



10

LEAD GENERATION
STRATEGIES
TO GET CUSTOMERS **NOW**



**Get Reviews
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No matter what products or services you offer, generating leads is the first step in any sales process. Leads become qualified leads, and qualified leads become buyers.

However, if you feel like you're struggling to generate new leads, you're in good company. While 85% of marketers say lead generation is their most important goal, 68% also acknowledge that they find it hard to do it correctly. Moreover, small businesses and startups are the companies most likely to face difficulties generating leads.

There is no one-size-fits-all solution to better lead generation. There are several strategies you can experiment with until you find the ones that work for your business, though. This list includes some great ideas to get you started.

CONSIDER THIS:

Harness the Power of Instant Follow-Up and AI Chatbots for Unmatched Conversion*

- **First Response Wins:** 78% of B2B customers buy from the first responder.
- **The 1-Minute Rule:** Responding within a minute can boost lead conversions by 391%!
- **The Golden Window:** Responding to a sales enquiry within 5 minutes is 21x more effective than after 30 minutes. After 5 minutes the chance of making a sale plummet by 80%.
- **The Stark Reality:** The average B2B response time is 42 hours, with only 27% of leads ever getting contacted.

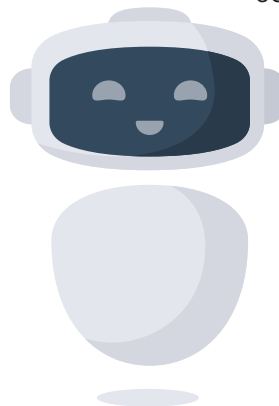
Be the Exception: Serve your customers well and watch your revenue grow exponentially!

Strategy #1: Add a chatbot to your website

Timely customer service can mean the difference between making or losing a sale. Unfortunately, it's cost prohibitive for many small businesses to offer round-the-clock customer support. However, advancements in artificial intelligence (AI) are changing the game.

[AI chatbots](#) can provide accurate, on-demand customer support any time of the day or night. In addition, chatbots can efficiently guide prospects through the sales funnel while collecting valuable data about your target audience. Chatbots also offer an excellent substitute for traditional forms and

surveys which are no longer as effective as they were in the past.



* Source: Chili Piper

Strategy #2: Run a contest

Contests are a powerhouse tactic for lead generation, instantly igniting excitement and drawing in a crowd. This strategy transforms the way audiences interact with your brand, turning mere observers into enthusiastic participants. By leveraging the allure of winning and the thrill of competition, you can quickly capture the attention of your target market. Each contest or giveaway is an opportunity to not only spotlight your brand but also to foster a deeper connection with your audience.



Here's how these engaging strategies can supercharge your marketing efforts:

- **Spark Excitement:** Contests and giveaways attract attention, spotlighting your brand.
- **Enhance Engagement:** These events encourage direct interaction, forging a stronger bond with your audience.
- **Build Community Quickly:** They bring together people with shared interests, creating a loyal base of supporters.
- **Create a Buzz:** Word-of-mouth promotion from participants extends your brand's reach.
- **Immediate Impact:** The results, from increased web traffic to a surge in leads, are direct and measurable.
- **Versatility:** Tailored to fit your audience, contests and giveaways can take many forms, ensuring relevance and participation.
- **Free Market Research:** Insights gained from these events inform future strategies, making subsequent campaigns more effective.

Implementing contests and giveaways goes beyond meeting immediate lead generation objectives. This approach not only energizes your audience but also fosters a vibrant, engaged community, setting the stage for continued interaction and growth.

Strategy #3: Leverage the power of social media

Social media is an incredibly powerful marketing tool. Beyond being just another platform for ads, it helps you connect with your target audience and build an engaged community around your brand. Update your pages frequently with timely, relevant content, and tag all content with hashtags your ideal customers will likely engage with. You can use Instagram Stories Highlights and pinned posts to showcase your products and services right at the top of your page and attract interest. Include a link to your website and respond to customers' questions, comments, and direct messages (DMs).



