



**DIALOGUE**MARKETING



**GREATEST**  
**LEAD GENERATION**  
**TIPS, TRICKS & IDEAS**



**THE**GROWTH**FACTORY**

# WHY READ THIS BOOK? HERE'S WHY...

Serious about sales? Dialogue is – and that's why we're spilling the beans that are packed into this e-book.

In a nutshell, it's the product of nearly two decades of experience that Dialogue has in generating leads and getting superior responses for clients.

Dip in, mix them up, kick them around. We promise by using even a few of them, you will see superior leads being generated by these tips before too long.

More? You want even more information?

Certainly – but you'll have to ask in person. We'd be delighted to show you how you can kickstart your responses and grow your business by introducing you to the discipline of Inbound Marketing. Give us a call or email us and we'll give you the full story of what Dialogue has done and who we've done it for - in Ireland and around the world.

Then we'll tell you how we'll do it for you.

So why wait? Get in touch today!

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# THE BASICS OF ONLINE LEAD GENERATION

From a tactical perspective, a marketer needs four crucial elements to make online inbound lead generation happen:

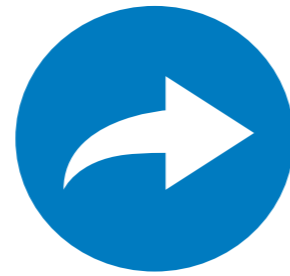
## CONTENTS & OFFERS



An offer is content that has a high perceived value. Examples include e-books, whitepapers, free consultations, coupons and product demonstrations.

[CLICK HERE TO LINK DIRECTLY](#)

## CREATING IRRESISTIBLE OFFERS



A Call-To-Action (CTA) is either text, an image or a button that links directly to a Landing Page and enables people to find and download your offer.

[CLICK HERE TO LINK DIRECTLY](#)

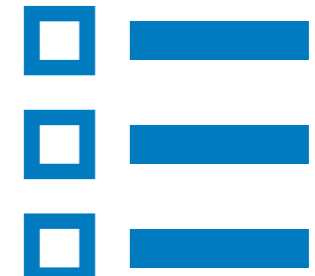
## LANDING PAGES THAT CONVERT



A Landing Page, unlike normal website pages, is a specialised page that contains information about one particular offer and a form to download that offer.

[CLICK HERE TO LINK DIRECTLY](#)

## OPTIMISE YOUR FORMS



You can't capture leads without forms. Forms will collect contact information from a visitor in exchange for an offer and allow you to start the tracking process through the sales funnel.

[CLICK HERE TO LINK DIRECTLY](#)



## MULTI-CHANNEL LEAD GENERATION

[CLICK HERE TO LINK DIRECTLY](#)

Your website isn't a silo. You should use many other channels like retail store, direct mail, telemarketing, door stepping, social media platforms, email or text messages to maximise your lead generation efforts. Make it easy for buyers to research, evaluate and purchase products in any way they like and at just the right time they need it.





# MAKE IT URGENT

When an offer is exclusive, scarce, or in high demand, it becomes more desirable. Scarce elements like whitepapers, free trials, memberships, free gifts and movie or music downloads can all overcome a lead's typical resistance. And the more valuable it seems, the more irresistible the offer becomes.

## Make it scarce

With something limited in quantity, it suddenly becomes more unique or exclusive.

We've found that limited quantity or limited supply offers often outperformed limited-time offers. Why? Because it's hard to tell when an offer of limited quantity will suddenly become unavailable. A time-based offer has a known end time.

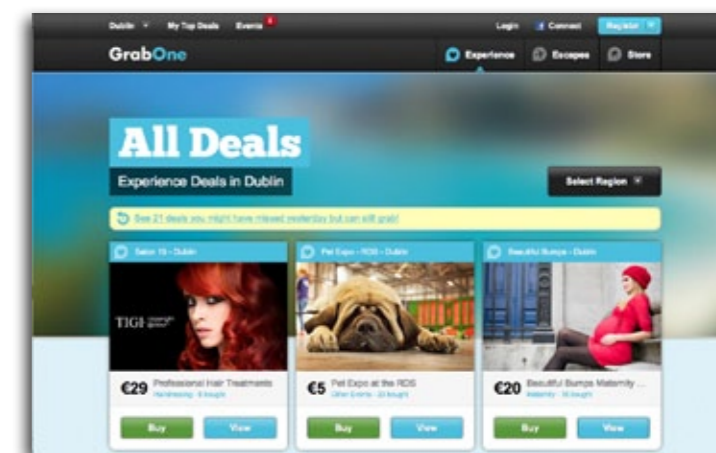
So when you need to stop people humming and hawing, limited quantity offers can really do the trick.

## Limited Time and Limited Quantity

Groupon is the perfect example of using both tactics. All Groupon deals end within a certain time frame, and they limit the number of people who can buy a Groupon. Do this while discounting at the same time and you've got a killer combination. Ireland's GrabOne takes exactly the same approach simply because it works.

## Limited Community Offer

If you limit offers to members of a programme, they become far more exclusive and desirable. The power of this was made very obvious to Dialogue during our time working with the Aer Lingus Gold Circle Club.





# THE BANDWAGON EFFECT

It's not confined to goths, trainspotters or fans of Daniel O'Donnell. Virtually every human wants to be a member of a tribe or social community. And when we notice our social circle is doing one thing, we tend to copy. So a great way to make an offer more valuable is to show that other people who the audience can identify with, are participating in that offer.

## Proof in Numbers

In 1959, RCA issued a record called '50,000,000 Elvis fans can't be wrong'. OK, so his gold suit was a bit suspect - but the thinking behind the title was solid.

When possible, a great way to indicate how strong an offer is to mention the number of people who have purchased, downloaded, signed up, or donated.

## Examples include:

- **WEBINARS:** The statement showing how many people have signed up to a recent webinar makes this offer from Dialogue's partner Amdocs even more compelling.
- **BLOG SUBSCRIPTIONS:** Similarly, on their blog under the 'subscribe' module, HubSpot have indicated over 130,000 people have subscribed. This indicates a highly trustworthy and popular blog that people should follow.
- **CONFERENCES:** Events like the Dublin Web Summit are some of the hottest events because they aren't shy about saying how many are attending each year – and how dramatically this has increased over the previous year.

**Just make sure your claims are both true and believable.**





# NEWSJACK!

*When something is buzz-worthy, it creates high demand.*

*In situations like this, you can align offers with 'what's hot'. Companies will often leverage newsjacking for this type of technique and it works very well for offers, too.*

Remember when the Irish Food Safety Authority announced that horsemeat had been found in food products? The story spread like wildfire across Europe as it was discovered that every country had been affected.

