

WELCOME

DAY 68/100

DIGITAL MASTERY CHALLENGE

DATE: SEPTEMBER 23, 2020, WEDNESDAY

TIME: 06:00 PM (AST)

LIVE FROM DOHA, QATAR



HOW TO GET MORE LEADS ON SOCIAL MEDIA: **7 EFFECTIVE TACTICS**



Social media lead generation is part of every marketer's strategy—whether they know it or not.





For marketers ready to move beyond brand awareness and engagement, social media lead generation is a good next step.



Collecting leads on social media

LEADS »»

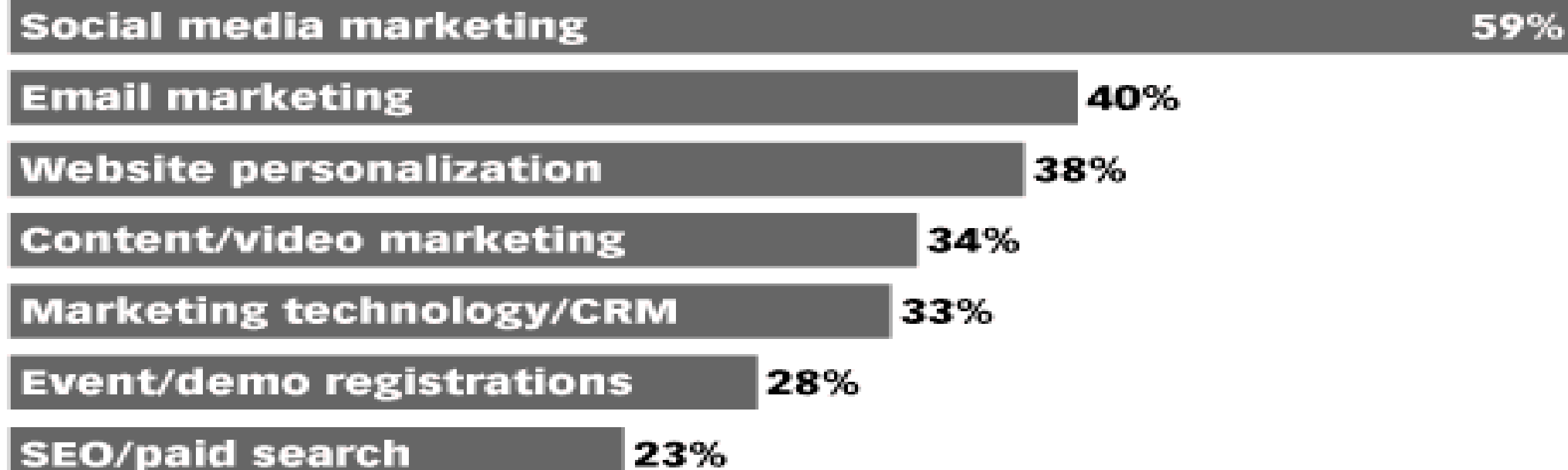
*will help you find people
interested in your company.*

**More importantly,
these leads will help
you keep in touch
with potential
customers**



What Are the Most Effective Tactics Used for Improving Lead Generation Quality According to Marketers Worldwide?

% of respondents, Aug 2019



Source: Ascend2, "Strategies, Tactics and Trends for Lead Generation Quality," Aug 26, 2019

LEADS

A thick, horizontal yellow brushstroke underline that spans most of the width of the page, ending with a small gap on the right side.

**WHAT IS A SOCIAL MEDIA
LEAD?**

A hand in a white shirt and red tie points towards the word 'LEADS'. The background is a blurred office scene. Overlaid on the image is a white line-art network diagram with hexagonal nodes. One node contains an envelope icon, another contains a calendar icon with the number '12', and a third contains a magnifying glass icon. The word 'LEADS' is written in large, bold, white capital letters across the center of the image.

LEADS

A lead is any information someone shares that you can use to follow up with them.


A hand in a white shirt and red tie points towards the word 'LEADS'. The background is a blurred office scene. Overlaid on the image is a white network diagram consisting of interconnected hexagons and lines. One hexagon contains an envelope icon, another contains a calendar icon with the number '12', and a third contains a magnifying glass icon. The word 'LEADS' is written in large, bold, white capital letters across the center of the image.

LEADS

That includes names, email addresses, occupations, employers, or any other information that a social media user shares with you.

A 3D rendered scene of a hospital hallway. In the foreground, a large red cylindrical sign with the words 'LEAD' and 'GEN' in white, bold, sans-serif font is visible. The hallway is filled with people, some standing and some sitting in wheelchairs, all rendered in a stylized, metallic blue and silver color. The background shows a long, brightly lit corridor with various medical equipment and people, creating a sense of a busy healthcare environment.

SOCIAL MEDIA LEAD GENERATION



Put simply, social media lead generation is any activity undertaken on social to collect new leads.



SOCIAL MEDIA LEAD NURTURING



Once a social media lead is generated, good marketers will nurture their leads. This includes taking them through the customer journey, or as marketers would say: through the sales funnel.





SOCIAL MEDIA LEAD CONVERTING





The final stage of collecting social media leads is converting. This is the process of turning potential customers into paying customers.



WHAT'S A **QUALITY** SOCIAL MEDIA LEAD?



LEAD



CUSTOMER

Generally speaking, a quality lead will include useful information and clear signs of intent engage with your business.





It's worthwhile to remember that when it comes to generating social media leads, quality often matters more than quantity.

Tactics for Achieving Lead Generation vs. Lead Nurturing Strategies According to B2B Marketers Worldwide, July 2019

% of respondents

Email marketing



Content or video marketing



Search engine optimization



Event or demo registrations



Social media marketing



Paid search or display ads



Web personalization



■ Lead generation

■ Lead nurturing

Source: LeadCrunch, "B2B Perspective on Generating and Nurturing Leads to Create Demand" conducted by Ascend2, Aug 26, 2019

LEAD MANAGEMENT





Lead Generation



ATTENTION
IMPORTANT
INFORMATION



COLLECTING VALUABLE INFORMATION



**INFORMATION LIKE SITE VISITORS
FIRST AND LAST NAME, E-MAIL,
ADDRESS, PHONE NUMBERS ETC**



**FILL OUT FORMS FOR
DOWNLOADED CONTENT**

The background features a central illustration of a hand in a blue suit sleeve holding a glowing orange lightbulb. The scene is set against a dark blue background with concentric circular patterns. Various icons are scattered around, including a megaphone, a smartphone, an envelope, a play button, a network diagram, a building, a handshake, a speech bubble, a cloud, a document, and a sign with the number 100.

SHARE CONTACT INFORMATION FOR A COUPON



**SUBSCRIBE TO NEWS
LETTER OR EMAIL LIST**

LANDING PAGE

Call to
Action

Promotion
specific

Designed for
a specific
marketing
campaign

PURPOSE



A close-up photograph of a person holding a black Canon camera. The camera's lens is prominent, showing a reflection of a landscape with a blue sky and a body of water. The person's hands are visible, holding the camera. The background is a blurred green, suggesting an outdoor setting.

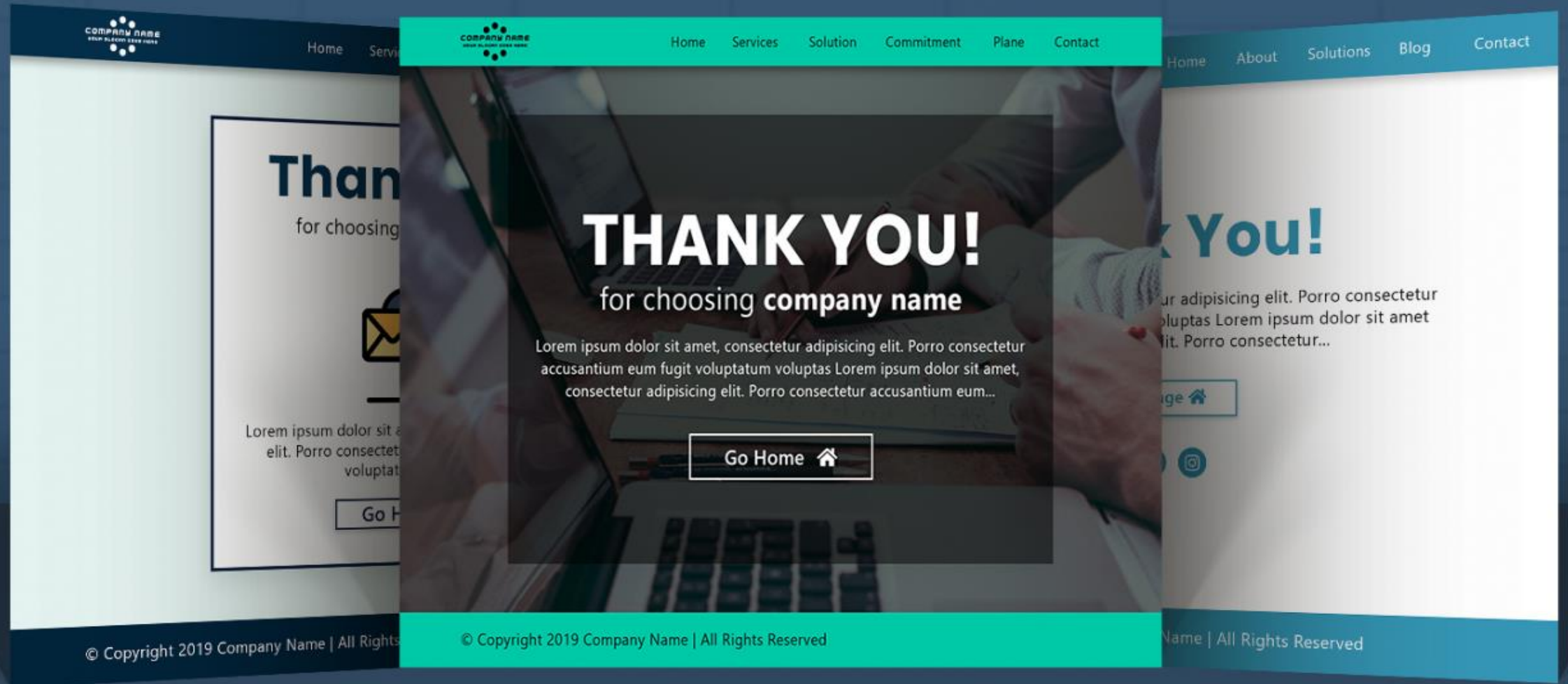
PURPOSE

Capture leads that enables you to market to people in future.

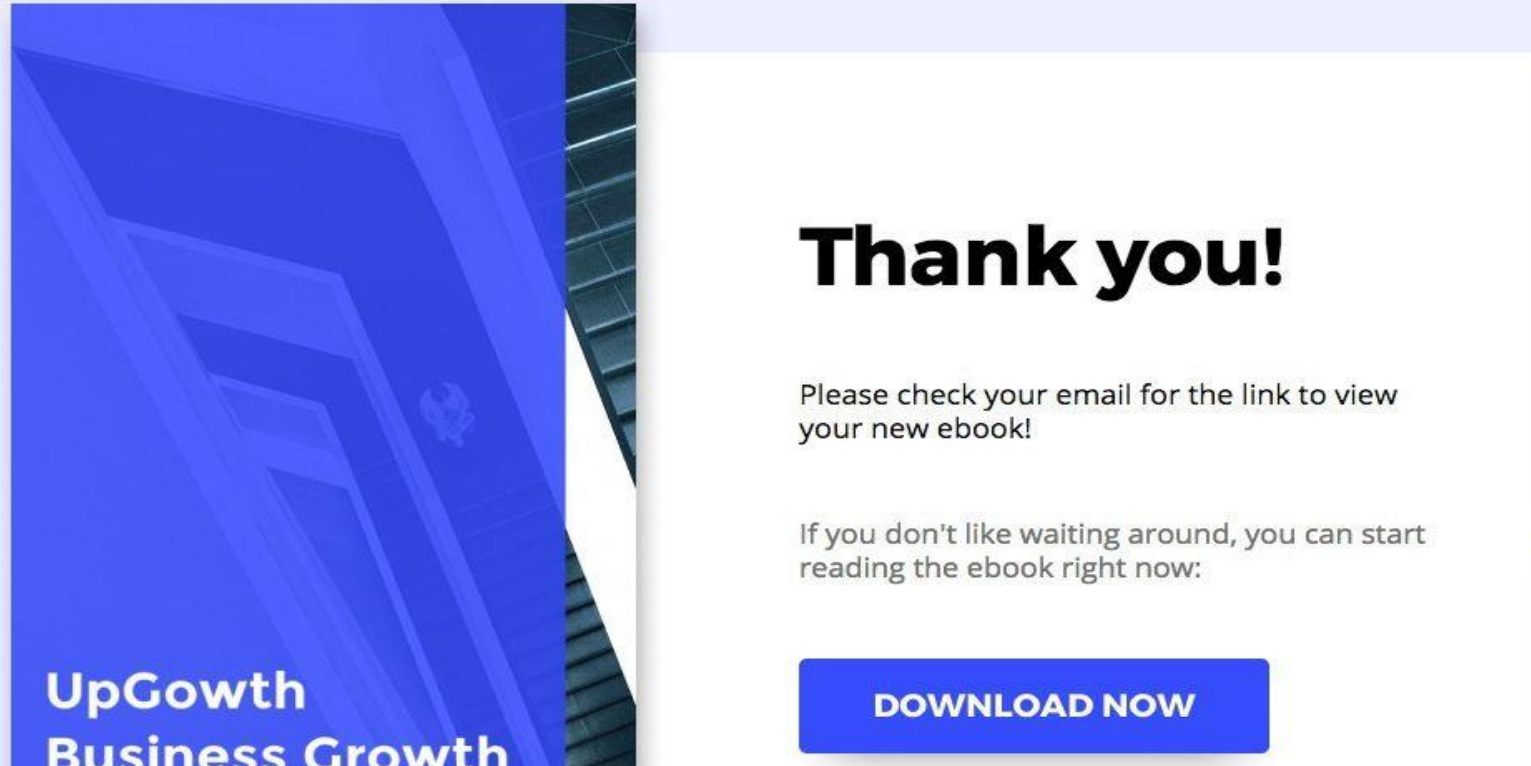
A photograph of two women in a meeting room. One woman in an orange sweater is pointing at a whiteboard with diagrams and sticky notes. The other woman in a blue shirt is looking at the whiteboard. The room has a whiteboard, a table with a laptop, and blue chairs.

PURPOSE

Warm up potential customers to the product you are trying to sell to them before sending that further into sales funnel.



THANK YOU PAGE



It is a web page where subscribers are redirected immediately after they submit their information in your opt-in form.

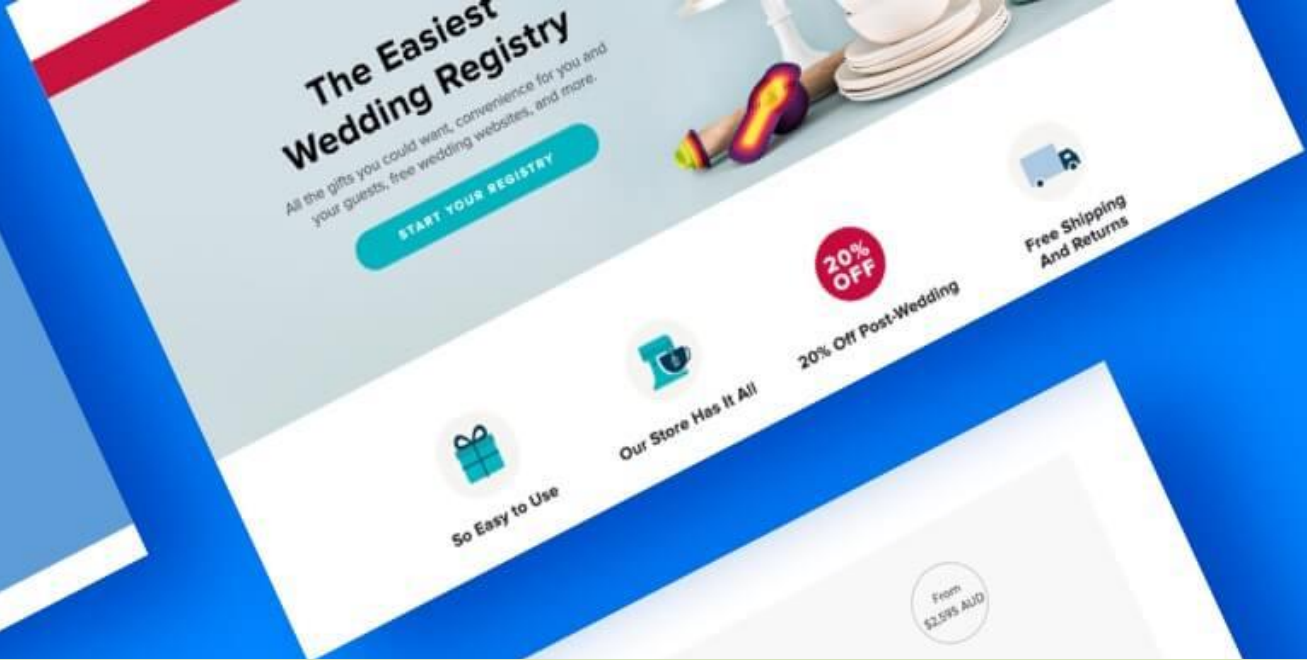
A GOOD THANK YOU PAGE SHOULD :

Thank the subscribers for signing up.

