

30 BEST and WORST
LEAD GEN TIPS
THAT HELP OR HURT
YOUR REVENUE
PERFORMANCE

TABLE OF CONTENTS

	Introduction	03
	The Mechanics of Inbound Marketing Lead Generation	04
	Chapter 1: Creating Irresistible Offers	05
	Chapter 2: Craft Captivating Calls-to-Action	15
	Chapter 3: Landing Pages That Convert	24
	Chapter 4: Optimized Forms	33
	Chapter 5: Multi-Channel Lead Generation	39
	Conclusion	49

“

Leads are a metric that, as marketers, we rely on. More leads = more potential revenue.

INTRODUCTION

Generating leads - both high quality and quantity alike - is, for some marketers, their most important objective. A successful lead generation engine is one that keeps filling the funnel with sales prospects while everyone sleeps.

Surprisingly, only 1 in 10 marketers feel their lead generation campaigns are effective. And 61% of marketers say traffic and lead generation is their top challenge.

What gives?

There can be a lot of moving parts in any lead generation campaign and often it's difficult to know which parts need fine-tuning.

In this guide, we will expose the top 30 techniques marketers should utilize to increase leads and revenue. These tactics have been tested over the years and used by our clients to generate more qualified leads and drive more revenue. We also mention some of the worst techniques that could hurt your campaigns and over-arching strategy.

So, what goes into a best-of-class lead generation plan?

First, let's take a look into the mechanics of high performing lead generation campaigns...

THE MECHANICS OF LEAD GENERATION

Before we dive into the 30 tips, we should first cover the mechanics of lead generation in the context of inbound marketing (which is what we're talking about in this guide). The best lead generation campaigns contain most, if not all, of these components. From a tactical perspective, a marketer needs four crucial elements to make inbound lead generation happen. These include:



Offer

An offer is a piece of content that is perceived to be high in value. Offers include eBooks, whitepapers, free consultations, coupons, and product demonstrations.



Call-to-Action

A call-to-action (CTA) is either text, an image, or a button that links directly to a landing page so people can find and download your offer.



Landing Page

A landing page, unlike normal website pages, is a specialized page that contains information about one particular offer and a form to download that offer.



Form

You can't capture leads without forms. Forms will collect contact information from a visitor in exchange for an offer.

[Click Here](#) to Learn More About the Mechanics of Lead Generation.

CHAPTER 1:

Creating Irresistible Offers

Yes. It's one of the most powerful words in the human language. And if you think about all the things we do as marketers, it's ultimately to get people to say "yes" to our offers.

When an offer is exclusive, scarce, or in high demand, it becomes more desirable. Whether it's whitepapers, webinars, online courses, free trials, memberships, sales promotions, or downloads, these irresistible elements can overcome a lead's typical friction, doubt, or concern.

Why do these elements work?

Because they trigger a physiological reaction that makes an offer more valuable. People need to perceive the value of your offer to be greater than what you're asking for in return. The higher the perception of value, the more irresistible the offer.

So how do you create irresistible offers? Glad you asked...



#1 Provide a Free Exclusive Trial

A free exclusive trial enables your business to attract, engage, and convert high quality leads in a low-risk format. Exclusivity gives both your brand and offering special appeal. Here's why:

» EXCLUSIVITY

By making the free trial exclusive or limited, it creates a sense of privilege. Prospects feel special for having access that other do not. This drives interest and sign ups.

» RISK REMOVAL

A free trial allows prospects to experience your product or service firsthand without any financial risk. This lowers barriers to entry and builds trust.

» VALUE DEMONSTRATION

A free trial gives you a chance to demonstrate the value and benefits of your offerings in a hands-on way. Prospects can see results before committing.

» QUALIFIED LEADS

People who take the time to sign up for and participate in a free trial show higher intent and are more qualified leads.

» GENERATING BUZZ

Word of mouth and referrals spread awareness about your exclusive free trial. The buzz it generates reaches new audiences.

» LEAD NURTURING

You can nurture leads during the free trial period with content and messaging. This primes them for your sales process.

» CONVERSION TESTING

Testing and optimizing your free trial funnel provides data-driven insights to maximize conversions to paying customers.

#2 Use the Element of Scarcity

If you look at the principle of supply and demand, you'll notice that when supply is limited, demand goes up. Scarcity has a psychological influence on us, making us want something even more if there isn't enough to go around. Scarcity is great because it creates a fear of shortage, and thus a sense of urgency.

» LIMITED TIME OFFERS

Limited time offers are among the most popular in the scarcity category. Just think about your average car dealership. Practically every commercial is a limited time deal. "Get 0% financing before it's gone!"

» LIMITED QUANTITY OFFERS

When something is of limited quantity, it suddenly becomes more unique or exclusive. In some studies, limited quantity or supply offers have outperformed limited-time offers. Why? Because it's hard to tell when an offer of limited quantity will suddenly become unavailable, while a time-based offer has a known end time. Limited quantity offers are great for not only getting people to say "yes" to your offer but to avoid procrastination completely.

» LIMITED TIME AND LIMITED QUANTITY

Groupon is the perfect example of using both tactics. All Groupon deals end within a certain time frame, and they limit the number of people who can buy a Groupon. That's a powerful combination. The site also packages these scarcity tactics with discounting, which is another great value-add, especially for eCommerce businesses.

#3 Complimentary Expert Audit

Offering a complimentary expert audit highlights your business' knowledge, builds credibility, and establishes trust.

The audit process also allows you to thoroughly evaluate a prospect's current solutions, challenges, and pain points. This reveals opportunities. The insights you find deliver immediate value to prospects at no cost to them – creating goodwill.

Additionally, a complimentary audit:

➤ **QUALIFIES LEADS**

Prospects willing to take the time for an audit are demonstrating higher interest and potential commitment.

➤ **DRIVES INTEREST**

The audit findings will likely uncover issues and gaps that prospects want to solve, driving them further down the funnel.

➤ **OPENS COMMUNICATION**

Direct engagement during the audit process enables you to build relationships with key decision makers.

➤ **GENERATES FOLLOW-UP**

An audit provides reasons to follow up with prospects to discuss solutions tailored to their needs.

➤ **DIFFERENTIATES YOU**

The offer of a custom, expert audit stands out from competitors and signifies you go above and beyond.

#4 Leverage Newsjacking

Newsjacking involves capitalizing on a trending news story or event to get more attention and leads for your business. The goal is to “hijack” the existing buzz and coverage of the news topic by creating related content quickly.

This can take the form of blog articles, social media posts, videos, graphics, and more. The key is producing relevant content while the news story is still hot. Ride that wave of interest to boost engagement and exposure.

For example, if LinkedIn recently announced they are launching a new feature allowing users to attach media to comments. A B2B marketing agency could leverage this news by creating a blog post titled:

“LinkedIn Comment Media Attachments: A Game Changer for B2B Lead Gen”

The post could provide tips like:

- >> **How sales teams can use visuals in LinkedIn comments to create more engaging prospect conversations.**
- >> **Best practices for reps to add relevant images, infographics, or videos when responding to discussions.**
- >> **Strategies to incorporate the new comment multimedia capability into your current LinkedIn outreach sequences.**
- >> **Ways marketing can provide visual assets for sales to have on hand to upload for richer comment interactions.**
- >> **Analyzing the performance of comments with media vs standard comments during outreach.**

The goal is providing actionable advice and analysis leveraging the buzz of LinkedIn’s new announced feature. This demonstrates the B2B agency’s expertise, while also increasing lead generation by attracting prospects interested in the LinkedIn update.

Done right, newsjacking helps you attract more qualified traffic, leads, and viral interest. But you need to ensure the content provides genuine value and insight, not just a promotional angle. Poorly executed efforts can backfire.

Overall, timely and thoughtful newsjacking content allows you to capitalize on trending stories your audience cares about already. This breaks through the noise to reach and convert more prospects.

#5 Offer Sign-On Discounts or Bonuses

» OFFER A FREE TRIAL OR DISCOUNTED FIRST PURCHASE.

This gives potential customers an incentive to sign up and try your product. Make sure to clearly communicate the terms - how long the trial lasts, when they will be charged, etc.

» BUNDLE PRODUCTS/SERVICES TOGETHER.

Create a package deal that provides more value upfront. This makes it easier for businesses to justify the initial spend.

» OFFER FREE CONSULTATIONS OR ASSESSMENTS.