CONSIDER THIS:

Boost Your Brand with Social Media

- **Brand Loyalty:** 94% of business leaders see social media's positive effects on brand loyalty. It's key for authentic customer connections.

Source: **Sprout Social**

- **Increased Spending:** Customers spend 20%-40% more with brands that engage with them on social media. Make your interaction count!

Source: **McKinsey**

Strategy #4: Run an online reviews campaign

[Online reviews](#) are a powerful force in shaping consumer choices and driving business success. A staggering 50% of consumers consult over five reviews before deciding on a business, demonstrating the critical role these assessments play. Nearly all online shoppers read reviews, with a significant 96% specifically seeking out negative feedback to gauge potential downsides—a notable increase from 85% in 2018.

The influence of reviews extends to in-store shopping as well, with 80% of shoppers using smartphones to check reviews on the spot. This trend is particularly strong among younger consumers, with 91% of those aged 18 to 34 trusting online reviews as much as personal recommendations. Furthermore, the

way a business responds to reviews can change 56% of consumers' opinions, underscoring the importance of engagement.

Financially, the impact of positive reviews is substantial, capable of boosting customer spending by up to 31%. Moreover, a steady flow of reviews, especially when responded to, can enhance a business's visibility on Google, leading to higher organic rankings, more traffic, and, ultimately, more sales. This creates a self-sustaining cycle of revenue growth, proving that managing online feedback effectively is not just about reputation—it's a serious business advantage.

Strategy #5: Start an email marketing campaign

The most valuable asset in your business isn't your product, service, or even your website... It is your contact list! Having an email list opens direct lines of communication with potential clients along with numerous marketing opportunities. Making your list a top priority is vital, as it lays the foundation for effective email marketing that boosts engagement, fosters strong connections, and drives growth.

Once you have collected emails from prospective clients, it's time to put them to use. Email marketing is a successful method of driving conversions, but staying consistent is important. Email your list regularly, at least weekly, and always provide value through deals and sales, breaking news, and helpful tips.

Use email marketing to build a meaningful relationship with your subscribers while maintaining top-of-mind awareness. These elements are key to not just reaching your audience but also building trust and prompting them to act.



10 LEAD GENERATION STRATEGIES TO GET CUSTOMERS NOW

Let's dive into optimizing four key areas for the best results and ROI from your email marketing efforts.

- **Balancing Content for Maximum Engagement:** The key to a successful email marketing strategy lies in the content balance. Adhering to the 80/20 rule ensures that your emails are both engaging and effective. By dedicating 80% of your emails to providing value—be it through industry news, educational content, or useful tips—you cater to your subscribers' needs and interests. The remaining 20% of your content can then focus on direct sales messages, which will be more well-received against the backdrop of consistent value.
- **Setting and Tracking KPIs for Success:** For your email marketing efforts to truly pay off, setting clear "Key Performance Indicator" (KPI) targets is essential. Whether it's tracking open rates, click-through rates, or conversion rates, these KPIs offer invaluable insights into the effectiveness of your campaigns.

Regularly monitoring these metrics allows you to adjust your strategy as needed, ensuring your email marketing continues to deliver a strong return on investment (ROI).

- **Maintaining a Clean and Engaged Email List:** The quality of your email list significantly impacts the success of your campaigns. A clean list of engaged subscribers means higher open rates and better conversion potential. Regularly purging your list of subscribers who never engage with your content is crucial. This not only improves your overall engagement metrics but also helps maintain a healthy sender reputation.
- **Protecting Your Domain's Reputation:** Ensuring your emails consistently reach your subscribers' inboxes requires a proactive approach to protecting your domain's reputation. This includes making sure your domain's DNS records are correctly configured to authenticate your emails. Taking steps to avoid being flagged as spam is critical for maintaining the trust and reliability of your email communications. By keeping your list clean and your domain's reputation intact, you safeguard the effectiveness of your email marketing strategy.

Following industry standards best practices for how you run your email campaign will dramatically help, also. Make it easy for subscribers to update their contact info in your database and have control over which kinds of email content they receive. A clear and obvious "unsubscribe" link should be included in the footer of every email you send and you must ensure that your software actually follows through on such requests. Not doing so will result in your company being flagged as a spammer which will definitely harm your reputation and ability to use email marketing effectively.

