

# LEAD ACQUISITION 101

GET MORE LEADS WITH THESE KILLER TIPS AND TRICKS



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# Introduction

Lead acquisition is an important element for any type of business. Whether you're selling digital or physical products, if you're mainly an affiliate for other people's products, or even if you have an offline business to promote, you need leads. Leads bring income!

**There are many ways to acquire more leads, such as:**

- Social media
- Media buys
- Video marketing
- And many others

The first three are the ones we are going to focus on in this guide. These four main strategies will help you get more leads quickly, building your email list, which you can then turn into qualified buyers.

Don't have anything to sell? You can sell affiliate products to those leads or even just send them back to your site over and over to increase traffic for selling ads on your site or getting clicks to CPC or CPA offers.

*Let's get started.*

# Your Lead Magnet

The first thing you need to do is set up a lead magnet. No matter what business you're in, there's some kind of information you can offer in exchange for your visitor's contact information.

For example, let's say you have an offline business selling golf lessons. You could offer a free report or video with some basic tips for improving one's golf swing. Then, inside your lead magnet, you can advertise your service and let people know how to get contact you to set up a lesson.

Or let's say you are selling a complete guide on how to pick up women. Your lead magnet might be a free report on mistakes men make when trying to pick up women that just end up turning women off.

While your lead magnet doesn't necessarily have to be your very best content, and probably shouldn't, since people should pay for that, it does need to be valuable. The more valuable your lead magnet, the more people will be impressed by what you know and the more likely they will be to want to buy from you.

Don't just grab some random PLR report and throw it up, hoping for the best. This content needs to be as unique as possible and really let people know what you're about.

# Your Squeeze Page

Once you have a lead magnet, it's time to set up a squeeze page for it. There are many styles of squeeze pages you can use. Two of the most common are the standard squeeze page and the video squeeze page.

A standard squeeze page is basically a short form of a sales page like you'd see for the average product at Clickbank. It has a headline, some bullet points, a few graphics, and an opt-in box.

A video squeeze page is similar, but includes a video to entice people to subscribe to your list to get your lead magnet. The video will describe what is contained in the lead magnet and why it will benefit the user. Then it will instruct the user to enter their details to receive their free copy.

It's a good idea to test multiple squeeze pages until you find the best one.

Just because one squeeze page works like gangbusters for one person or in one niche doesn't mean it will work for every possible situation. Test several and track results.

Need help creating your squeeze page? Landing Page Monkey is an online app system that will allow you to create great lead capture pages quickly and easily:

Landing Page Monkey: <http://landingpagemonkey.com/>

If you view the Landing Page Monkey website, you'll see how quick, easy and affordable squeeze pages can be!

They also have a free tutorial on their site that will allow you to see how easy the system is to use, and get an idea of whether or not you think you'll like the system.

It's fully integrated with all of the popular email services, so you can easily add your opt-in code to any squeeze page you create with it.

# Social Media

Using social media is perfect for generating leads, because you can generally have people amped up to get whatever you're offering before they even reach your site.

The good thing about social media is that it is very well targeted. If you're in the internet marketing arena, you can seek out specific internet marketing related Facebook pages to post to, for example. You can build your own following on social media that is targeted to your niche.

You'll want to tailor your social media lead acquisition strategy to your niche. For example, LinkedIn is much better for acquiring business and marketing related leads, while Pinterest is better for acquiring leads for businesses related to home, food, family, relationships, beauty and fashion.

There are four basic things you must do for social marketing:

- Listening – You must monitor your social pages well
- Influencing – Establishing yourself as an authority in your market
- Networking – Following and associating with other influential people in your market
- Selling – Linking directly to your squeeze pages and lead pages

You **MUST** do all four of these in order to be as successful as possible in social media. You cannot just sell, sell, sell. You need to communicate with your followers. You need to interact with other important people in your market. You need to share great content, including content that isn't yours. **THEN** you can do a little selling.

Let's take a look at some strategies you can use with the various major social media platforms.

## Facebook

Facebook is great for lead acquisition. First, you can start your own fan page or group in your market in order to build your own source of free traffic that you can access whenever you want.