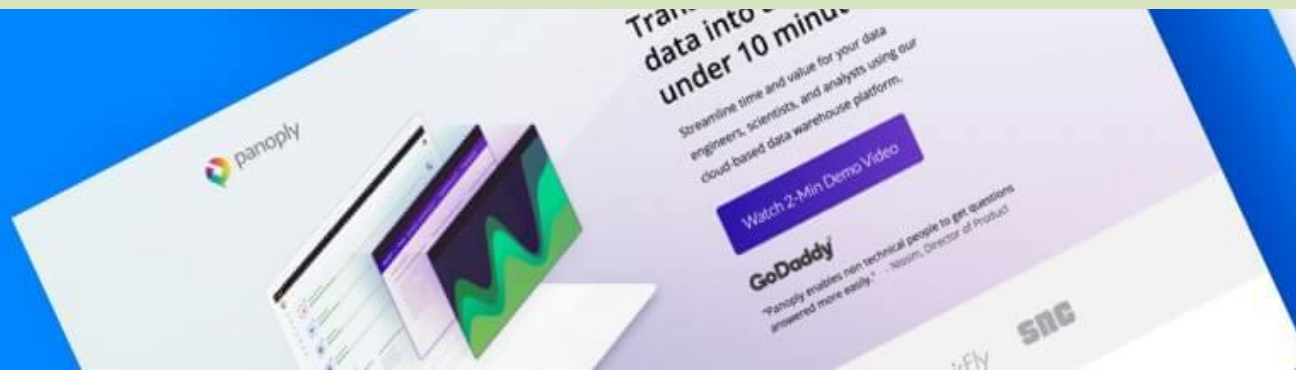
Provide instructions for what happens next.

Landing Pages **VS.** Websites





LANDING PAGE are a form of a web page. They usually intended for a very specific purpose such as sign up to gather information or to sell a product.





WEBSITE often has standard links at of the page and often at the side of the page for items like about, services, company information , blogs e.t.c

TESTING A / B



A/B Testing

50% visitors
see variation **A**

50% visitors
see variation **B**



VS



21%
Converison

38%
Converison



Act of running a simultaneous experiment between two or more pages to see which performs or converts the best

The call to action's
(i.e. the button's)
wording, size, colour
and placement,

Form's length and
types of fields,

Headline or product
description,

Layout and style of
website,

A green bar chart with a white base and a green top section. The number '23%' is written in green on the white base.

23%

Product pricing
and promotional
offers,

A

Images on
landing and
product pages,

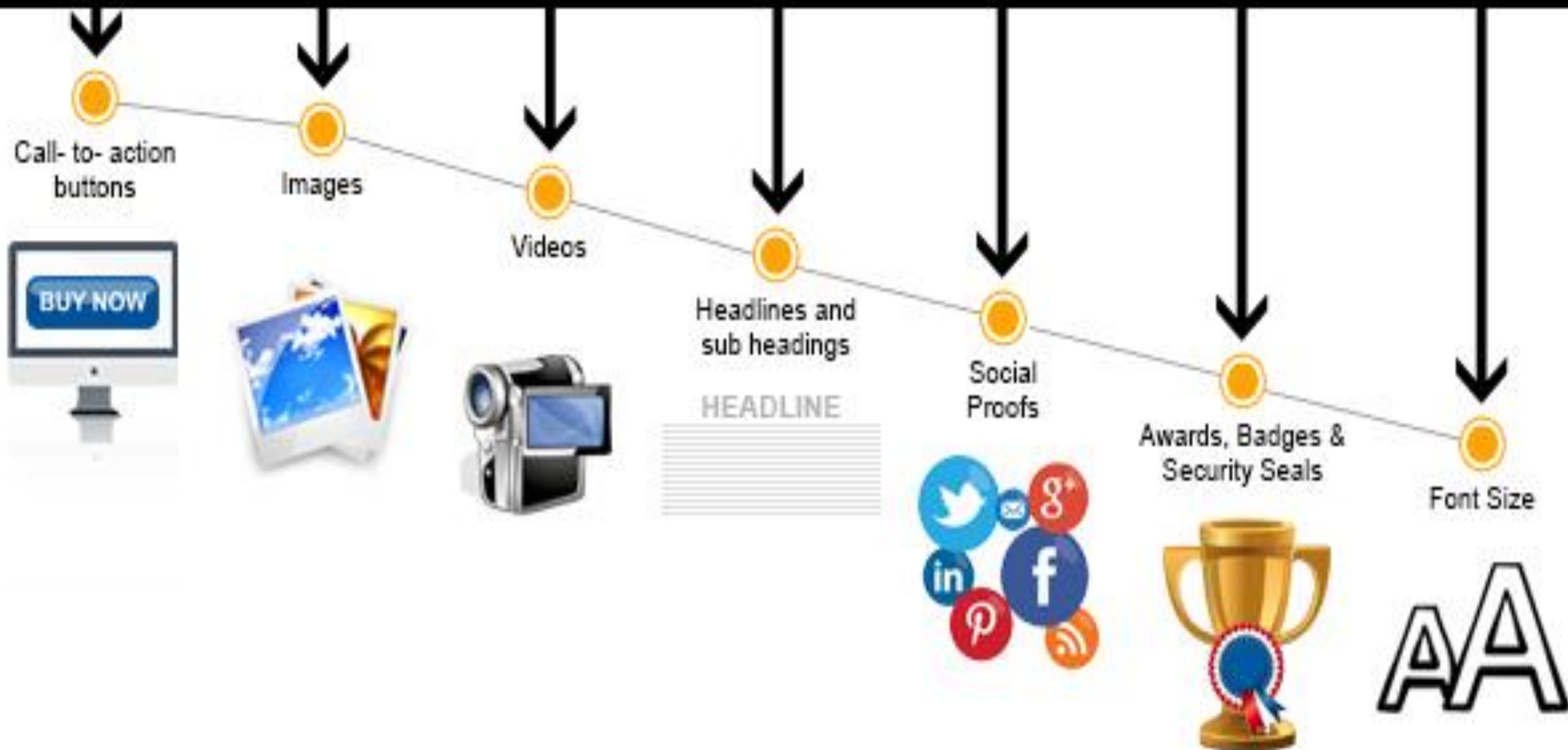
A purple bar chart with a white base and a purple top section. The number '65%' is written in purple on the white base.

65%

Amount of text
on the page
(short vs. long).

B

A/B TESTING ELEMENTS



How To Generate Sales
Leads On

facebook

7 METHODS



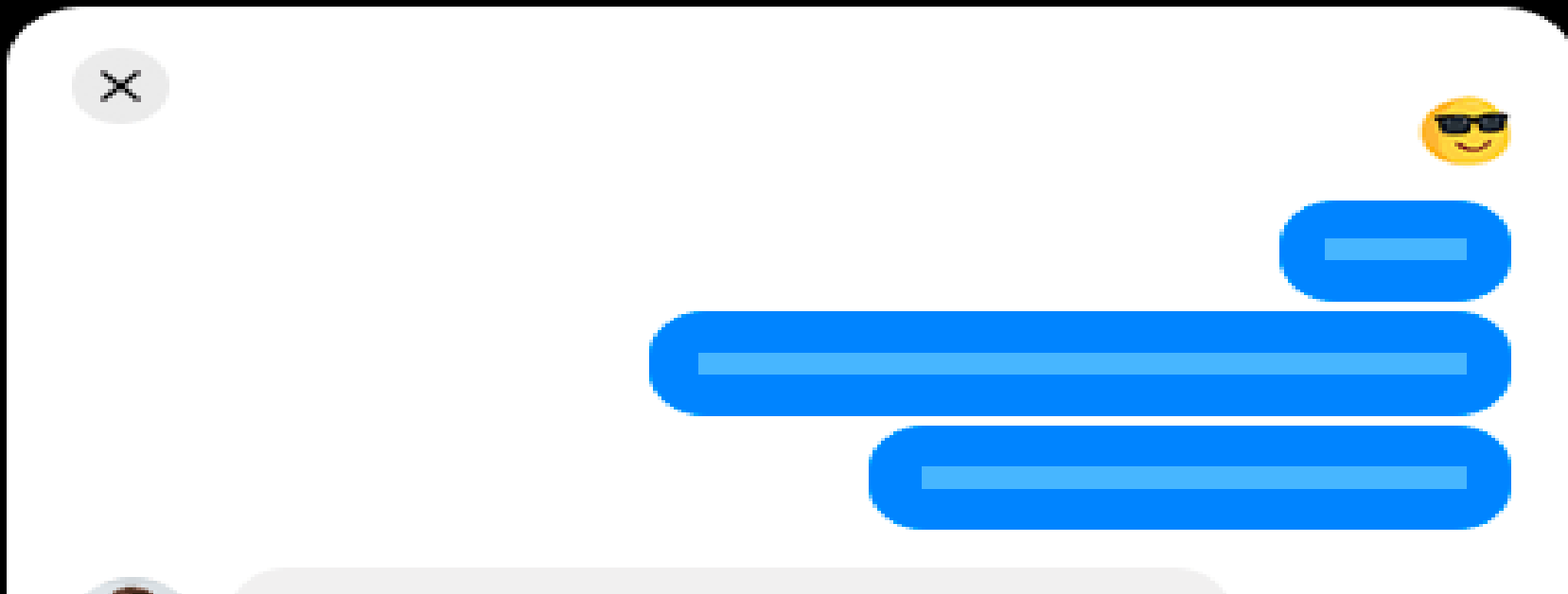
USE CALLS-TO-ACTION IN COVER PHOTOS



CALL TO ACTION

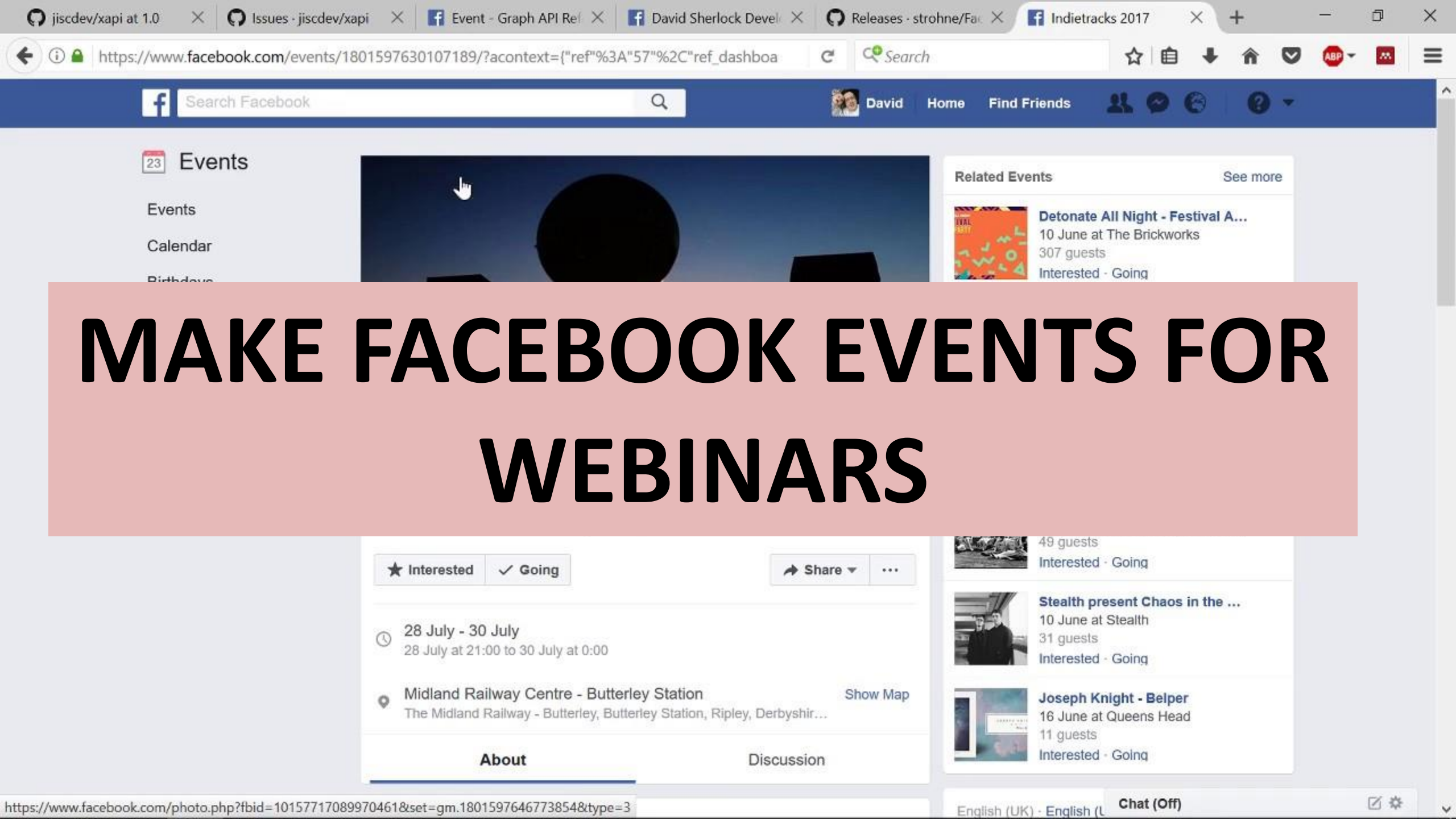


**INCLUDE LINKS IN
CAPTIONS**



HOST A FACEBOOK CHAT






MAKE FACEBOOK EVENTS FOR WEBINARS

23 Events

- Events
- Calendar
- Birthdays



Related Events [See more](#)

-  **Detonate All Night - Festival A...**
10 June at The Brickworks
307 guests
Interested - Going

★ Interested ✓ Going [Share](#) ...

🕒 28 July - 30 July
28 July at 21:00 to 30 July at 0:00

📍 Midland Railway Centre - Butterley Station
The Midland Railway - Butterley, Butterley Station, Ripley, Derbyshir... [Show Map](#)

About Discussion

-  49 guests
Interested - Going
-  **Stealth present Chaos in the ...**
10 June at Stealth
31 guests
Interested - Going
-  **Joseph Knight - Belper**
16 June at Queens Head
11 guests
Interested - Going



**USE TARGETED ADVERTISING TO
EXTEND YOUR CONTENT'S REACH**



Personal Information

First Name *

Last Name *

City *

Zip Code



First Name *

Last Name *

Address *

Zip Code

BUILD FORMS ON TABS



FACEBOOK STORE

A blue Twitter bird logo is centered on a yellow background. A black top hat is perched on the bird's head, and a black briefcase is attached to its back. The text "Generating Leads through Twitter" is written in bold black font across the middle of the bird.

**Generating
Leads through
Twitter**

The background of the image features a large, red YouTube logo on the left side, tilted at an angle. In the upper right, a red play button icon is visible, also tilted. The overall background is a light blue grid pattern.

GENERATING LEADS THROUGH YOUTUBE

YouTube

Email



**GENERATING
LEADS
THROUGH
E-MAIL**

GENERATING LEADS

MANAGE
YOURSELF
RECOGNIZABLE IN
THE

CUSTOMER'S
INBOX


CHECK OUT YOUR
LEADS

GENERATING LEADS


MANAGE YOUR
CLIENT
INTEREST

E-MAIL LIST
SEGMENTATION

SEND FOLLOW
UP E-MAILS



STEPS TO CREATE LEAD NURTURING



1. SEGMENT THE TARGET AUDIENCE



2. DEVELOP THE PLAN





3. CREATE RELEVANT CONTENT



Measure and evaluate

A person in a dark suit and tie is shown from the chest up, with their hands clasped. The image is overlaid with glowing blue network graphics, including circles and lines, and a faint world map at the bottom. A white banner with black text is centered across the middle.

