

HOW TO CREATE A KILLER INBOUND LEAD GENERATION MACHINE

01

UNDERSTAND THE CUSTOMER BUYING PROCESS

Create content to support the customer buying process. This can be based off questions your customers may have or words or phrases they may be searching on Google.

02

KEYWORD/ TOPIC PLANNING

Use tools like Google Keyword Planner to understand which keywords are being searched and how often. Try to use keywords that have a high search rate, but low competition.

03

CONTENT MARKETING

Using what you have learned from your keyword research, develop a plan for creating online content. This can include blogs, white papers, infographics, guides, etc.

04

CONVERSIONS

The individuals sharing your blog posts, subscribing to your newsletter and downloading your white papers are proving that they are interested in what you do. Boost these conversions by reaching out via social media, email or telephone to discuss how you can work together.

05

REVIEW ANALYTICS

Analytics can help you understand how users are interacting with your website. Google Analytics and Twitter Analytics can help you improve your inbound lead generation strategy while Moz can be used to see how you are ranking against your competitors for keywords.

06

FOLLOW-UP

Utilize your CRM to keep track of opportunities. The CRM will keep you organized and remind you when it's time to follow-up with potential customers/clients.

07

CLOSING LEADS

Be quick to reach out to potential leads because you want to stay fresh in their minds. Provide a proposal that outlines how you will help them improve their business goals.