Provide value without requiring a purchase first. Use this as an opportunity to demonstrate your expertise and build trust.

» OFFER ACCESS TO GATED CONTENT.

Offer downloads like eBooks, whitepapers, or webinars that provide useful info to potential customers in exchange for contact info.

» HIGHLIGHT ROI AND RESULTS.

Have specific data, case studies, or testimonials that demonstrate the value and outcomes your customers get. This makes it easier to convince decision makers.

» FOLLOW UP WITH PERSONAL OUTREACH.

Use sign-on offers as a starting point but make sure to properly follow up and nurture leads. A human touch could make the difference in converting sign-ups to paying customers.

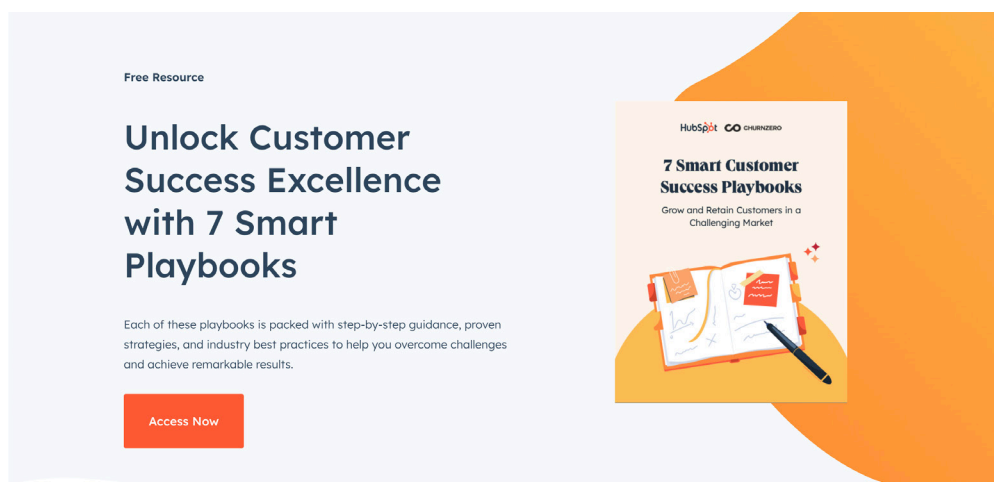
#6 Use High-Value Offer Formats

Not all offers are created equal. Some “formats” of offers perform better than others at converting leads. For example, what’s more valuable, a whitepaper, or an eBook?

Below are the type of offers, in order of performance, that generate the most amount of leads.

- eBooks or Guides
- Templates or Presentations
- Research & Reports
- Whitepapers
- Kits (multiple offers packaged together)
- Live Webinars
- On-demand Videos
- Blog (including offers in the nav or sidebar)
- Blog posts (if there is a CTA in the post)
- Middle-of-the-funnel offers: Demo Requests, Contact Sales, RFP, etc. (more sales-ready offers)

It’s important to test different types of offers with your audience to determine what works for you. While eBooks score high on our list, you may find that reports, videos, or other formats do better.



The image shows a promotional graphic for a free resource. On the left, the text reads: "Free Resource", "Unlock Customer Success Excellence with 7 Smart Playbooks", and "Each of these playbooks is packed with step-by-step guidance, proven strategies, and industry best practices to help you overcome challenges and achieve remarkable results." Below this is an orange "Access Now" button. On the right, there is a thumbnail image of the playbooks cover, which features the HubSpot and CHENZERO logos, the title "7 Smart Customer Success Playbooks", and the subtitle "Grow and Retain Customers in a Challenging Market". The cover also shows a notebook and a pen.

Source: Hubspot, Inc.

#7 Focus on Creating an Amazing Title

Brian Halligan, HubSpot CEO and co-founder, once said that “You can have a great offer with a bad title and no one will download it. But if you have an amazing title, suddenly everyone wants it.”

Yes - people do judge a book by its cover. If your offer is a piece of content, such as a whitepaper, eBook, or presentation, put effort into creating an amazing title.

For an experiment, HubSpot changed the title of an eBook and ran an A/B test to see which one would perform better. They took the original title “The Productivity Handbook for Busy Marketers” and changed it to “7 Apps That Will Change the Way You Do Marketing.”

Name	Views	Conversion Rate	Submissions	First Time Submissions	Customers
7 Apps That Will Change the Way You Do Marketing	37,636	51.7%	19,466	2,716	8
The Productivity Handbook for Busy Marketers	7,233	32.3%	2,333	310	0

As you can see, the revised version outperformed the original by 776% at generating leads (first-time submissions). Not only that, but it resulted in more customers as well. If you’re struggling with generating the perfect headline, try AI tools such as Chat GPT, HubSpot’s Blog Topic Generator, or AnswerthePublic. The key is to use 2 to 3 of these in combination to come up with and refine a compelling, clickable headline.

EXPERT ADVICE BONUS TIP

Create Offers for Different Buying Stages

The most common offer we see on most websites is “Contact Us.” Sure, you want all your prospects to talk to sales, but not everyone is ready. As you know, buyers are more likely to do their own research before even engaging with a sales rep. And, every prospect is at a different stage of exploration. Some may need more education than others. That’s why it’s important to develop different offers at different buying cycles.

Someone at the top of the buying cycle may be more interested in an informational piece like a guide or eBook, whereas someone more committed at the bottom of the cycle might be more interested in a free trial or demo. You don’t need to pick and choose; create offers for each phase and include a primary and secondary CTA to these offers on various pages throughout your site.

LEADG2
A THE CLAYTON GROUP COMPANY

HELPING BUSINESSES NAVIGATE POTENTIAL BUYERS THROUGH EACH STAGE OF THE SALES PROCESS

DOWNLOAD THE BUYER'S JOURNEY ROAD MAP

Just like driving down a road, the modern B2B sales journey has its twists, turns, and occasional bumps in the road. Just as a skilled driver navigates their vehicle through different terrains, businesses must navigate their potential buyers through each stage of the sales process.

THE BUYER'S JOURNEY ROAD MAP
Helping businesses engage potential buyers through each stage of the sales process.

From initial awareness to final purchase decision, the journey can be complex and multifaceted. In today's highly competitive market, businesses must recognize the importance of effective marketing at each stage of the buyer's journey to keep their business moving forward.

In this eBook, we will explore the different stages of the B2B sales journey and discuss how marketing can play a crucial role in driving your business toward success.

[Complete the form to access the eBook now!](#)

ACCESS THE EBOOK NOW!

First name*

Last name*

Work Email*

What industry are you in?

Job Title That Best Describes Your Role

- Owner/CEO
- VP/Director of Sales
- Sales Manager
- VP/Director of Marketing
- Marketing Manager
- Account Exec/Sales/BDR
- Sales Support
- Marketing Support
- Other

Click here to access The Buyer's Journey Road Map

Like this? Spread the word:

[f](#) [in](#) [t](#) [e](#)

Worst Lead Generation Tips When Creating Irresistible Offers



Overhyped, “Clickbait” Offers

Avoid exaggerated claims just to get attention that don't deliver value. These damage trust.



Low-Value Content Offers

Don't give away low-quality, outdated, or non-useful content just to capture leads. Prioritize relevance.



Overly Promotional Offers

Avoid too much self-promotion in offers. Focus on providing value, not just sales pitches.



Copycat Offers

Don't just copy competitors' offers. Create something fresh and unique to your brand.



Mandatory Contact Details

Don't require extensive contact info just to access offers. Reduce friction with name/email first.



No Follow-Up Plan

Having no follow-up sequence after a lead converts waste their interest. Nurture leads with ongoing value.



Ignoring Page Optimization

A poor landing page experience will reduce conversions, no matter how good the offer. Optimize it.

CHAPTER 2:

Craft Captivating Calls-to-Action

Calls-to-action (CTAs) are critical for driving prospects to your offers and conversions. Without compelling CTAs that persuade clicks, even the most appealing offers fall flat.

CTAs can be used on product pages (non-landing pages), in display ads, email, social media, direct mail, and pretty much anywhere you can market your offer.

But not all CTAs are created equal. In a world where every brand is fighting for consumers attention, it's critical that prospects choose your offer over your competitors.

Cut through the clutter. Craft compelling calls that drive higher response.