CONSIDER THIS:

Email Marketing

- Generates \$36 for every \$1 spent, marking a 3600% ROI!

Source: **Constant Contact**

- Outperforms social media in customer acquisition by 40 times.

Source: **McKinsey**

- Email marketed consumers spend 138% more than non-email marketed ones.

Source: **WordStream**

Strategy #6: Build a sales funnel (NOT a website)!

Every one of your current customers used to be a stranger to your brand. The process of knowing nothing, learning more, and deciding to buy is called a customer journey. Some prospects drop out as they move through this journey. So, while you might start with many potential buyers, a much smaller percentage of them will become paying customers.

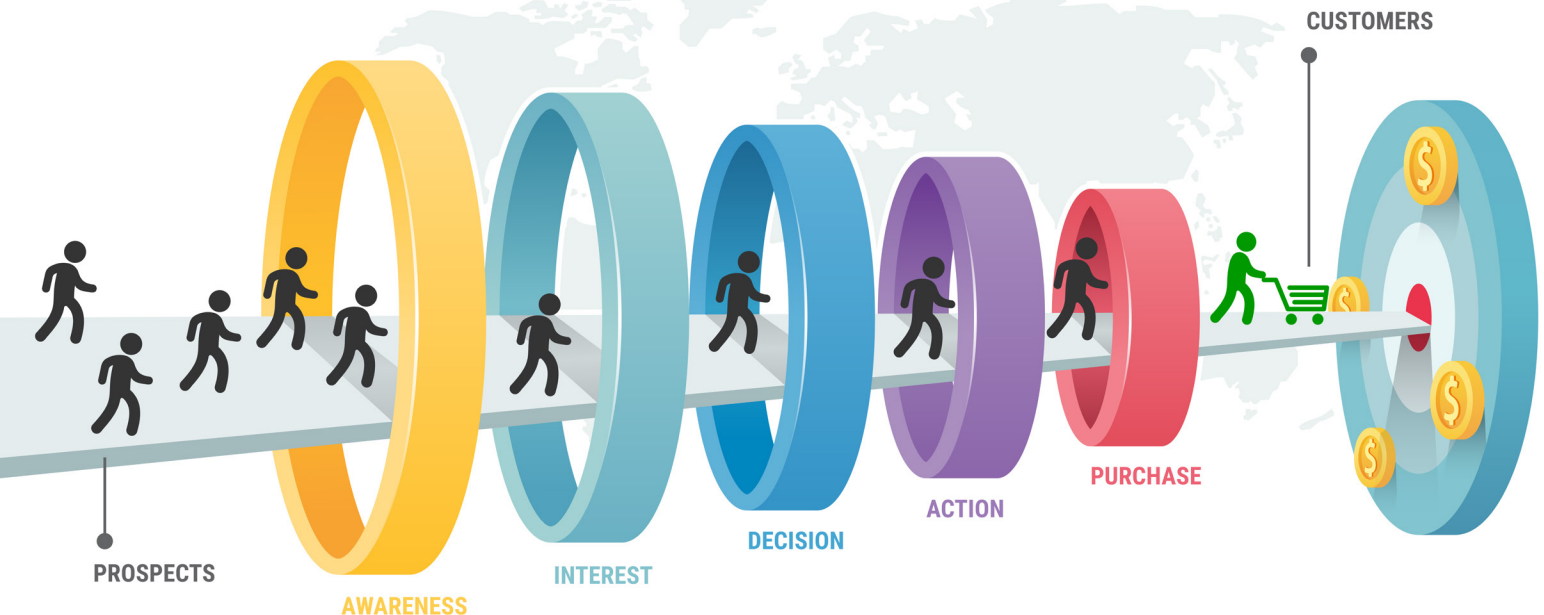
Creating an online experience to help guide prospects along that journey is essential to having an effective sales process. Most people assume building a website is the way to best to accomplish that. Unfortunately, however, nothing could be further from the truth.