ADJUST STRATEGY IF REQUIRED

LEAD FUNNEL:

Most Marketers are not achieving the level of success that they had originally dreamed of almost certainly because they live in a constant state of "empty nets" because they do not have a lead funnel. They don't know how or where to cast their quality leads.

Leads

10 TIPS FOR BEST PRACTICE OF LEAD MANAGEMENT



LEAD
Management

TEN TIPS FOR BEST PRACTICE OF LEAD MANAGEMENT

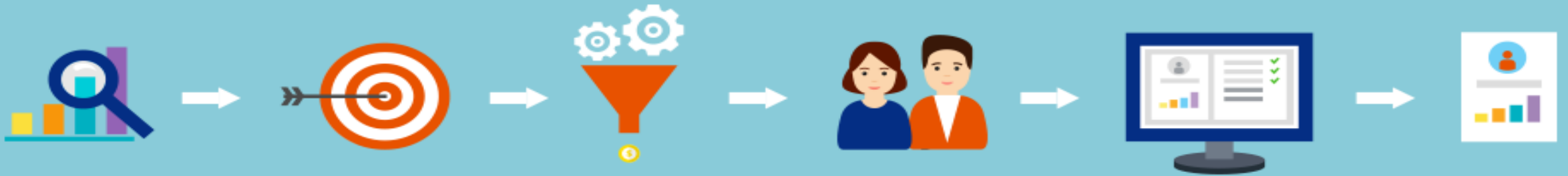
Only 25% of new
leads are sales-
ready

25% Disqualified

How do you
handle the
remaining 50%???

Leads

LEAD MANAGEMENT



CAPTURE



leads when they are searching.



NURTURE

leads that aren't ready yet



SCORE

SCORE *leads so you know
who's ready for sales*

Four light-colored wooden blocks are arranged in a row on a wooden surface. Each block has a single letter printed on its top face in a bold, black, serif font. The letters, from left to right, are G, I, V, and E. The background is a blurred wooden surface.

G I V E

leads to sales at the right time



EVALUATE leads to close the loop on lead quality

**Lead Management
creates more
educated buyers,
helps you better
understand their
needs, and
ultimately means
more revenue.**





So how do you do it right?

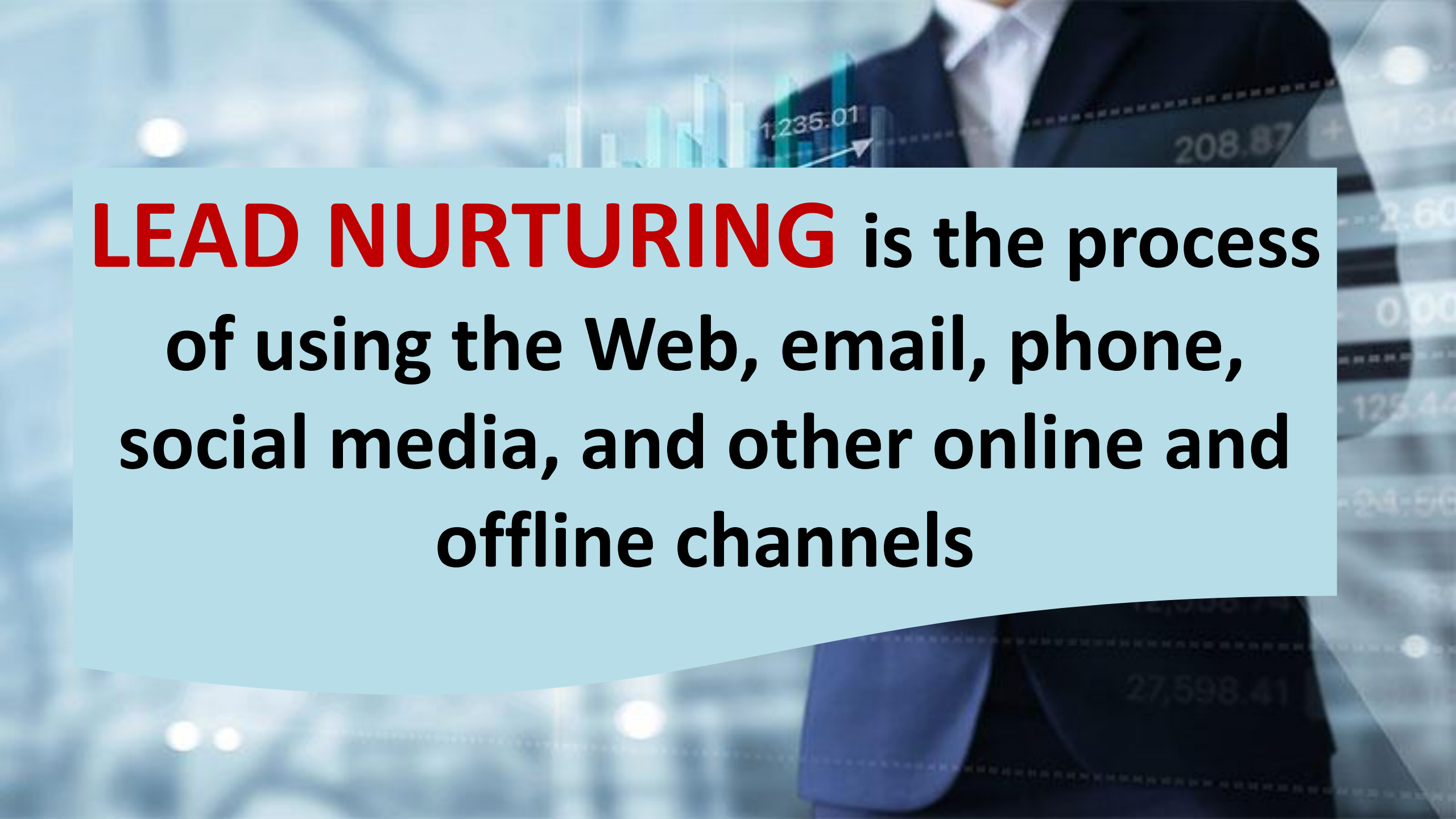
10 TIPS FOR BEST PRACTICE OF LEAD MANAGEMENT



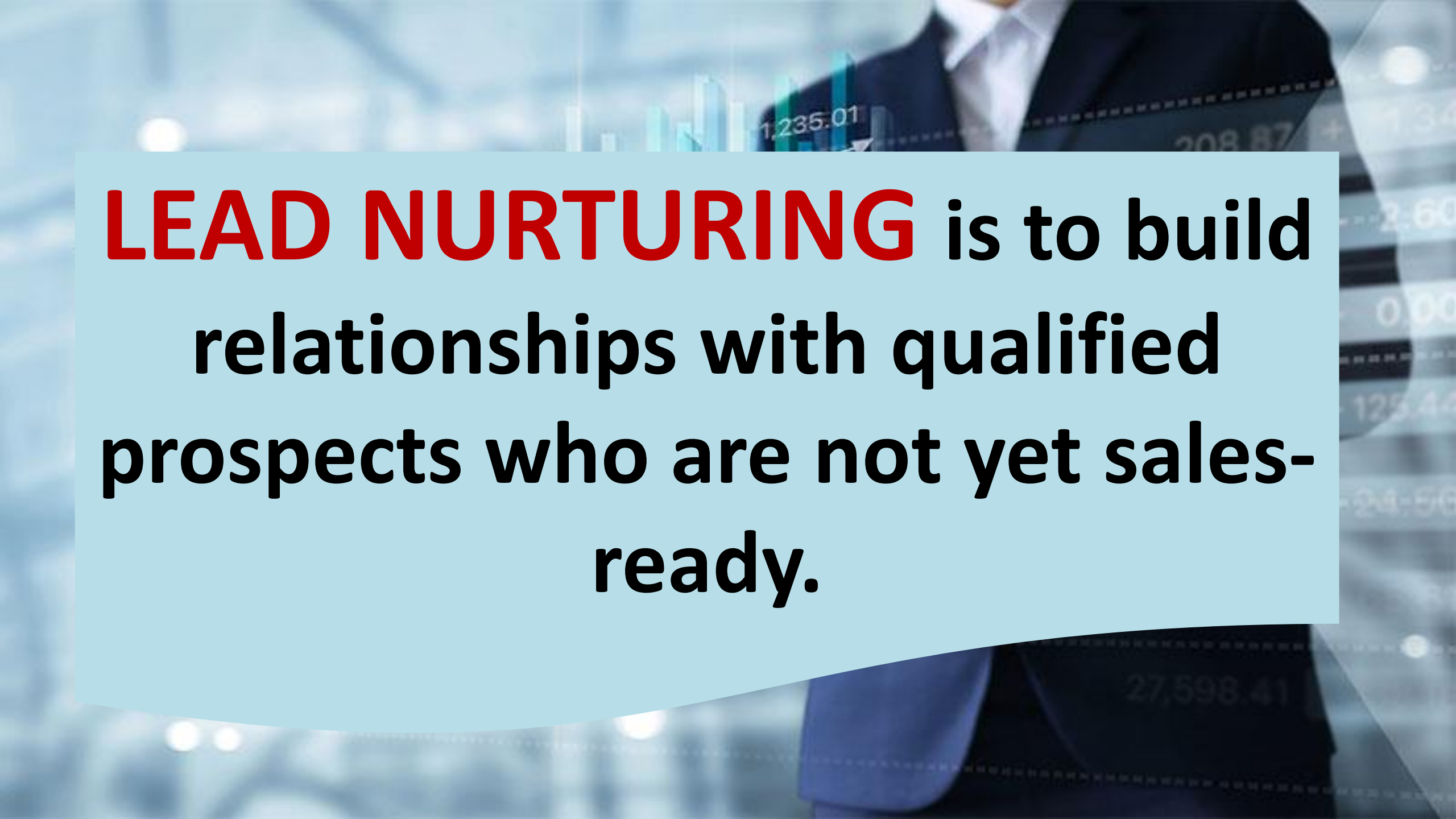
LEAD
Management

The background features a network of white icons on a dark blue background, connected by dashed white lines. The icons include a padlock, a dollar sign, a checklist with a checkmark, a hand holding gears, a bar chart, a funnel, a magnifying glass, a shopping cart, a laptop with a bar chart, a Bitcoin symbol, a Euro symbol, a document, an envelope, and a globe. A central blue banner contains the text.

**1. NURTURE LEADS BEFORE
SENDING THEM TO SALE**

The background features a blurred image of a person in a dark suit and light-colored shirt. Overlaid on this are various financial data visualizations, including a bar chart with a value of 1,235.01, a line graph with a value of 208.87, and a circular gauge with a value of 27,598.41. Other numbers like 1.34, 2.60, 0.00, 125.4, and 24.56 are also visible.

LEAD NURTURING is the process of using the Web, email, phone, social media, and other online and offline channels

The background features a blurred image of a person in a dark suit and light-colored shirt, standing in front of a digital display. The display shows various financial data points, including a bar chart with blue bars, a line graph with a dashed line, and several numerical values such as '1,235.01', '208.87', '1.34', '2.60', '0.00', '125.4', '24.56', and '27,598.41'.

LEAD NURTURING is to build relationships with qualified prospects who are not yet sales-ready.

The background of the image is a blurred office scene. On the right side, there is a semi-transparent circular graphic containing various numerical data points such as 1.34, 2.60, 0.00, 125.4, 24.56, 12,358.74, and 27,598.41. In the center, a person wearing a dark suit and a light-colored tie is partially visible. The overall color palette is dominated by blues and greys, with a teal-colored banner at the bottom.

LEAD NURTURING is about
matching the prospect's
expectations with the sales rep's
expectations

A blurred background image of a business meeting. In the foreground, a person's hand is pointing at a tablet displaying a blue bar chart. Three callout boxes with rounded corners are overlaid on the image: a pink one on the left, an orange one on the right, and a light green one at the bottom center. The text inside the boxes is in a bold, black, sans-serif font.

**Builds
relationships
with prospects**

**Creates
understanding
of needs**

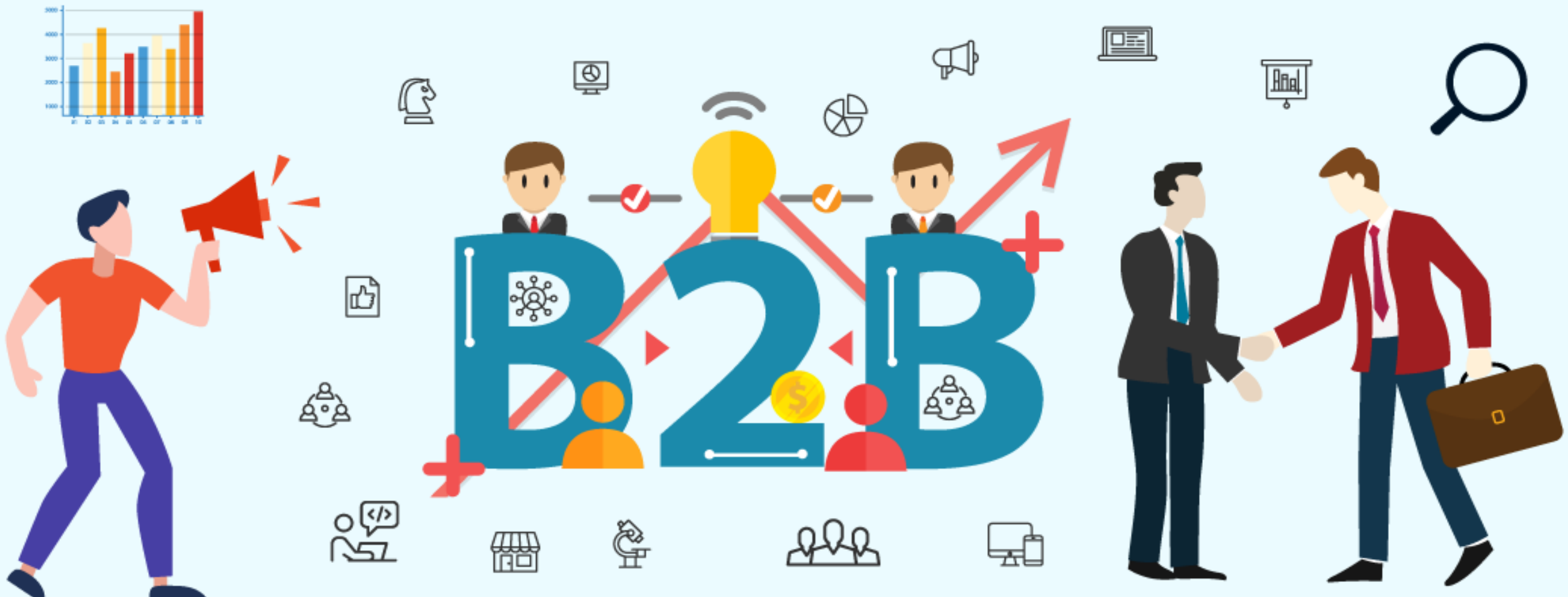
**Facilitates lead
scoring**

The background features a network of white icons on a dark blue background. The icons include a padlock, a dollar sign, a checklist, a hand holding gears, a bar chart, a magnifying glass, a funnel, and a globe. Dashed white lines connect the icons, suggesting a flow or relationship between different business concepts.

2. USE THOUGHT LEADERSHIP TO INFLUENCE BUYING CRITERIA

A blurred background image of a businessman in a dark suit and light-colored shirt, holding a folder. Overlaid on the image are various financial data elements, including a bar chart with blue bars, a line graph with a dashed line, and several numerical values such as '1,235.01', '27,598.41', and '1,340'.

LEAD NURTURING is not just sending a monthly email newsletter to your entire database, or calling prospects every few weeks to see if they are ready to buy yet.




**B2B purchases are, by their nature, complex.
Buyers need help to see possibilities and
issues they wouldn't think about on their own.**



**If you can help to
frame the
discussion, you
will be seen as a
trusted advisor
and thought
leader.**

**This will help
buyers believe
that your
company
understand their
problems and
knows how to
solve them.**



The background features a network of white hexagonal icons connected by dashed lines. The icons include a padlock, a dollar sign, a checklist with a checkmark, a hand holding gears, a bar chart with an upward arrow, a funnel with a gear, a magnifying glass, a shopping cart, a Bitcoin symbol, a Euro symbol, an envelope, and a globe. A central blue banner with white text is overlaid on the image.