In the midst of this, Mini Cooper wasn't slow in seeing an opportunity. They ran the ad on the right within days of the news breaking

Our best friends in Owens DDB, also hit the newsjacking mark when Ireland beat England in the Cricket World Cup. Jumping on the fact that three of the Irish players had the surnames Johnson, Mooney and O'Brien, they produced a gleeful press ad the following day for their client, the bakers Johnston, Mooney & O'Brien.





# A BOOK IS JUDGED BY ITS COVER

If your offer is a piece of content, such as a whitepaper, e-book, or presentation, make sure you turbocharge its title.

To prove this works, our partner HubSpot once changed the title of an e-book. They then ran an A/B test to see which one performed better: the original title *'The Productivity Handbook for Busy Marketers'* or the new one, *'7 Apps That Will Change the Way You Do Marketing'*.

As you can see, the revised version generated an incredible 776% more leads (first time submissions) than the original. It also resulted in more customers.

Name	Views	Conversion Rate	Submissions	First Time Submissions	Customers
<a href="#">7 Apps That Will Change the Way You Do Marketing</a>	37,636	51.7%	19,465	2,716	8
<a href="#">The Productivity Handbook for Busy Marketers</a>	7,233	32.3%	2,333	310	0

If you're struggling to come up with the perfect headline, try using the **Headline Analyzer Tool** by Advanced Marketing Institute or read **7 Proven Headlines that Convert**.

Better still, contact us at [letstalk@dialogue.ie](mailto:letstalk@dialogue.ie) and we'll be happy to help.





# TRY DIFFERENT OFFERS FOR DIFFERENT STAGES OF THE SALES FUNNEL

'Contact Us' is usual command we see plastered over Irish and international websites.

But we all need to get real. Not everyone is ready to talk. Buyers usually do their own research before even engaging with a sales rep. And every prospect is at a different stage of exploration. Some may need more education than others.

It's important to develop different offers at different stages of the buying cycle.

Someone at the top of the buying cycle may be more interested in an informational piece like a guide or e-book.

Someone who is more committed at the bottom of the cycle might be more interested in a free trial or demo.

***So create offers for each phase and include a primary and secondary CTA to these offers on various pages throughout your site.***







# AVOID BOARDROOM BULLSHIT

Remember when ex-taoiseach Brian Cowen slurred his way through an early-morning interview? He trotted out the big words and clichés – “sustainable position”, “illusory figure”, “the seriousness of our intent” etc - to cover up his condition. But no one was fooled.

Corporate mumbo jumbo is used when people can't think of anything original to say. Clichés most often appear in the high-tech and FMCG sectors but everyone can be an offender. Words like this are meant to add more emphasis. Instead they make eyes roll and toes curl.

Here are a few that Dialogue automatically deletes when we see them:

- Cutting edge
- Robust
- State of the art
- Ground breaking
- Scalable
- World class
- Best of breed
- Killer!
- Awesome
- Mission critical
- The business!
- Wicked!
- Next generation
- Easy to use
- Bleedin' deadly!
- Flexible





# USE HIGH-VALUE OFFERS

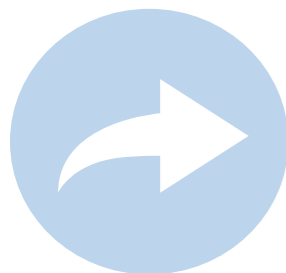
Not all offers are created equal. Some types of offer perform better than others at converting leads.

For example, what's more valuable: a whitepaper or an e-book? Years of experience have shown Dialogue that the following B2B offers - listed in order of performance - generate the most leads online:

1. E-books or Guides
2. SlidePresentations
3. Research & Reports
4. Whitepapers
5. Multiple offers packaged together)
6. Live Webinars
7. On-demand Videos
8. Blog (including offers in the navigation or sidebar)
9. Blog posts (if there is a CTA in the post)
10. Middle-of-the-funnel offers: Demo Requests, Contact Sales, Request for Proposals, Etc (more sales-ready offers).

It's vital to continually test different types of offers to see what works best for you. E-books might score high on our list – but you may find that reports, videos or other formats do the business for you.





# MAKE IT VISIBLE

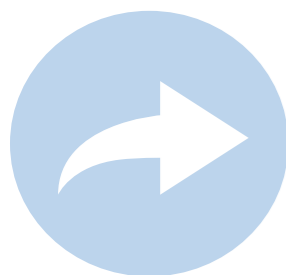
Calls-To-Action do best 'above the fold' i.e. the section of your web page that the visitor can see without having to scroll down. According to heat map analysis, anything 'below the fold' will only be viewed by 50% of people who visit your page. Doubling impressions on your CTAs can significantly increase your lead count.

Notice the placement of the primary CTA on Freshbook's homepage. Two buttons for 'Try it Free for 30 Days' stand out above the fold.

The screenshot shows the FreshBooks homepage. At the top right, there is a 'Contact | We're Hiring!' link. Below it, the FreshBooks logo is on the left, and the phone number 'Call toll free 1.866.303.6061' and the tagline '#1 Cloud Accounting Specialist for Small Business Owners.' are in the center. A prominent green button labeled 'Try it Free for 30 Days' and a grey 'Login' button are on the right. A blue navigation bar contains links for Home, Tour, Signup, Mobile, About, Accountants, Add-ons, API, Blog, and Support. The main content area has a blue background with the headline 'Say Hello to Cloud Accounting'. Below the headline, it says 'Join over 5 million people using FreshBooks to make billing painless.' and features two buttons: 'Try it Free for 30 Days' and 'or Take a Quick Tour'. A cartoon squirrel character is pointing towards the 'Cloud Accounting' text. A dotted line with a downward arrow indicates the 'Digital Fold' at 590 pixels. At the bottom, there is a section 'Loved by:' followed by logos for The New York Times, CNN, and Forbes, and the text 'CPA Practice Advisor'.

Digital 'Fold'  
590 pixels





# BE CLEAR NOT CLEVER

Irish marketers aren't the only ones who often try to be clever rather than clear.

