



Lead Gen Jumpstart

Whether you're just trying to raise awareness, or you're going for new leads in your sales pipeline, here are 37 ways you can get your target market to engage with your business!

1. Host Facebook Q&A session
2. Create a YouTube video series
3. Host a Twitter Chat
4. Post aspirational images on Pinterest
5. Offer case studies/success stories for an email address
6. Host a webinar (registration required)
7. Ask your community for ideas/advice/ tips, and celebrate them
8. Run a Facebook contest (yes, still works!)
9. Run Facebook ads with retargeting
10. Use the Twitter Lead Generation Card
11. Target local business owners with LinkedIn Sponsored Updates
12. Encourage social sharing to support charitable donations
13. Link a quote offer to a landing page and sign-up form
14. Add a call to action (CTA) on your website's About page
15. Add a call to action at the end of every blog post (you're blogging, right?)
16. Create a quiz, with an email address required to receive results
17. Your email signature – yes, there too!
18. Conduct educational workshops
19. Optimize your website error pages
20. Solicit online reviews
21. Send email campaigns
22. Use email lists to create Custom Audiences in Facebook for ad targeting
23. Use the Custom Audiences to create Lookalike Audiences (veritable clones of your existing audience)
24. Use direct marketing tactics (urgency, scarcity, etc.) to get people to take action
25. Newsjacking – create content that leverages real world events
26. Use thank you/confirmation pages for additional/upsell offers
27. Split test everything (ads, landing pages, offers) – but only one thing at a time, so you know which change works best
28. Create and moderate a Facebook group
29. Use SlideSahre, the YouTube of PowerPoint presentations (owned by LinkedIn – tremendous visibility, pro plans offer lead collection)
30. Pop-up forms on your website (if you're blogging there, it's not as annoying and much more effective than you'd think)
31. Ask for less on your lead gen forms (what is *truly* necessary to start?)
32. Use an exit detection plugin to provide an offer and a CTA
33. Free demos/trials (with contact info only, don't ask for payment info)
34. Guest blogging/writing on targeted sites
35. Autoresponder series (email courses, which can also deliver other content like case studies or videos)
36. Publish testimonials regularly
37. Make your lead gen content simple, visual, and easy to complete

And remember...creativity is your capital!

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