Not only that, you can leverage the power of other people's pages and groups by posting there frequently and adding to the discussion.

Did you know you can actually post on other people's pages as your own page instead of using your personal profile?

Yep. Just go to your pages:

<https://www.facebook.com/bookmarks/pages>

The find the page you want to post as and click "Log in". This will allow you to use Facebook with your page instead of your personal account!

Doing this will let you comment on other people's fan pages without spamming, but you can still get some traffic. This works especially well if your fan page's name is easily recognizable as related to your industry. For example, if it's named something catchy or silly like Market Doodle or Money Bags, people might just pass right by. But if it's called Internet Marketing Tips, people are likely to click your name to see what your page is about.



We'll also talk about Facebook ads in the Media Buying chapter in a bit.

## Twitter

Twitter is a bit trickier than Facebook, because there are no actual collections of individuals in a specific market like groups. You'll need to search for people using hash tags.

If you don't know what a hash tag is, it's a keyword (no spaces) with a # symbol in front. It looks like this:

- #marketing
- #internetmarketing
- #blogging
- #webtraffic

When you search Twitter for hash tags, you'll find people talking about certain topics. You can follow those people, and many of them may follow you back. Again, having a username that is easily identifiable as being in your market is helpful. More people are likely to follow you back.

## Pinterest

Pinterest is a good place to get traffic to a squeeze page in nearly any market, but some markets perform better than others there.

Because Pinterest's market is mostly female, topics that appeal to women tend to fare better than those that tend to apply more commonly to men. That's not to say you can't market to men there. In fact, there are still millions of male users on the site. It just happens that the female market is larger on the site.

## **Topics that tend to do well on Pinterest include:**

- Family and parenting
- Dating and relationships
- Weight loss and fitness
- Health and wellness
- Beauty
- Fashion
- Food and cooking
- Home décor
- Home remodeling
- Crafts

But you'll find just about everything on the site.

In order to get good traffic from Pinterest, you need good images. This means you'll need to find images related to your market to pin, and also create them.

It's important to have clear, legible text on images that lets people know what the image is about.

Let's say your squeeze page is a free guide to 15 foods that burn more calories during digestion than they contain.

**Here's an example image that would probably be effective:**



You could also use photos in your image to grab even more attention. You can take a look at some of the most popular pins to get an idea for what is currently getting a lot of views and re-pins.

To get more followers, be sure to search for keywords related to your market and follow those pinners. Many will follow you back, and other people who view their list of followers will find you as well.

## **General Social Media Tips**

The most important thing you should remember when marketing on any social media website is the word SOCIAL. Social media does not mean spam city. It means connecting, networking, engaging. If you're failing to engage your followers and reach them on a one-on-one basis, you are never going to be as successful as you could be.

Also, it's a good idea to share **OPC** (*other people's content*) on a regular basis, and not just your own. This is beneficial in several ways:

- It helps establish you as an authority in your market
- It shows you aren't just there to sell
- It builds goodwill in the community
- It gives you extra content to build your own following
- It increases engagement
- The people whose content you share may later reciprocate

Let's say you're running a fan page on Facebook. You want to build your followers, but you don't have a massive amount of your own content you can share yet.

So share OPC!

Other people's content, as long as it is proven to appeal to a lot of people, will help increase engagement on your page. It will also help build YOUR fans, because when your fans share it, their friends may see it and follow your page! It's win-win.

To find great content to share, visit very popular fan pages in your niche and follow them. Look for recent posts that have a lot of engagement. (Lots of likes, comments, and shares.) Those are the posts you want to share, because they are already proven to be successful. You want to share their best, most popular content.

Click share, but instead of sharing to your friends, select "Share" and then choose "To a page you manage". Select your fan page and share the content to your page. You can also get some additional benefit by mentioning them in the description of your share by using @Username.

**Example:**

“Check out this great post on LinkedIn marketing by @MarketGuru!”

Make sure the username is linked before you post. This will show your post to some of that page’s fans. It will show up with the text “@Username was mentioned in a post”.

# Media Buying

Buying ads is incredibly effective for generating leads, and may be the only way to get a good number of leads quickly if you don't already have a good number of followers on social media.