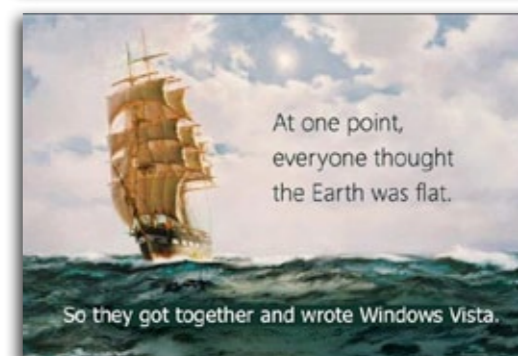
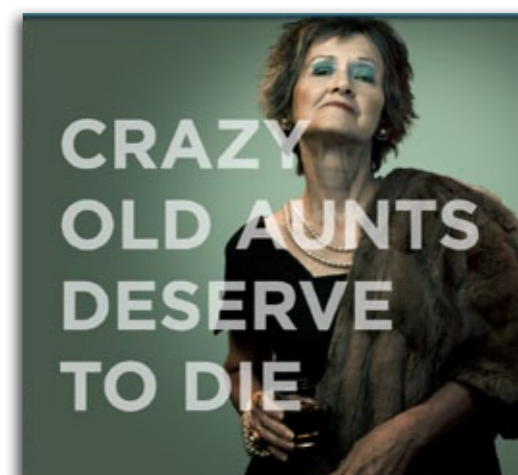
Be crystal clear about what the offer is in your Call-To-Action. And be specific.

If you're giving away a free e-book, say 'Download our *FREE* e-book about X'. If you're hosting a free webinar, say 'Register for our *FREE* webinar on X'.

X should clearly convey a compelling benefit of receiving the offer. This is much more effective than 'Download Now' or 'Get a Free Article'. These CTAs simply aren't specific enough.



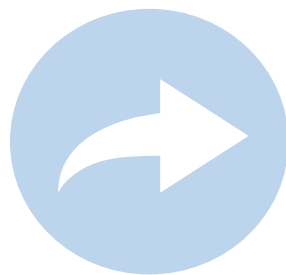
**Notice that this CTA is to promote a free e-book. There is little copy in this banner ad and it has a button that indicates it's clickable.**



**WTF??**



CREATING  
IRRESISTIBLE  
OFFERS



# CONTRAST MAKES CTA'S STAND OUT

A Call-To-Action must stand out like the Pope in a pub. So if your CTA blends in too much with your site design, no one will notice it. Use contrasting colours to make the CTA stand out. Give it plenty of space. More importantly, use design to make it clear it's a clickable Call-To-Action.

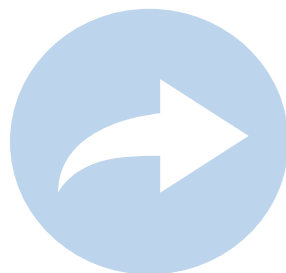


Evernote has a beautifully designed website. However, the primary Call-To-Action for their free trial is buried since the button is the same colour as the green background. Dialogue would have recommended testing a different colour - like blue, red, or orange - to see if resulted in more clicks.





CREATING  
IRRESISTIBLE  
OFFERS



# LINK TO A DEDICATED LANDING PAGE

Calls-To-Action are meant to send visitors to a dedicated Landing Page where they receive the specific offer.

Don't use CTAs to drive people to your homepage or they will get distracted too easily.

Even if your CTA is about your brand or product (and isn't an offer like a download), still send them to a targeted and relevant Landing Page that can convert them into a lead.

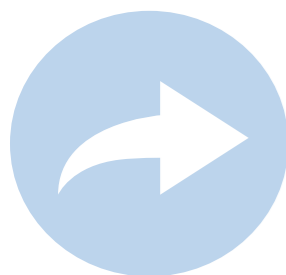


**We created this CTA for our client Key Capital. A CTA for an e-book drove visitors directly to a dedicated Landing Page.**





CREATING  
IRRESISTIBLE  
OFFERS



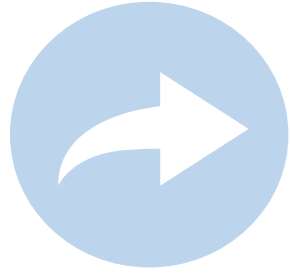
# PROMOTE OFFERS ON PRODUCT PAGES

If your company offers various products or services, you should create different offers for each of them. Then you can place CTAs linking to each offer on the relevant website pages. The example below shows how Irish company Boutique Wines has done this.



In this example, our client Boutique Wines placed a special offer CTA on a product page.





# CTA'S ON THANK YOU PAGES

Take a bow - someone has converted themselves into a lead by completing a form on your website.

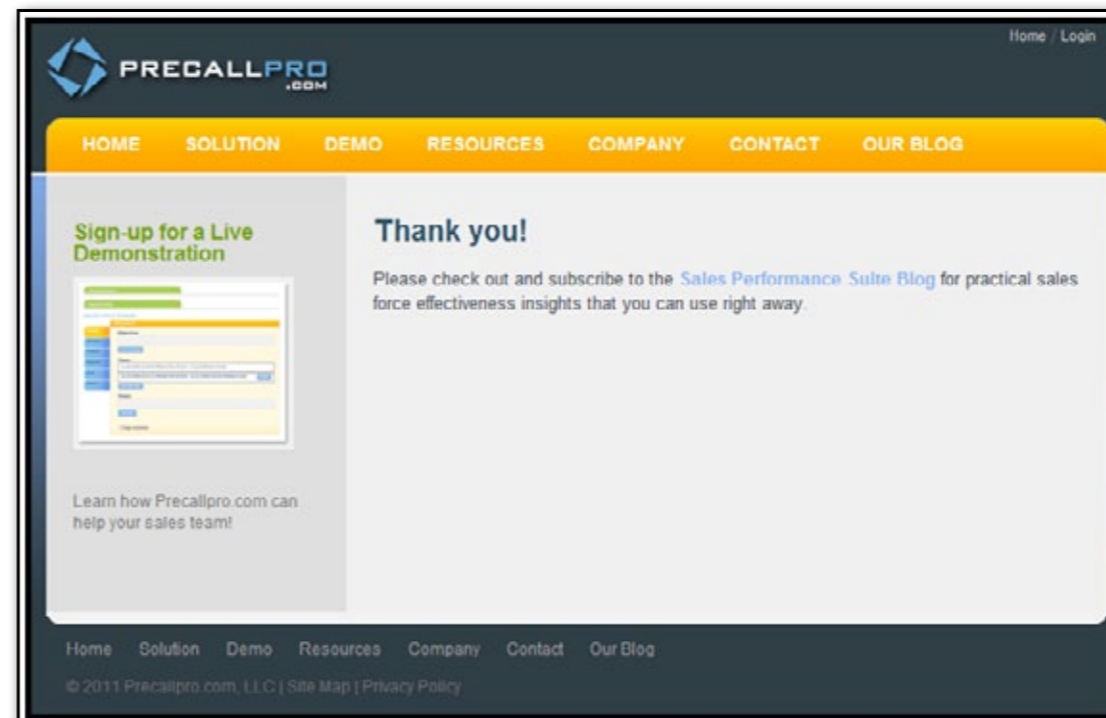
So you stop, pat yourself on the back and make a cup of tea, right?

