# 5 Easy Ways to Generate Leads Without Spending a Dime

It doesn't matter what kind of business you run, the majority of your customers and prospects are likely going to be online. That makes it essential for you to incorporate online sources for lead generation into your overall marketing and sales strategy. While many of the online lead generations require a lot of money to implement, this isn’t always the case. Here are five easy ways that you can generate leads online without spending a dime.

**Focus on Influencer Outreach**

There are influential people and organizations in every industry, who are followed closely by people who take their opinion seriously. Building a stable relationship with the right influencer can help you to generate a ton of new leads for your business with just a few recommendations. When you are creating your list of target influencers, make sure they are people who are intimately connected with your market.

**Use Smart Guest Blogging**

There is no better, and free method, to build your brand, market your services, and generate new leads than with smart guest blogging. Instead of guest blogging for backlinks and SEO focus on targeting high authority blogs that are popular with your target audience. Create high-quality content that clearly demonstrates your experience and expertise in your niche.

**Offer Free Products or Trials**

If you are selling a good product or service, and you believe that it can add value to your customer's life, you might want to consider offering a free service trial or product for a limited period. This will provide your prospects with a look at your product and how it can be of use to them. You need to select candidates that have a genuine need for your product and who can also spend the money to purchase it.

**Offer an Attractive Affiliate Program**

Affiliate marketing programs are one of the best ways to generate a lot of leads and sales without spending any money. An affiliate marketing program pays individuals a commission for promoting and marketing your products or service, and they only get paid if you make a sale due to their marketing efforts. So, it’s a win-win situation for everyone who participates.

**Use Incentives**

A great way to get the ball rolling and generate word of mouth about your business is to use different incentives for your target audience. The incentives can be anything from a direct discount to a product giveaway through social media. Giveaways work particularly well with Twitter and Facebook users and can help you generate dozens of leads in no time.

Online marketing doesn’t have to cost you a ton of money to generate leads. These five simple and free strategies can give you the exposure you need to attract more customers.