## Facebook Ads

Facebook ads are definitely one of the most profitable of the various types of ads available online. They can be targeted very narrowly, so they convert very well if you choose your targeting properly and have a good offer.

The secret to getting affordable clicks with Facebook ads is to have a very interesting ad that makes people want to click, and then getting that ad in front of the right people – people who will be interested in it and want to click.

If you're offering something free and you have a good squeeze page, all you really have to do is make sure you're targeting properly. This means targeting the right demographic and the right interests.

If you're using Google Analytics (and you should be) you can check your site's demographics to find out a little bit about your target audience. You'll want to target the right gender and age range, as well as the right geo location. As far as interests, you may have to dig a little to find major players in your industry that you can target.

The trouble is that not everything you WANT to show up as an interest actually will. For example, if you want to target your competitors' fan pages, you are probably out of luck unless they are a MAJOR industry player. But once you find a few interests that are tightly related to your industry, you'll be golden.

You may see clicks as low as about 4 cents if you have a great offer, great ad, and target VERY well. Generally, you'll see clicks of about 10-20 cents, though. And don't panic if your first few clicks are very high! Most of the time clicks start out expensive and decrease over time as more and more people click. The better your CTR, the cheaper your clicks will be.

## Google AdWords

AdWords is all about getting a great Quality Score. Your Quality Score is based on a number of factors, including:

- The ad's relevance to your keywords
- Your landing page's relevance to your keywords
- Tightly targeted ad groups
- Other factors

The better your quality score, the lower your CPC (cost per click).

Here is a more in-depth explanation of Quality Score:

<https://support.google.com/adwords/answer/2454010?hl=en>

## Email Drops

You can actually build your own list by buying dedicated email drops from other list owners. You'll pay a certain fee, and they'll send your message to their list on your behalf.

This is beneficial, because they get paid even if their list doesn't convert to sales very well. (After all, getting email addresses in exchange for free stuff is typically easier than getting people to pay money for something.)

If you'd like more information on email drops, here's a great article:

<http://www.digitalmarketer.com/dedicated-email-drops/>



# Video Marketing

Video marketing is another great way to get leads, especially if your squeeze page is on its own easy-to-remember domain. That way, you can put the URL in your video's description, as well as mentioning it in the video itself and putting a link on the screen in the video.

One thing to remember when using video marketing is that you shouldn't concentrate solely on YouTube. Sure, it's the biggest video site, by far, but other sites can provide some traffic, too. Every little bit helps!

The most important thing to remember about video marketing is to remember to put the appropriate tags in when you submit the video. Use great keywords here that people would use to find your video.

Also, encourage people to like, comment, and share your video. The more engagement you get, the more you'll show up in search. More traffic!

Do NOT create video ads!

I repeat... DO NOT CREATE VIDEO ADS!

These don't work, and they only upset viewers. Just create useful videos that contain great content.

That's all you need to do!

# Conclusion

Building a list is extremely important, no matter what kind of business you have. Whether you're an information marketer who sells mostly eBooks and other information products, or you're selling physical products online or offline, or you're providing a service, or you're just running a website that sells ads or has AdSense to make money, a list will increase your income drastically!

A lead magnet, a giveaway item, is the perfect way to build your list, but you can't build a list successfully without traffic!

Hopefully this guide has taught you some of the basics of putting together a lead magnet and squeeze page, as well as getting traffic to that lead page in order to get people to subscribe.

Don't forget to stay in contact with your list regularly once you build it. This keeps the list "warm" and will make it easier to sell something to them whenever you have something to promote.

Providing your list with regular, free, quality content will keep them opening your emails, and they'll look forward to hearing from you!

Good luck!

# Resources

Here are quick links to the resources mentioned in the guide:

LeadPages:

<http://landingpagemonkey.com/>

Facebook Fan Pages:

<https://www.facebook.com/bookmarks/pages>

Quality Score Explained:

<https://support.google.com/adwords/answer/2454010?hl=en>

Information About Email Drops:

<http://www.digitalmarketer.com/dedicated-email-drops/>