Understanding the difference between a traditional website and a sales funnel is crucial if you want to get the best performance from your advertising & marketing budget.

A traditional website acts as a digital storefront, presenting your brand, products, or services without a clear & direct path to making a purchase. It's where customers can explore everything your company has to offer. Because there are SO many things to click on, however, the customer journey lacks any guidance, so the conversion rate is usually terrible.

In contrast, a sales funnel is designed with a single goal in mind: to convert visitors into customers as soon as possible through a structured journey. A typical website usually has 10 to 30 clickable options through its navigation system alone. Then – in addition to that – there are often many more on-page elements to distract and confuse the visitor.

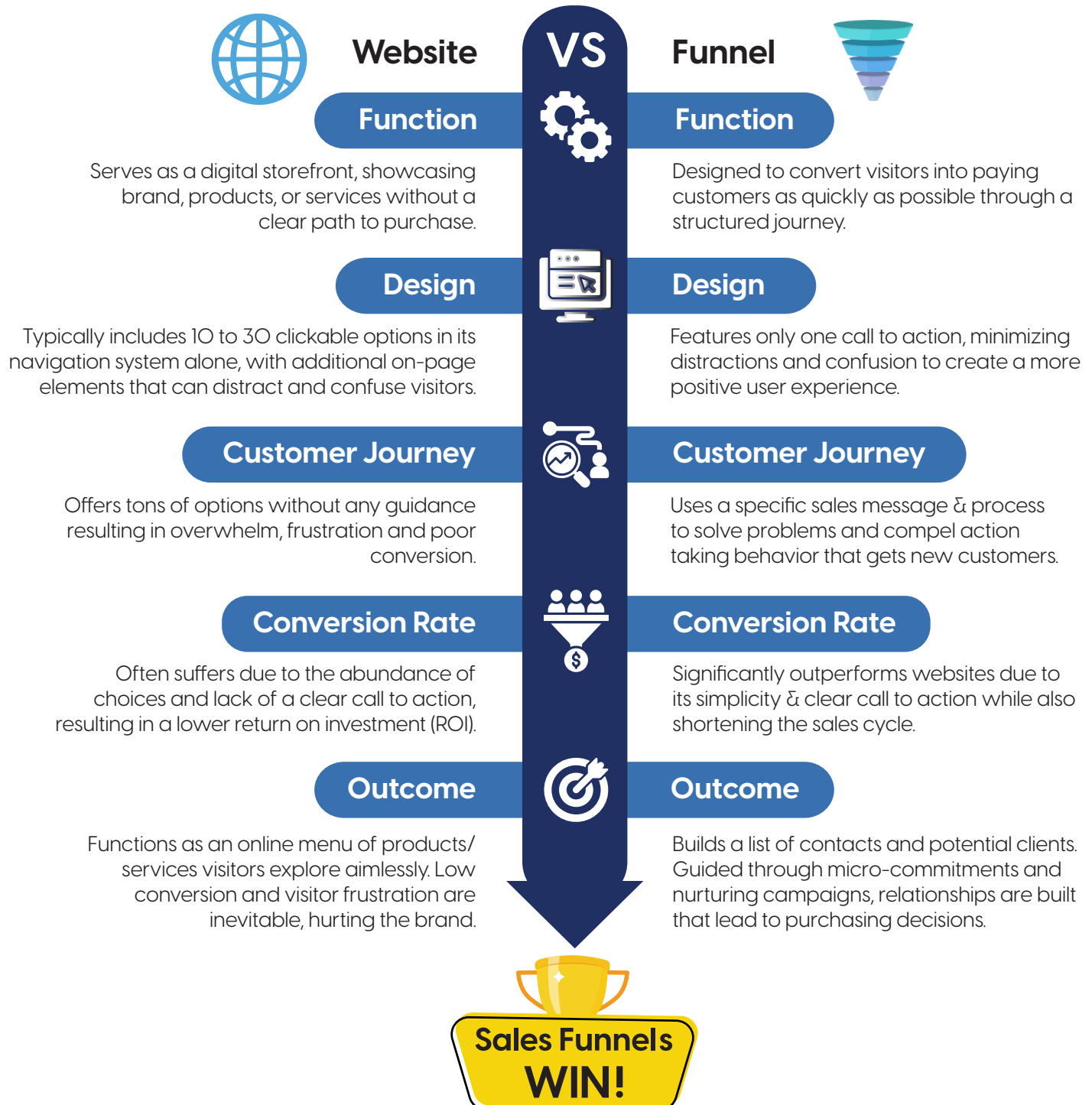
SALES FUNNEL



10 LEAD GENERATION STRATEGIES TO GET CUSTOMERS NOW

A confused mind NEVER buys, which is why websites usually fail to deliver a return on investment (ROI) that's anywhere near what it should be. On the other hand, a well-designed sales funnel page has only ONE call to action. This key difference is what causes sales funnel conversion rates to radically out-perform a traditional website every time.

The goal of a sales funnel is to build your list of contacts and potential clients, getting them to make micro-commitments incrementally. Over time as you nurture that relationship, then, by building trust you move them closer to a purchasing decision through a series of strategic steps.



In summary, **NOT using sales funnel technology is a huge, costly mistake for your business:**



Conversion Rates

Sales funnels, on average, boast significantly higher conversion rates compared to traditional websites. While a typical website might convert at 1-3%, a well-optimized sales funnel will perform dramatically better.. The real power in a sales funnel is not in the landing page itself, however. The secret behind its effectiveness is that its strategically constructed flow of pages and automated follow-up sequences influence people to make a purchase.



Customer Journey Optimization

A sales funnel maps out the complete customer journey from start to finish. This begins with the initial brand discovery process, and moves along from there -providing the right information at the right time, which is essential for turning prospects into paying customers. Unlike a static website a sales funnel actively engages and leads prospects through their decision-making process.



