

# Best Ways of Lead Generation that you should Start working on Today!

Looking for more Leads?

Tired of hearing about Lead Generation from everyone but cannot get it right for your Business?

Wondering where are you going wrong and what all to do to get a consistent source of Leads?

Lead Generation is the heart and soul of many Multi-Million Dollar companies and is also the reason for the start and growth of numerous Big startups.

Getting Lead Generation right is basically setting your Business up for success.

To make sure you don't face any issue of limited customers, we cover the most effective ways of Lead Generation in this post. You can start working on all these methods today and get results as early as 3-4 Days.

Let's explore all the current working high ROI methods.

## Social Media Marketing

Social Media can be regarded as a Jungle of leads from which you can get unlimited leads for almost every Business.

Almost every person is active on Social Media, and it is where most people spend a considerable portion of their time. Brands all over the world are working to build a robust Social Media presence that can act as an automatic Lead Generation machine for them.

How do you get Leads from Social Media?

The first step for every Business should be optimising their Social Media profiles for sales and conversions. A lot of factors play a role in optimising, and these steps will give you an idea:

- Identify your target audience and find the places where they hang out the most, e.g. if your target is Teens, Instagram should be your No. 1 focus, and if 30+ Adults represent your target audience, Facebook should be your focus.
- Your Social Media profiles should clearly represent the benefits you provide and the problems that your product/service solves.
- The content should provide Free value to everyone who checks your profile, and it should also have factors like curiosity, FOMO and others.
- The complete funnel of a prospect turning into a Lead on your Social channels should be easy and motivate them to complete the process.

These are the starting steps that will put you in line with a professional process. Steps like optimisation, competitive research, Industry Trends, etc., will help you further increase your results.

## **Webinars**

Webinars are the modern Seminars!

Companies are achieving with Webinars what they used to accomplish with seminars and programs.

It is the perfect method of imparting a specific piece of information for your Audience along with a compelling pitch of your product/services.

Make sure that your Webinar addresses the Biggest problem in your prospects' lives and that it has click-worthy headlines.

You will be able to get some data during the initial registration, and then you can prepare a pitch that will help you convert a significant portion of the Audience in your Webinar.

## **E-books and Reports**

What is better than getting the solutions to your problems well written in the form of a Book?

Imagine that you are a SAAS product owner, and you are facing challenges in acquiring your first 100 customers.

You go on Facebook, and you get to see an Ad for a Free E-book on getting your first clients for a SAAS product.

Is there any reason you wouldn't download it?

Well, there can be some, but most of the entrepreneurs facing that challenge will download the E-book and give it a read. You get two benefits from this simple exercise:

- You get the person's Email and other info that you always wanted
- You can pitch your product/services in the E-book while solving the problem of your prospective customer

Another way is preparing and advertising reports on topics related to your niche. The bottom line is providing value and solutions to your prospects in some form or the other.

Just step into your ideal customer's shoes and imagine the problem he/she is facing. Prepare a document with information about the solution to that problem, and you will definitely see wonders happening in your Business!

## **PPC Campaigns**

PPC is a straightforward and fast way of generating clients for your Business.

Millions of people search for products and services on Google and other platforms. Let's assume you are a Real Estate Developer selling Apartments in a particular area.

Now, there are about 500 searches for Apartments in that particular area on the Google search Engine.

What if you can advertise for the top spot on that search?

Imagine the conversions you would get from those leads. This is precisely the reason why PPC campaigns are among the best Lead Generation techniques.

You can target your customers at the right time and platform. Another common way is running an Ad for your Apartments in a particular area while advertising your best offer.

The right approach in creating the Ads and showing them to the right Audience will help you create an unlimited flow of customers. You will be able to automate the complete process to scale your Business!

## **Chatbot Leads on your Website**

Do you want Free Leads?

This sounds so compelling, yet hundreds and thousands lose out on Leads that they generate by not having the proper funnel on their Website.

An optimised Chatbot on your Website will help you convert website visitors into leads.

The best way is to have a complete flow of messages so that all the visitors' questions are answered, making the experience smooth for them.

## **An Irresistible Discount/Offer**

Do you know someone who does not like discounts?

Well, I don't, and I am certain almost everyone loves a Discount.

Creating a Discount for joining your Email Subscription or something related in return can help you get leads easily.

## **Conclusion**

These are the best ways that are currently working and helping Brands generate high-quality Leads every single month.

Following all the methods in this list can completely transform your Business and set you up for exponential growth!

Confused about where to start and Build a system like this?

Contact Us to get a Free Lead Generation Audit for your Business in which we will help you experience the Best Lead Generation techniques in your particular Industry!

You are one click away from taking your Business to the next level. Click the Contact Button and unlock growth for your Business!!!