#8 Place Your CTA Where the Eye Can See

Some of the best places to position calls-to-action (CTAs) on webpages include:

➤ ABOVE THE FOLD

Place your primary CTA front and center in the most visible areas above the fold so it's one of the first things visitors see.

➤ IN THE SIDEBAR

Sidebar CTAs stand out from the main content and are highly visible. Effective for secondary CTAs.

➤ EMBEDDED IN CONTENT

CTAs blended into and relevant to page content, like at the end of blog posts or embedded in videos, can work well.

➤ POP-UPS/OVERLAYS

While they can be annoying if overused, timed and targeted pop-up CTAs upon entering or exiting a page do garner attention.

➤ STICKY HEADER/FOOTER

CTAs in “sticky” elements that stay fixed onscreen as users scroll are visible the entire time.

➤ EXIT-INTENT

CTAs that appear when the mouse moves to leave the page tap into exit-intent and provide a last chance to convert.

➤ THANK YOU/CHECKOUT PAGES

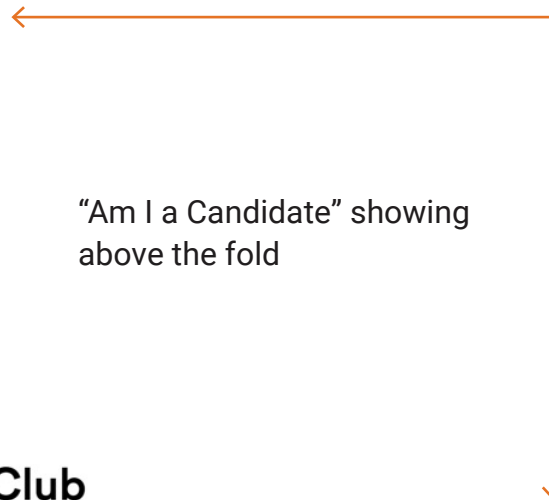
Post-purchase and checkout pages have high conversions for natural next-step CTAs like reviews.

➤ HERO SECTIONS

Prominent CTAs often perform well when placed in visually engaging page header sections.

#9 Use High-Value Offer Formats

According to heat map analysis, anything “below the fold” will only be viewed by 50% of people who visit your page. Doubling impressions on your CTAs can significantly increase your lead count. Therefore, when creating lead gen offers, aim to showcase the offer prominently above the fold. Consider using formats like pop-ups, full page overlays, sticky bars, or slide-ins. These attention-grabbing formats increase visibility and clicks on your CTAs. Placing your offer format above the fold ensures it is one of the first things visitors see on your page.



“Am I a Candidate” showing above the fold

Smile Direct Club

#10 Clarity Trumps Persuasion

Often times, marketers will put more focus on being clever than clear. Be crystal clear about what offer is in your CTA. And be specific.

If you're giving away a free guide, say, "Download our FREE guide to X." If you're hosting a free webinar, say "Register for our FREE webinar on X." X should clearly convey a compelling benefit of receiving the offer. This is much more effective than "Download Now" or "Get a Free Article." These simply aren't specific enough.

LEADG2

ATTN Sales Leaders!

Wouldn't it be nice to have a series of sales "plays" that would tell your sales team exactly **what** to do (and **when** to do it) in any given situation?

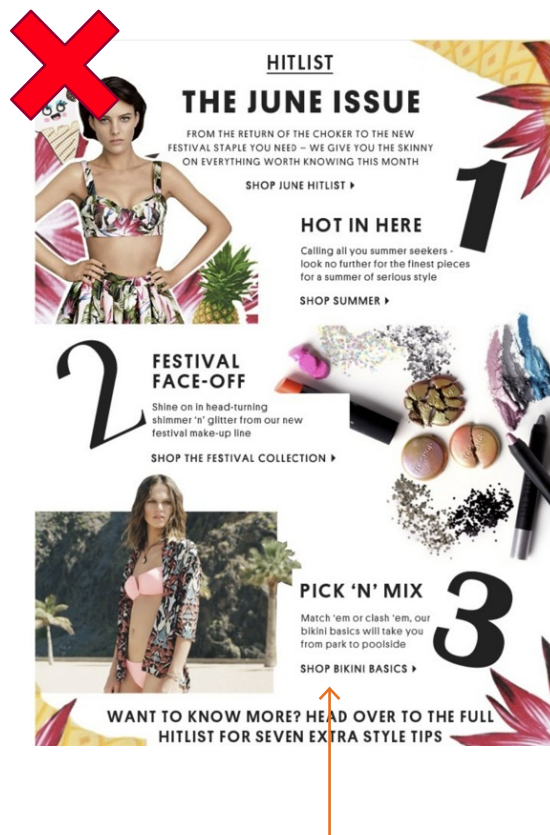
Enable your sales team to sell **smarter** and **faster**!

[EXPLORE A FREE SAMPLE SALES PLAY](#)

#11 Make CTAs Visually Stand Out

A call-to-action is meant to stand out, so if your CTA blends in too much with your site design, no one will notice it. You want as many eyeballs to land on that call-to-action as possible, so use contrasting colors to make the CTA stand out, and more importantly, use design to make it clear it is a clickable call-to-action.

- Contrasting colors
- Shapes
- Different types of CTAs (pop ups, etc)
- Interactive ctas
- Other tips when using ctas



Text is the same color as the CTA, making it hard to stand out



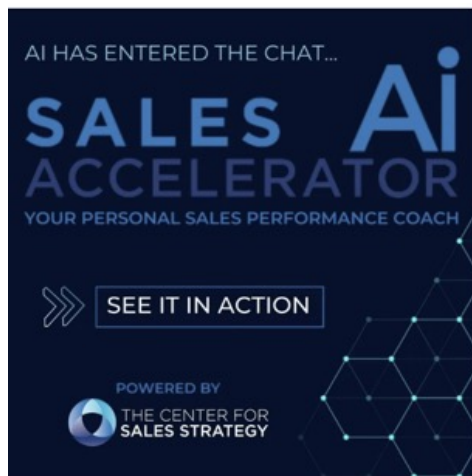
CTA stands out through a rectangular shape and different color

#12 Link CTA to a Dedicated Landing Page

This tip might seem minor, but it's incredible how often businesses miss this opportunity. Calls-to-action are meant to send visitors to a dedicated landing page where they receive a specific offer.

Do not use CTAs to drive people to your homepage. Even if your CTA is about your brand or product (and perhaps not an offer like a download), still send them to a targeted landing page that is relevant to what they are looking for. If you have the opportunity to use a CTA, send them to a page that will convert them into a lead.

This CTA drives visitors directly to a landing page.



THE CENTER FOR SALES STRATEGY

YOUR PERSONAL SALES PERFORMANCE COACH

Sales Accelerator Ai

The Center for Sales Strategy's latest innovation is a custom AI chat unlike any other, trained exclusively on the Sales Accelerator process and tailored to supercharge your sales performance.

SALES Ai ACCELERATOR

A Closed System

Sales Accelerator Ai operates as a closed system, leveraging its expertise in the six-step Sales Accelerator process to provide you with invaluable insights and guidance in your sales efforts.

Designed for Your Success

This chat has been meticulously trained to understand the unique challenges faced by both sales leaders and salespeople, offering targeted solutions for each step of the sales journey.

SEE IT IN ACTION

SALES ACCELERATOR AI FOR SALESPEOPLE

Empowering Your Sales Team

Sales Accelerator Ai gives salespeople an edge to elevate their approach and boost results in their daily routines:

- Crafting the perfect sales email to a prospect.
- Refining and improving Valid Business Reasons.
- Generating thought-provoking questions for an upcoming needs analysis meeting.

Sales Accelerator Ai becomes your personal sales mentor, elevating your approach and boosting your results.