Maximizing Revenue

Sales funnels help you make more money from each sale by offering extra products or deals right when customers are ready to buy. This strategy effectively encourages customers to add more to their carts, often purchasing items they hadn't initially considered. The result? A notable increase in the amount each customer spends per visit, directly bolstering your profits. Unlike traditional websites, which might simply list products without guiding the customer through a buying journey, sales funnels are designed to maximize sales opportunities at every step.

Ignoring the power of sales funnels in favor of only using a traditional website will cripple your business's ability to predictably grow market share and increase revenue.

Integrating a sales funnel into your digital strategy is not just an option; it's a necessity for businesses looking to thrive in today's competitive online marketplace.

Strategy #7: Follow up with leads who didn't buy

Sometimes, prospective buyers drop out before the end of the sales funnel. Fortunately, these are not necessarily lost causes. Feedback from prospects who chose not to buy from you can help you improve your business.

If someone contacted you but never made a purchase, try sending them a short message asking if they have any questions and inviting them to speak with you further.

You should consider offering an incentive to these missed opportunities to encourage them to move forward in the sales process.

Making a special, one-time only offer, like a coupon or package bundling multiple products or services is a great way to see if a past lead is still interested in your company.

A limited-time offer implies scarcity, and the fear of missing out (FOMO) will often cause the prospect to re-engage in the relationship. This increases the likelihood of getting a sale, and – eventually, if you play your cards right – a lifelong customer!

CONSIDER THIS:

Persistence Matters: Maximizing Sales Through Effective Follow-Up

- Up to three follow-up emails has the potential to boost success rates by 80%*, yet only 8% of sales professionals follow up 6 or more times, with 92% stopping after their 5th attempt or less.**

*Source: **Sopro.io**

Source: **IRC Sales Solutions.

- On average, it takes between 5 to 8 follow-up touches to close a sale.

Source: **RAIN Group**

- 50% of buyers choose the vendor that responds first, emphasizing the importance of timely follow-ups.