Wrong.

Don't stop there. You want to turn prospects into loyal fans – and that's why increasing engagement is also a top priority. In particular, you need to give a brilliant welcome experience.

When someone reaches your 'thank you page' - the page that a visitor arrives on after completing a form - use this space to promote even more offers and content. For example, if a visitor on HubSpot.com downloads a guide on email marketing, they're also offered a demo of its email marketing platform.

**PrecallPro offers a secondary Call-To-Action for a demonstration on their thank-you page.** ●●●●●▶







# MAKE YOUR LANDING PAGE REALLY WORK

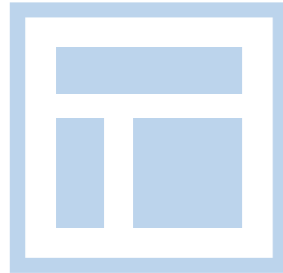
Now it's time to reel in your visitors. Landing Pages (or more accurately 'Lead Capture Pages') convert visitors into leads by getting them to complete a transaction or by collecting contact information from them.

To make sure Landing Pages don't let visitors slip off the hook, we've found they need:

- A headline and (optional) sub-headline
- A brief description of the offer
- At least one supporting image
- (Optional) supporting elements such as testimonials or security badges
- And most importantly, they need a form to capture information

The screenshot shows a landing page for a report titled "20 Marketing Trends & Predictions for 2013 & Beyond". The page includes a headline, a brief description of the offer, a supporting image of the report cover, and a form to capture visitor information. The form fields are: First Name (Jessica), Last Name (Meher), Email (jmeher@hubspot.com), and Biggest Marketing Challenge (This is just a test!). There is a checkbox for "Please have someone call me about HubSpot's software." and a "Download These Trends" button.





# REMOVE THE MAIN NAVIGATION

Don't distract your visitors! If your Landing Page has links to other parts of your website, they'll wander off and you'll lose the chance of a conversion.

So one of Dialogue's handiest tricks is a simple one: increase your Landing Page conversion rates by getting rid of the main navigation.

In the immortal word of the meerkat: "Simples"!



**DIALOGUEMARKETING**

## The Essential Step-by-Step Guide to Internet Marketing

Learn the latest tips and tricks to online marketing by downloading the brand new edition of our most popular ebook!

It's back and better than ever. With over 74,000 downloads, we've completely revamped our most downloaded ebook to include the newest techniques to internet marketing.

Whether you're just getting started with internet marketing or you want to brush up on the basics, this ebook can serve as your **essential guide to setting up and implementing a successful internet marketing strategy, step by step.**

This comprehensive guide will cover the following 8 essential steps to internet marketing success:

1. How to **define** a keyword strategy
2. How to **optimize** your website to get found
3. How to **create** blog & other marketing content

**Download Your Free Guide:**

First Name \*

Last Name \*

Email (privacy policy) \*

Phone \*

Company \*

Company Website \*

Role at Company \*

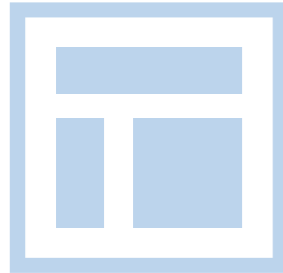
- Please Select -

**Remove the Main Navigation. Keep them fully focused on the offer. And if someone in marketing tells you to put it in... we'll send the meerkats after them!**





LANDING PAGES THAT CONVERT



# MATCH THE LANDING PAGE HEADLINE TO ITS CTA

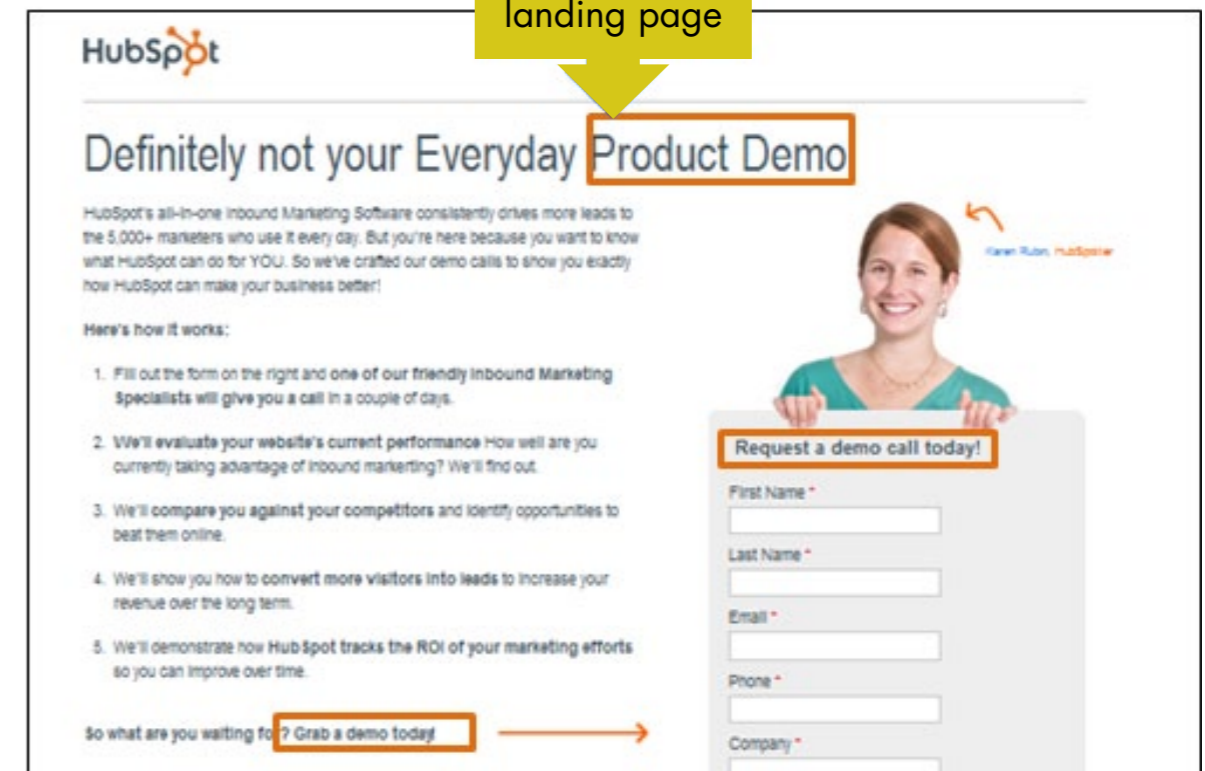
Your CTAs promise should match what's on the Landing Page.

