

THE LEADS HUB

# 23 LEAD GENERATION CHANNELS AND TECHNIQUES



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From the perspective of a newbie Internet marketer or any business looking to increase its customer base, the goal is pretty simple – acquire as many leads as humanly possible. Whether you are selling a product advertised by a promising affiliate or promoting the hottest new multi-level marketing program, you won't be getting anywhere without getting other people involved. But having this newbie mindset could set the stage for disappointment and it could be the unwanted situation that may convince you to never get involved with Internet marketing again. To correct that mindset, you have to understand what a lead is first before you proceed to knowing the various lead generation channels and techniques.

A lead represents any individual that has expressed interest in your offerings. This means that you shouldn't blast all your friends, relatives and beyond because while that may help grow your list, your efforts won't bear much fruit if the majority of people in that list aren't even interested with your deal.

Lead generation can be a pretty exhausting process for new Internet marketers and efficiency is the key to bringing up that confidence in scoring some quality leads. Being efficient can mean being simple without using your taking any money out of your pocket. Therefore, it is best to dive into the simple and free lead generation channels first.



## Simple and Free

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### ❖ Classified Ad Posting

Posting in websites that allow you to post advertisements may not be the most effective lead generation method but the process is so simple to the point that you might as well get it out of the way first. Backpage is a fairly popular site for posting classified ads and they have a "Services" section where you are free to promote your online opportunities or just about anything else you wish to advertise online. It can also serve as a gateway to local marketing since many of these classified ad directories allow you to target specific areas. No matter what your target is, all you have to do is create a captivating headline and some details along with the link to where you want to take the potential lead. Also check out Craig's List and Kijiji.

## ❖ Email Marketing

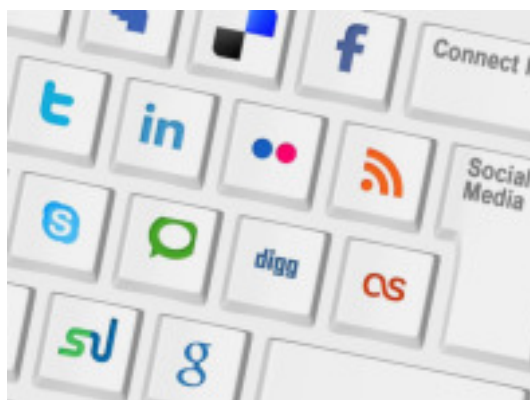


Despite the huge surge in social media activities, millions of people still check their email inboxes on a daily basis. A fraction of those folks don't even mind submitting their email address in hopes of getting some good deals or possibly some nice opportunities to make money. With email marketing, your goal is to obtain the email addresses of these interested people. Simply emailing a bunch of random email addresses you find publically posted is an act of spamming and you don't want to be labeled a spammer. Either create your own form where people can sign up and become a part of your list or only gather email addresses coming from people that willfully want to receive advertisements. Once you have gotten a few addresses, you can start composing an attractive email the same way you would post a good classified ad.

## ❖ Instant Messaging

Instant messaging is a lot like email marketing but it is a little bit trendier. We are now living in a world where people tend to their smartphones, tablets and other mobile devices far more than their desktop computers. Mobile is often used as a tool for communication and that spawned all sorts of apps from the highly successful WhatsApp to many of the worldwide hits like Viber and Line. These quick and free ways to get in touch with people enabled businesses to expand their presence there. You should prove that you and your business are in that social trend too by creating dedicated accounts for these services. Just remember that the same rules in email marketing apply here. Don't be a spammer! If you cannot find quality leads that advertise their usernames or handles, use instant messaging as a support channel to convince potential leads to opt-in, you might be surprised how a little bit of personal messaging can push individuals forward.

## ❖ Social Networking



Social networking is where all the active Internet marketers are at nowadays and they come from all walks of life. Scroll down your Facebook news feed and you might find a couple of work-at-home opportunities. Go down a bit more and you'll suddenly see an advertisement of your favorite junk food. Many of the big businesses are making their social media presence known and you can too by simply making posts on your profile the same way you would on a more public domain. It can be a bit tricky though since your friends may just block you on Facebook for being too "spammy".