Source: **Salesmate**



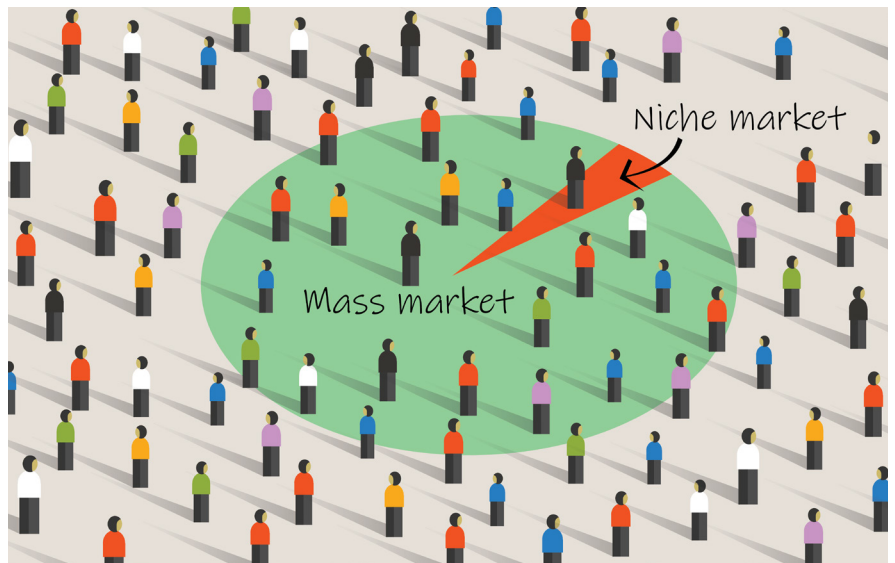
Strategy #8: "Niche Down" and watch your revenue skyrocket

Carving out a unique space for your brand by focusing on a specific market segment, or "niching down," is crucial for standing out and boosting sales in today's competitive business landscape.

Successful companies are those that pinpoint a particular niche and cater to that audience with laser-focused precision. The more precise your solution is, and the more specific your audience, the easier your sales will be.

Companies that excel at most easily gaining new customers with the lowest acquisition costs have mastered this. The more precise your solution is, and the more specific your audience, the easier your sales will be.

This focused approach allows you to channel your resources effectively, enhancing your brand's expertise and appeal to a targeted audience eagerly seeking your unique solutions.



Here's why niching down could be a game-changer for your business:

- **Establish Authority:** Specializing in a niche positions your business as a leading authority in that domain. Your expertise attracts clients who seek the best solutions, directly influencing your growth trajectory. By carving out your niche, you face less competition, allowing for easier market penetration and the opportunity to become the go-to provider for your specialized service or product.
- **Marketing Precision:** Targeting a specific niche sharpens your marketing efforts. With a clear understanding of your audience's needs and pain points, you can craft compelling messages that resonate deeply. This approach will result in lower ad and customer acquisition costs, a shorter sales cycle, and more revenue.
- **Operational Efficiency:** Concentrating on a niche streamlines your processes and improves service delivery, leading to higher efficiency and profitability. It enables you to refine your offerings and deliver exceptional value, fostering client satisfaction and repeat business.

- **Enhanced Customer Loyalty:** Offering tailored solutions that precisely meet the needs of your niche builds a loyal customer base. Satisfied clients are more likely to return and refer others, creating a self-sustaining cycle of growth.

When you want to scale, niching down is not just a strategy but a necessity. It enables you to focus your efforts, stand out in the marketplace, and attract clients who value your specific expertise. By identifying your niche and aligning your business model to serve it best, you set the stage for sustained growth and success. Embrace your niche, and watch your business flourish.

Strategy #9: Offer more to your existing clients

Acquiring new customers is the hardest part of every business, and it's also quite expensive. The investment required to get a new customer is typically five times more than retaining an existing one.

On a more positive note, once someone has purchased from you getting them to buy again is much easier because you have already established trust and built a relationship.

You should think of ways to add additional value to each of your customers with upgrades, add-ons, or additional products or services.

There are other ways to strengthen brand loyalty and maximize the lifetime value of every customer at the same time.

Examples of strategies that work particularly well for this include the following:

- Loyalty rewards programs
- Inviting your customers to participate in a incentive-based referral compensation program
- Featuring a "Customer of the Month" on your website and/or social media pages

The possibilities are as varied as your imagination, and well worth your effort.