3. WORK WITH SALES TO DETERMINE WHEN A LEAD IS “SALES-READY”



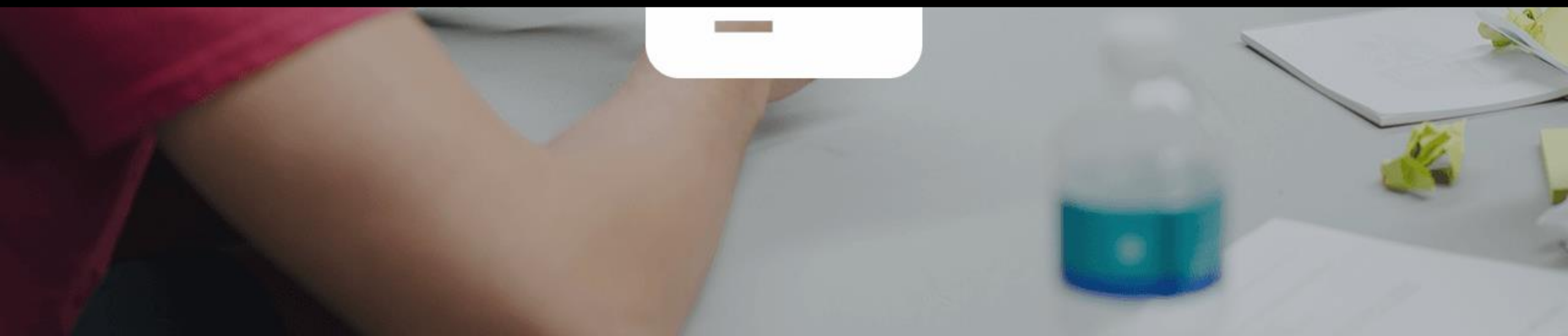
Start your lead scoring process by working with your sales team to build criteria that determine the steps prospects should take before they are ready for a sales call.



**Start by building your “Perfect Lead”,
then work your way down.**



CRITERIA SHOULD INCLUDE:



DEMOGRAPHIC INFORMATION

GEOGRAPHIC LOCATION

COMPANY SIZE

INDUSTRY TYPE



LEAD SOURCE INFORMATION

**PPC SEARCH
TERMS**

AD SOURCE


OFFERS



BEHAVIORAL INFORMATION

Web page
visits

white paper
downloads

The background features a network of white hexagonal icons connected by dashed lines. The icons include a padlock, a dollar sign, a checklist with a checkmark, a hand holding gears, a bar chart with an upward arrow, a funnel with a gear, a magnifying glass, a shopping cart, a Bitcoin symbol, a document, an envelope, and a globe. A central blue banner contains the main text.

4. SCORE LEADS USING IMPLICIT BEHAVIORAL DATA



Let Sales tell you which leads are good

**In the Web 2.0 world,
prospects are in control of
the buying process. You
need to monitor their
online activity to know
when they are ready to
move to the next stage.**




Lead scoring should consider the prospect's interest level defined not just by their words but their actions. People's actions speaks louder than their words, and the two are often not in concert.




For example, you should track email clicks, white paper downloads, and web page visits, and update scores accordingly.





**5. GIVE SALES DETAILED INFORMATION
TO ENSURE A SEAMLESS HAND-OFF**

A man in a dark suit is seen from the back, looking out over a city skyline at night. The city lights are visible through the back of his suit, suggesting a connection between the man and the city. A semi-transparent light blue box is overlaid on the right side of the image, containing text.

Let sales know what marketing activities the prospect has responded to, and indicate which product the prospect is most likely to purchase based on his responses to date.

The background features a network of white icons on a dark blue background, connected by dashed white lines. The icons include a padlock, a dollar sign, a checklist with a checkmark, a hand holding gears, a tree diagram, a shopping cart, a laptop with a bar chart and upward arrow, a funnel with a gear, a magnifying glass, a Bitcoin symbol, a Euro symbol, an envelope, and a globe. A hand is visible in the center, pointing towards the funnel icon.


6. TRACK SALES FOLLOW-UP; EVALUATE LEADS WITH SALES' INPUT

**Adjust lead score thresholds
based on business conditions.**


14.12



14.12



Make sure sales follow-up with leads and reassign leads that don't get contacted.



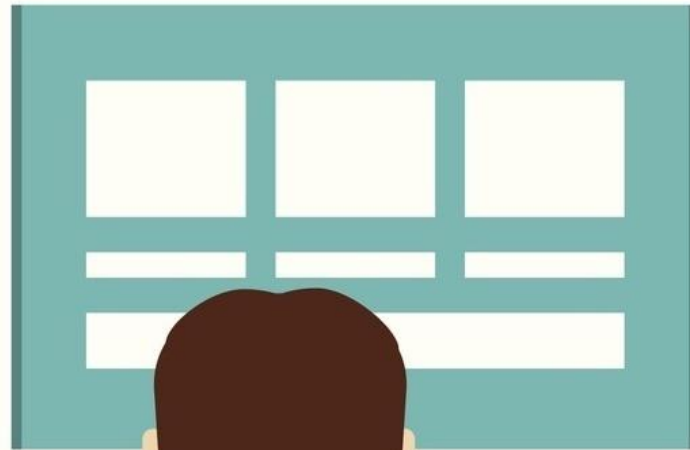
When leads aren't closed by sales expert as expected, recycle them back into marketing for further nurturing.



The background features a network of white hexagonal icons connected by dashed lines. The icons include a padlock, currency symbols, a checklist, gears, a hand holding gears, a bar chart, a funnel, a magnifying glass, a globe, and a shopping cart. A hand is shown pointing at a screen displaying a bar chart with an upward arrow.

7. TRACK EVERY MARKETING ACTIVITY, NOT JUST LEAD SOURCE

Tracking every marketing activity is critical to understanding which marketing program works



A stylized illustration of a man with a brown beard and hair, wearing a white shirt and a dark tie. He is holding a pair of large, round, blue-tinted binoculars to his eyes. The background is a light teal color with several dark blue envelopes flying through the air, each with a white checkmark on its flap. The overall style is clean and modern.

**What programs directly
contributed to the sales?**



***What program generated
the high quality leads?***

The background is a vibrant blue abstract composition. It features a central bright spot from which numerous glowing, curved lines radiate outwards, creating a sense of depth and movement. The lines are composed of many fine, parallel strands, giving them a textured, fiber-like appearance. The overall effect is reminiscent of a digital tunnel or a complex network of data paths.

***Which programs had the
greatest influence on pipeline?***

The background features a dark blue gradient with various white business icons in hexagonal frames, connected by dashed white lines. The icons include a padlock, currency symbols, a checklist, gears, a hand holding gears, a tree diagram, a shopping cart, a laptop with a bar chart, a funnel with a gear, a magnifying glass, and a globe. A hand is visible in the center, pointing at a glowing screen.

8. PROGRESSIVELY UNDERSTAND YOUR PROSPECT'S NEEDS



Just like dating, as you build a relationship with your prospects, you should also be **learning more about their needs.**

Every campaign the prospects responds to tell you about their interests. Every page they visit on your website tells you about their interests. Every link they click, and every piece of information they fill out on a form, tells you more about them.





9. TRACK ANONYMOUS VISITORS AND TIE THEIR DATA TO NEW LEADS



```
attachEvent("onreadystatechange",H),e.attachEvent  
boolean Number String Function Array Date RegExp  
_={};function F(e){var t=_[e]={};return b.ea  
t[1])===!1&&e.stopOnFalse){r=!1;break}n=!1,u&  
?o=  
nct:  
re:  
end:  
rom:  
dd(  
=0,n=n.call(arguments),r=n.length,l=1!==r|e&  
(r),l=Array(r);r>t;t++)n[t]&&b.isFunction(n[t  
</table></table><a href='/a'>a</a><input typ  
TagName("input")[0],r.style.cssText="top:1px  
test(r.getAttribute("style")),hrefNormalized:
```

Simple code on your Web pages help you track prospects, whether anonymous or known. This tells you which companies are interested in your products.

The background features a network of white hexagonal icons on a blue gradient. Icons include a padlock, currency symbols, a checklist, gears, a hand holding gears, a tree diagram, a shopping cart, a laptop with a bar chart, a funnel with a gear, a magnifying glass, and a globe. A hand is shown pointing at a screen in the center.

10. DEVELOP AND ENFORCE DATA QUALITY STANDARDS, INCLUDING DE-DUPLICATION

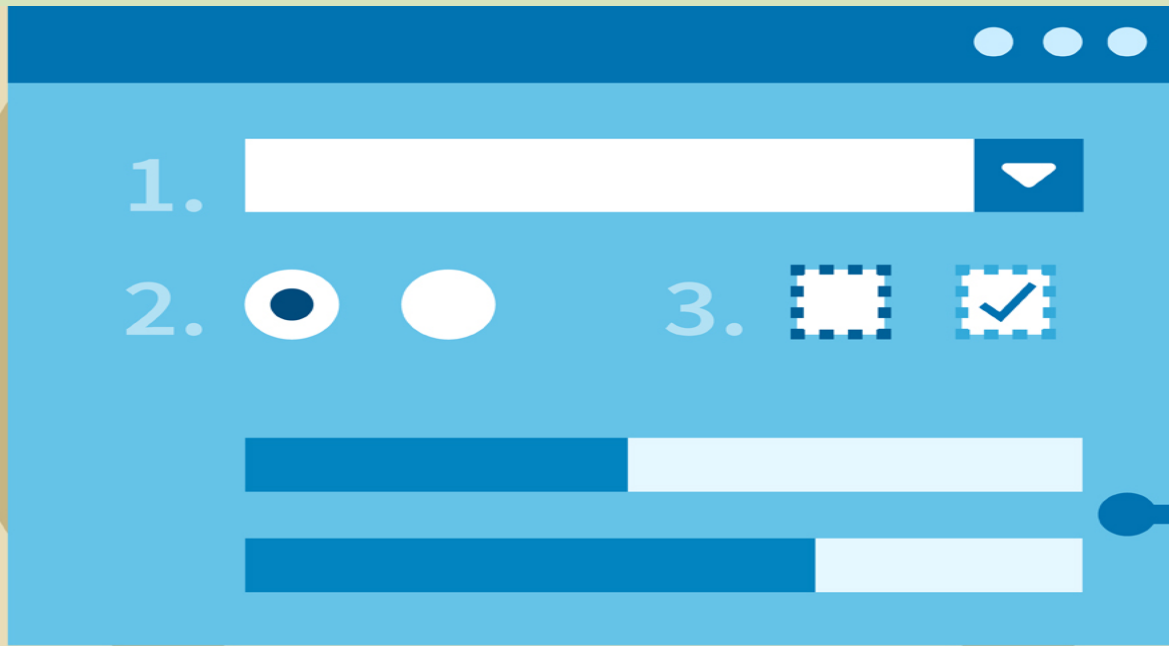
Demographic analysis has long been a part of the sales process, and the Web makes it easier to collect this information.





With many demand generation and lead nurturing activities running concurrently, automatic de-duplication is imperative.

Forms which auto-complete if the visitor is recognized not only help your prospects but can also facilitate the collection of additional information for profiling and scoring.



An illustration of a web form interface. It features a blue header bar with three white dots. Below the header, there are several input fields: a text field with a dropdown arrow, a radio button selection, a checkbox, and two text fields with blue progress bars. A blue arrow points from the right side of the form towards the right.





What is the best social media platform for generating leads?





The best platform for generating leads is the platform your customers use.

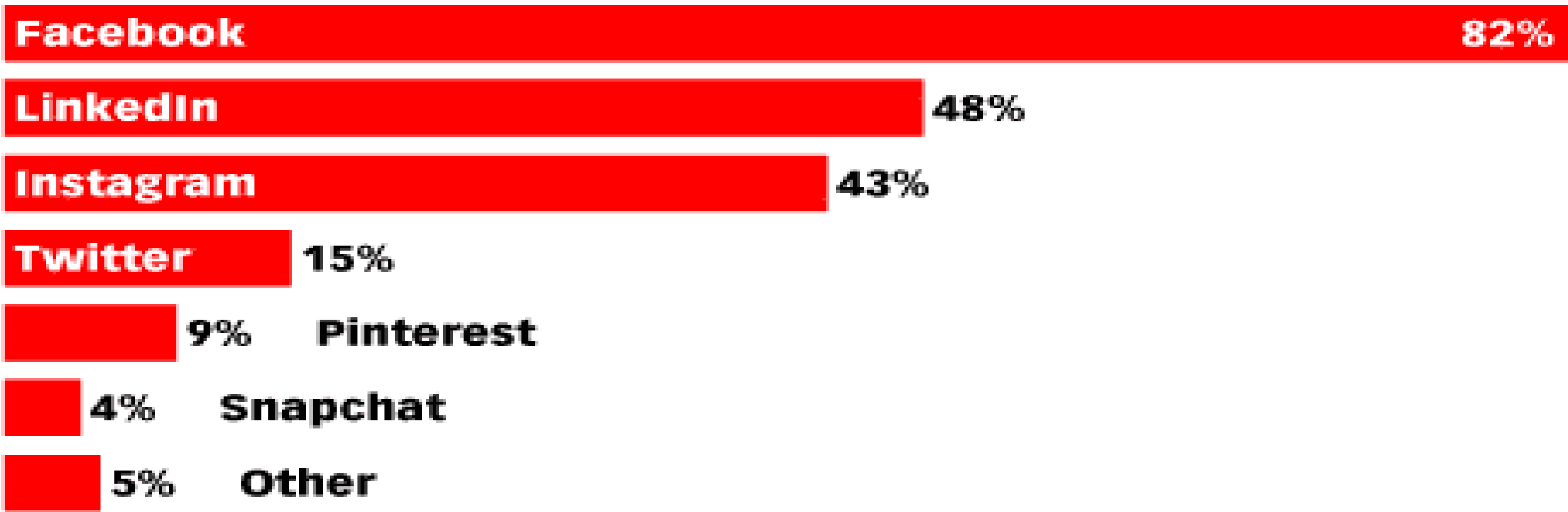




That said, most agree that Facebook is the best site for social media lead generation.

Best Social Media Platforms for Lead Generation According to US B2B Marketers , Sep 2019

% of respondents



Source: Social Media Today and Sharpspring, "State of Social Lead Generation," Nov 4, 2019



For starters, more than 2.45 billion people use Facebook every month—making it the social media platform with the largest population.



Facebook also offers some of the sharpest tools to collect leads on its platform.



Before starting a social media lead campaign, make sure you are familiar with the demographics of the different platforms.

SOCIAL MEDIA

Demographics 2020





Facebook

MONTHLY ACTIVE USERS

2.44 billion

AGE*

25-29

GENDER**

75 % Women

63 % Men

TOP COUNTRY***

India



YouTube

MONTHLY ACTIVE USERS

2 billion

AGE*

15-25

GENDER**

68 % Women

78 % Men

TOP COUNTRY***

U.S.



Instagram

MONTHLY ACTIVE USERS

1 billion

AGE*

18-24

GENDER**

43 % Women
31 % Men

TOP COUNTRY***

U.S.



Twitter

MONTHLY ACTIVE USERS

330 million

AGE*

18-24

GENDER**

21 % Women
24 % Men

TOP COUNTRY***

U.S.



LinkedIn

MONTHLY ACTIVE USERS

303 million

AGE*

25-29

GENDER**

24 % Women
29 % Men

TOP COUNTRY***

U.S.