Fortunately, you can create a page representing your business and convince people to “Like” the page so they can see your posts on their news feeds. Remember, you want people in your business’s target niche to subscribe so those leads have a better chance in converting into sales. Also remember that Facebook isn’t the only kid in the social network block. Expand your presence to sites like Twitter, LinkedIn, Pinterest, Tumblr and beyond. Perk up those profiles by supplying as many factual bits of information as possible along with some pictures and you immediately have a strong social media presence. Having that presence can be useful if people try to conduct some background research on you or your opportunity. Be sure to fill out your profile, your company overview and use keywords whenever possible.

### ❖ **Forum Participating**

Forum participation used to be one of the top channels of lead generation before the social networking boom. But even today, the most popular forums continue to thrive as there are still a bunch of people that prefer to be anonymous and wish to interact with other members as they may share some valuable information. In work-at-home and marketing forums or just about any site that has an advertisement section, you can be that member people are looking for.

A lot of these forum sites do not take spammers lightly so you have to promote your site in such a way that you are responding to a particular request for advice. If someone is looking for a good MLM, you can shamelessly promote yours. Not only will the person asking check it out but also anybody else that may stumble upon that thread and that can include the search engine bots too if the forum is public. If you can’t find such threads, the least you can do is to make a small call to action statement followed by a link to your page on your signature field. Then participate naturally on the forum so your advertisement literally follows you wherever you post. As long as there are no strict rules on setting your signature, you should be good to go in getting some good leads.



### ❖ **Blogging**

Lead generation can begin at home too and blogging is a rather simple and free way to get the ball rolling. The purpose of blogging is to raise the importance of your website by showing that it is constantly getting new and unique content. Don’t let complicated terms like SEO and page ranking discourage you because you can always tackle them later. Find some time to talk about topics that you believe your potential leads will find interesting or perhaps convince them that your landing page is really legitimate. You can even tell some personal stories so your blog isn’t too boring.



## ❖ Referrals



One of the best ways to get new business is to ask existing customers and contacts for a referral. Ask a customer if they are pleased with the products or services you provide and if there is anyone they know that could enjoy the same benefits you enjoyed. Remember people in general are reluctant to refer contacts as they are fearful that if the contact referred does not have a good experience, it reflects badly on them. Make the referral as safe or with as little risk as possible. For example, offer a free consultation or free report or video to lower risk. You may also consider offering the referrer a free gift, discount or some other type of bonus for providing a referral.

*It is impossible to predict the results of free and simple lead generation techniques because at the end, people can be interested to check out your offering or not. You might be able to improve your results by coming up with striking headlines or something that will really make it hard to resist clicking. Link baiting may sound like a cruel thing to do to your readers but it can be effective if the actual content is too compelling. But if things are not working out so well after a period of time, you could try offering something of value to get faster results.*

## Quick with a Price

### ❖ Buying the Leads

There are some services out there than claim to have massive databases of contacts that have agreed to receive marketing material. In hopes of getting profits of their own, the approaches of these sites are to sell the leads. If the site is legitimate, this method can pretty much be the fastest way to get leads. But it might not exactly be the smartest way to go especially since those that are most interested in making money from home are not so willing to spend too much money upfront. There is always that possibility for the leads to be no good so be sure to check the reviews of a particular service before proceeding. Because of these risks, it might be best to avoid this method unless you truly have money to burn. But since this method works for some people, lead buying has to be acknowledged as a method for lead generation.



## ❖ PPC

PPC or pay-per-click is another paid method to generate leads. Rather than spending money on a bunch of leads that may or may not contribute to your bottom line, PPC gives you the opportunity to post an advertisement that a certain audience will most definitely see. That audience represents the other side of PPC services where members actually make money to view an advertisement. In a PPC model, you are basically setting aside money which will then be given to hundreds of people if they check out your ad. Making the advertisement nice along with the capture page is crucial to making this model work in your favor. Facebook and Google have their own advertising services too to make it easy to promote content where you are fully in charge with your budget.



## ❖ Special Offers

As mentioned earlier, offering something of value may help with the convincing power. But in a world of Internet marketing, that valuable something doesn't have to be in the form of money. It can also take the form of a special offer where you are basically offering some kind of incentive if they proceed. That might come in the form of an eBook that you acquired resell rights to or possibly an opportunity for the lead to get free one-on-one training with you. The more valuable the offer is, the more likely a viewer will take the plunge. If that isn't working out, you can try giving a few gentle pushes. Try making the offer a limited time offer where the viewer only has a few minutes to act. You may alternatively limit the amount of freebies you can give so people will rush to be amongst the first to obtain it.

