

THE  
**30**

**GREATEST**

LEAD GENERATION  
TIPS, TRICKS & IDEAS

**A FIVE-PART SERIES**

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**PART TWO: 6 TRICKS FOR CALLS-TO-ACTION THAT ROCK**



**MARKETING  
MONSOON**

# The 30 Greatest Lead Generation Tips, Tricks & Ideas

## A Five-Part Series

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# “LEADS ARE THE METRIC THAT, AS MARKETERS, WE RELY ON. BECAUSE LEADS MEAN MONEY.”

*- KIPP BODNAR, HubSpot*

Generating leads - both high in quantity and quality - is a marketers most important objective. A successful lead generation engine is what keeps the funnel full of sales prospects while you sleep. Surprisingly, only 1 in 10 marketers feel their lead generation campaigns are effective. What gives?

There can be a lot of moving parts in any lead generation campaign and often times it's difficult to know which parts need fine tuning. In this guide, we will expose the top 30 techniques marketers should utilize to increase leads and revenue. These tactics have been tested over the past 7 years and have been used by 8,000+ customers to generate more than 9.8 million leads last year.

So what goes into a best-of-class lead generation engine? First, lets take a look into the mechanics of high performing lead generation campaigns....



# THE MECHANICS OF LEAD GENERATION

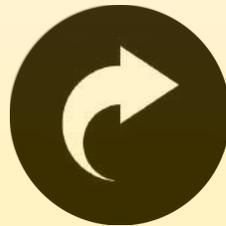
Before we dive into numbers 8 - 13 of the 30 tips, let's review the mechanics of lead generation. The best lead generation campaigns contain most, if not all, of these components. From a tactical perspective, a marketer needs four crucial elements to make inbound lead generation happen. These include:

## OFFER



An offer is a piece of content that is perceived high in value. Offers include ebooks, whitepapers, free consultations, coupons and product demonstrations.

## CALL-TO-ACTION



A call-to-action (CTA) is either text, an image or a button that links directly to a landing page so people can find and download your offer.

## LANDING PAGE



A landing page, unlike normal website pages, is a specialized page that contains information about one particular offer, and a form to download that offer.

## FORM



You can't capture leads without forms. Forms will collect contact information from a visitor in exchange for an offer.

The tips in this Part Two ebook will cover the second element - Calls-to-Action. Be sure to read the rest of the series where each of these elements will be addressed so that each component is fully optimized to help you generate the most leads for your business. Now then, let's get started.

# **PART TWO** CALLS-TO-ACTION THAT ROCK

Calls-to-action (CTA) are the secret sauce to driving people to your offers. If your CTAs aren't effective at capturing people's attention and persuading them to the click, then it makes the offer useless.

CTAs can be used on product pages (non-landing pages), in display ads, email, social media, direct mail and pretty much anywhere you can market your offer.

But not all CTAs are created equal. In a world where every brand is fighting for consumers attention, it's critical that prospects choose your offer over your competitors. In this guide, we'll uncover tips to creating CTAs that rock.



# #8 Place Your CTA Where the Eye Can See

Calls-to-action do best “above the fold” – the space where your web page is viewable to the user without having to scroll down. According to heat map analysis, anything “below the fold” will only be viewed by 50% of people who visit your page. Doubling impressions on your CTAs can significantly increase your lead count.

Notice the placement of the primary CTA on the Freshbooks homepage. Two buttons for “Try it Free for 30 Days” stand out above the fold



## #9 Clarity Trumps Persuasion

That is one of my favorite phrases I learned from the folks at MarketingExperiments. Often times, marketers will put more focus on being clever than clear. Be crystal clear about what offer is in your CTA. And be specific. If you're giving away a free guide, say "Download our FREE guide to X." If you're hosting a free webinar, say "Register for our FREE webinar on X." X should clearly convey a compelling benefit of receiving the offer. This is much more effective than "Download Now" or "Get a Free Article." These simply aren't specific enough.

Notice that this CTA is to promote a free ebook. There is little copy in this banner ad and a button that indicates it's clickable.



# #10 Use Contrast to Make CTAs Stand Out

A call-to-action is meant to stand out, so if your CTA blends in too much with your site design, no one will notice it. You want as many eyeballs to land on that call-to-action as possible, so use contrasting colors to make the CTA stand out, and more importantly, use design to make it clear it is a clickable call-to-action.

While Evernote has a beautifully designed website, the primary call-to-action for their free trial is somewhat buried because the button is the same color as the green background. It would be worth testing to see that if a different color – such as blue, red, or orange – would result in more clicks.



# #11 Link Your CTA to a Dedicated Landing Page

This tip might seem minor, but it's incredible how often businesses miss this opportunity. Calls-to-action are meant to send visitors to a dedicated landing page where they receive a specific offer. Do not use CTAs to drive people to your homepage. Even if your CTA is about your brand or product (and perhaps not an offer like a download), still send them to a targeted landing page that is relevant to what they are looking for. If you have the opportunity to use a CTA, send them to a page that will convert them into a lead.