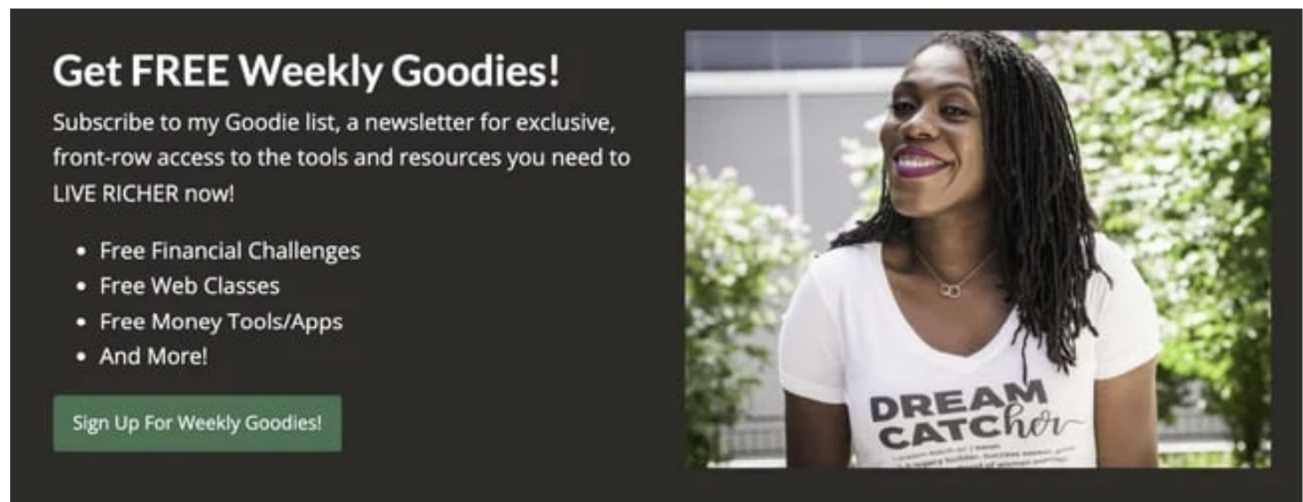
TELL ME MORE

#13 Match CTA to Offer

Matching your call-to-action to the offer being promoted is a critical lead generation best practice. CTAs that clearly reflect the offer set proper expectations for site visitors and seamlessly guide them to relevant content. This strategic alignment avoids friction, improves comprehension, enhances UX, and boosts conversions.

When a CTA matches the language and tone of the offer or page content, it conveys that clicking will lead to a logical next step. This builds user trust and confidence. Mismatched CTAs that direct elsewhere often cause confusion and navigation issues, costing you leads. Taking time to sync your CTAs with associated offers demonstrates an intentional, user-focused approach.

CTA: Sign Up for Weekly Goodies!



Get FREE Weekly Goodies!

Subscribe to my Goodie list, a newsletter for exclusive, front-row access to the tools and resources you need to LIVE RICHER now!

- Free Financial Challenges
- Free Web Classes
- Free Money Tools/Apps
- And More!

[Sign Up For Weekly Goodies!](#)

DREAM CATCHER

#14 Thank You Pages Make Powerful CTA'

Even if someone completes a form on your website (thus they've converted as a lead), don't stop there. Increasing engagement is also a top priority for marketers so that prospects turn into loyal fans.

Once someone reaches a "thank you page" (the page that a visitor arrives on after completing a form) use that space as an opportunity to promote more offers and content.

For example, if a visitor on HubSpot.com downloads a guide on email marketing, they can offer them another offer for an Email RFP for a chance to see a demo of their email marketing platform.

LEADG2
IN THE CENTER FOR SALES STRATEGY

ABOUT INBOUND MARKETING SALES ENABLEMENT HUBSPOT RESOURCES LET'S TALK

THE BUYER'S JOURNEY ROAD MAP

THANK YOU FOR DOWNLOADING YOUR FREE EBOOK.
ACCESS IT BELOW!

Click below to access your copy right now. This link has also been sent to your email to view at your convenience.

ACCESS THE EBOOK

LET'S TALK
How can we help you sell smarter and faster?
SCHEDULE A TIME TO CHAT

[TOOLKIT] OPTIMIZE YOUR WEBSITE FOR B2B LEAD GENERATION
DOWNLOAD NOW

Like this? Spread the word:
f in t e

Provide opportunity to promote more offers and content

Worst Lead Generation Tips When Crafting CTAs



Vague, Non-Actionable CTAs

Avoid weak CTAs like “Learn More” that don’t drive specific actions.



Mismatched CTAs

Don’t create CTAs that mismatch or exaggerate the offer or content they link to.



Unclear Wording

Stay away from confusing CTA text with vague phrasing like “Click Here.” Be ultra clear.



Poor Placement

Don’t bury CTAs far down pages or hide them in hard-to-see locations. Promote them prominently.



Little Contrast

Failing to make CTAs visually stand out from other elements significantly reduces clicks.



Bad Links/Technical Issues

Broken links or programming errors will quickly negate response to even well-crafted CTAs.



Not Testing

Don’t take a one-and-done approach. Continuously test and optimize CTAs for maximum impact.



Ignoring Accessibility

CTAs should follow accessibility best practices for elements like color contrast and alt text.

CHAPTER 3:

Landing Pages That Convert

Landing pages are one of the most important elements of lead generation.

In fact, according to MarketingSherpa's research, landing pages are effective for 94% of B2B and B2C companies. The use of landing pages enables marketers to direct website visitors to targeted pages and capture leads at a much higher rate.

What's great about landing pages is that they direct your visitors to one particular offer without the distractions of everything else on your website. Visitors are on a landing page for one and only purpose: to complete the lead capture form.



#15 Elements of a Landing Page

Landing pages, sometimes called a “Lead Capture Page,” are used to convert visitors into leads by completing a transaction or by collecting contact information from them.

Landing pages consist of:

A headline and (optional) sub-headline

LEAD GENERATION QUIZ

Discover where your lead generation efforts stand and uncover actionable insights to supercharge your growth.

A brief description of the offer

Grade Your Lead Generation Efforts Below

How it Works:

- 1. Access the Quiz:** Begin the Lead Generation Quiz on the right side of the page. It's easy to use and will only take around five minutes of your time.
- 2. Answer Thought-Provoking Questions:** Dive into the quiz and answer 42 carefully curated questions about your lead generation efforts to get a clear picture of what's working and where improvements are needed.
- 3. Actionable Next Steps, Delivered to Your Inbox:** As soon as you complete the quiz, you will receive an email detailing both your score and actionable next steps to take your lead generation efforts to the next level.

Your Success is Our Priority:

At LeadG2, we understand that lead generation isn't just about collecting contact information. It's about building meaningful connections and nurturing relationships that fuel your business growth.

That's why we've created this Lead Generation Quiz – to empower you with the knowledge you need to take your lead generation strategy to the next level.

Don't let uncertainty hold you back. Take the Lead Generation Quiz today and embark on a journey toward lead generation excellence.

LEADG2

by THE CENTER FOR SALES STRATEGY

Wondering how to get more leads from your lead generation efforts?

This quiz will only take a few minutes but could help point you in the right direction to boost your lead generation strategy.

• Takes 6 minutes

Grade Lead Gen Efforts

And most importantly, a form to capture information

#16 Remove the Main Navigation

Once a visitor arrives on a landing page, it's your job to keep them there. If there are links on the page to move about your website, it will distract the visitor and decrease the chance of them converting on the page.

One of the best ways to increase your landing page conversion rates is to simply remove the main navigation from the page. That's it! This isn't something that needs to be done on every single landing page, and there are certainly exceptions, but it's a good thing to consider when building these pages for lead generation.

Main navigation removed →

LEAD GENERATION QUIZ
Discover where your lead generation efforts stand and uncover actionable insights to supercharge your growth.

Grade Your Lead Generation Efforts Below

How it Works:

- 1. Access the Quiz:** Begin the Lead Generation Quiz on the right side of the page. It's easy to use and will only take around five minutes of your time.
- 2. Answer Thought-Provoking Questions:** Dive into the quiz and answer 42 carefully curated questions about your lead generation efforts to get a clear picture of what's working and where improvements are needed.
- 3. Actionable Next Steps, Delivered to Your Inbox:** As soon as you complete the quiz, you will receive an email detailing both your score and actionable next steps to take your lead generation efforts to the next level.

Your Success is Our Priority:

At LeadG2, we understand that lead generation isn't just about collecting contact information. It's about building meaningful connections and nurturing relationships that fuel your business growth.

That's why we've created this Lead Generation Quiz – to empower you with the knowledge you need to take your lead generation strategy to the next level.

Don't let uncertainty hold you back. Take the Lead Generation Quiz today and embark on a journey toward lead generation excellence.

LEADG2
THE CENTER FOR SALES STRATEGY

Wondering how to get more leads from your lead generation efforts?

This quiz will only take a few minutes but could help point you in the right direction to boost your lead generation strategy.