If people click on a link for a free offer and then find a catch on the Landing Page, you'll lose their trust.

Similarly, if the Landing Page headline reads differently than the CTA, it can be confusing. Visitors might wonder if the CTA is linked to the wrong page.



Ad copy to landing page





LANDING PAGES THAT CONVERT



# LESS IS MORE

Everyone's busy. So get to the point – like we will here.

Give more information in the offer itself. In addition to your headline, just include a brief paragraph explaining the offer or a few bullet points outlining its benefits.



**Midnight Trader**  
Extended Hours  
FREE 30-DAY TRIAL (Credit Card Required)  
**Sign Up Today!**

Get streaming, real-time AFFINITY and MARKET Level II quotes, trading analysis and news from the premier provider of extended-hours market intelligence.

MidnightTrader analyzes and submits over 100 extended-hours market and stock specific reports daily. This real-time and historical analysis of corporate announcements and subsequent market reaction information provides insight into what is likely to have a substantive effect on the current and future trading price of a company's stock.

**Features**

- 1. Real-time Extended-hours Level II BOM quotes - Follow the market with real-time streaming quotes from the ODP and AFCA BOM before and after regular market hours.
- 2. Live Trading Analysis - See what's trading after the close and before the open with real-time news and trading updates.
- 3. Most Active - Find out what stocks are moving and are the most actively traded before the regular session.
- 4. News - Get MidnightTrader's live extended-hours news and stock market commentary before the rest of Wall Street.
- 5. Volume Spike & Order Imbalance Analysis - MidnightTrader analyzes provide real-time coverage of any unusual volume spikes and imbalances (buy or sell order imbalance) during the pre-market or after-hours.
- 6. Forecast Reports - Insights analysis of after-hours trading activity covering issues that are likely to post order moves in the upcoming pre-market and regular session based on their response reaction to critical news items post.

**View screen shots of features:**

BOM Level II Quotes and News

Existing MidnightTrader Subscribers: If you have already signed up for MidnightTrader's extended-hours market services, [login here](#).

FREE 30-day trial offer. After 30 days of free service, you will be billed at the listed monthly rate (US \$1,000/mo or \$1,000/yr) if you have not canceled.

\*Quick Taxes Pro - FREE trial of this daily technical analysis report results FREE of the cost to Morningstar Market.com is also available. [Click here](#) for more information.



**Intuit.**  
Intuit QuickBase: Online Task Management Software

**The Better Way to Manage Tasks and Increase Productivity**

QuickBase is web-based task management software brought to you by Intuit — the maker of TurboTax, QuickBooks, Quicken, and other software tools known for ease-of-use.

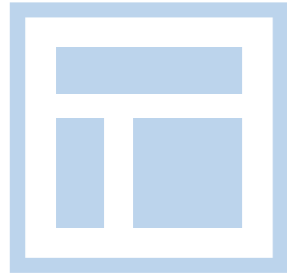
**START FREE TRIAL**

Over 50 of the Fortune 100 Trust QuickBase Task Management Software:

Google, ((X)) MCKESSON, eBay, jetBlue AIRWAYS, P&G, AMERICAN CREDIT

No risk trial. Free live coaching. Ongoing customer support.  
[Try QuickBase free for 30 days.](#) No credit card required. No software to download. No obligation.





# EMPHASISE THE BENEFITS

Highlighting the advantages and benefits of an offer rather than just its features is one of the oldest selling skills in the book. Well, Dialogue's book anyway.

Think **FAB**: Features, Advantages, Benefits.

Here's what we mean: ABS (Anti-lock braking system) is a bog-standard *feature* of a car. Thinking about it, the *advantage* of ABS is that it stops you skidding. And a *benefit* of this could be that you've more money to spend on, say, a weekend away because your insurance costs are lower.

So think about what the *end benefits* of your offer could be. In other words, *convey the true value of your offer clearly and effectively*.

This free, 52-page guide is the ultimate resource to having a killer website.  
You'll learn:

- **How to get found online** with Search Engine Optimization (SEO), including building inbound links, meta tags and more
- **Important design and usability** factors you need to know
- **Tips for creating awesome content** that *attracts* and *keeps* visitors on your website
- **Best practices for converting traffic into leads**, including Calls-to-Action, Landing Pages, and Forms

 Tweet This eBook  Share on Facebook  Share on LinkedIn

**The Landing Page copy tells the visitor what they will receive when downloading the offer.**



LANDING  
PAGES  
THAT  
CONVERT



# ENCOURAGE SOCIAL SHARING

Let visitors be your sales force! Put buttons on your Landing Page that encourage prospects to share content and offers with like-minded friends.

People have different sharing preferences. So include multiple social media channels as well as email. The more your offer is shared, the more people will land on your page - and become leads!

Social media sharing buttons are prominently displayed on this page.



**Free Ebook: How to Use Pinterest for Business**

Learn how to increase traffic, leads and sales by reaching more than 11 million people on Pinterest.

Pinterest isn't just another social media network.

What appears to be the fastest-growing social media site ever has become a huge traffic referral (arguably, more powerful than Google+) for **all businesses**. An increasing number of companies are leveraging the platform to reach a new audience, increase visits to their websites, and generate leads or retail sales. And guess what? It's working.

Download this free, 43-page ebook and learn:

- ✓ How Pinterest works and top reasons you should be using it
- ✓ How to create a Pinterest account and grow followers

**Download Your Free Copy**

First Name \*

Last Name \*

Email (privacy policy) \*

Phone \*

Company \*

Website \*

Role at Company \*

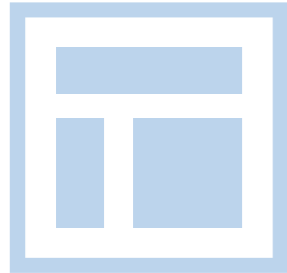
- Please Select -

Number of Employees \*

Please Select



LANDING  
PAGES  
THAT  
CONVERT



# MORE LANDING PAGES MEAN MORE LEADS

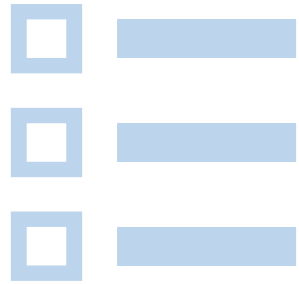
Here's a little known secret: companies have boosted their leads by 55% when they increased their Landing Pages from 10 to 15 – fact.