*Just remember that it isn't necessary to spend a lot of money in order to be successful in lead generation. Some people have proven that it is indeed possible to generate leads without spending a thing. Think of money as a shortcut to your goal and that may or may not work depending on the situation. Besides, you might want to hold on to some of that money for a few of the more traditional ways to generate leads because they are still quite effective.*

## Traditional but Still Effective

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### ❖ Print Advertising

Designing a print ad is kind of like designing a webpage although you are limited by the size of the media. Of course, you have to print the ad as well so you still need to set aside some advertising budget even if you have the technical and creative skills to come up with a great print ad. Print ads can come in the form of posters where you should put all the important details and other elements that will draw people in like testimonials and special offers. Just like Web surfers online, people have very short attention spans so the poster or banner should feature some lines of very large text or an attractive graphic to get them to go closer to the ad and read the finer bits of details. A quick way to get inspired is to head to Google Images and search for creative print ads.

### ❖ Telemarketing

Many cord cutters have already said good riddance to the telephone but that doesn't mean that telemarketing or cold calling is obsolete. Evidence does show that cold calling is pretty ineffective nowadays and that is normally because callers have high expectations to make a sale. Telemarketing can work really well in some niches. Remember, this is all about lead generation so use telemarketing to build a relationship with the contact and try to obtain as many information as possible. If you notice any instances that the person may be looking for something you have, take that opportunity and gradually work towards a sale. Also remember that you can call people on their mobile phones and any video conferencing apps like Skype as long as there is evidence that they agree to be contacted for promotional purposes.



### ❖ Direct Mail

If the telemarketing path interests you, you should consider direct mail too to really build up momentum in the traditional front. Not everyone at home has an Internet connection and direct mail can be one good alternative especially if you personalize your marketing piece. This method works better in some niches than others. Direct mail works well for sending follow up letters, flyers and postcards.

### ❖ Business Networking



Go to a networking event at your local chamber of commerce, board of trade or other business organization. You may also go as a guest to several professional networking groups like BNI, LeTip, BCX, etc. Many of these professional networking groups allow you to attend as a guest for free. Also offer to be a substitute for members that cannot attend events. Meet-ups, Green Drinks, Rotaries and other similar groups are also great for networking.

Make sure your elevator pitch is down pat and do not try to sell at a networking event. Your goal is to find out more about their business and tell them just enough about yours to get them intrigued. Call them afterwards to set up a time to talk on the phone or meet for a coffee.

*Trying out each of the various lead generation approach is healthy for your campaign because you can get a better feel of these methods as you routinely perform them. You will undoubtedly find a couple of techniques you are not comfortable with and others that you really enjoy doing. No matter how the results are, what matters most is that you tried them and your efforts are on the map. You have your advertisements in place and they will serve as potential for lead generation as long as they remain online. With these seeds already planted, you can now focus on greater ambitions which involve a lot more work but have an increased likelihood of yielding good rewards for the long term.*

## Tedious and Rewarding

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### ❖ Article Writing



Writing articles and submitting them to other sites is a good way to begin your transition to the more tedious stuff because it involves building on your blogging skills. Keeping your blog updated will always be important for lead generation sources but writing for other sites is necessary in order for more people to discover your blog. It is still all about lead generation at the end of the day and the idea is to make your blog as a gateway to your lead generating machine. Articles posted on other article directory sites like EzineArticles will serve as your front line because these directories have

very high Google Page Rank. Not to be confused with what page on search engines your article or blog appears. The tedious part involves thinking of good stuff to write about and making that execution in a unique and creative fashion. Thousands to millions of articles are already found in these article directories so you better come up with something refreshing to read.

### ❖ Guest Blogging

For even quicker results out of your article writing, you can go the extra mile and try out guest blogging where you ask a blog owner or manager if you can write for his or her site without any charge. You shouldn't ask for money upfront because the main thing you will be adding in return is free exposure (via a link) to your website. Not all blogs accept guest blogging so you may have to exert extra effort in convincing these people that you are going to bring something innovative to the table.

### ❖ SEO

Search Engine Optimization (SEO) can be complicated and should be left to the SEO professionals. If you over optimize your web pages search engines may penalize your pages and have an adverse effect on your rankings. The key component of SEO is to research and identify the keywords that would likely land you on the first page of search engines based on competitive analysis. However you can try to blend in keywords naturally without destroying the natural readability of your content and your articles or blogs could rank well organically. Organic traffic is any traffic you receive from search engine results. Even nowadays, people use search engines every day to look for something they need and your site if optimized well and supported by quality backlinks and new content on a regular basis could rank well in organic searches.





