

9

Quick Wins to Instantly Boost B2B Web Leads

#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.

#2: Keywords, Keywords, Keywords

Use your company's primary keywords and most relevant keyword phrases on the homepage.

#3: Develop a Corporate Fact Sheet

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

#4: Create a Lead Magnet

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

#5: Help a Reporter Look Like an Expert

Help a Reporter Out (HARO) offers a fast way to gain online exposure as an expert. Journalists need your story. You get exposure and inbound links.

#6: 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.*

#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.

#8: Add Online Chat to your Website

Your visitors have questions – make it easy for them to talk to you. Online Chat works 24/7 – even when you don't.

#9: Take the Pulse of your Audience

Run a survey and gather data with Google's low-cost survey tool.

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