# Simple Ways to Generate More Leads for Your Business Quickly

You've done everything you can think of to increase brand awareness, but you're still not generating the leads that you need to grow your business significantly. While there are literally hundreds of ways that you can generate leads, the following strategies will help to increase your leads in a short period of time significantly.

**Create a Newsletter**

If you don’t already send out a regularly scheduled newsletter, then you’re missing out on one of the easiest ways to generate leads for your business. Not only do you have a captive audience when you send out a newsletter, but connecting to your prospects through email is a great way to keep from getting lost in the Internet noise. You want to make sure that you place your signup form for your newsletter in every possible place on your website that makes sense.

**Create and Maintain a Blog**

One of the best lead generating tools that your business can use is having a blog. Not only does this allow you to have complete control over what is said, but it also provides the opportunity to have your reader’s undivided attention. Make sure that your blog is fully optimized to generate leads by providing a sign-up section for your newsletter and by using the margins to promote your business.

**Get on Twitter**

If you're not already utilizing Twitter for business, what are you waiting for? Twitter is a dream platform for generating leads because you can use it to reach out to influencers in your niche and start valuable conversations with them. The influencers followers, who probably match your target audience, will see your interactions with them and are more likely to follow you or visit your site.

**Create an Engaging Video**

Spend some time developing a great idea that promotes your business, while at the same time engaging your potential customers. Once you’ve uploaded your video, you can use StumbleUpon to drive traffic to your video for pennies per view. YouTube and other video sites will allow you to put links directly into your videos, so use this feature to link back to a specific landing page on your site.

**Hold a Webinar**

Webinars are a cheap tactic to get your message to thousands of prospects. Many services provide you with the tools to broadcast a webinar quickly. Come up with the idea that will help your customers and then start to promote it on social media, your network, and your newsletter.

These five strategies will help you drive more traffic to your company’s website and generate more leads quickly.