Snapchat

MONTHLY ACTIVE USERS

210 million (daily****)

AGE*

18-24

GENDER**

24 % Women
24 % Men

TOP COUNTRY***

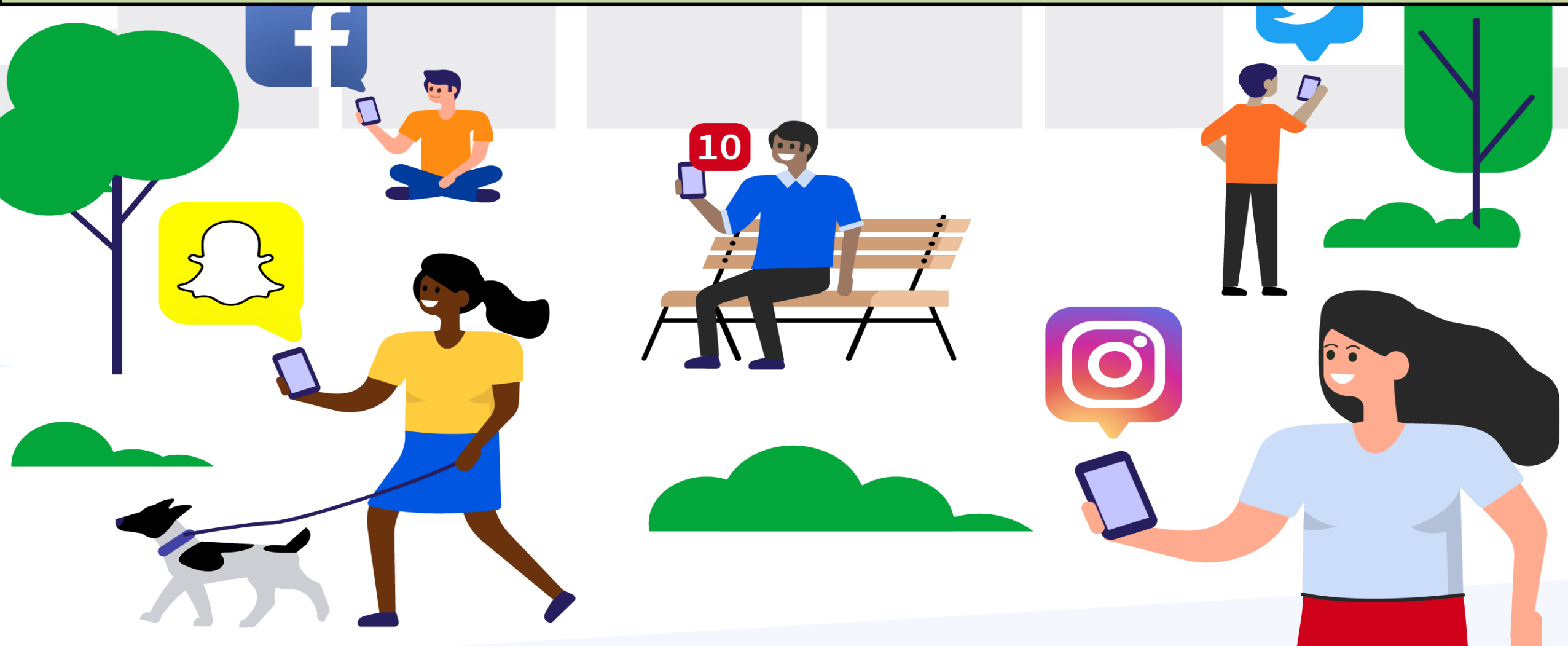
U.S.



HOW TO GET MORE LEADS ON SOCIAL MEDIA



1. OPTIMIZE YOUR PROFILE





Before you plan your next social media lead campaign, make sure everything is in place for you to collect leads organically.





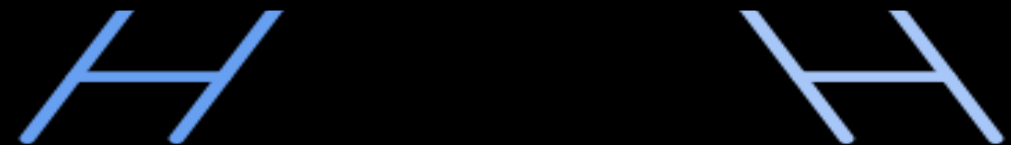
Your profile should provide the means for customers to contact you, sign up for your newsletter, shop, and more.



**PROVIDE CONTACT
INFORMATION**



CREATE CALL-TO-ACTION BUTTONS

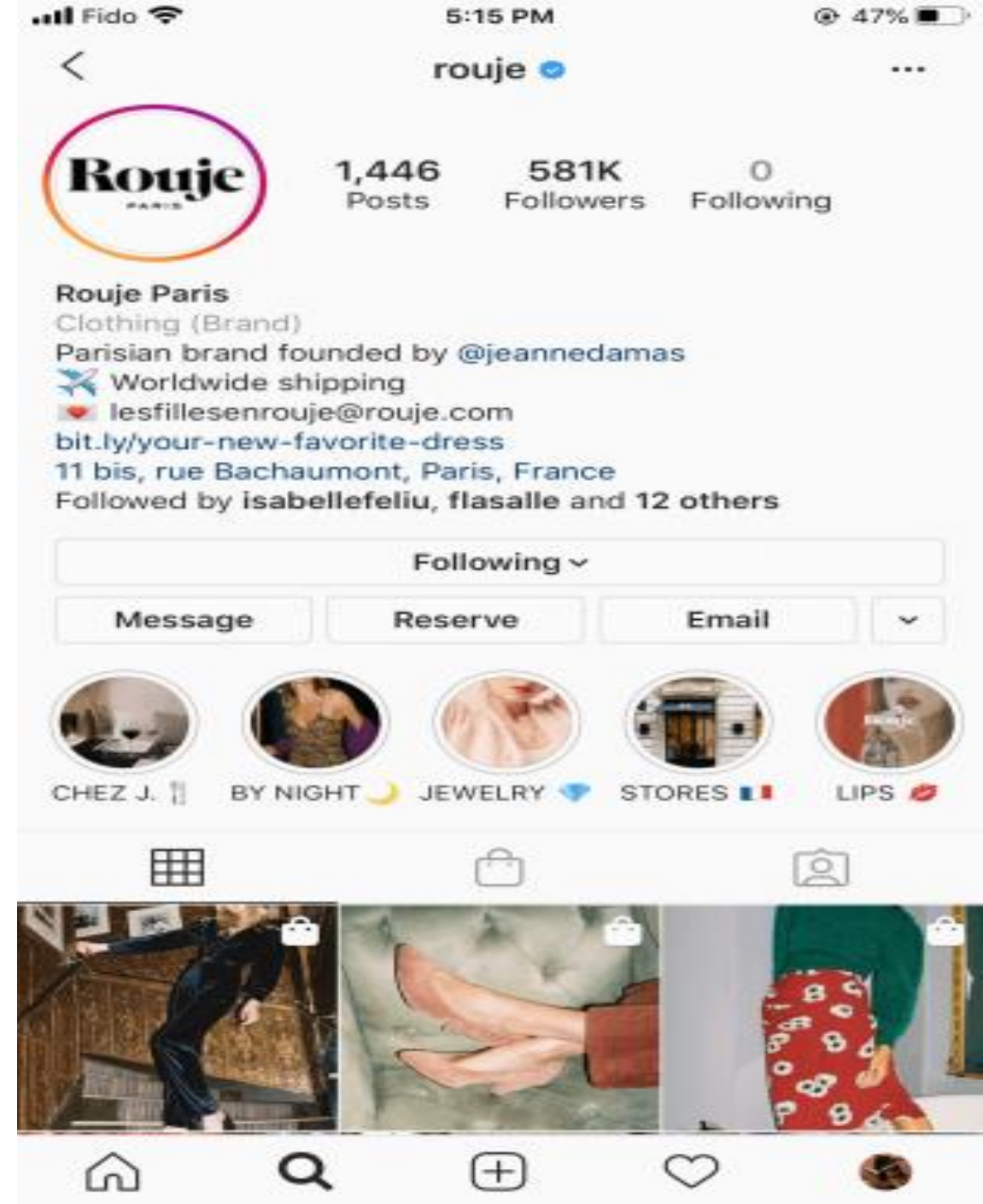




If you're looking for appointment, restaurant, or consultation bookings, add Book, Reserve, or Get Tickets action buttons to your Instagram or Facebook profiles.



**Add a link
to your bio**



2. CREATE CLICKABLE CONTENT



**Remember, everyone on
social media**

ATTENTION.

is competing for attention.



With click-worthy content, you'll want to make sure people have a place to click.





Wherever possible, make sure each post has a clear link and tempting call-to-action.





Here are some more clickable options available across different platforms:





**TAG PRODUCTS IN YOUR
FACEBOOK SHOP**



**SWIPE UP ON
INSTAGRAM
STORIES**



**Shoppable
Instagram
posts and
stories**



**Shop the Look Pins on
Pinterest**

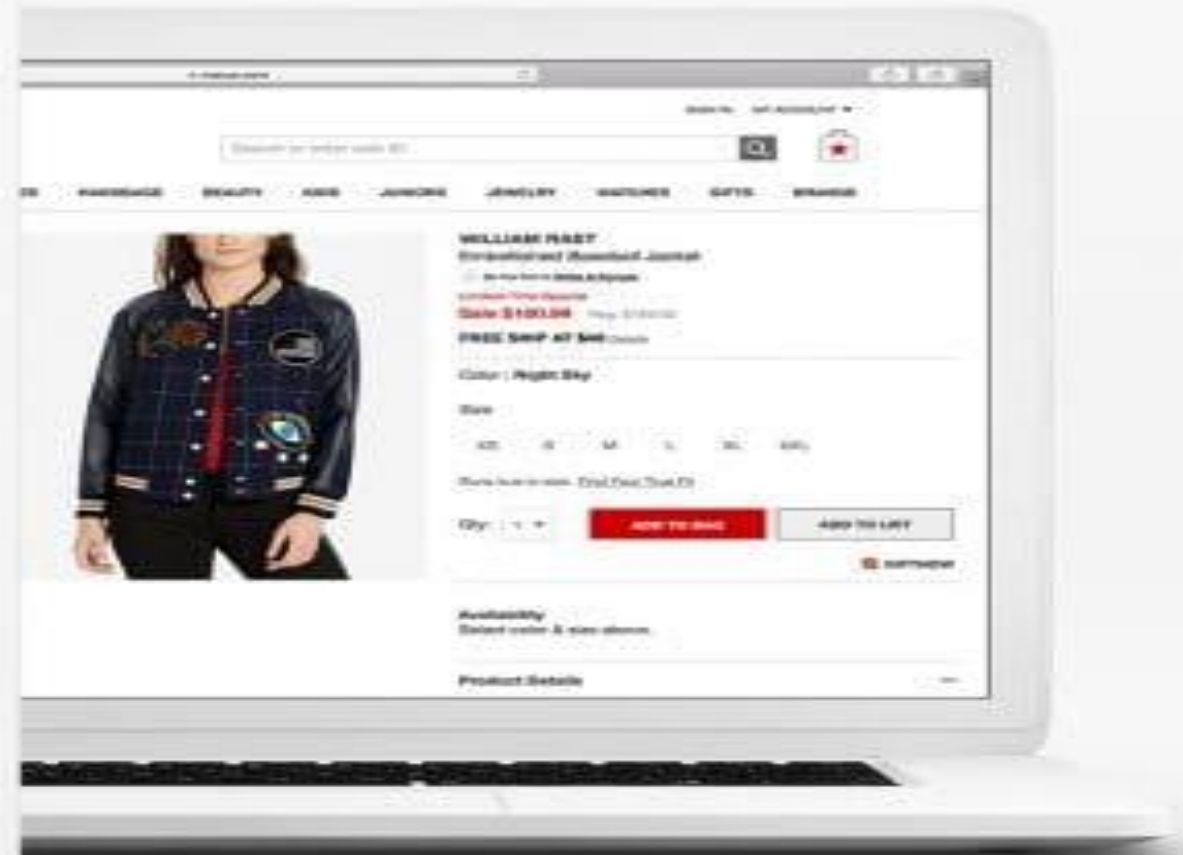
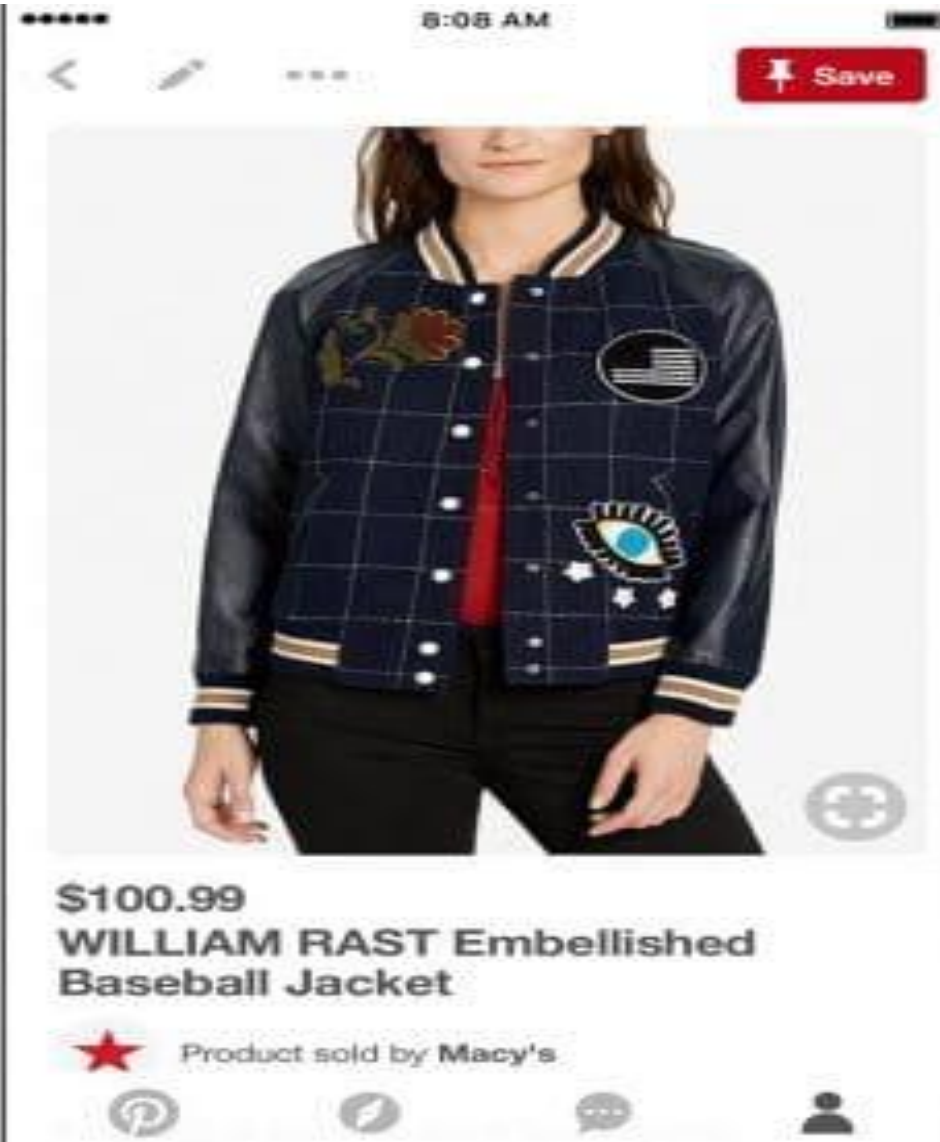
YouTube Cards



YouTube

and end screens

3. Design user-friendly landing pages





If you've convinced someone to click on your link, don't disappoint them with a sloppy landing page.

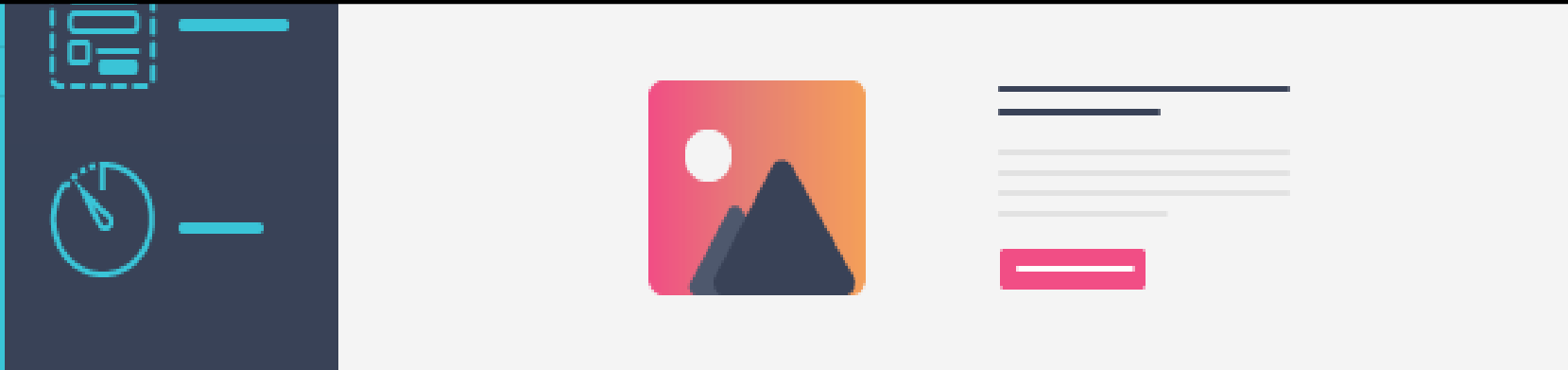


**For starters, the landing page
must be relevant.**





If someone is expecting to find a certain product or specific information when they click on your link, it better be there.