CONSIDER THIS:

Existing customers are probably an untapped gold mine of revenue you're missing out on.

- Increasing customer retention by 5% can increase profits from 25-95%.

Source: **Forbes**

- The success rate of selling to a customer you already have is 60-70%, while the success rate of selling to a new customer is 5-20%

Source: **outboundengine**

Strategy #10: Network effectively online and offline

The importance of networking as a business owner cannot be stressed enough. No matter how good your products or services are, you need to get them seen by the right people to be successful.

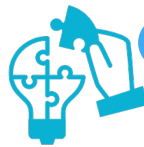
Networking allows you to connect with all sorts of people in your industry, including potential clients, referral partners, and affiliates. Thanks to social media and the explosive increase in usage of virtual meeting technology post-COVID, attending in-person events is not your only option.. Try a few different events and forums to find what works best for you.

Here's our step-by-step recipe for how to network like a BOSS!



1 Define Your Unfair Advantage: The Unique Value Proposition

Get real results from networking by honing your Unique Value Proposition (UVP) statement. It's not about listing features or flaunting credentials. It's about crystal-clear communication on how you uniquely solve your Dream Customer's most pressing problem. This is what sets you apart from the crowd, making you not just noticeable but truly unforgettable at every networking function.



2 Solve Problems, Don't Sell

Transform networking by focusing on solutions, not sales. Present your business as the answer to a critical problem. This shifts the narrative from transactional to transformational, turning pitches into partnerships. Highlight the impact of your solutions, and watch your connections deepen and leads multiply. At the end of the day, building an amazing business is all about cultivating relationships with people. Every decision maker in the buying process does business with the people they know, like, and trust. When your personal networking style is to deliver value by solving problems in the context of genuine friendship you'll have people standing in line to schedule meetings with you.



3 Make It All About THEM

Incorporate your UVP into every interaction you have when meeting new people. Customize your message to address the specific challenges of your audience. This approach doesn't just showcase expertise—it builds trust. Networking becomes a platform for demonstrating your value and dedication to solving real problems your ideal customers desperately need help with.

Don't just use networking as an opportunity to sell, sell sell! Though the 1992 film *Glengarry Glen Ross* made the maxim "Always Be Closing" world-famous, it's a great way to turn people off; especially when you're meeting them for the first time. Learn as much as you

can about the people you meet by asking good questions. Get people talking about themselves and their pain points.

Zig Ziglar famously said, "You can have everything in life that you want if you just give enough other people what they want." Once you have established a relationship and demonstrated a sincere desire to help them, people will be happy to hear your pitch.

Cultivate the art form of becoming a truly exceptional listener and make note of what people really need. Use the technique of active listening to make sure you not only heard what they said, but understood what they actually meant. After confirming you're both on the same page follow-up with an invitation to see if you can help them solve their most acute problem.



4

Create An Affiliate Offer

Building on the momentum of your Unique Value Proposition, it's now time to widen your circle and multiply your impact. Creating an affiliate program is a natural progression, transforming your network's enthusiasm into a powerful force for promoting your business.

We tend to become friends with people with whom we share similar interests. Therefore, your existing customers will likely associate with other people in your target audience. Affiliate or recommend-a-friend offers are designed to be shared by your existing customers with potential leads in their social circle.

Here's how to do that most effectively:

- Use software to automate referral sources/tracking then put together a marketing campaign to get the word out about your affiliate program.
- Next, share a post on Facebook or Instagram and encourage your followers to repost it or tag their friends in the comments.
- Finally, email and text the code to your past customers and ask them to share it with friends and family.





5 Find Joint Venture (JV) & Referral Partners

When building an audience, don't be afraid to ask for help from other brands that share a similar target audience without directly competing with you. In exchange for promoting your product or service, your JV & referral partners get a cut of each sale they refer to you.

Create a special discount code for them to share with their followers. This incentivizes their audience to purchase your product and allows you to track how many sales they generate. Leverage the affiliate technique & program to incentivize more prominent and visible influencers in your market to promote your offers.