● Takes 6 minutes

Grade Lead Gen Efforts

#17 Match the Headline of the Landing Page to the Corresponding CTA

Keep your messaging consistent on both your CTA and the headline of the landing page.

If people click on a link for a free offer and then find out there's a catch on the landing page, you'll instantly lose their trust. Similarly, if the headline reads differently than the CTA, it might lead to confusion, and the visitor might wonder if the CTA is linked to the wrong page.

On this landing page, HubSpot offers a free course. Both CTAs encourage the user to sign up for the free course

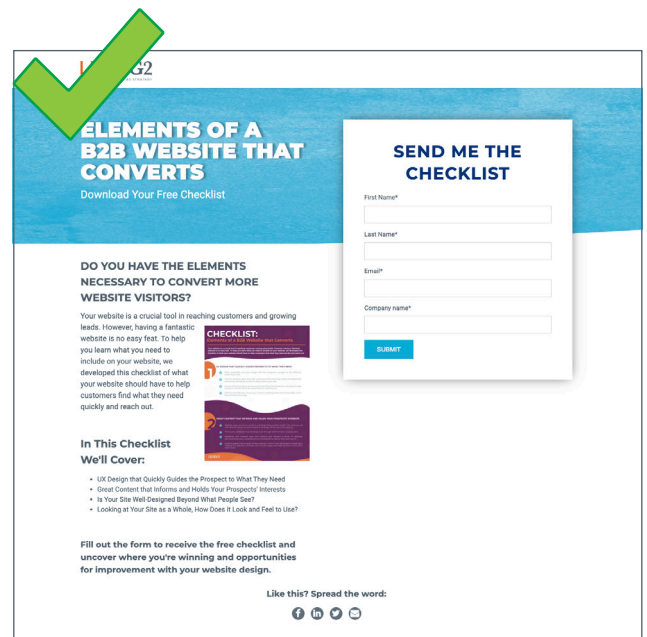
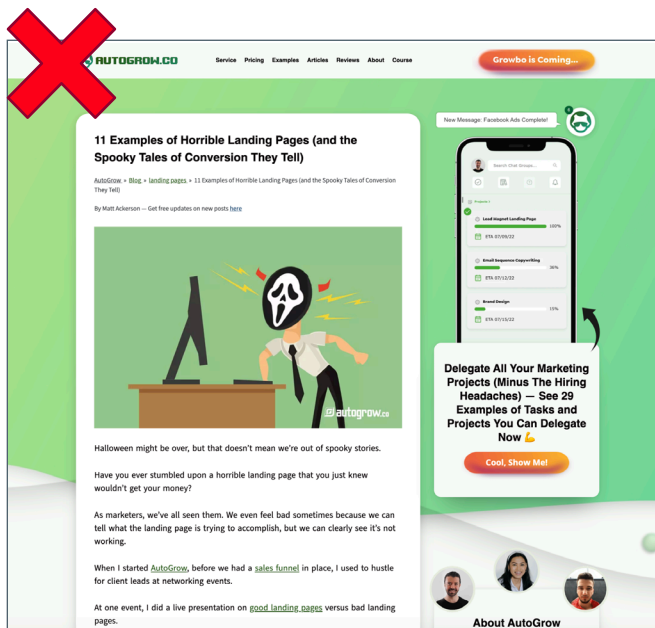
The image shows a screenshot of a HubSpot landing page. At the top left is the HubSpot logo. To its right are navigation links: "Software", "Pricing", and "Resources", each with a dropdown arrow. In the top right corner, there is a red-bordered button that says "Start free or get a demo". Below the navigation is a dark blue hero section with the headline "What is inbound marketing?". Underneath the headline is a paragraph of text: "Inbound marketing is a marketing methodology that attracts loyal customers by creating experiences tailored to them through valuable content. Digital marketing and content marketing tactics that focus on delivering valuable content are examples of inbound marketing that drive customer engagement and growth." At the bottom of the hero section is a white-bordered button with a red border that says "Sign up for a free inbound marketing course". Two orange arrows point to these buttons: one from the text above pointing down to the top button, and one from below pointing up to the bottom button.

#18 Less is More

You've heard the KISS rule: "Keep it simple, stupid."

The same applies to landing pages.

A cluttered page means a distracted visitor. Be brief and to the point; it's in the offer itself where you give more information. In addition to your headline, include a brief paragraph explaining what the offer is, followed by a few bullet points outlining the benefits of the offer.



#19 Emphasize the Benefits of the Offer

Make it clear in your brief paragraph and/or bullet points what the benefits of the offer are. It's more than just listing what the offer is comprised of; it takes a bit of spin. Instead of "Includes specifications of product XYZ," say something like "Find out how XYZ can increase productivity by 50%." In other words, convey the value of your offer clearly and effectively.

LEADG2
BY THE CENTER FOR SALES STRATEGY

ELEMENTS OF A B2B WEBSITE THAT CONVERTS

Download Your Free Checklist

DO YOU HAVE THE ELEMENTS NECESSARY TO CONVERT MORE WEBSITE VISITORS?

Your website is a crucial tool in reaching customers and growing leads. However, having a fantastic website is no easy feat. To help you learn what you need to include on your website, we developed this checklist of what your website should have to help customers find what they need quickly and reach out.

SEND ME THE CHECKLIST

First Name*

Last Name*

Email*

Company name*

SUBMIT

Checklist Preview:
1 DESIGN THAT QUICKLY GUIDES PROSPECTS TO WHAT THEY NEED
 • Quick navigation
 • Clear and concise messaging
 • Consistent branding
 • Mobile-responsive design
2 GREAT CONTENT THAT INFORMS AND HOLDS YOUR PROSPECTS' INTERESTS
 • Clear and concise messaging
 • Consistent branding
 • Mobile-responsive design

In This Checklist We'll Cover:

- UX Design that Quickly Guides the Prospect to What They Need
- Great Content that Informs and Holds Your Prospects' Interests
- Is Your Site Well-Designed Beyond What People See?
- Looking at Your Site as a Whole, How Does it Look and Feel to Use?

Fill out the form to receive the free checklist and uncover where you're winning and opportunities for improvement with your website design.

Like this? Spread the word:

[f](#) [in](#) [t](#) [✉](#)

Shows what will be received

#20 Encourage Social Sharing

On your landing page, don't forget to include buttons to enable your prospects to share content and offers.

Include multiple social media channels as well as email, since people have different sharing preferences. When your offer is shared more, more people land on the page, and therefore more people fill out your form and become leads!

LEADG2
BY THE CENTER FOR SALES STRATEGY

HELPING BUSINESSES NAVIGATE POTENTIAL BUYERS THROUGH EACH STAGE OF THE SALES PROCESS

DOWNLOAD THE BUYER'S JOURNEY ROAD MAP

Just like driving down a road, the modern B2B sales journey has its twists, turns, and occasional bumps in the road. Just as a skilled driver navigates their vehicle through different terrains, businesses must navigate their potential buyers through each stage of the sales process.

From initial awareness to final purchase decision, the journey can be complex and multifaceted. In today's highly competitive market, businesses must recognize the importance of effective marketing at each stage of the buyer's journey to keep their business moving forward.

In this eBook, we will explore the different stages of the B2B sales journey and discuss how marketing can play a crucial role in driving your business toward success.

[Complete the form to access the eBook now!](#)

ACCESS THE EBOOK NOW!

First name*

Last name*

Work Email*

What industry are you in?
Please Select

Job Title That Best Describes Your Role

Owner/CEO

VP/Director of Sales

Sales Manager

VP/Director of Marketing

Marketing Manager

Account Exec/Sales/BDR

Sales Support

Marketing Support

Other

SUBMIT

Social sharing icons →

Like this? Spread the word:

[f](#) [in](#) [t](#) [e](#)

#21 More Landing Pages Equal More Leads

Landing pages are an indispensable part of marketing.

According to a HubSpot survey, 91% of marketing and advertising professionals feel positive about conversion shifts after adding their landing page(s).