Without the corresponding content, it's easier for someone to close a window or forget why they clicked in the first place.



A good landing page will be visually seamless and easily scannable. It should provide users with a clear path, and attempt to be as personal as possible.



If your landing page involves a form, keep it simple. Each question you add reduces the odds of someone finishing it.



4. USE SOCIAL LEAD ADS

When you've exhausted organic lead collection measures, or if you would like to boost those efforts, there's social lead ads.



Facebook Lead Ads






Facebook offers a specific lead ad format for marketers.

The background of the image consists of a repeating pattern of the Facebook logo, which is a white lowercase 'f' inside a blue circle. The circles are arranged in a grid-like pattern, slightly overlapping, and the overall color scheme is a vibrant blue.

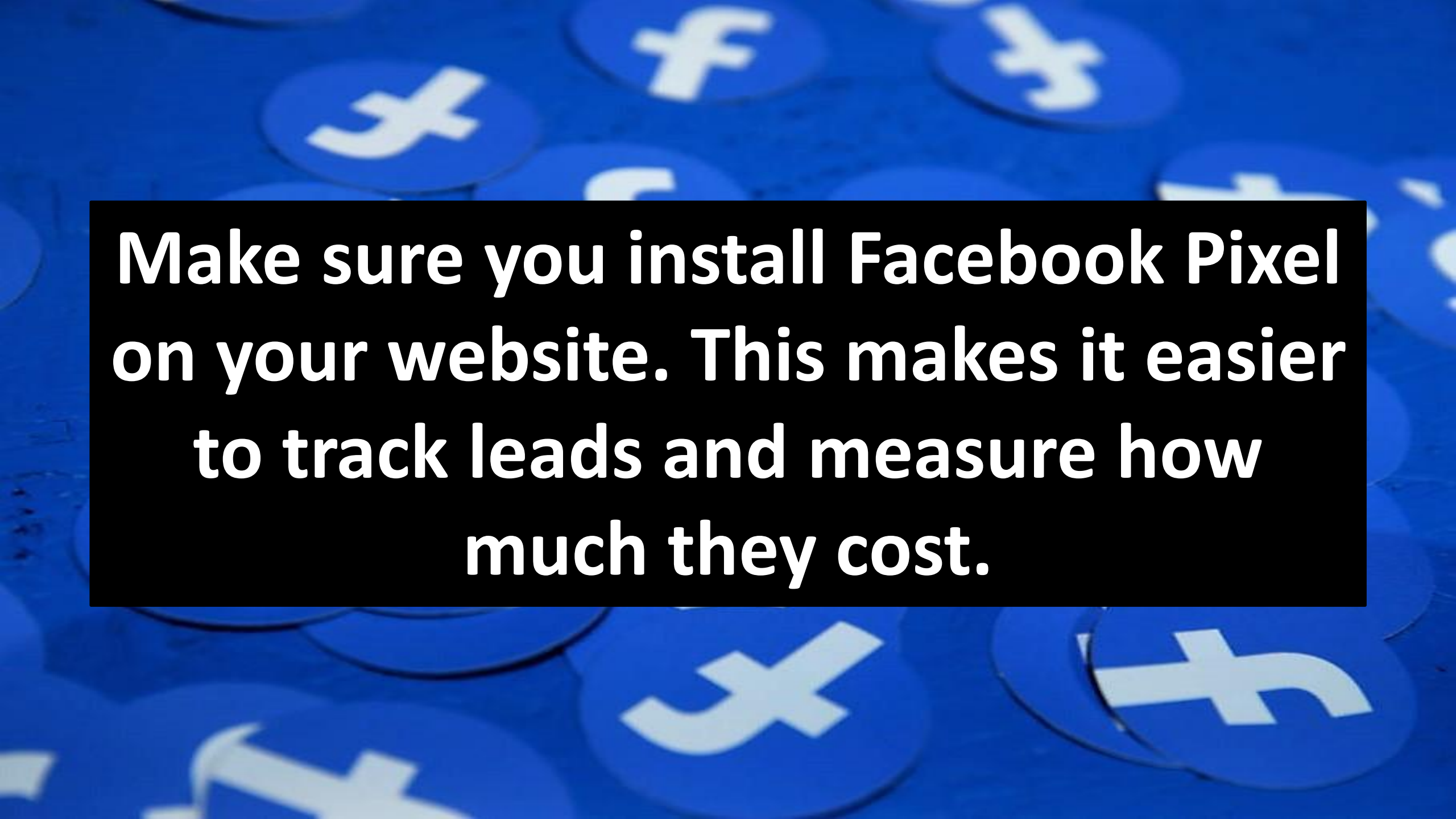
Lead ads on Facebook are basically promoted forms.

The background consists of a repeating pattern of blue circles on a darker blue background. Each circle contains a white symbol, either a lowercase 'f' or a lowercase 'x'. The symbols are slightly blurred and overlap, creating a textured, digital effect.

Leads collected by these ads can be synced directly to your customer management system or downloaded so your sales team can follow up as needed.



Facebook's retargeting tools are especially handy when it comes to lead nurturing.

The background of the image is a repeating pattern of the Facebook logo, which is a white lowercase 'f' inside a blue circle. The logos are slightly blurred and overlap each other, creating a textured effect.

Make sure you install Facebook Pixel on your website. This makes it easier to track leads and measure how much they cost.




INSTAGRAM LEAD ADS



Much like Facebook, Instagram offers lead ads designed to help marketers collect information.



Like Facebook, Instagram offers the option to partially pre-fill forms.



Email address, full name, phone number, and gender sections can all be pre-completed in these ads.

LinkedIn Lead Gen Forms





LinkedIn also offers an ad format just for lead generation, which it calls Lead Gen Forms.



These ads are now available as Message Ads and Sponsored InMail on the platform.



The average conversion rate on a LinkedIn Lead Gen Form is 13%.





That's high considering a typical website conversion rate is 2.35%, according to Wordstream.



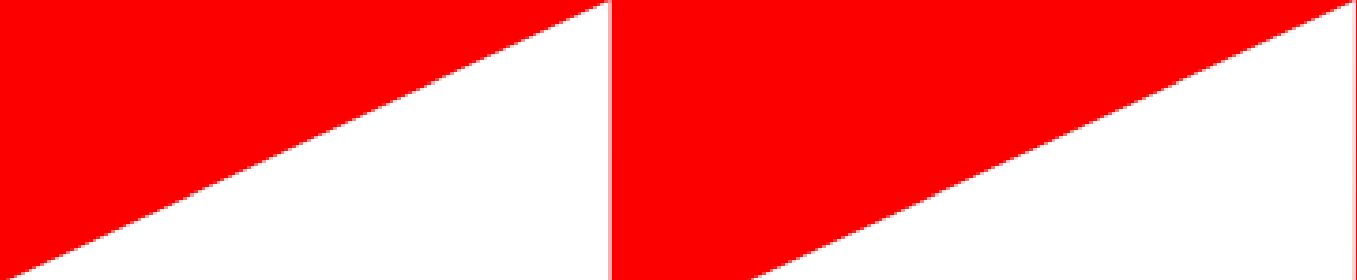


LinkedIn Dynamic Ads also feature direct call-to-actions that can help generate leads.




A large red play button icon with rounded corners, centered on a black background. The play button is a white triangle pointing to the right, set against a red rounded rectangle. A black horizontal bar is overlaid across the center of the play button, containing white text.

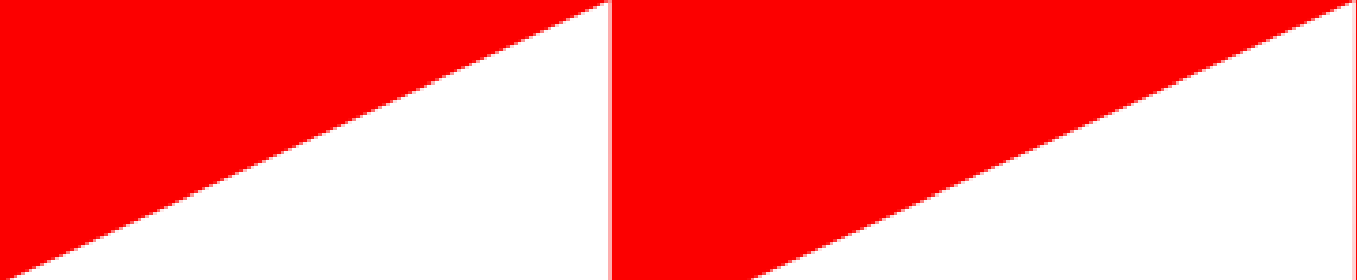
**YOUTUBE TRUEVIEW FOR
ACTION ADS**

The image features a large, rounded red rectangle with a white play button icon in the center. The play button is composed of two white triangles pointing towards each other, forming a central square. Below the play button, there is a black rectangular box containing white text.

This format on YouTube is designed to help advertisers drive a specific action—including generating leads.



These ads have prominent call-to-action buttons that can link to a site of your choice.

The image features a large, rounded red rectangle with a white play button icon in the center. The play button is composed of two white triangles pointing towards each other, forming a central square. A black horizontal bar is positioned across the middle of the red rectangle, containing white text.

When creating these ads, simply select
“Leads” as your goal.



Other sites, such as Pinterest and Twitter, don't have specific formats for lead ads per se.



However, both platforms offer ad options that can boost social media lead generation.

An illustration of a person in a teal shirt and dark pants, jumping joyfully with their arms raised, holding a large golden trophy. The background is light blue with diagonal rays and falling confetti. The text '5. OFFER THE RIGHT INCENTIVE' is overlaid in the center.

**5. OFFER THE RIGHT
INCENTIVE**

A top-down view of a wooden desk with various office supplies. On the left is a silver laptop keyboard. In the center is a white notebook with a blue cover and a grid pattern. Three pencils (yellow, red, and blue) are scattered on the desk. To the right are three paper clips (red, blue, and white) and a pink sticky note. A smartphone is partially visible in the top right corner.

INCENTIVE

Depending on the type of lead you're looking to collect, there are different incentives you can offer to sweeten the deal.

Contests or sweepstakes



Holding a social media contest is a great way to collect leads. For entry, ask participants to share whatever information you'd like to learn.

DISCOUNT CODE






Many brands offer customers a discount code in exchange for a newsletter sign-up.




If you plan to offer one, have a strategy in place for not just generating leads, but also nurturing and converting them.

Gated content





Depending on your industry, gated content such as whitepapers, invite-only webinars, or even access to private Facebook Groups make for compelling incentives.





A recent study by Demand Gen Report asked US marketers to rate tactics that drive the best results for lead nurturing. Here are the results:

Webinars 35%

Email newsletters 29%

Thought leadership articles 28%

Whitepapers 26%

Customer content (case studies, reviews, etc.) 25%

Sales emails 21%



Contests, discount codes, and exclusive content are great rewards. But remember, you should have a good reason to collect customer information.

The background is a vibrant red with various abstract geometric elements. There are several diagonal lines in shades of orange and purple. Scattered throughout are circles and ovals, some with black and white hatching patterns. A small white diamond shape is visible on the right side. The overall aesthetic is modern and energetic.

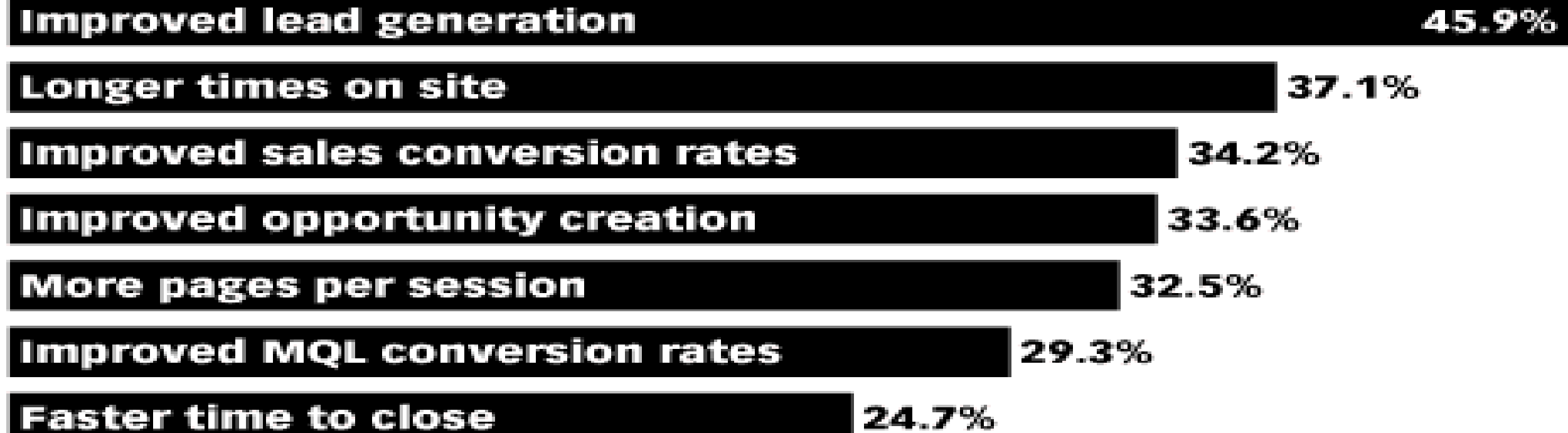
6. PERSONALIZE YOUR OFFER

A little personalization can go a long way, especially when it comes to social media lead generation.



What Effect Does Content Personalization Have on Marketing Performance According to B2B Marketing Leaders Worldwide?

% of respondents, June 2019



Source: Heinz Marketing and Uberflip, "The New Marketing Standard: How Today's Successful B2B Marketers Accelerate the Buyer's Journey with Content," Aug 19, 2019

Another study found that most marketers are putting personalization first when it comes to improving the quality of leads.



But that doesn't make it easy: 44% of respondents peg personalization as a challenge.



Objectives vs. Challenges to Generating Higher Quality Leads for Companies Worldwide, Aug 2019

% of respondents

Improving the personalization of marketing efforts



Improving content & content engagement



Improving data management tools/platform



Improving third-party lead sources



Improving lead quality metrics used



Improving the data cleaning process




Improving AI and prediction technology



■ Objectives

■ Challenges


Source: Ascend2, "Strategies, Tactics and Trends for Lead Generation Quality," Aug 26, 2019




But that doesn't make it easy: 44% of respondents peg personalization as a challenge.



Take advantage of the targeting tools available on Facebook, LinkedIn and other platforms to reach the right audience.



Run separate campaigns for different audiences so you can tailor your message accordingly.





According to LinkedIn, ads that directly address someone have a 19% higher click-through rate and 53% higher conversion rate than ads that don't.

The inbox is another good place for personalization. Whether you create a Facebook Messenger Bot or a LinkedIn InMail campaign, make the information you already have count.

Ad ...

Get the latest jobs and industry news by joining us on LinkedIn





Theresa, explore opportunities from Golden Phase

[Follow](#)

Ad ...

Get access to 100+ consultants worldwide



Donald, get the business advice that matters 24/7

[Request demo](#)

7. Measure and refine with analytics





**If you're collecting social media leads,
you need to be collecting analytics
insights, too.**

ONLINE: USER A

08:54:30

VOICE FEED: NETWORK 32-38-73

Profits:



Evolution:



ANALYTICS DASHBOARD



PROFILE:

10-10-10

PROJECT:

10-10-10

MISSION:

10-10-10

POWER: ON/OFF

10-10-10

TIME-DATE

00:38:29


Customers Satisfaction



Set up goals in Google Analytics to track leads on your website.



This will allow you to monitor which social media platform is the best source for your business.




