Signing up to a newsletter**
- **Filling in a contact form**
- **Registering for a webinar**
- **Downloading an app**
- **Signing up for a free trial**
- **Clicking through on an email**
- **Downloading a whitepaper or resource**
- **Signing a petition**
- **Leaving feedback**



In order to achieve the above conversions, you need to identify individuals who have shown an interest in your business and nurture a relationship with them, nudging them ever closer to your offerings. Effective lead generation is targeted, and aims to lead potential customers down the sales funnel.

How is this done? With organic and paid social media, email campaigns, targeted blogs, and so on.

And what are those underpinned by? Strong content.

## Weak content? No leads

From the subject lines in your email marketing campaigns to the calls to action on your social media posts, if you want leads – that is, potential customers heading to your site – you need to talk to them with great content.

Cutting through the noise and capturing the attention of the right consumers is tricky, we'll admit, but the payoff is worth it.

With carefully-curated content you can achieve the following for your brand or business.

- Enhance brand awareness
- Build trust and credibility
- Build long-term relationships with consumers
- Position yourself as an authority by showcasing expertise
- Deliver more personalised material to users
- Start conversations and provide solutions to user problems
- 'Move' users (making them feel a certain way about your brand)
- Highlight the unique benefits of your products or services (USPs)
- Demonstrate a competitive edge

And, if you can do all of that, the likelihood is that potential customers will already be sliding gleefully, wallet-first, down that marketing funnel, ready to land safely on your site and convert (but we'll come to landing pages in a moment).

So, it's safe to say that quality content is the cornerstone of any successful lead gen attempt, and should act as the backbone of your campaigns. But how is it done?



## How to write content that generates leads

Let's reimagine your business' content for a moment.

In the days of old, lead gen was a decidedly face-to-face ordeal, with plenty of business lunches and hand shaking. In the age of digital, however, 'talking to' potential customers looks very different – with marketers leveraging quality, SEO-optimised content to do the schmoozing on their behalf.

Consider this your guide to schmoozing, then.

### Choose your topic wisely

One of the hardest things can be settling on a topic for your lead gen content. The web is saturated with content, and around 7 million blogs are posted every day; so, getting heard can be tricky.

When trying to pin down a topic that successfully generates leads, ask yourself the following:

**- What are your customers talking about right now? Which issues or topics are trending?**

**- Alternatively, which topics have a distinct lack of coverage? Your business could shed new light on these**

**- What are the key pain points and problems your customers have? (and how can you present them with solutions)**

**- What are your business' most common FAQs? What do customers want to know?**

**- Which topics align most closely with your business goals? Is there a particular product or service you are trying to sell?**



## First impressions count

Once you've settled on a topic, don't do yourself a disservice by opting for an uninspired headline. Choosing the first available title that comes to mind isn't going to cut it, we're afraid. The header is the first thing people see, so make it a good'un.

Here's our advice:

### Do:

- **Make it catchy, drawing users in**
- **Use statistics. If there's one thing readers like, it's a figure to cling to**
- **Include keywords. You'd be surprised how many titles don't mention the core focus**
- **Solve a problem. There are several types of headings that work well simply because they give users what they want, such as: 'How Tos', "Want X? Try This", or a simple question as the title**
- **Use 'power words' that excite, intrigue, and encourage users.**

### Don't:

- **Use clickbait. That's so 2014**
- **Use too many words. Not only is there a 60 character limit for page titles, but users have very short attention spans (congratulations on making it this far)**
- **Be gimmicky. Stay authentic to your brand and avoid selling from the get-go.**

## Identify Your Target Audience

With so much content available online, blindly creating copy, and shouting it out into the void hoping that someone relevant will find it just isn't going to do the trick.

To really tap into what your audience is going to find valuable, you have to know who they are. You have to know what they like, dislike, what their pain points are, what they value in a product - basically, as much as you possibly can.

There are lots of ways to do this, from market research to customer surveys and analysing online demographic data from your website. Don't want to invest in surveys, or need access to data fast? Head over to social media, and see what people are talking about in relation to your industry. Also make sure you talk to your sales team, who, in most cases, are the direct touchpoint with the customer - what questions do they get asked? What do customers complain about?

However you gather it, use the data to build personas for your target customers, and then use them as the guiding light for all of your lead gen activity. By identifying precise audiences you can be hyper-targeted with all of your marketing campaigns, using the language, messaging, and formats that are going to have the most impact.

Plus, generating and nurturing leads based on a solid understanding of what their motivations and pain points are gives you the opportunity to perfectly answer any queries or remedy any concerns - leading to more qualified leads, more conversions, and more overall success.





## Identify your target audience

Lead magnet content is all about creating valuable, interesting resources that people can access or download, in exchange for their contact information - most commonly their email address.