Having more landing pages equals more leads for these key reasons:

- >> **TARGETS SPECIFIC AUDIENCES**
Multiple landing pages allow you to tailor content and offers to unique segments.
- >> **TESTS WHAT CONVERTS**
More pages means more opportunities to A/B test and find what converts best.
- >> **IMPROVES CONVERSION RATES**
Fine-tuned landing pages drive higher conversion rates vs generic pages.
- >> **BETTER QUALITY LEADS**
Targeted landing pages attract higher-intent visitors who convert better.
- >> **EXPANDS REACH**
Each new landing page can be promoted across different channels and campaigns.
- >> **REDUCES COMPETITION**
Avoiding overly competitive generic pages gives your content breathing room.
- >> **IDENTIFIES SUCCESSES**
Seeing which pages produce the most leads shows what resonates.
- >> **MATCHES BUYER JOURNEY**
More landing pages support prospects across all stages of the journey.
- >> **IMPROVES EXPERIENCE**
Relevant, specific landing pages provide a more personalized experience.

Worst Lead Generation Tips When Creating Landing Pages



Overly Promotional Copy

Don't make pages all about pushing sales. Focus on providing value.



Too Many Distractions

Remove excessive navigation links, buttons, ads, etc. that divert attention



Irrelevant Content

Ensure page content directly relates to the offer and audience for that page.



Slow Page Speed

Optimizing landing page speed is crucial - don't let poor load times hurt conversions.



Ignoring Mobile Optimization

Not having a responsive mobile-friendly page will cost you leads.



Weak Calls-to-Action

Vague, low-contrast CTAs will underperform. Make them clear and prominent.



Forcing Contact Info

Request only essential contact details upfront if any. Get the rest later.



Lack of Testing

Set up A/B testing to continuously tweak and improve landing pages over time.



No Clear Next Steps

Guide visitors on what to do after converting to keep momentum going.



Spelling/Grammatical Errors

Sloppy mistakes undermine professionalism and trust. Proofread closely.

CHAPTER 4:

Optimized Forms

Forms are the key to lead generation. Without them, there is no way to “convert” a visitor into a lead. Forms come in handy when it’s time for people to sign-up, subscribe, ask a question, request a meeting, or download an offer.

The following tips will uncover how to build great landing page forms.



#22 The Right Form Length

You might be wondering how much or how little information you should require with a form. There is no magic answer when it comes to how many fields your form should contain but the best balance would be to collect only the information you really need.

The fewer fields you have in a form, the more likely you will receive more conversions. This is because with each new field you add to a form, it creates friction (more work for the visitor) and fewer conversions. A longer form looks like more work and sometimes it will be avoided all together. But on the other hand, the more fields you require, the better quality those leads might be and the easier it will be to actually qualify them properly. The best way to determine what works best is to test it and know your audience.

Form requires multiple fields of personal information

Name:

Email: Please fill the required field.

Street Address: Please fill the required field.

City: Please fill the required field.

State: Please fill the required field.

Zip Code: Please fill the required field.

Home Phone: Please fill the required field.

Call Phone: Please fill the required field.

Time:

Best Contact Time:

I would like to be contacted about the following:

Please enter a brief description of your needs:

Form only requires one field

Get Your Fast Free Quote Today!

Enter your zip code to get started:

What is your zip code?
We serve the entire Lehigh Valley Area!

Zip Code*

11,604 people requested a quote!

They were terrific! They clearly explained the quote, their services and process. Very professional and friendly. My business is growing.

I had a pretty bad ant problem in my house to the point where they were invading my food. They came out and took care of it for me. I am so happy with the service.

I received a free and fairly priced quote, on time and did everything we needed. My business is growing.

What type of service would you like a quote for?

#23 To Submit or Not Submit

That is the question most of your visitors are asking.

One of the best ways to increase form conversion rates is to simply NOT use default word on your button: “SUBMIT.” If you think about it, no one wants to “submit” to anything. Instead, turn the statement into a benefit that relates to what they are getting in return.

For example, if the form is to download a brochure kit, the submit button should say, “Get Your Brochure Kit.” Other examples include “Download whitepaper,” “Get your free eBook,” or “Join our Newsletter.”

Another helpful tip is to make the button big, bold, and colorful. Make sure it looks like a button (usually beveled and appears “clickable”).

The image shows a landing page for the 'IMPACTFUL LISTENING KIT'. The page has a blue header with the title 'IMPACTFUL LISTENING KIT' and a sub-header 'LEADER'S PRESENTATION PLUS 3 IMPACTFUL LISTENING ACTIVITIES'. Below the header, there is a section with text and a small graphic titled 'How can you improve your listening?'. The text describes the kit's purpose and lists the contents. To the right of the text is a registration form with fields for 'First name', 'Last name', 'Email*', 'Company name', and 'Job title'. Below the form is a green button labeled 'ACCESS THE KIT'. An orange arrow points from the text 'Relatable button' to the button.

IMPACTFUL LISTENING KIT

LEADER'S PRESENTATION PLUS 3 IMPACTFUL LISTENING ACTIVITIES

Unleash the power of impactful listening to drive collaboration, understanding, and innovation. This kit is your roadmap to fostering a culture of empathy and effective communication within your organization.

How can you improve your listening?
Use the 5 techniques of impactful listening:

- Ensure psychological safety
- Demonstrate focus
- Ask questions and listen to gain understanding
- Recognize non-verbal cues
- Challenge ourselves with empathy
- Provide meaningful feedback that leads to understanding

What's Inside:

- **Impactful Listening PowerPoint Presentation:** Guide your team through our immersive presentation that explores the nuances of impactful listening.
- **A Full Script:** This workshop is equipped with a full script (located in the presentation's notes) that provides insights, key discussion points, and facilitation tips, allowing you to guide meaningful conversations and address questions effectively.
- **Three Dynamic Activities:**
 1. **Differing Viewpoints:** This activity helps participants recognize and appreciate diverse perspectives while maintaining respect.
 2. **Jigsaw Puzzle of Knowledge - Building a Complete Picture:** This activity encourages members to become experts in their assigned area and then collaborate with others to construct a complete understanding of the topic.
 3. **Back-to-Back Drawing:** This activity enhances communication skills, practice active listening, and develop a deeper understanding of the impact of clear instructions and interpretation.

Complete the form on this page to access the Impactful Listening Kit now.

ACCESS THE IMPACTFUL LISTENING KIT NOW

First name
Last name
Email*
Company name
Job title

ACCESS THE KIT

Relatable button

#24 Reduce Anxiety with Proof-Elements

People are more resistant to giving up their information these days, especially because of the increase in spam. There are a few different elements you can add to the form or landing page to help reduce a visitor's anxiety to complete the form:

- Add a privacy message (or link to your privacy policy) that indicates their email will not be shared or sold.
- If your form requires sensitive information, include security seals, a BBB rating, or certifications so that visitors know their information is safe and secure.
- Adding testimonials or customer logos is another great way to indicate social proof. For example, if your offer was for a Free Trial, you may want to include a few customer testimonials about your product or service.

I have read and agree to littlecaesars.com's [Terms of Service and Privacy Policy](#)

Yes, I would like to receive commercial electronic information and offers from Little Caesars (including emails and push notifications, which may be subject to fees charged by my wireless carrier), including on my wireless device. You may later unsubscribe. Your consent is sought by Little Caesar Enterprises, Inc. for itself and for Little Caesar of Canada ULC. Little Caesar Enterprises, Inc., 2211 Woodward Ave., Detroit, MI 48201; (privacy@lcecorp.com)

CONTINUE

#25 Make the Form Appear Shorter

Sometimes people won't fill out a form just because it "looks" long and time-consuming. If your form requires a lot of fields, try making the form look shorter by adjusting the styling.

For example, reduce the spacing in between fields or align the titles to the left of each field instead of above it so that the form appears shorter. If the form covers less space on the page, it may seem as if you're asking for less.

<p>CONTACT US If you would like to get ahold of us, please fill in the form below...</p> <p>Salutation (optional) Mr. ▾</p> <p>First and Last Name <input type="text"/> <input type="text"/></p> <p>Company or Organization (optional) <input type="text"/></p> <p>Email Address <input type="text"/></p> <p>Phone Number (optional) 1 (<input type="text"/>) <input type="text"/> - <input type="text"/></p> <p>Fax Number (optional) 1 (<input type="text"/>) <input type="text"/> - <input type="text"/></p> <p>Subject or Topic Technical support ▾</p> <p>Comments or Questions <input type="text"/></p> <p>Newsletter (optional) <input checked="" type="checkbox"/> Yes, I would like to receive a monthly newsletter about deals and offers!</p> <p><input type="button" value="SEND"/></p>	<p>CONTACT US If you would like to get ahold of us, please fill in the form below...</p> <p>Name <input type="text"/></p> <p>Email Address <input type="text"/></p> <p>Comments or Questions <input type="text"/></p> <p><input type="button" value="SEND"/></p>
---	--

Worst Lead Generation Tips for Forms



Asking for Too Much Info

Keep forms short and only request essential information. Get non-critical details later.



