9 Quick Wins to Instantly Boost B2B Web Leads

to the web

Quick Win #1

Grow your Email List

Get serious on organically growing company email marketing lists

Email conversion rates are higher than from other B2B marketing channels.

Buying Lists Never Works

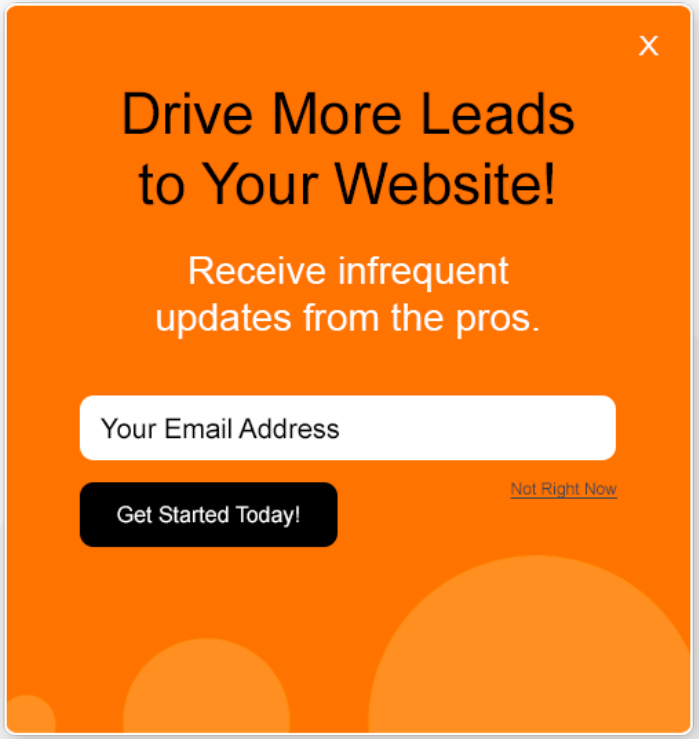
The challenge: customers are reluctant to provide their email addresses before they are ready to engage.

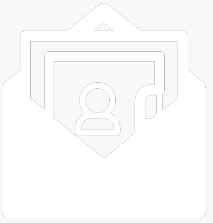
How to Build Your Opt-In List

- Companies need to work hard on building their email lists because they convert. Buying lists never work
- Add a scroll-triggered email sign-up form on key pages of your site.

Quick Win #1: Grow Your Email List

- Run a remarketing campaign and drive visitors back to an irresistible offer that is only available providing an email
- Request an email in exchange for selected, high-value content (ebooks, guides, etc.) that you will email to them
- Provide awesome tools in exchange for offering full access when prospects provide their email.





Work Effort

One-Time project to design pop-up & ads:

- Estimate $500.

One-Time fee to license or program pop-up:

- 3rd Party SumoMe ListBuilder plugin: $350/year
- Or, in-house support.

Monthly Remarketing Campaign:

- Pricing: set-up and ad fees depends on complexity.

GURU TIP
Include email list sign-ups as a conversion goal in Google Analytics.

Quick Win # 2

Keywords, Keywords, Keywords.

Use your company's primary keywords on the homepage → in HTML Text

Include the company's most relevant keyword phrases on the homepage — in the right way.

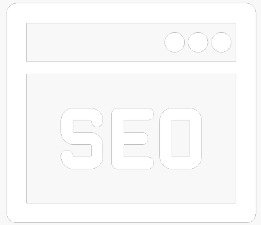
Help Google know what your most important web page is about

Use the primary keyword phrases for which you want to be found as a central focus of the page.

The Right Way to Add Keywords to the Home Page

Include the primary keywords as a core page theme along with its modifiers and related synonyms in a natural manner within the content.

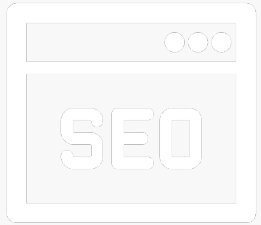
Quick Win #2: Keywords, Keywords, Keywords



Include Keywords in…

- Page titles and subheadings
- Call-to-Action links
- In hyperlinks pointing to the homepage
- Within the title and the meta description tag.

GURU TIP
Use Google's free Keyword Planner to identify the best keywords for keyword optimization.



Work Effort

One-Time writing effort to insert keywords into content:

- Typically in-house support.

One-Time fee to update website content:

- Low cost programmer or in-house resource
- Hire external resources from UpWork.com.