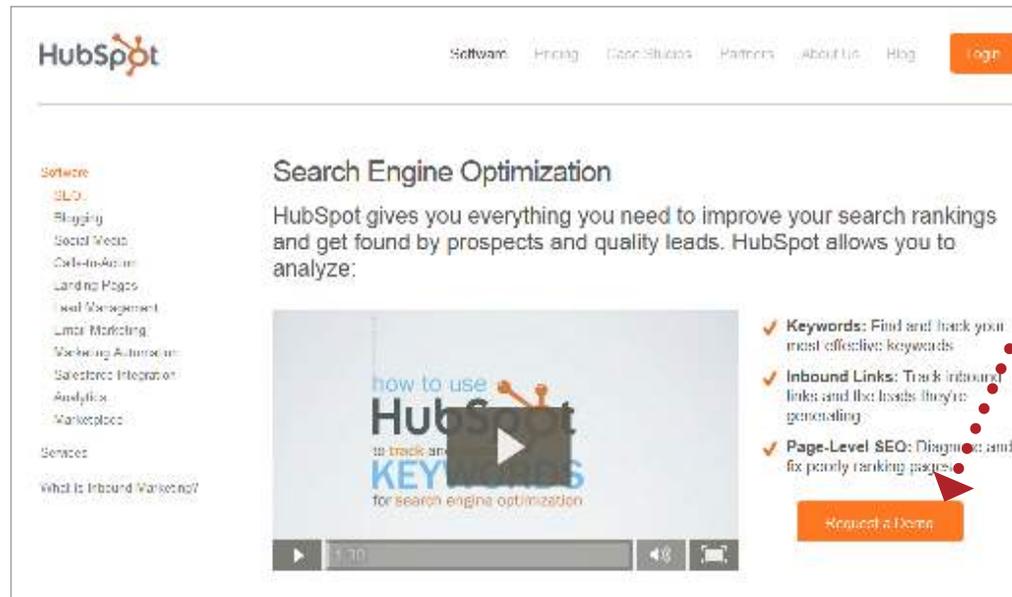


This CTA for a Twitter ebook drives visitors directly to a landing page for that ebook.



# #12 Promote Offers on Product Pages

CTAs shouldn't be one size fits all. If your company offers various products or services, you may want to consider creating a different offer for each of them. Then you can place CTAs linking to each offer on the website pages that are most relevant to that offer.



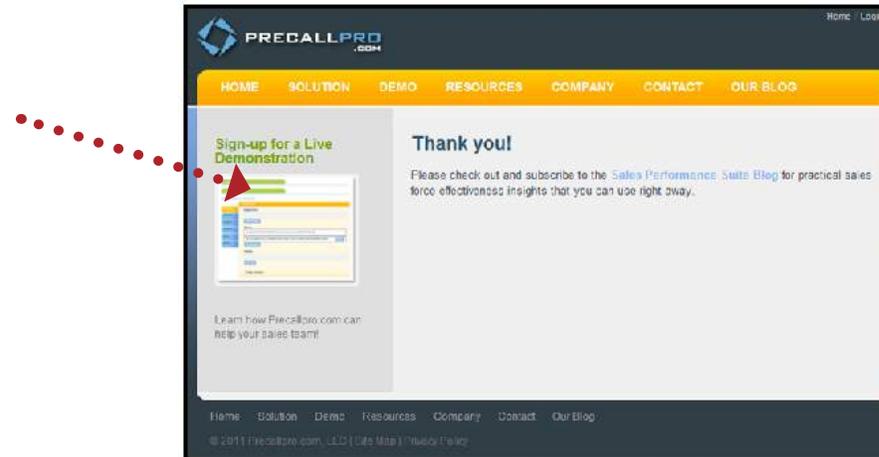
In this example, a CTA for "Request a Demo" is placed on a product page. To generate more leads, we might also have a CTA for a "Free Guide to SEO," because it is related to the product offering.

# #13 Thank You Pages Are Great CTA Real Estate

Even if someone completes a form on your website (thus they've converted as a lead), don't stop there. Increasing engagement is also a top priority for marketers so that prospects turn into loyal fans.

Once someone reaches a "thank you page," the page that a visitor arrives on after completing a form, use that space as an opportunity to promote more offers and content. For example, if a visitor on hubspot.com downloads a guide on email marketing, we can offer them another offer for a Email RFP for a chance to see a demo of our email marketing platform.

PrecallPro, a HubSpot customer, offers a secondary call-to-action for a demonstration on their thank-you page.



# PART TWO SUMMARY

Use these tips to create Calls-to-Action (CTAs) to get your website visitors to find and take action on your irresistible offers. Without CTA's that get noticed and persuade your website visitors to click, your offer will be of little use. To generate more leads, use these tips to get the most from your CTAs.

CTA's can be anywhere – on your website and elsewhere, such as social media.

Remember...

Your CTAs are just one part of the lead generation picture. Be sure you check out the rest of the Greatest 30 Tips, Tricks and Ideas for Lead Generation in the rest of the series.

# GET THE WHOLE SERIES

## THE 30 GREATEST LEAD GENERATION TIPS, TRICKS AND IDEAS

PART ONE: 7 TIPS FOR CREATING IRRESISTIBLE CONTENT AND OFFERS

PART TWO: 6 TRICKS FOR CALLS-TO-ACTION THAT ROCK

PART THREE: CONVERT MORE LEADS WITH 6 MUST-HAVE LANDING PAGE ELEMENTS

PART FOUR: 4 WAYS TO HIGHER CONVERTING LEAD CAPTURE FORMS

PART FIVE: 6 MULTI-CHANNEL LEAD GENERATION IDEAS

**READY FOR THE NEXT PART? Download the Entire Series Here:**

**<http://MarketingMonsoon.com/lead-generation-library>**

## ABOUT US

Our biggest joy is working with forward thinking companies who are making a difference in the world with their products and services. Our marketing services help them to grow faster, reach and help more people while being more profitable.

Marketing Monsoon was founded in 2006 and designed around creating marketing that people love.



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