No Field Validation

Failing to validate fields or provide error messaging creates frustration for visitors trying to submit forms.



Generic Forms

Having the same form everywhere instead of tailoring to each offer and page comes across as spammy.



Poor Mobile Optimization

If forms don't function properly on mobile, leads will drop off and abandon them.



Confusing Questions

Use clear, specific wording in form fields so users know how to appropriately respond.



Lack of Value Exchange

Make sure users get something of value in return for filling out the form, like content access.



Forget Privacy Policies

Explain clearly how user data will be collected, stored and used to build trust.



Cluttered Layout

Craft forms with clean, organized layouts that are easy to complete and submit.



No Confirmation Message

Failing to thank users and confirm form submission leaves them wondering if it went through.

CHAPTER 5:

Multi-channel Lead Generation

Your website isn't a silo.

Marketers must utilize many other channels in order to maximize their lead generation efforts. In this sense, a channel might be a retail store, a website, a social media platform, an email, your sales team, or a text message.

The objective is to make it easy for buyers to research, evaluate, and purchase products in any way that is most appropriate for them. It's all about having the right marketing mix.

In this last chapter, we will briefly cover a few channels that help businesses generate the most amount of leads.



#26 Blogging Brings in the Leads

According to recent Databox survey, over 70% of respondents think blogging has become more effective in generating leads.

Here are some of the main reasons why blogging is considered a top lead generation tip:

➤ **INCREASES SITE TRAFFIC**

Blogs drive new visitors through SEO, shares, links, etc. More traffic = more leads.

➤ **HIGHLIGHTS EXPERTISE AND THOUGHT LEADERSHIP**

Blogging allows you to consistently showcase your brand's knowledge and expertise in your industry. This builds trust.

➤ **IMPROVES SEO**

Fresh, high-quality content boosts keywords and search visibility driving visitors from search engines.

➤ **GENERATES LEADS**

Posts can convert readers into leads through calls-to-action, offers, and gated content.

➤ **ENABLES TARGETING**

Relevant, specific blog content attracts your ideal buyers and customers.

➤ **ONGOING BRAND BUILDING**

A blog strengthens branding and establishes thought leadership over time.

➤ **BUILDS LOYALTY**

Blogs nurture leads and customers with helpful, engaging information on a consistent basis.

➤ **COST EFFECTIVE**

Blogging has a relatively low cost compared to other marketing tactics.

➤ **IT'S EVERGREEN**

Your blogs live on and oftentimes continue to drive traffic for years to come!

Worst Lead Generation Tips for Blogging



Not Optimizing Blog for SEO

Failure to optimize with titles, headers, meta descriptions hurts search visibility.



Low-Value Content

Posts that simply pitch products rather than provide useful info won't attract or convert readers.



Inconsistent Publishing

Sporadic blog updates result in declining traffic as readers tune out.



Ignoring Metrics

Not tracking blog KPIs like traffic, engagement, leads makes growth difficult.



Weak Calls-to-Action

Posts need clear CTAs and lead gen forms to activate readers to convert.



Poor Promotion

Simply publishing posts isn't enough. Need dedicated promotion to drive readers.



Overly Promotional Language

Avoid "salesy" tone. Focus on providing value and building relationships.



Not Repurposing Content

Don't just blog. Repurpose posts into social updates, videos, graphics.



Blocking with Pop-Ups

Overuse of pop-ups asking for contact info will turn visitors away.



Not Continuing Education

Don't get complacent. Continually hone blogging skills and learn new best practices.

#27 Email Marketing

Many businesses may think that email marketing is only best used when communicating with existing prospects and customers. Not so!

Email can be a great channel for new lead generation.

Here are some ways you can use email to generate more new prospects:

» CREATE WITH YOUR EXACT AUDIENCE IN MIND

The more targeted you can be, the more your subject line, copy, and CTA are going to land and convert.

Have great subject lines! Research and be sure you know how to write compelling, clickable subject lines and don't be afraid to A/B test them.

Focus on an opt-in strategy. If you're buying email lists and spamming your prospects, no one will want to share your email with others. They will only want to unsubscribe! The first step to email lead generation is to make sure you have happy subscribers that enjoy receiving emails from you.

» SEND PEOPLE VALUABLE OFFERS

If you send really interesting or valued offers - whether it's downloads, discounts or educational content - people will more likely share your emails with their friends or colleagues.

» GIVE PEOPLE TOOLS TO SHARE

Don't forget to add a "Forward to a Friend" link or social media sharing buttons within each email so people are encouraged to pass it on.

The screenshot shows an email titled "Your Toolkit is Below!". It features a purple header with the text "Resources for B2B Lead Generation" and a gear icon. Below the header, it says "You'll find every piece of your B2B Lead Generation Toolkit below!". The toolkit items are listed with orange buttons for each:

- [eBook] How to Outrank the Competition with High Quality Content (with "ACCESS THE EBOOK" button)
- [Checklist] Elements of a B2B Website that Converts (with "ACCESS THE CHECKLIST" button)
- [Webinar] 2-Part On-Demand Video Series: [Part 1] Why Your Website Isn't Generating Leads & [Part 2] Why Your Leads Aren't Converting Into Sales (with "WATCH PART 1" and "WATCH PART 2" buttons)
- [Webinar] Generating Sales Leads (with "WATCH THE WEBINAR" button)

At the bottom, it says "Want to see more resources? Check out our resource center here:" followed by an "ACCESS THE RESOURCE CENTER" button. Blue arrows point from the text on the left to the eBook, checklist, and webinar sections.

Simple email promoting a valuable toolkit that includes multiple ways to access information.

Worst Lead Generation Tips for Email Marketing



Buying Email Lists

Purchased lists of unqualified, unconsenting contacts have low engagement and may cause



Not Segmenting

Sending one generic email blast to all subscribers is not targeted or personalized.



Bland Subject Lines

Unclear, dull subject lines will cause emails to go unopened and be missed.



Spam Trigger Emails

Unsubscribe, free, sale, etc. can trigger spam filters and prevent delivery.



Overly Promotional Content

Emails focused solely on product pitches rather than value are easy to dismiss.



Infrequent Sending

Inconsistent, too-infrequent email campaigns cause disengagement over time.



Forgetting Mobile Optimization

Emails not formatted responsive for mobile will have low open rates.



Neglecting Analytics

Not tracking email metrics means losing insight on what content and approaches work best.



Lacking Clear CTAs

Emails need clickable calls-to-action to guide recipients to convert.

#28 Social Media

Social media is a critical channel for any great lead generation strategy – and it's one you shouldn't overlook.

Here are some great tips for generating leads on social networks.

» BUILD A LOYAL FOLLOWING

Building a relationship with potential customers is a critical first step. Social media connections are really about people-to-people, not always company-to-individual. Get to know your audience online, communicate, and share information. In order to generate leads, you need to have human interaction with others.

» REMEMBER, SOCIAL MEDIA IS A DIALOGUE

Companies that only use social media to blast out messages about themselves aren't using social channels effectively. The goal is to interact with others and be helpful. When you share content on social media, don't always post something that relates to your company. Share links to other interesting things you've found online. People will be very thankful you are noticing their work, too!

» INFLUENCE CONNECTIONS FOR CONTENT SHARING

Publishing and sharing content that directs traffic to targeted landing pages is the single biggest lever to increase lead generation through social media. Share your new content offers by posting links to landing pages, and in addition, share blog posts, discounts, and other great resources.

Don't try to be everywhere. Instead of trying to be on every social media channel, first focus on 1-3 channels and really grow them. You'll make a bigger impact that way.

Use video! Great graphics, calls-to-action, and copy only posts can definitely work – but we recommend you don't forget about video and use it strategically in your social media promotion.

Worst Lead Generation Tips for Social Media



Automating All Posts

Having only scheduled, automated content makes social accounts seem robotic.



Not Responding to Comments

Failing to reply and interact with commenters hurts relationships.



Over-Promoting

Content that's all product pitches with no value quickly annoys followers.



Pushing Sales Too Soon

Avoid hitting up new followers with sales outreach right away. Nurture first.