CONSIDER THIS:

- Referrals boast a 30% higher conversion rate, contributing to 65% of new business.

Source: [Gameball.co](#)

- Referral programs yield an ROI of 18x to 47x depending on the industry.

Source: [Friendbuy](#)

- 83% of customers are ready to refer post-purchase, with 78% of referrals generating viable leads.

Source: [Gameball.co](#)



Do You Want to Experience Real Breakthrough in Your Business, But You Don't Know Where to Start?

We Can Help!

At GetReviewsAndLeads.com, we know that running a successful company is hard work. It takes a lot of effort, and it can feel overwhelming and very lonely at times.

Good lead flow and strong sales are the life blood of every business. Without a consistent stream of new paying customers coming in every month, your business will struggle to survive and never thrive. Effective marketing that gets an awesome return on investment (ROI) is the key that unlocks financial abundance. Unfortunately, however, most business owners are not marketing experts.

Even if you have someone on your team that helps with advertising, the technology is constantly changing and it is harder than ever before to keep up with it all. Further complicating matters is the fact that many digital marketing agencies and "online gurus" over-promise and fail to deliver great results.

The truth is this: There IS no "silver bullet" or single strategy that will help you reach your professional or financial goals. Just like with investing for retirement, it takes consistent, purposeful dedication AND a realistic budget to achieve your dreams.

The good news is that none of this needs to be complicated. The ONE part of your business you should be able to measure ROI most easily from is your marketing and advertising.

For more than 20 years we have been helping entrepreneurs just like you grow and scale their business.



Check Out How We've Helped Other Business Owners Just Like You Experience Incredible Results



Invisible Online to Top Dog in Local Market

Heritage Auto Repair was nearly invisible online before they hired us to rebuild their website. Within a couple of years, we had gotten them on page 1 of Google. 30% of their revenue was from new clients and 90% of those customers came directly from Internet searches.



#1 Rankings on Google in Less Than 1 Month

Residential cleaning company Fabulously Clean was a startup that hired us to build their brand from scratch. In addition to the logo and corporate identity package, we built them a custom WordPress website. We also developed a content marketing strategy that utilized keyword optimized blog posts to achieve top rankings on search engines. In less than 30 days of the site going live, we had achieved page one rank on Google for several valuable keyword phrases that drove quality traffic and generated valuable leads.



Website Redesign = Rapid Growth

Stone Soup Kitchen and Catering marketed its business exclusively through in-person lead groups and occasional tradeshow events before working with us. They hired us to build a website that would help them capitalize on the Internet to attract more customers and get better leads. A couple of years later, we redesigned the site and added new features that made it even easier for them to maintain their own content. Within 3 years their business grew so rapidly that they had to hire several staff members to keep up with demand and they were consistently booked months in advance. More than 90% of their revenue came exclusively from online search traffic to their website. search traffic to their website.

Are You Ready to Skyrocket Your Lead Generation and Revenue?

The strategies in this eBook will unlock powerful secrets to attracting more customers. Congratulations on reading to the end. Now let's take it a step further and accelerate your success by delivering tangible results for your business immediately!

For a limited time, we're offering an exclusive, no-cost Marketing Audit and Strategy Session worth \$497 that will include:



A Personalized Marketing Assessment: This comprehensive audit will reveal issues with your online visibility and marketing effectiveness that are costing you business. By identifying these problems – which are easily resolved – you'll start attracting new customers, getting more leads, and making more money.



A Strategic Business Development Roadmap: We'll review the technical insights and specific recommendations in the Marketing Audit report. During our free consultation those strategies will be discussed and explained. This forms the foundational blueprint for our marketing plan that is customized for your business. We concentrate initially on implementing low-cost, highly effective solutions that will help you get higher search engine rankings and more website traffic while capturing every single lead.

We can't offer this kind of amazing value for free indefinitely, so it's being offered on a first-come, first-served basis. Don't let this opportunity pass you by!

Request Your Free Marketing Audit and Strategy Session Worth \$497 Right Now

[Click Here](#)