

LEAD GENERATION

5 POWERFUL WAYS TO INCREASE YOUR LEAD CONVERSIONS

1. Create Quality Landing Pages

A **landing page** is any type of web page that a potential lead visits.

The content needs to explain, convince and give clear instructions on what the page is about and what is required from the visitor. It needs to engage the reader visually and quickly convey all the information.

A great landing page means **high conversion rates**, more leads who essentially become customers.



Tips for creating a good landing page:

- branding, styles and colors should be consistent across all landing pages and your website
- call to actions have to be clearly visible and obvious
- value of the landing page to the lead needs to be clear
- forms should be simple and easy to complete
- external links leading away from the landing page should not be added into the design

2. Use Opt-in Forms on your Site



Nearly 100 billion spam emails are sent every day

The **CAN-SPAM Act of 2003** sets requirements for commercial email and enforcement by the FTC.

Companies **are required** to provide a way for recipients to opt-out of receiving emails at any time.

An **Opt-in form** asks web users for consent acknowledging their interest in a product or service. It authorizes a 3rd party to contact them with additional information.

Opt-in forms are **required by law** and can be presented in a number of ways:

- pop-up forms on the home or product page,
- dedicated landing pages
- widgets on an e-commerce website



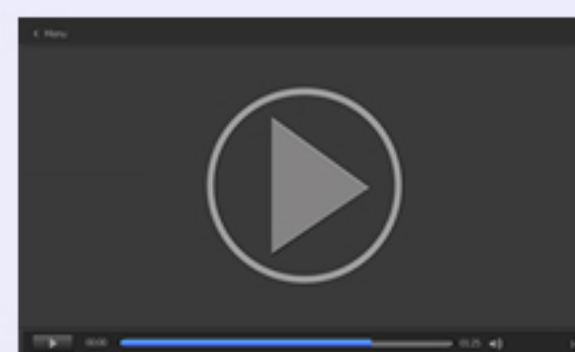
3. Use Opt-in Content Offers

Opt-in Content Offers is a very effective way to convert web visitors. In fact, 71% of marketers use content offers for lead generation.

Opt-in offers can be anything your leads could regard as valuable. Some examples are an **eBook**, **Webinar**, **How-to-Guides** and other downloadable content, a **Quiz** or a **Members Only Special Offer**.



Sign-up For Our Webinar



There are **3 important rules** to keep in mind for a successful Opt-in offer:

1. It must **provide a solution to ONE problem** so don't be too broad in your approach.
2. It **must be quick and simple** - less is more in this case and a short 5 minute video tutorial is far more successful than a 5-weekly series of 1 hour videos.
3. Keep it consistent with your overall message. **The page content MUST match their expectations.**

4. Consider using Customer Reviews

63% of customers are more likely to make a purchase from a site which has user reviews

Over **50%** of people aged **18 to 34** say they trust online reviews more than the opinions of friends and family



A **Customer review** is a form of customer feedback on e-commerce and online shopping sites in particular.

More than **88%** of online customers incorporate an online review into their purchasing decision.

Consumers who read reviews on a smartphone are **127%** more likely to buy than those who read reviews on desktops. Make sure your site and landing pages are optimised for mobile.

5. Create Videos for all channels

59% of executives prefer to watch video than read text

According to YouTube, mobile video usage increases by **100%** every year

According to Google, **4 out of 5** users will click away if the video fails to load quickly or stalls

Some experts believe that **64%** of consumers are more likely to purchase a product after watching a video



Using **Video** on your website and landing pages can increase traffic and boost conversion rates by up to **80%**



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