Poor Visual Content

Low-quality images/video reflects poorly and gets low engagement.



Inconsistent Posting

Sporadic updates cause followers to disengage and stop checking back.



Ignoring Analytics

Not monitoring metrics means you can't refine efforts to improve results.



Wrong Platforms

Sticking only to major platforms without considering emerging ones misses opportunities.



Impersonal Tone

Brands that comment and post as "we" rather than individual voices seem robotic.



Buying Fake Followers

Fake followers from purchased bots damage credibility when detected.

#29 Organic Search

While promoting your offers on many channels is crucial for lead generation, it's also equally important to make it easy for people to find your content, blogs, landing pages, offers, and more through search engines. To do this, you need to apply search engine optimization (SEO) best practices to everything you publish, such as:

- Pick a primary keyword(s) for each post or page and focus on optimizing it for that word. If you oversaturate a page with too many keywords, the page will lose its importance and authority because search engines won't have a clear idea of what the page is about.
- Place your primary keywords in your headline and sub-headline. These areas of content have greater weight to search engines.
- When including keywords in your content, make sure to use them in a natural and relevant way. Don't just force keywords randomly or out of context. The goal is to provide valuable information to readers, not to keyword stuff your content.
- Focus on good, descriptive alt text so it doesn't seem like you're just trying to stuff keywords in. The alt text should naturally describe the image content in a way that's helpful for users.
- Include the keywords in the page title, meta description, and URL.

Worst Lead Generation Tips for Organic Search



Keyword Stuffing

Cramming content full of keywords will get you penalized by search engines.



Buying Backlinks

Purchased or low-quality backlinks don't boost rankings and may trigger penalties.



Doorway Pages

Thin pages optimized for one keyword redirecting to another page damages credibility.



Hidden Texts/Links

Sneaky hidden content tricks search engines and hurts rankings.



Duplicate Content

Republishing existing content across domains dilutes value for search engines.



Slow Load Times

Fast page speed is a ranking factor. Unoptimized images, code, etc. hurts SEO.



Bad Mobile Optimization

Not having a responsive mobile site leads to lower mobile rankings.



Ignoring Voice Search

Optimizing for conversational long-tail voice terms is key and overlooked.



Chasing Trends

Don't change strategies based on every rumor. Stick to basics.



No Analytics

Failure to track keywords, site traffic, backlinks means you can't refine efforts.

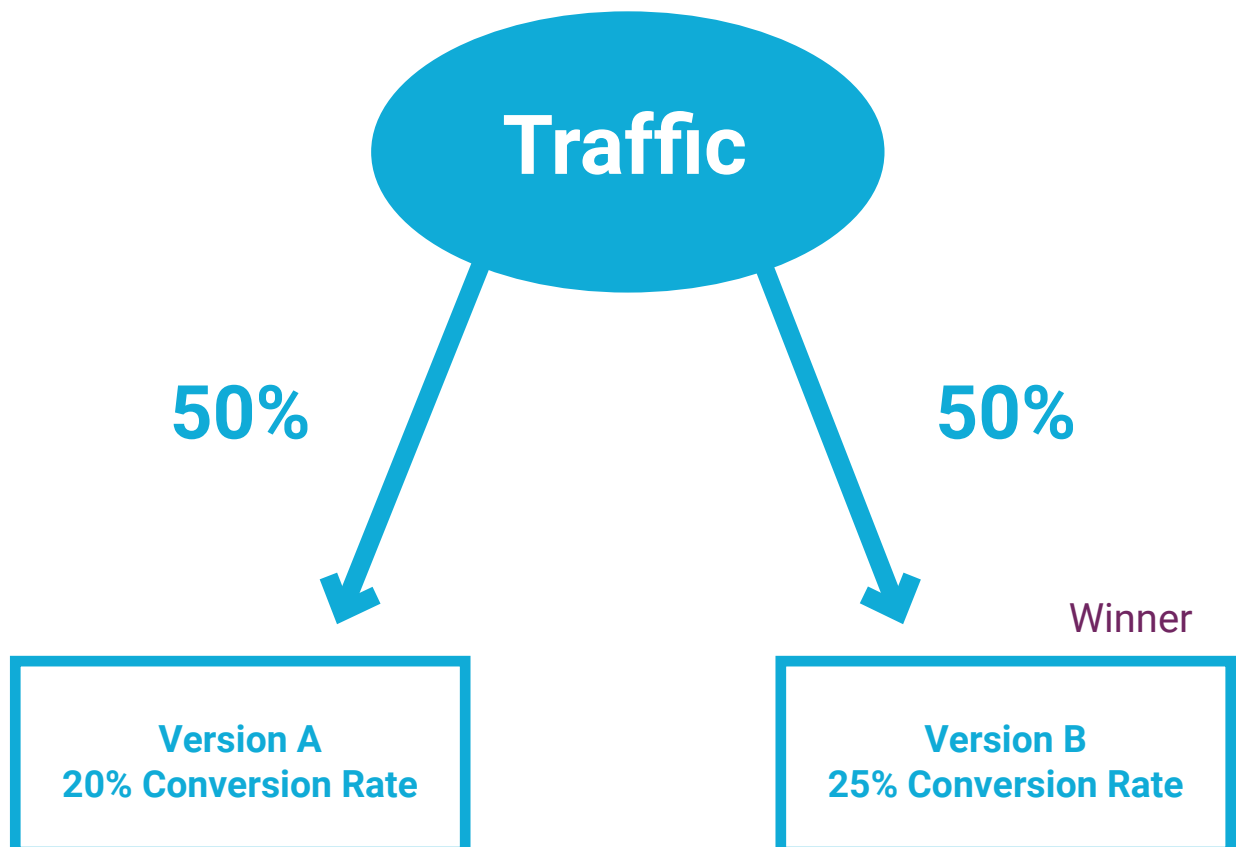
#30 Use Links and CTAs within Offers

Your offers themselves are great channels for lead generation. For example, in this eBook, HubSpot included links to other content offers you can download. As people share this eBook, they may discover other resources that they offer by the links within the content.

#31 A/B Testing

While this isn't a channel per se, it is a great way to increase leads.

A/B testing can be used in calls-to-action, landing pages, email marketing, advertising, and more. According to HubSpot research, A/B testing your landing pages and other assets can help you generate up to 40% more leads for your business. When done correctly, A/B testing can provide a huge competitive advantage for your company.



CONCLUSION

Generating leads online has the power to transform your marketing and sales. Using great offers, calls-to-action, landing pages, and forms - while promoting them in multi-channel environments - can reduce your cost-per-lead while delivering higher quality prospects to your sales team.

The basics herein are just the beginning. This guide contains many best practices for a variety of aspects of lead generation to help bolster your conversion rates, but these tactics are only the tip of the iceberg.

Continue to tweak and test each step of your inbound lead generation process in an effort to improve lead quality and increase revenue.

Click here to take the quiz now!

LEADG2
BY THE CENTER FOR SALES STRATEGY

LEAD GENERATION QUIZ

Discover where your lead generation efforts stand and uncover actionable insights to supercharge your growth.

Grade Your Lead Generation Efforts Below

How it Works:

- 1. Access the Quiz:** Begin the Lead Generation Quiz on the right side of the page. It's easy to use and will only take around five minutes of your time.
- 2. Answer Thought-Provoking Questions:** Dive into the quiz and answer 42 carefully curated questions about your lead generation efforts to get a clear picture of what's working and where improvements are needed.
- 3. Actionable Next Steps, Delivered to Your Inbox:** As soon as you complete the quiz, you will receive an email detailing both your score and actionable next steps to take your lead generation efforts to the next level.

Your Success is Our Priority:

At LeadG2, we understand that lead generation isn't just about collecting contact information. It's about building meaningful connections and nurturing relationships that fuel your business growth.

That's why we've created this Lead Generation Quiz - to empower you with the knowledge you need to take your lead generation strategy to the next level.

Don't let uncertainty hold you back. Take the Lead Generation Quiz today and embark on a journey toward lead generation excellence.

LEADG2
BY THE CENTER FOR SALES STRATEGY

Wondering how to get more leads from your lead generation efforts?

This quiz will only take a few minutes but could help point you in the right direction to boost your lead generation strategy.

● Takes 6 minutes

Grade Lead Gen Efforts

Like this? Spread the word:

[f](#) [in](#) [t](#) [e](#)