Quick Win # 3

Develop a Corporate Fact Sheet

Every site needs a corporate fact sheet available in an easily-shared format

Fact sheets are a powerful way to communicate the company's key message in a shareable format

Quick Win #3: Develop a Corporate Fact Sheet

- Your company's corporate fact sheet can become the most-downloaded asset on your website. Try it!
- Fact sheet downloads show a high level of engagement and are often circulated by a prospect evaluating your services
- For ideas, search in Google for "corporate fact sheet examples".

GURU TIP
Ensure the Fact Sheet download is set up as a conversion goal in Google Analytics.

Quick Win #3: Develop a Corporate Fact Sheet

- Launch with a two-page fact sheet and add to the homepage and other key pages
- Develop multi-language versions
- Make the fact sheet available in PDF on high-value pages without requiring registration
- Incorporate your company's most important keywords and a link back to your site within this PDF document.

Work Effort

One-Time writing effort:

- In-House support or external resource - $1,000

One-Time fee to add to website:

- Low cost programmer or in-house resource.

GURU TIP
Ensure that PDF downloads are set up as a conversion goal in Google Analytics.

Quick Win

Create a Lead Magnet

4

Attract Buyers. Excite your visitors by offering something they value → give it away for free!

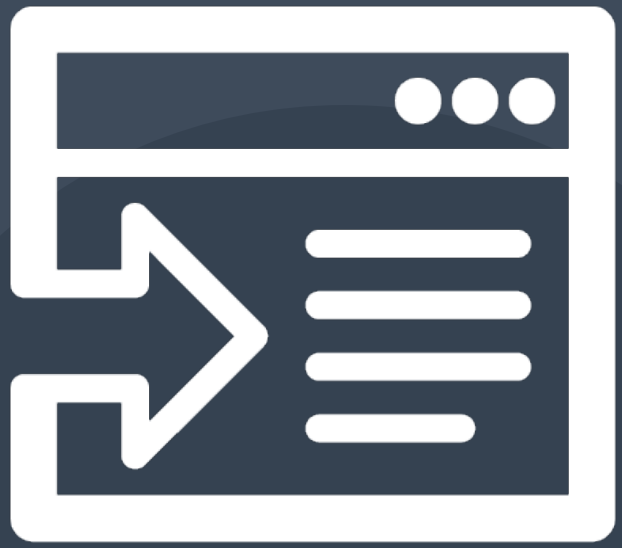
Quick Win #4: Create a Lead Magnet to Attract Buyers

When a company offers a tool or piece of high-value content for free – without registration – that content engages visitors to view more website pages.

GURU TIP

A lead magnet is gold in driving links and visitors to your site, year after year, at no additional cost.

Solve an Annoying Problem for your Prospects



Identify a problem – then create a significant tool that solves it simply.

Quick Win #4: Create a Lead Magnet to Attract Buyers

- Solve one big problem: make your tool easy to use and understand. Complicated, multi-page ROI tools don't work
- Provide instant results solving one specific problem – preferably one that people need regularly
- Use this tool as a content offering for a remarketing campaign.

GURU TIP
Tools that solve a problem are more likely to be shared on social media.

What is a Good Example of a B2B Lead Magnet?

Quick Win #4: Create a Lead Magnet to Attract Buyers

- Software trials
- Templates
- Assessments and evaluations
- Online course/tutorial – by video – offering a 30-day free trial
- Checklists, toolkits, samples and cheat sheets
- Educational podcasts
- Best practice guides and benchmark reports
- Resource lists
- Worksheets, planners.

Great examples of Online Tools

Useful: Hubspot Website Grader

- https://website.grader.com/

Frequent-Use Tool: ToTheWeb Title & Meta Tag Check

- https://totheweb.com/learning_center/tool-test-google-title-meta-description-lengths/