It's a simple equation. The more content offers, and Landing Pages you create, the more opportunities for generating leads. So make sure you offer some or all of the following, whenever you can.





## OPTIMISE YOUR FORMS



# GET THE LENGTH RIGHT

There's no magic answer to how many fields your Form should contain. But the rule of thumb that Dialogue uses is to collect only the information you really need.

The fewer fields your Form has, the more conversions you'll get. Each new field you add to a Form creates friction. More work for the visitor means fewer conversions for you.

However... the more fields you require, the better quality your leads might be.

In the end, we've found the only way to learn the best length is to test. Then test again. Then do another test. And when that's done, why not test? After that, make sure you test.

And finally....test.

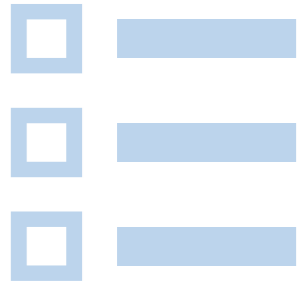
The screenshot shows a form for downloading a guide. On the left, there is promotional text about the 'Ingeniux Compass Guide' and a 'Submit' button. On the right, the form fields are listed: First Name \*, Last Name \*, Title, Company, Phone, Email \*, I am a: (dropdown), Project Timeline (dropdown), and Questions or Comments. A yellow callout box with an arrow points to the form, containing the text: 'Form only requires three fields, all others are optional.'







## OPTIMISE YOUR FORMS



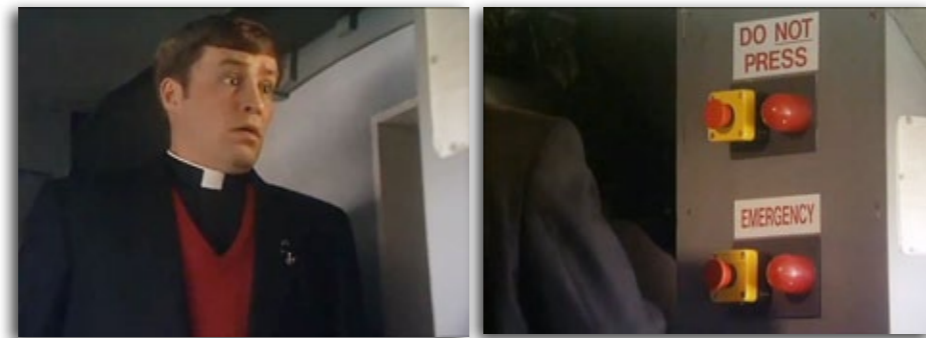
# TO SUBMIT OR NOT TO SUBMIT

Here's a surprising one. A great way to increase Form conversion rates is NOT to use the standard SUBMIT word on your send button.

No one wants to 'submit' to anything. Instead, turn the statement into a benefit. One that explains what they'll get in return.

For example, if the form is to download a brochure kit, the submit button should say, *'Get Your Brochure Kit'*. Other examples include *'Download whitepaper'*, *'Get your free e-book'* or *'Join our Newsletter'*.

And for God's sake, make the button BIG, **BOLD** and **COLOURFUL**. Make sure it looks like a button. So make it beveled and something you really want to click. *(Remember the big red button that Fr Dougal just had to push when he was in the cockpit of the plane?...)*



### Request a Demonstration

**First Name \***

**Last Name \***

**Company \***

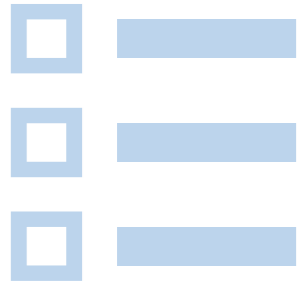
**Email \***

Sign up for the Marketing with Microsoft CRM Newsletter

Don't do this!



## OPTIMISE YOUR FORMS



# REASSURE!

Nasties like spam and viruses have made people reluctant to give up their details.  
So reassure your visitors by :

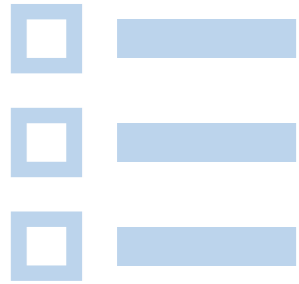
- **Adding a privacy message** (or link to your privacy policy) that indicates their email will not be shared or sold.
- **Including security seals or certifications** so that visitors know their information is secure.
- **Adding testimonials or customer logos.**



**Example of security  
seals at the bottom of  
a Landing Page form.**



## OPTIMISE YOUR FORMS



# MAKE THE FORM SEEM SHORTER

Life is short. And there are box sets of Breaking Bad, Mad Men and tons of other good telly series still to be watched.

So people often won't fill out a Form just because it 'looks' long and time-consuming.

If your form has lot of fields, try making the form look shorter by adjusting the styling. For example, reduce the spacing in between fields or align the titles to the left of each field. If the form physically covers less space on the page, it may seem as if you're asking for less.

**A** Name:\*

Email\*

Company\*

Phone\*



**Both forms have the same amount of fields, but version 'A' looks shorter than 'B' on the page.**

**B** Name:\*

Email\*

Company\*

Phone\*



MULTI-CHANNEL  
LEAD  
GENERATION



# BLOGGING GENERATES LEADS

Our partner HubSpot's recent Benchmarks report shows that companies which blog 6-8 times per month double their lead volume.

And in every blog you post, make sure you include hyperlinks to Landing Pages within the text of the post. And don't forget to include a prominent Call-To-Action.

**An example of a CTA at the bottom of a HubSpot blog post. The offer matches the content of the post for relevance.**

The screenshot shows a dark grey footer area. On the left, there is a graphic with the text 'SEO Optimization Template' and a small image of a document. To the right of the graphic, the text reads 'Free On-Page SEO Template' in a large, white font. Below this, in a smaller white font, it says 'Follow and implement HubSpot's SEO best practices by downloading this free template.' At the bottom right, there is a prominent orange button with the text 'Download Now' and a white play button icon.