## ❖ Local Marketing

If your business relies on acquiring local customers or clients you should ensure that you have claimed your Google Places Business listing. For the last while they have been transitioning to Google + pages (not to be confused with your Google+ personal profile). Earlier this month Google announced its changing the name to “Google My Business”. Regardless what Google names it, it is very important to claim your listing. Google business listings show up in local searches and more importantly in mobile searches. To rank well in local searches, update your business listing with pictures, videos and posts. Acquiring citations (listing in other local directories) will also help your ranking.



## ❖ Podcasts

Hearing the term “podcast” might make you shrug because podcasts tend to be boring unless they are performed by people that really enjoy speaking and projecting their voice. But in the world of marketing, it can be a very powerful lead generation tool when mastered. Having your own podcast on your site significantly increases the transparency of your offering. You are showing to prospects that you are working hard to convince people. Since podcasts generally are composed entirely of audio, they are easier to make since all laptops, tablets and phones have built-in microphones. Plus, you can have your readers listen to one of your podcasts while they review your capture page. If your podcast is well-composed, they could even subscribe so they can instantly check out your latest podcast once it is ready for public listening. Even if you are not a natural speaker, give podcasting a try. Working on your speech has its advantages especially if you are open to exploring other rewarding lead generation tips.

## ❖ Video Marketing



Video marketing is where you can really get a sense of how the tedious work can be really rewarding. It can be quite difficult for viewers to take a hype-coated capture page seriously if there is no video to back things up. Most scammers looking to make some quick bucks won't exert so much time and resources into making videos because they don't want to get caught. Having a video - especially if it features you as the promoter - will give viewers that peace of mind that they will be getting involved with something legit. Crafting a video is a lot more complicated than say making a podcast or designing a poster ad. It is more like a combination of both and with the right video editing tools, you can make it happen rather quickly. Even if you are not skilled in presenting in front of the camera, you can try making a more graphical presentation that should still keep viewers hooked.

### ❖ **Hosting Online Events**

Having videos and podcasts will instantly make your blog or capture page rich in multimedia. But remember that there are other ambitious marketers trying hard to generate leads too and there could even be more aspiring marketers as the online tools and services become easier to use for marketing purposes. Therefore, you have to really pull out all the stops to build a quality list. Hosting an event is basically taking the podcast and video marketing idea to the next level. Before you consider this idea, understand that you have to do a lot of planning such as determining what online Web conferencing or webinar service to use. Also consider the appropriate schedule to get as many guests on board as possible, any bonuses you wish to offer to provide some added value and what topics to touch on to make sure people don't leave the hosting event before it is over. A hosting event is a live event so you have to make sure your presentation is spot on. A good way to practice would be to have a smaller hosting event, invite a couple of people you already know and record it to see how it turns out and how you can improve. There is also software that will allow you to air a prerecorded event.

### ❖ **Joint Ventures**

The concept of joint ventures is quite simple; find an individual or organization that has the same lead generation ambitions as you and propose a partnership providing that your target audience is the same as the other party's target audience. This is something you should consider after you have tried most of the lead generation techniques because having good experience in creating a strong list will boost your credibility. A joint venture is a give and take relationship, where the other parties help promote your cause while you do the same for them. As long as the main focus is lead generation and not making a sale, it is highly likely for a joint venture to deliver quick results. Only focus on freebies and shift towards making the sale after your list has grown substantially.

### ❖ **Trade Shows**

Hosting a trade show or exhibition isn't just one of the most tedious approaches to lead generation but also one of the most expensive. Just like hosting an online event, you have to make a lot of preparations. You should define your lead generation plan, make sure your goals and targets are in line and come out with a strong image. Setting a theme can help your trade show look attractive and set you apart from the competition. This is the kind of marketing that you should do if you are fully focused and confident. People attending the event will look at you as a professional in the field and as long as you project yourself that way, all those hard efforts will be worthwhile.



*Don't restrict yourself to this list of lead generation techniques even if it is quite lengthy. Both the online and offline markets continue to evolve and new and exciting services open up. Think of how Facebook revolutionized the marketing industry or how Pinterest made a lot of people rich. Those next-generation tools could be out there right now. You just have to use your own creativity to generate some good leads and you could find yourself on top of the marketing world for a brief moment – at least until all the other marketers catch on.*

For more information on any lead generation strategy, please contact [TheLeadsHub.com](http://TheLeadsHub.com).