They serve the purpose of attracting leads (like, well, a magnet) in the form of interested prospects who show intent around a specific product or service. These magnets can take various forms, such as ebooks, guides, checklists, templates, whitepapers, webinars, quizzes, and many, many more.

The key thing to remember is that creating the lead magnet is only the first step on your journey to earning the big bucks from your content production (yep, that's the technical term). Make sure to track performance, segment your leads into logical categories for future communications, and follow up with them.

Doing all of this work only to fall at the final hurdle is not what anyone needs. Engage with your new-found leads through social media, follow-up emails, personalised content, perhaps a magnet part 2, or a related video - whatever it is, make it interesting, and continue to prove that you're now an indispensable part of their life.

Providing high-quality, relevant content like this can build trust, form a connection to the audience, and convert leads into paying customers. All through a little bit of content creation.



## Optimise Landing Pages

When it comes to lead generation, landing pages are your BFFs. Unlike many of the other pages on your site, these are designed with a single, clear focus in mind - directing people towards taking one specific action, through one specific Call-To-Action (CTA). This could be signing up for a newsletter, requesting a demo, or, perhaps in this case, downloading a lead magnet.

A great landing page can increase conversion rates, as well as specifically aligning with campaign or audience messaging. Used in conjunction with paid advertising, you've got yourself a seamless user experience that's sure to get people parting with their hard-earned cash.

Want to get yours right? Make sure that the headline and purpose of the page is clear and compelling, and keep the copy short, focused, and benefit-orientated. Keep the CTA super clear and visible, and use other relevant visuals or imagery to make things interesting. Also, make sure you're nailing the basics, such as having a well optimised form, make sure the page is mobile responsive and loads quickly, and make sure all branding is consistent.

If you're investing all of this time and effort into a page, then you want it to be working for you. Monitor visitor behaviour and engagement through the use of tracking and reporting, and don't be afraid to A/B test different options to get the best results. You'd be surprised how much impact a different headline or CTA button can have on conversion rates.

## Ask for what you want: CTAs

We've already touched a little on CTAs, but their importance really can't be overstated. We all know that online audiences have super short attention spans, and they're super impatient, so if you make them work too hard - or aren't clear what the next step they need to take is - then they're going to bounce right back off your site and find a competitor who makes it easy for them. And no one wants that to happen.

Use emotive, action-inspiring verbs and create a sense of urgency in your wording to encourage people to do what you're asking them to do - but ultimately, make sure that your CTA is clear. Keep it clear, and specific, and easy to find on the page, and you'll significantly increase the likelihood of people doing what you want them to do.

For even better results, don't just tell potential customers what you want them to do - do the leg work for them, and include internal links to where they should go next. Find out more about internal linking.





## So, how do you know if it worked?

A wise man at Sleeping Giant Media once said:

*"If you can't measure it, you can't manage it."*

which is so true when it comes to lead gen campaigns. Tracking is crucial to ensure that the effort you're putting in is bringing you the types of leads you were hoping for. And if it isn't, monitoring and reporting can give you the information you need to make data-driven decisions on what tweaks or changes you should be making.

To help you do this, make sure you set clear, measurable goals from the beginning, whether that's form submissions, downloads, sign ups, or whatever else might be relevant to your campaign. Once you know what you're working towards, you can use analytics tools to make sure you're heading in the right direction.

- **Track things like page views and time on page to help you determine if people are finding your content useful, and keep an eye on clicks vs impressions to see if optimisation tweaks need to be made.**

- **You can also set up goals in Google Analytics to monitor things like form submissions or button clicks, if you want to be able to see how specific elements are performing.**

Not seeing the influx of leads you were hoping for? Don't be afraid to make changes. Use A/B testing again to make sure that your pages are the best they can be, and tweak things as and when necessary. Perhaps change up the language of your CTA, bring it higher up on the page, or reorder the copy to change the focus. Make sure to ask yourself: "Am I adding value to the reader?" and if the answer isn't a resounding yes, then it's time to rethink.

## Creating your content

Got all that? We understand there's a lot of plates to spin when it comes to producing the perfect lead gen content.

So, if you're looking to take your content to the next level but are limited on time, check out these 7 top tips to help you create content that converts.

### 1. Think Like a Customer

Understand the needs and pain points of your audience to create targeted content.

### 2. Make it Valuable

Offer informative and engaging content that provides real value.

### 3. Magnetise Your Audience

Offer valuable resources in the form of lead magnets to capture email addresses and generate leads.

### 4. Ensure Smooth Landing

Design clear, optimised, and persuasive landing pages with prominent CTAs.

### 5. Employ SEO Strategies

Optimise content for better visibility in search engines.

### 6. Amplify Your Content

Share content on social platforms or through targeted email campaigns to increase reach and engagement.

### 7. Get Analytical

Track performance and make data-driven decisions to improve lead generation



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