The background image shows a futuristic digital interface with various data visualization elements. On the left, there's a profile section with a user icon, 'ONLINE: USER A', and 'VOICE FEED: NETWORK 38.73'. Below that is a 'PROFILES' section. In the center, there's a 'Profits:' section with a pie chart and an 'Evolution:' section with a circular diagram. On the right, a large 'ANALYTICS DASHBOARD' features a line graph, a bar chart, and a radar chart. At the bottom, there's a 'Customers Satisfaction' section with a progress bar. The overall aesthetic is high-tech and data-driven.

Social analytics tools also allow you to identify the type of creative and messaging that performs best.



Use Hootsuite Inbox to engage with leads and respond to messages from all your social channels in one place.

Customers Satisfaction



You'll get full context around each message, so you can respond efficiently and focus on strengthening your relationships with potential customers.



Let's start with a story.

wys.

When John got married, he rented an apartment to live with his wife.



He had to buy a washing machine.

When John left school, he rented an apartment to live with his wife.



He had to buy a washing machine.

He know nothing about washing machines.





This is how he came to a decision:

2000

Supplier



**He went to a retailer, because
they had a cool radio
commercial and theme song.**

2000

Supplier

Problem

He explained his 'problem' to the sales guy: starting family, low budget, no kids.

2000

Supplier

Problem

Solution

He suggested 3 brands of washing machines that fitted his needs.



2000

Supplier

Problem

Solution

Product

He chose the brand that best fitted his needs and feelings.



2000

2020

Supplier

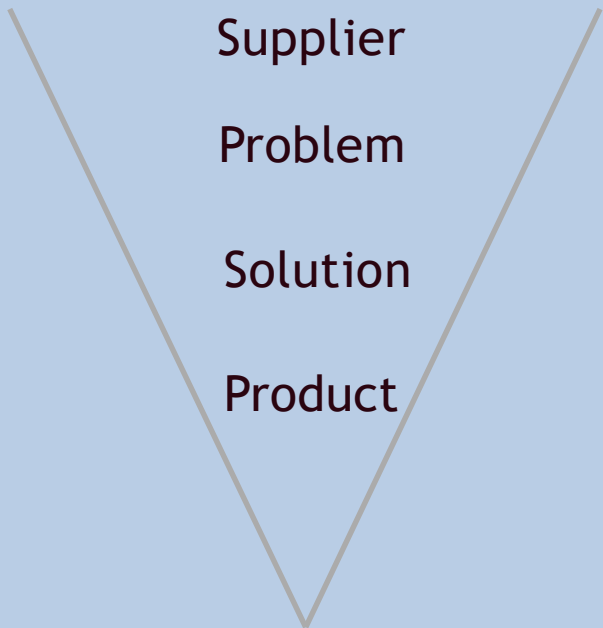
Problem

Solution

Product

**20 Years later that
washing machine
broke down. He had
to buy a new one.**

2000



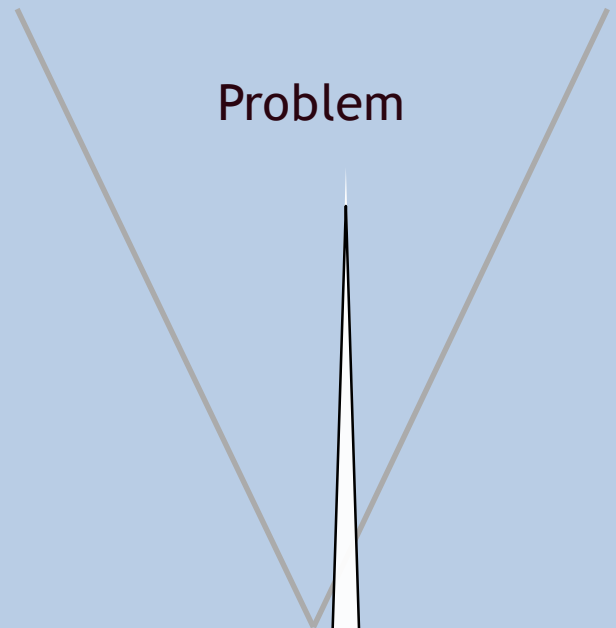
Supplier

Problem

Solution

Product

2020



Problem

He started with Googling his ,problem?: family with 3 *dirty* kids, silence is important.

2000

Supplier

Problem

Solution

Product

2020

Problem

Solution

**He read reviews,
descriptions, social info by
experts and *people like him.***

2000

Supplier

Problem

Solution

Product

2020

Problem

Solution

Product

He chose the brand that best fitted his needs and feelings based on that information.

2000

Supplier

Problem

Solution

Product

2020

Problem

Solution

Product

Supplier

Then He decided where to buy it, based on a mix of price, convenience and service.

2000

Supplier

Problem

Solution

Product

2020

Problem

Solution

Product

Supplier

New decision funnel

2000

Supplier

Problem

Solution

Product

You want to be as high as possible in the decision funnel.

2020

Problem

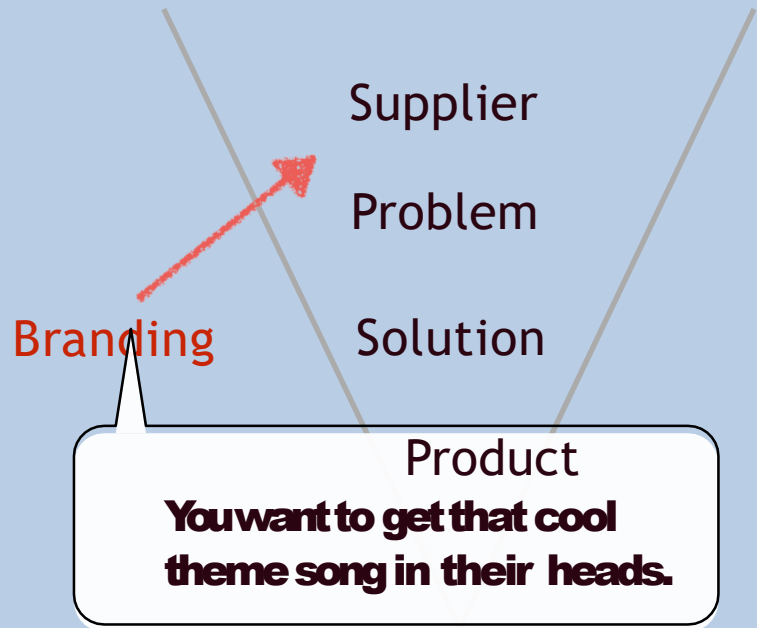
Solution

Product

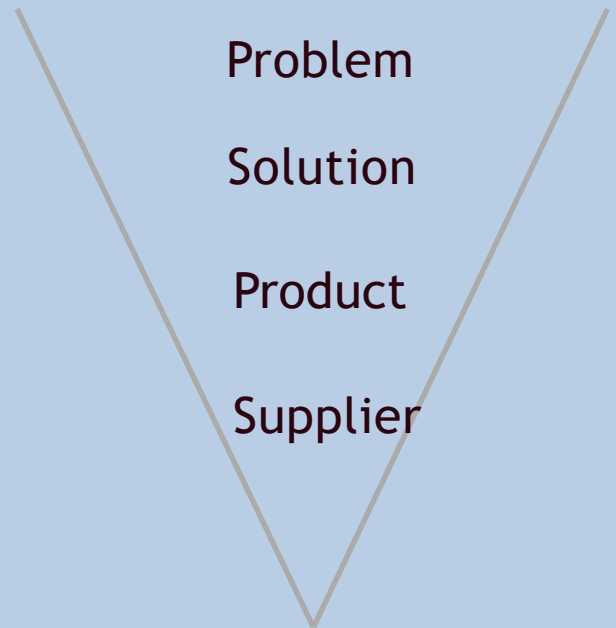
Supplier

New decision funnel

2000

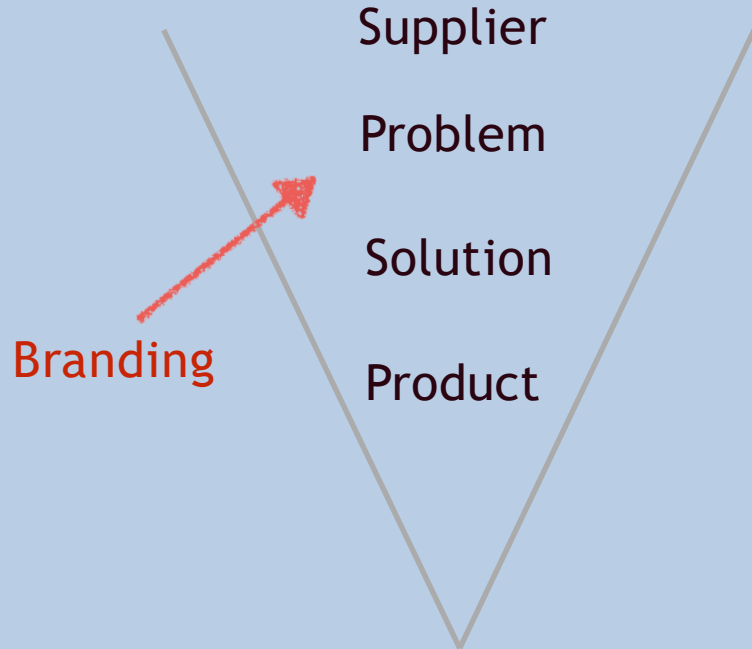


2020



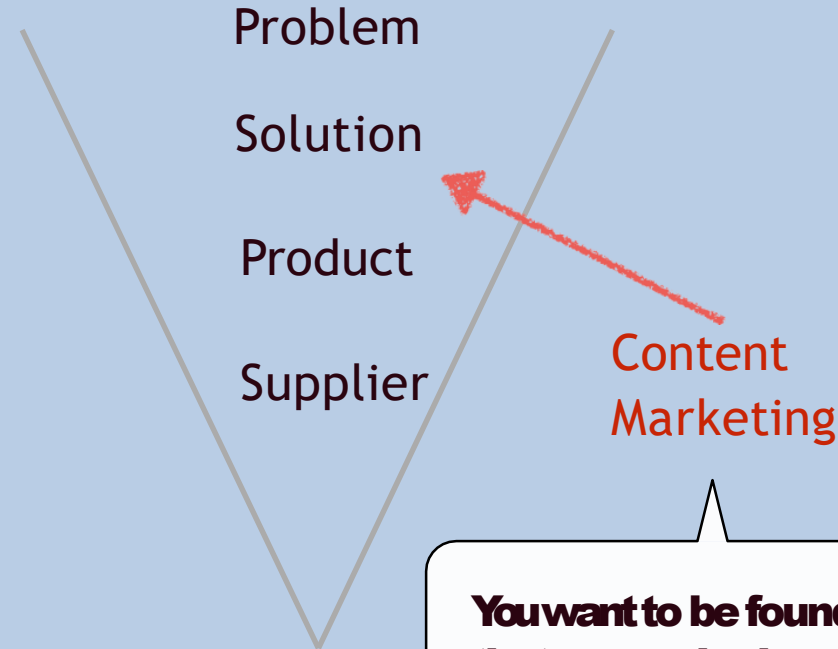
New decision funnel

2000



Branding

2020

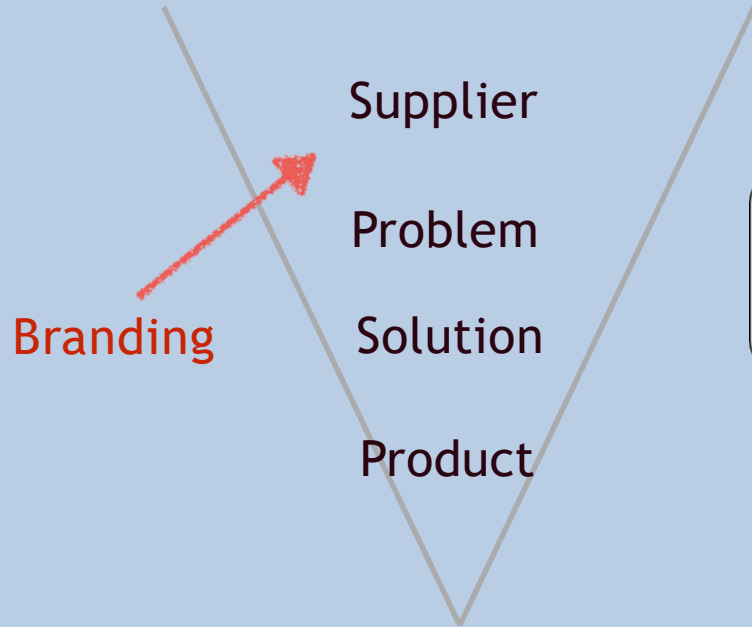


Content Marketing

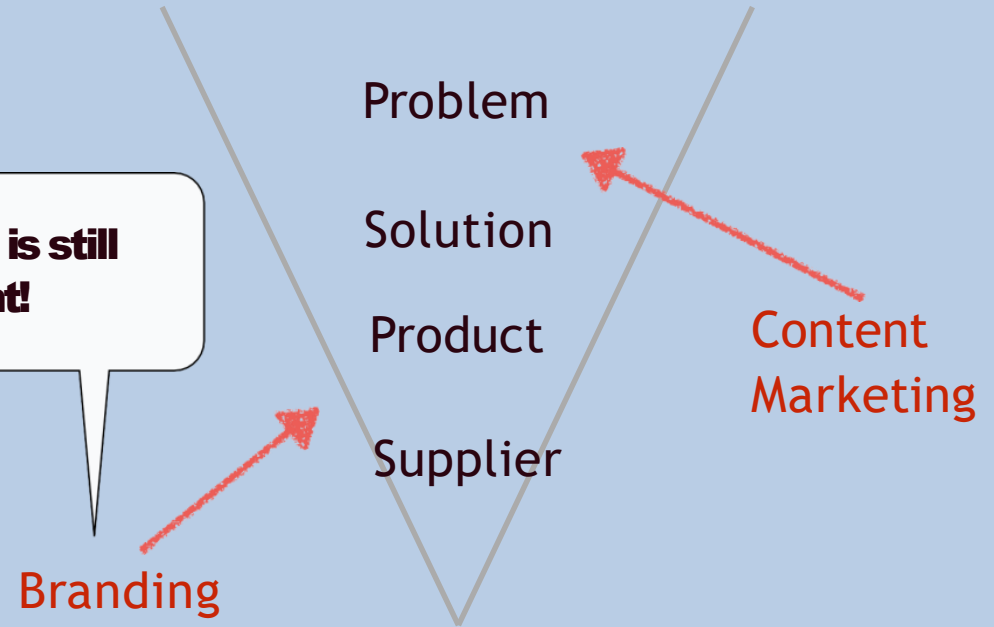
New decision funnel

You want to be found in that research phase.

2000



2020



Branding is still important!

New decision funnel





New decision funnel, because
new availability of
information.

In 2000, He had to go to a library to do research.



New decision funnel, because new availability of information.



Wj.

In 2000, He had to go to a library to do research.



In 2010, He had to go to a special room in his house.



New decision funnel, because new availability of information.



Wp.