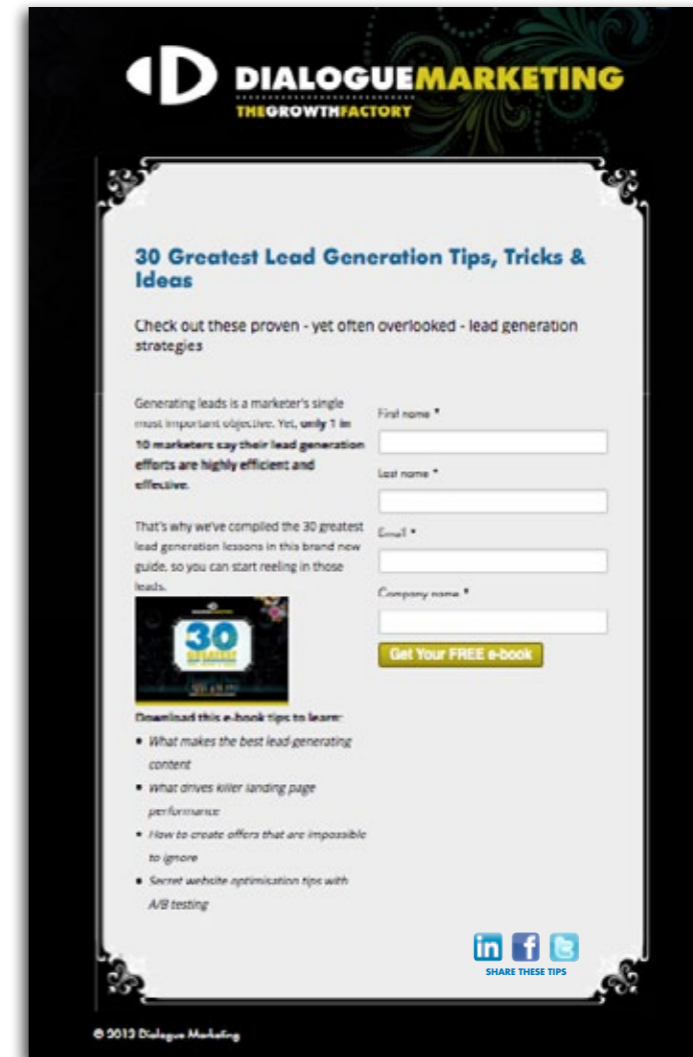




# EMAIL MARKETING

Email isn't just for existing prospects and customers. Email can also be a great channel for new lead generation. But only if you:

- **Focus on an opt-in strategy.** If you're buying email lists and spamming your prospects, they'll just unsubscribe. So make sure your subscribers enjoy receiving emails from you.
- **Send people valuable offers.** If you send really interesting or valued offers like downloads, discounts or educational content, people are more likely to share your emails with friends or colleagues.
- **Add sharing tools.** Don't forget to add a 'Forward to a Friend' link or social media sharing buttons within each email so people are encouraged to pass it on.



Simple email promoting a valuable offer that includes social media sharing buttons.



# TAP INTO SOCIAL MEDIA

Had enough of cute cats or seeing what your cousin had for breakfast? We don't blame you -

Dialogue much prefers to use social networks to generate leads. Here's how:

- **Aim for quality rather than quantity.** Social media is about people-to-people not always company-to-individual. So get to know your audience online, communicate and share information. To generate leads, you need to have relevant human interaction.
- **Remember, social media is a dialogue.** Years of experience have shown us that companies that only use social media to blast out messages about themselves are ignored. Interact with others and make it as convenient as possible for them to pass your content on. Don't always post something that relates to your company. Sharing links to other interesting things you've found online is a real vote of confidence.
- **Influence connections for content sharing.** Publishing and sharing content that directs traffic to targeted Landing Pages is the single biggest lever to increasing lead generation through social media. So share your new content offers by posting links to Landing Pages. Also share blog posts, discounts and other useful resources.





MULTI-CHANNEL  
LEAD  
GENERATION



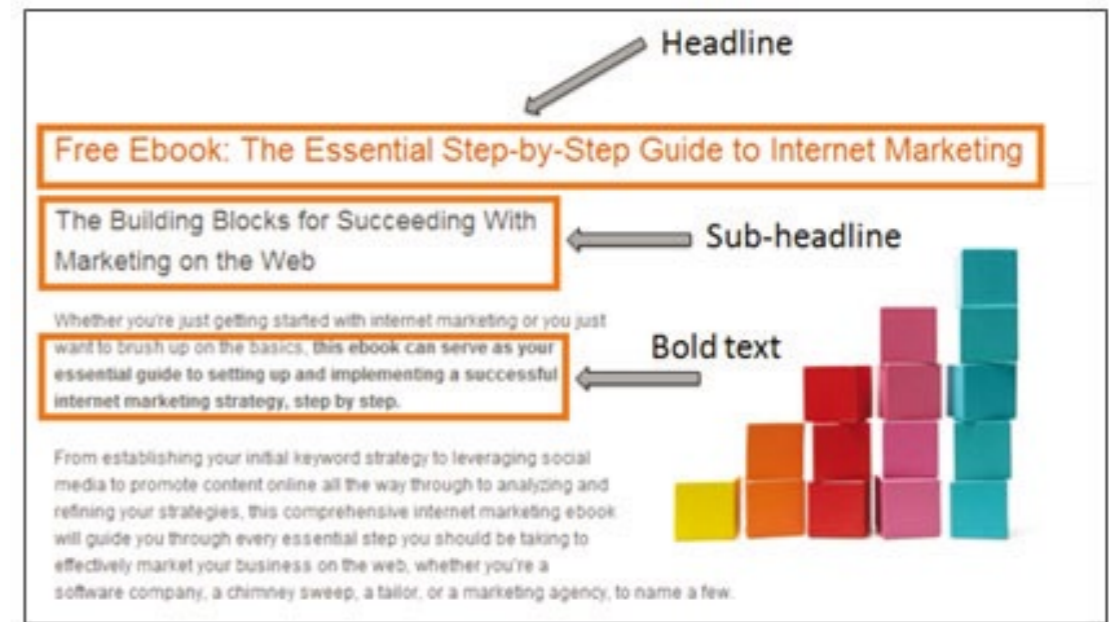
# ORGANIC SEARCH BEST PRACTICE

Remember, people have better things to do than waste time hunting for you. So make it easy for them to find your Landing Pages through search engines.

Apply Search Engine Optimisation (SEO) best practices to your Landing Pages. These include:

- **Picking a primary keyword** for each Landing Page and focusing on optimising that page for that word. If you oversaturate a page with too many keywords, the page will lose its importance and authority because search engines won't have a clear idea of what the page is about.
- **Placing your primary keywords in your headline and sub-headline**. These areas of content have greater weight to search engines.
- **Including the keywords in the body content** - but don't use them out of context. Make sure they are relevant to the rest of your content.
- **Including keywords in the file name of images** (e.g. mykeyword.jpg) or use them in the ALT tag.
- **Include the keywords in the page URL.**

Example of a clean URL containing primary keywords:





MULTI-CHANNEL  
LEAD  
GENERATION



# USE LINKS AND CTA'S WITHIN OFFERS

Your offers are great channels for lead generation. For example, we've included links to other content offers you can download in this e-book. As people share this, they may discover other resources that we offer by the links in the content.

