



LEAD GENERATION ON DEMAND

CHECKLIST

Blogging to Generate More Leads

- Content management systems
 - RSS feeds
 - Trackbacks
 - Comments
- Benefits of optimized blogs containing relevant content
 - Rank higher with fresh content
 - Keep your site fresh and updated
 - Useful to readers
 - Build interest in your product or service
 - Have greater control over your content
 - Complete control over your message
 - Control over the keywords you use
 - Control over the links you include
 - Get better internal linking on your website
 - Link to different sections of your blog posts
 - Attract Inbound Links Easier
 - Backlinks are critical to your SEO success
 - Only from sites related to your industry or highly respected sites
 - Add more variety to your website
 - Publish content that would otherwise hurt your ranking
 - Frequently asked questions
 - Product updates
 - Newsletter archives
 - Online media rooms
 - Focus on SEO
 - Get onto the first page of search results
 - Identify authoritative links
 - Identify high-positioned keywords

Using Social Media to Build Relationships

- Make friends while selling your social media
 - Organically increase your followers and fans
 - Always post helpful tips
 - Be open to inquiries
 - Share useful blog articles
 - Post general items of interest
 - Engage with your audience through direct conversation
 - Encourage external websites to link to your content
 - Optimize your social media posts
 - Include relevant keywords
- Encourage more people to share your posts
 - Create a well thought-out strategy for interacting

Link to Potential Customers with Proper SEO

- Works for businesses without a website
 - List business in Google My Business
 - Include relevant keywords in description
 - Include contact information
 - The Value of SEO is both measurable and calculable
 - Targets people already interested in your industry
 - Realize a better return on investment
 - Increased visibility for your business
 - Generate more leads
 - Increase profit margins
 - Receive better coverage
 - Reach your target audience around the world
 - Build Credibility
 - See you as an authority in your industry
 - Appear higher on search engine rankings
 - An inexpensive marketing strategy
 - One of the cheapest forms on online marketing
 - Only costs you time

Utilize Webinars to Demonstrate Your Business Expertise

- ☐ Allows you to personally introduce yourself and your business
 - Provide a more personal approach to meeting your audience
- ☐ Demonstrate your credibility and authority
- ☐ Push your products and services in a less pushy way
 - Include post-event communications with attendees
- ☐ Generate more leads and expand your sales funnel
- ☐ Expand your business network and your mailing lists
 - Gather email addresses when attendees register
 - Have an opt-in checkbox that is automatically checked
- ☐ Lower your expenses while providing a convenient way to meet
 - Very little overhead with webinars
 - Convenient for the attendees
 - Can meet people from around the world
- ☐ Improve your bottom line

Generate More Leads with Email Marketing

- ☐ Requires less time and effort
 - Can create and send an email in less than two hours
- ☐ Provides real-time communication
- ☐ Can personalize your message
- ☐ Allows you to segment your users
- ☐ Can send more frequent communications
- ☐ Reduce overhead
- ☐ Provides simplified tracking
- ☐ Creates better brand recognition
- ☐ Build stronger customer relationships
- ☐ Increase traffic to your site