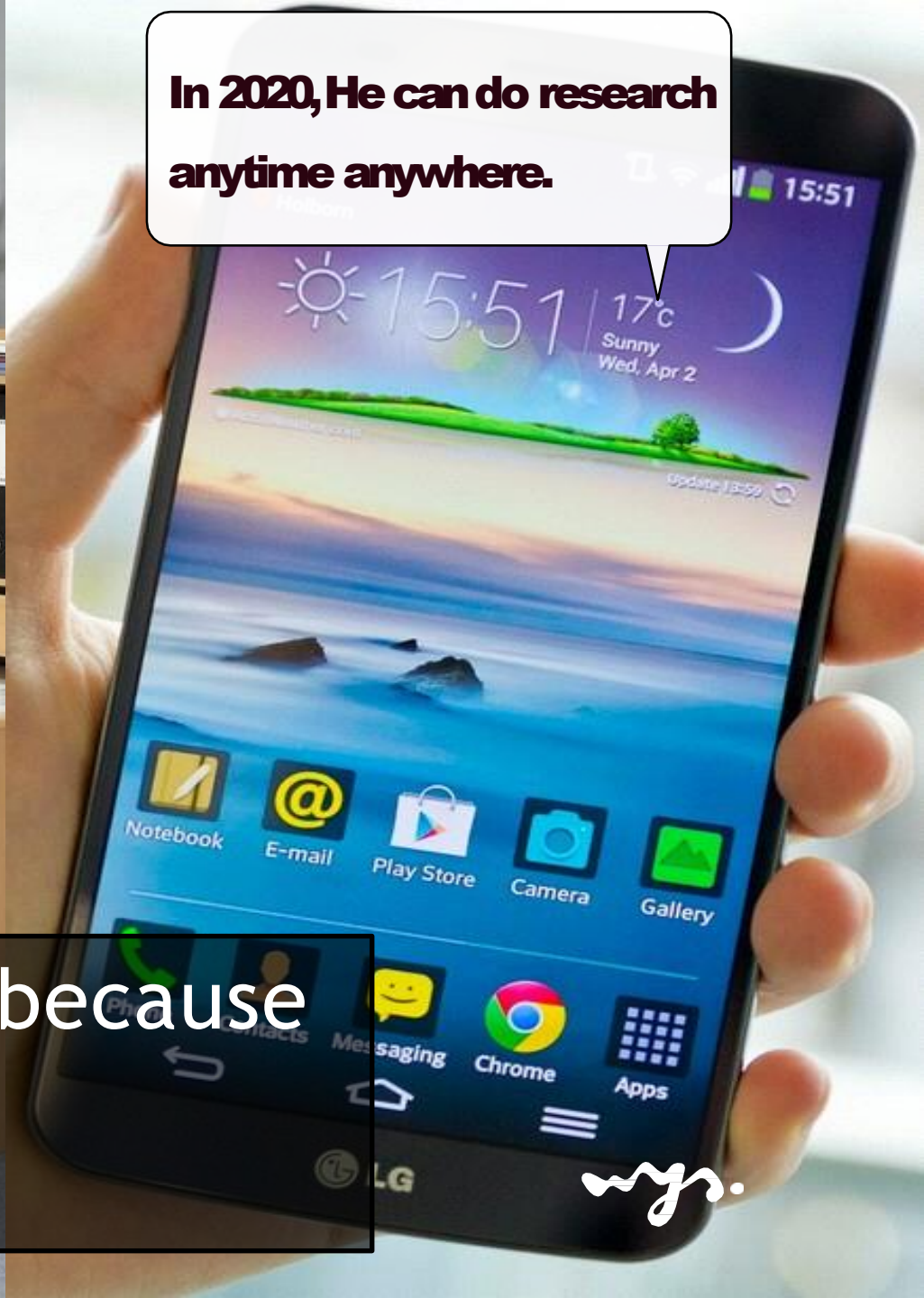
In 2000, He had to go to a library to do research.



In 2010, He had to go to a special room in his house.



In 2020, He can do research anytime anywhere.



New decision funnel, because new availability of information.



A close-up photograph of three people's hands holding smartphones. The person on the left is holding a black smartphone. The person in the middle is holding a gold smartphone. The person on the right is holding a blue smartphone. The background is blurred, showing a person with long brown hair wearing a red patterned top. A semi-transparent dark grey banner is overlaid across the middle of the image, containing the text 'LANDING PAGES AND FUNNEL' in white, bold, uppercase letters.

LANDING PAGES AND FUNNEL

**REFER TO THE DAY 61 DIGITAL
MASTERY NOTES AND
RECORDINGS**

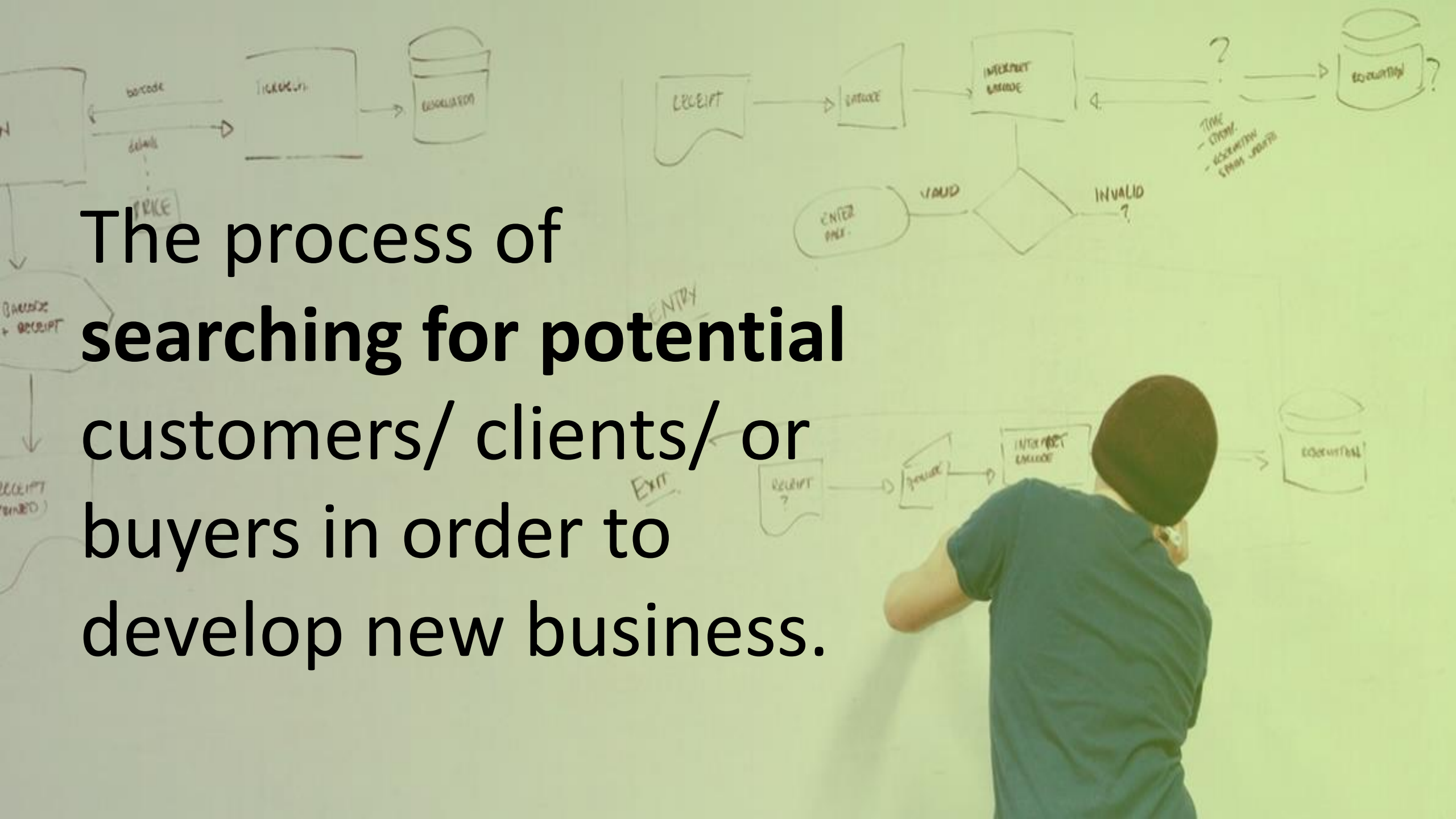
The background is a vibrant blue. It features several circular icons of diverse people in various colors (purple, green, yellow, blue, pink, orange, grey, green, purple). A central lightbulb icon with rays emanating from it is positioned above the text. At the bottom, a pair of hands in yellow sleeves holds a tablet displaying a list of items, with one hand pointing at a specific entry. The overall theme is digital marketing and customer relationship management.

PROSPECTING AND LEAD MANAGEMENT



WHAT IS PROSPECTING?

The process of **searching for potential customers/ clients/ or buyers** in order to develop new business.





LEADS AND PROSPECTS?

LEADS: *Potential customers who have expressed interest in our company or services through behaviors like visiting our website, social media, subscribing to a blog, or downloading an ebook.*



WHY PROSPECTING TOOL?

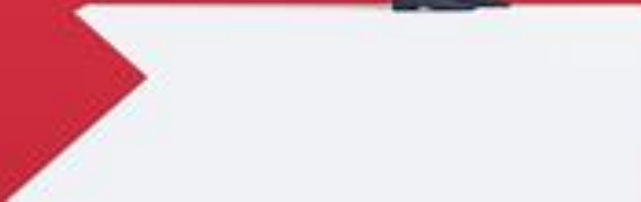




There are efficient list building engines online, which help you to instantly build your prospects list from professional social networks within seconds.



PROSPECT AS YOU BROWSE



As you browse through professional networks, such prospecting engines like **GetProfiles** are the best tool to uncover direct contact information.

The screenshot displays the GetProfiles prospecting engine interface. On the left, there are search filters including a 'Keywords' input field, 'Past Lead and Account Activity', 'Geography' (with 'California' selected), 'Company', 'Industry', 'Company Headcount', 'Seniority :Level', and 'Function'. The main area shows four statistics: 24,079, 940, 54, and 3,241. Below these are two profile cards for Tom Mangini and Cameron Esalat, both Vice Presidents at InMoment and General Managers at Kinco Ltd. On the right, a vertical list shows four more profiles: Tom Mangini, Cameron Esalat, Prakash Gupta, and Richard Terry, all with the same roles and company affiliations.

Keywords

Past Lead and Account Activity

Geography

California

Company

Industry

Company Headcount

Seniority :Level

Function

24,079 940 54 3,241

Tom Mangini
Vice President, Sales and Business Solutions at InMoment
3 years
Sacramento, California
Post Role
General Manager at Kinco Ltd

Cameron Esalat
Vice President, Sales and Business Solutions at InMoment
3 years
Sacramento, California
Post Role
General Manager at Kinco Ltd

Tom Mangini
Vice President, Sales and Business Solutions
InMoment

Cameron Esalat
Vice President, Sales and Business Solutions
InMoment

Prakash Gupta
Vice President, Sales and Business Solutions
InMoment

Richard Terry
Vice President, Sales and Business Solutions
InMoment

With just a click you can discover company background details and actionable data about the profile including: business email, location and phone.

CLICK



PROSPECTS

Build prospects at scale



Import hundreds and thousands of contacts from professional networks within seconds.



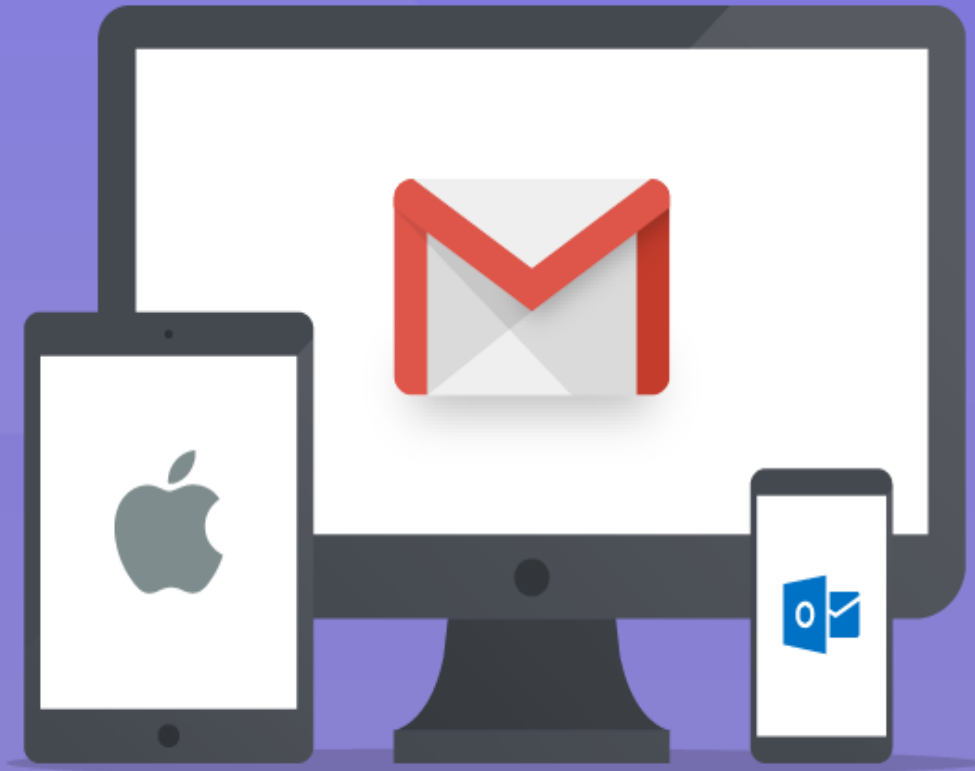
Prospecting tools automatically enrich your contacts with actionable company background details and people insights, including: biography, location, education, latest email, phone number, title, social profiles and more.



**Spend less time on
prospecting and start selling**



LEAD GENERATION STRATEGIES



1. UTILIZE EMAIL MARKETING

Create a targeted list of potential prospects. Reach out to them personalized email to start a conversation



A wooden signpost with two arrows pointing left and right, set against a blue sky background. The signpost is made of light-colored wood and has a vertical post in the center. The arrows are also made of wood and have a pointed end. The word "LEFT" is written in bold black letters on the left arrow, and "RIGHT" is written in bold black letters on the right arrow.

LEFT

RIGHT

**MAKE SURE YOUR PRODUCT OR SERVICE
IS THE RIGHT FOR THEM**




CAUTION

ONE WORD OF CAUTION: Make sure you have an opt-in strategy. The first step to email lead generation is to make sure you have happy subscribers that enjoy receiving emails from you.




2. BLOG ON A REGULAR BASIS





Blogging on a regular basis is a great way to keep your website fresh as well as build up your visibility for Google keyword searches.



The image features five white, rectangular wooden blocks with rounded corners, each engraved with a letter of the word 'TRUST'. The blocks are arranged in a horizontal line on a dark, textured surface that appears to be the bark of a tree trunk. The lighting is dramatic, casting soft shadows and highlighting the grain of the wood and the texture of the bark. The overall composition is centered and visually appealing, emphasizing the concept of trust through natural, organic elements.

TRUST


***Builds trust and credibility in your Brand
as a subject matter expert***



According to HubSpot's recent Benchmarks report, companies that blog six to eight times a month double their lead volume.

3. POST CONSISTENTLY ON SOCIAL MEDIA



A close-up, slightly angled view of a smartphone home screen. The background is a blurred grid of social media app icons. Visible icons include Telegram (top center), Instagram (bottom left), Facebook (bottom right), and parts of Twitter, TikTok, and Google. The text is overlaid on a semi-transparent green rectangular background.

**Get into the habit of regularly posting on social media.
Include your own content as well as sharing
content from others.
The goal is to interact with people and to be helpful.**



“People don’t care about your business. They care about the problems they have. Be the solution they are looking for.”

MELONIE DODARO



**4. PLAN
YOUR WORK
AND WORK
YOUR PLAN**



FIRST, you need to have a marketing plan

SECOND, you need to prepare and execute your plans

A person in a dark suit stands on a path of stepping stones. The stones are labeled with words like 'RISK', 'CRISIS', and 'YOU CAN'. In the distance, a yellow sign on two poles reads 'FINISH'. The scene is set against a bright, hazy background with a light source at the top.

FINISH

“fail to plan, plan to fail.”

5. USE SUCCESS STORIES TO ATTRACT CLIENTS & CUSTOMERS



**Case studies or
customer success
stories can be
incredibly effective.**



6. GET PERSONAL



A photograph of two people sitting on a beach at sunset. The sky is a deep blue with some light clouds. The ocean is visible in the distance. The two people are silhouetted against the bright horizon. One person is sitting on the left, and the other is sitting on the right. They are facing each other, suggesting a conversation. The overall mood is peaceful and contemplative.

**People enjoy having real
conversations**

that adds value to their lives.

7. Create Great Calls to Action & Landing Pages



If you don't give people instructions as what to do next, often no action will be taken.





Make sure you provide a clear call to action throughout your website/Social Pages and even your content.



8. DESIGN ATTRACTIVE OFFERS

9. GET INVOLVED IN NETWORKING





Online- LinkedIn

Face to face
meetings

Webinars/Virtual
Events

Events and
Conferences

10. KEEP ON KEEPING ON!



Don't take your foot off the gas when business is good, continue to keep your sales pipeline full.



**REFER TO THE DAY 62 DIGITAL
MASTERY NOTES AND
RECORDINGS**

GET STARTED



THANK YOU

A string of nine colorful paper strips is hanging against a dark wooden background. Each strip is held in place by a small wooden clothespin. The strips are arranged to spell out the words 'THANK YOU' in a cursive, hand-drawn font. The colors of the strips are: red for 'T', light blue for 'H', lime green for 'A', light blue for 'N', yellow for 'K', light green for 'Y', yellow for 'O', and light green for 'U'. The background consists of horizontal wooden planks.