**Within this e-book  
'5 Website Must-Haves'  
are links to other  
e-books and guides.**

**Get Found Online: Title Tag & Meta Tags**

Here is example of what meta tags look like in an HTML document:

- Title:** The title of the page seen at the top of a web browser, also the main headline displayed in search engine results.  
`<title>HubSpot Inbound Marketing Software</title>`
- Description:** A concise description of the page.  
`<meta name="Description" content="Stop pushing. Start attracting. Stop interrupting. Start engaging. HubSpot's Inbound Marketing Software...">`

How the Title and Description tags are displayed in search engine results

▶ [HubSpot Inbound Marketing Software](#)  
[www.hubspot.com/](http://www.hubspot.com/) +7

It's time to reshape the way we think about marketing. Stop pushing. Start attracting. Stop interrupting. Start engaging. **HubSpot's Inbound Marketing Software** ...

- Keywords:** Words that identify what the page is about. Keep to less than 7 keywords per page. Keywords in meta tags are not visible in the search engine results like Title and Description.  
`<meta name="keywords" content="inbound marketing, marketing software">`

**More Resources**  
[3 Meta Description Mistakes You Might Be Making](#)

[Tweet this Webinar](#) [Share on Facebook](#) [Share on LinkedIn](#)

12





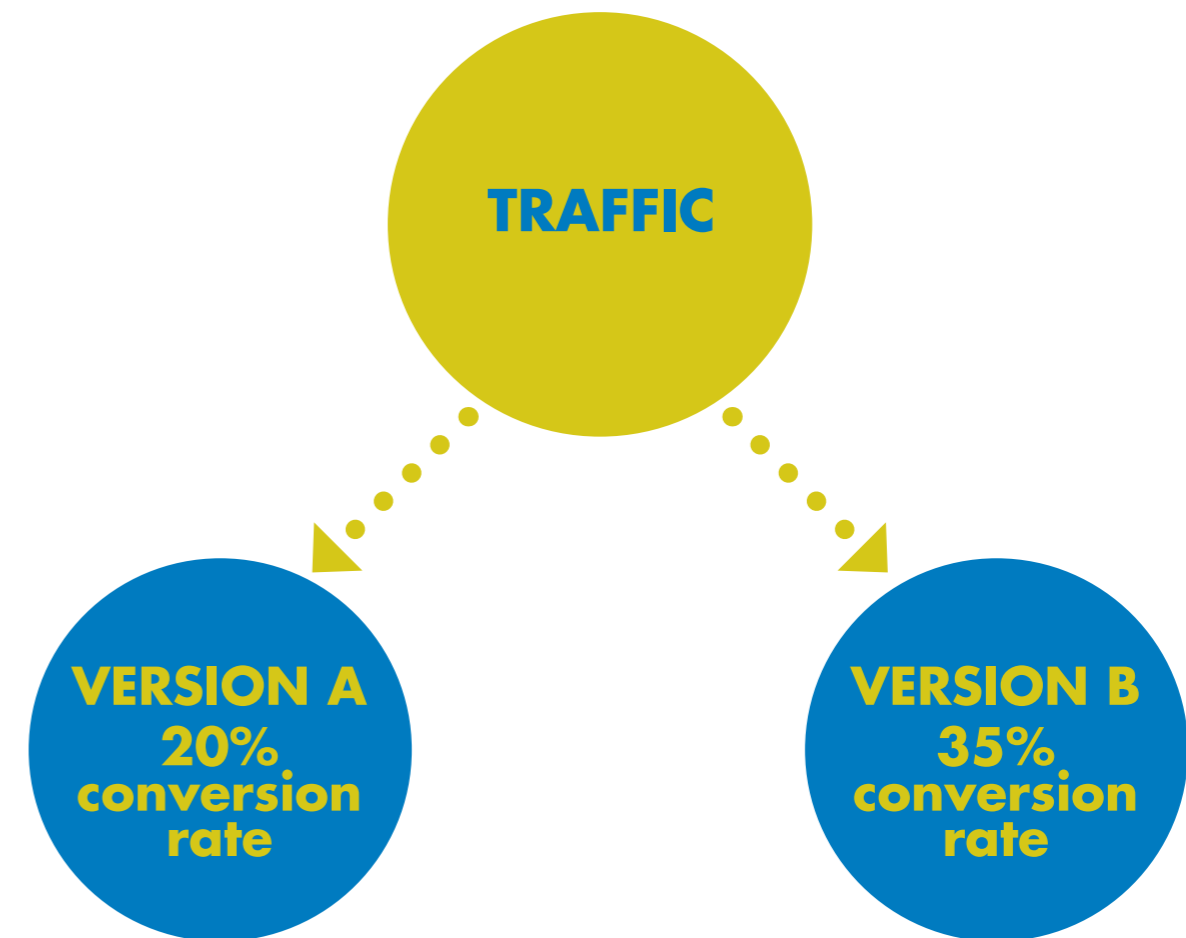


# A/B TESTING

OK, fair cop. This isn't a channel - but it is an absolute must-do if you want to increase leads across all channels and tactics.

Use A/B testing in Calls-to-Action, Landing Pages, Email marketing, Advertising and more. Time and time again, we've found that A/B testing your Landing Pages and other assets can help generate up to 40% more leads.

If you want learn more, put your name down for our future publication **Using A/B Testing to Optimise your Marketing.**





# THE FINAL WORD

## - OR IS IT?...

Nice one – you’ve just let yourself in on Dialogue’s 30 top tips for generating leads. They’ve taken us years to learn but you’ve probably soaked them up in under 30 minutes.

Now it’s time to start using them. Together, they should reduce your cost-per-lead while delivering higher quality leads. But remember what we said about tweaking and testing.

It’s the only way to learn what really works for you. And the added bonus is that it keeps life really interesting!





# LET'S TALK

Dialogue was founded in Dublin in 1994 – and our name is our philosophy.

As this e-book should have shown you, we're in the business of growing companies. In particular, we've done it by developing one-to-one relationships with prospects and customers – and we've done it for some of the most renowned names in the Irish and international marketplace.

There are too many to list here. But clicking [here](#) will give you an idea of the depth of our experience and the quality of our clients.

But let's not leave it there. If you liked what you read, why not sign up for a free **Inbound Marketing Assessment** and we'll be in touch as soon as you can say "Bleedin' deadly"!