Great examples of Online Tools

Re-Usable Sample: Bid Sketch Sample Proposal

https://www.bidsketch.com/

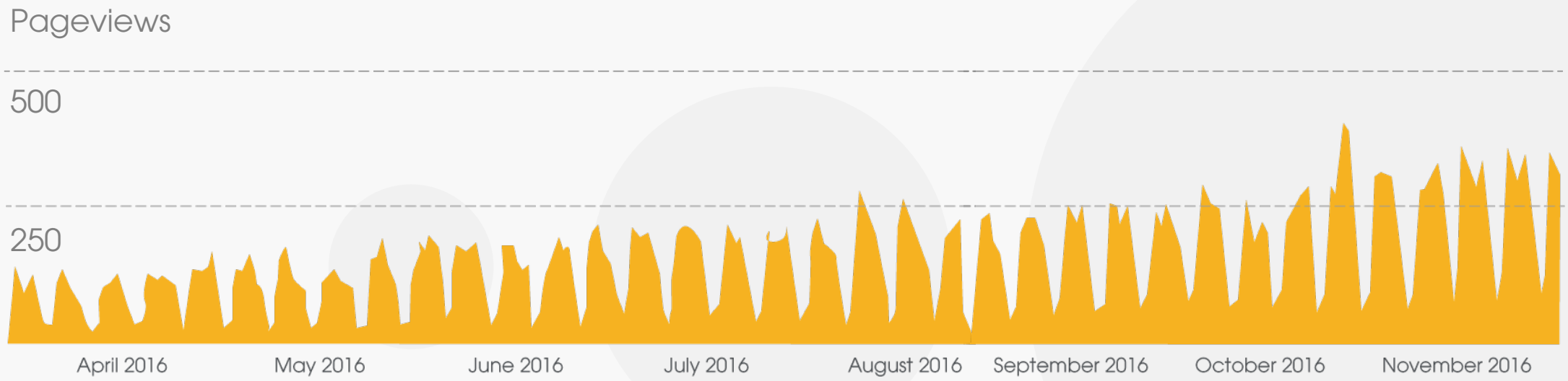
Worksheet: Blog Tracking Customizable Template by ToTheWeb:

https://goo.gl/Tnzz5k

Quick Win #4: Create a Lead Magnet to Attract Buyers

ToTheWeb created a free search optimization tool. This tool is driving a continuing stream of high-quality visitors at no cost, year after year.

Learn the impact on traffic from this lead magnet.



Work Effort

One-Time project to create the tool:

- Simple tool - estimate $500 - $2,500
- Use Upwork to locate programmers.

One-Time fee to integrate into site:

- Medium cost depending on complexity – or done in-house.

Monthly Remarketing Campaign:

- Pricing: low cost after campaign set-up
- Budget: $500/month.

GURU TIP

Simple tools that solve a problem are more likely to be shared on social media.

Quick Win #5

Help a Reporter Look Like an Expert

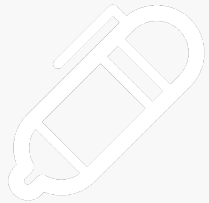
Help a Reporter Out (HARO) offers a fast way to gain online exposure as an expert

GURU TIP
Journalists need your story. You get exposure and inbound links.

HARO connects journalists with expert sources (you) to meet journalists' deadlines

When your content gets published it builds links back to your site – and Google notices!

Quick Win #5: Help a Reporter – Look Like an Expert

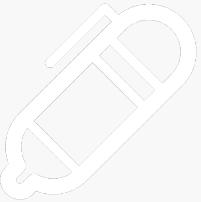


Think of HARO as offering FREE advertising for your business in exchange for a rather small effort.

- To quickly answer journalist requests, pull content from your website and then lightly edit based on journalists' questions.
- The more effort you put into responding, the more often your content will be published.

GURU TIP
Create a cheat sheet of re-usable content and links to your photo & bio for quick follow-up.

Quick Win #5: Help a Reporter – Look Like an Expert



- HARO requests are time-sensitive. To be considered, respond within hours of receiving the journalist's request. To support this time crunch, create a cheat sheet of content answers to draw from
- It builds inbound links: Every article ToTheWeb provided to a journalist that was published online linked back to our site from the publisher's site – at no additional cost!

Work Effort

Monthly 3rd party charges:

- $19/month – don't go with the free version.

Monthly Maintenance:

- Allocate 15 min a day for marketing staff to respond to enquiries
- Share this responsibility with other internal content writers.

GURU TIP
Start a contest with co-works to award those who get the most content published by HARO.

Quick Win

Super-charge your blog content

Blogs are the fastest way for a company to expand its footprint on the web

B2B marketers that use blogs receive 67% more leads than those that do not.*

* Source: Hubspot

Blogs are inexpensive to produce and don't need corporate approval to launch

Identify topics that have been popular in the past in terms of sharing

Search for popular posts your competitors have written.

Quick Win #6: Super-charge your Blog Content

In-depth blog posts (over 1,000 words in length) often do better than short posts

- Write content with a conversational tone
- Think "evergreen" educational content:
  - Blogs have high bounce rates – add strong Calls-to-Action
  - Improve engagement by adding videos and images.

GURU TIP

Create high-quality, valuable, sharable in-depth content. It will drive buyers and rank higher in Google.

Are you one of the many bloggers who launch a post without asking these 3 important questions?

Quick Win #6: Super-charge your Blog Content

1. What keyword phrases do I want this blog post to rank for?
2. Who do I want to read this post? Who's my target audience?
3. What is the best call-to-action for this content?

GURU TIP
Keep every post focused on the right audience and keywords.

Use BuzzSumo.com to source topic popularity.

Use ToTheWeb's customizable blog template to track future blog ideas in the "Ideas Parking Lot" tab.

Work Effort

Writing & Editorial Support

- Ghost writer - $200 or use in-house writer.

Images

- Stock images - $100 or use in-house services.

Website Integration

- Usually done in-house through a template.

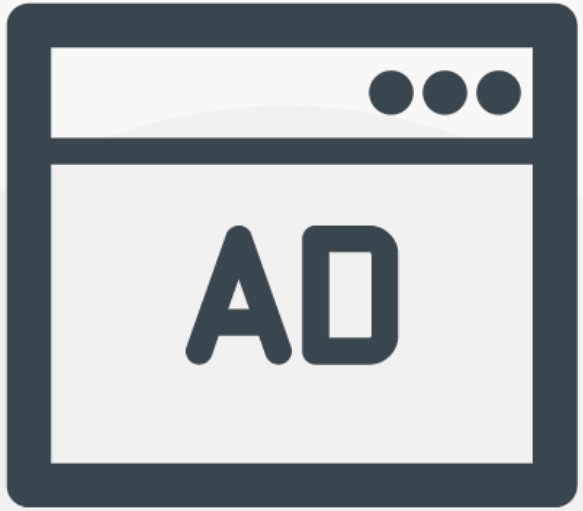
GURU TIP
Include email list sign-ups as a conversion goal in Google Analytics.

Quick Win # 7

Launch a Google Remarketing Campaign

The perfect audience – a previous website visitor you can entice back with inexpensive ads that appear where buyers are reading

Bring them back!



They visited your site once - now you can bring buyers back to your newest content.

With remarketing you can show ads to people who have visited your website or watched your YouTube channel.

It's very low-cost advertising.

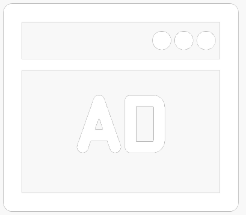
Start with defining who you will target

Determine the Pages You Will Tag

Are these current visitors who visited high-value pages and never converted or did they only visit one select page?

GURU TIP
Remarketing is a marketer's low-cost way of driving high-converting traffic.

Quick Win #7: Launch a Google Remarketing Campaign



- **Tie Visitor Interests to Remarketing Content**: Separate out content to deliver to different types of visitors; a visitor on a product detail page about search engine marketing would not be remarketed with the same content as a visitor to a blog about pay-per-click advertising
- **Create Ads.** Static image ads work – but animated ads work better. Don't forget that you can easily test different messaging and ad styles
- **Establish the monthly budget.**

Work Effort

Text and Image Ad Design

- Text ads typically written using an in-house writer
- Image ad design - $500/set animated and static for mobile and desktop.

Google Campaign Set-Up

- Source an authorized Adwords consultant on Google.

Quick Win

Add Online Chat to your Website

Your visitors have questions – make it easy for them to talk to you. Before they leave...

Online Chat works 24/7 – even when you don't

GURU TIP
Keep your visitors satisfied so they will convert. Make an impact with prospects.

Quick Win #8: Add Online Chat to your Website

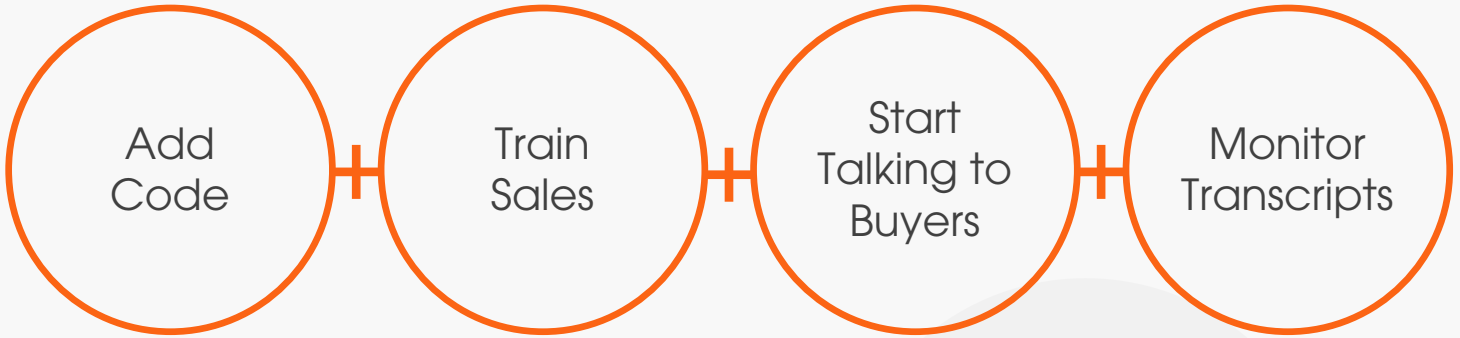
Online chat's biggest value is in moving prospects more quickly into the sales pipeline.

Chat software can operate on the site as a feedback mechanism for after-hours visitor.

See example on ToTheWeb.com.

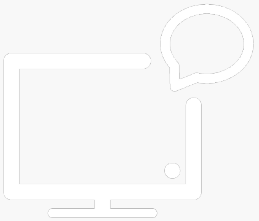
Olark Chat
It's low-cost and reduces employee costs in addressing visitor needs.

Quick Win #8: Add Online Chat to your Website



GURU TIP

Have marketing regularly read the chat transcripts to better understand buyer pain points.



Work Effort

Chat Licensing Fees

- Starts around $30/month/sales rep (see Olark.com).

Chat Support

- Generally supported by inside sales or customer support teams.

Website Integration

- Adding this piece of code is usually done in-house.

GURU TIP
Include email list sign-ups as a conversion goal in Google Analytics.

Quick Win # 9

Take the Pulse of your Audience

Gather data with Google's low-cost survey tool.

Collect data fast for a blog, article or an Infographic.

Surveys are a fast way to gather data for content creation.

With Google Survey, get 500 survey responses in less than 48 hours for under $100. Try it now!

You supply the questions – Google provides the audience

Work Effort

Create the Survey

- Generally created by internal marketing staff.

Google Survey

- $50-$100 depending on number of responses needed.

GURU TIP
Test difference audience groups for the same questions.

Free B2B Tools + Articles

Resources to Get the Job Done!

Programming

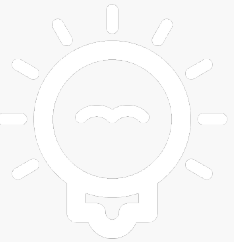
- Hire external resources from UpWork.com

Writing

- Hire external resources from WritersAccess.com

Google Remarketing

- Source an authorized Adwords consultant on Google.



Online Chat Vendors

- www.olark.com (more vendors here)

Ad Designers for Remarketing

- Independent design talent: www.99Designs.com
- Design agencies: www.27id.com.au | www.mediacoredesign.com
- Favorite stock images: www.istock.com

Free B2B Tools + Articles

Use Our Title/Meta Description Tool

Measure Your Tags

65

Blog Content

BuzzSumo: Find Highly-Shared Content Topics (Tool)

- http://buzzsumo.com/

Create Compelling Blog Titles (Tool)

- http://tweakyourbiz.com/tools/title-generator/index.php

Blog Activity Spreadsheet (Google Drive Sheet)

- https://goo.gl/ldHAcJ

Guest Blogging

Test Submitting Material for a TechCrunch Guest Column

- http://techcrunch.com/got-a-tip/

Guest Blogging Ideas

- http://feldmancreative.com/2015/01/benefits-of-guest-blogging/

Podcast on Guest Blogging

- http://feldmancreative.com/2016/02/amplify-your-audience-by-guest-blogging/

Lead Generation

Turn Clicks Into Customers — Start at the Homepage

- https://totheweb.com/learning_center/improve-lead-generation

Establish Website Relaunch Goals That You Can Measure

- https://totheweb.com/learning_center/defining-goals-for-lead-generation/

The Power of Online Tools to Drive Targeted Traffic Year-Over-Year

- https://totheweb.com/blog/2016/01/b2b-lead-generation-the-power-of-online-tools-to-drive-targeted-web-traffic-year-over-year/

SEO

Simple Data-Driven Strategies to Fast-Track Lead Generation

- https://totheweb.com/blog/2015/10/simple-data-driven-strategies-fast-track-lead-generation/

SEO Content Template (Word Doc)

- https://totheweb.com/learning_center/sample-content-document/

Search Engine Spider Simulator (Tool)

- https://totheweb.com/learning_center/tools-search-engine-simulator/

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