



2020

DIGITAL
LEAD GEN
STRATEGIES



Organic Lead Gen Tactics

2020



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Must Have SEO Tools and Resources

Resources:

[5 SEO Mistakes Developers Make](#)

[Beginners Guide to SEO - MOZ](#)

1. [SemRush](#)
2. [Keyword Planner](#)
3. [Google Analytics](#)
4. [Google Search Console](#)
5. [Pingdom Site Speed Tester](#)
6. [Google Site Speed Tester](#)
7. [Google Trends](#)
8. [Answer the Public](#)



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Google My Business Optimization Tips

[Google My Business](#) is essential for local businesses. Here are some tips so that you stand out in a crowd.

Resource: [5 Google My Business Features You'll Want to Use](#)

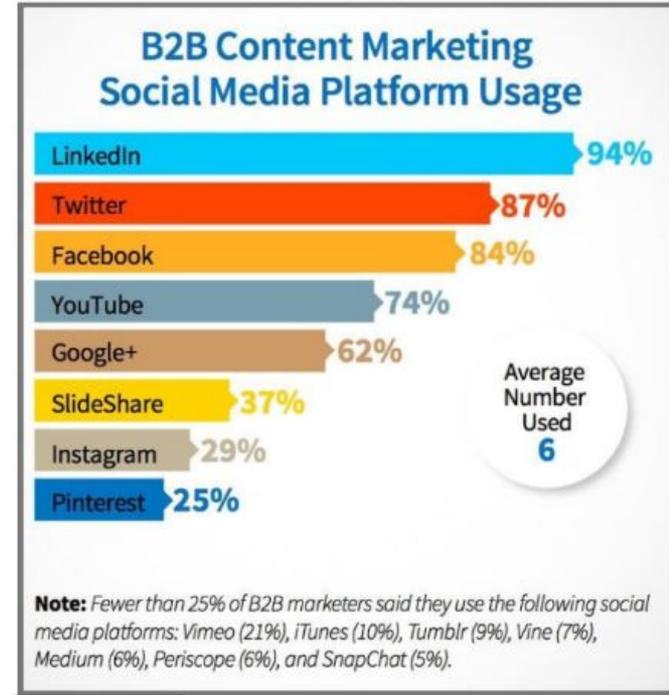
- Include ALL business details
- Use keywords in your business description
- Ensure you list your local number
- Ensure your GMB Name, Address, Phone (NAP) is the same as your website information
- Choose the best categories for your business
- Include keywords in your description
- Upload images of your office, your team, your testimonials, your awards and certifications
- Ask for reviews
- Use the social post interface



LinkedIn Profile Optimization Tips

Resource: [5 LinkedIn Resources for Selling Success](#)

- Leverage your headline by adding USPs
- Use a professional profile photo
- Include your contact information in both the Contact section and in your bio
- Add media to your profile: Case studies, video content, marketing materials
- Follow people in the industries you are targeting and engage with them
- Join the groups your target audiences are hanging out in
- Share Content in groups and in the LinkedIn article interface



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Resource:

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Collect & Grow Your Email List

One of the best ways to both inform and convert an audience is through an email drip campaign with **meaningful** content..

1. Make it very easy for people to sign up on your site by including a signup form on your website, at the end of your blogs, in social posts. A mobile friendly incentivized pop-up on your site can work wonders (in exchange for a white paper or e-book)
2. Just ask for the basics i.e. Name, email, phone number, company
3. Ensure your content is highly valuable to your subscribers
4. Provide CTAs to call or learn more in every email blast and create message matched landing pages
5. Use Facebook lead ads to collect email addresses
6. Tools like [Mailchimp](#) have a freemium version so you do not need to pay when your list is super small.

STOP SPAMMING ME.



FOXADHD.COM

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Free Competitor Research Tools

Facebook Ads Library

In their bid for transparency, Facebook offers marketers a completely free tool to check out your competition. Called the Facebook Ads Library Tool, it's super easy to use:

[Visit Ads Library](#) or go to your competitor's FB page and click the Page Transparency link in the right hand navigation.

Resource: [3 Tools to Spy On Your Competition](#)

You now have access to robust data including total ad spend, ad copy, ad length, call to actions and landing pages. Furthermore, Facebook Ads Library allows you to toggle between active vs. inactive ads, impressions and platforms (Facebook, Instagram, Audience Network and Messenger) and shows you ads based on location by allowing you to toggle by country.

Free Competitor Research Tools

LinkedIn Ads Tab

In a bid for transparency similar to Facebook, LinkedIn rolled out LinkedIn Ads Tab last year, allowing marketers to see all your competitors active LinkedIn ads over the last 6 months

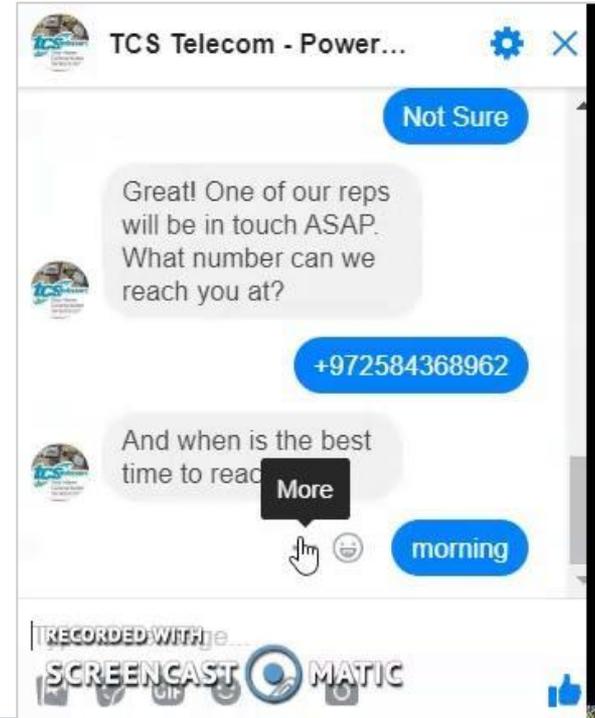
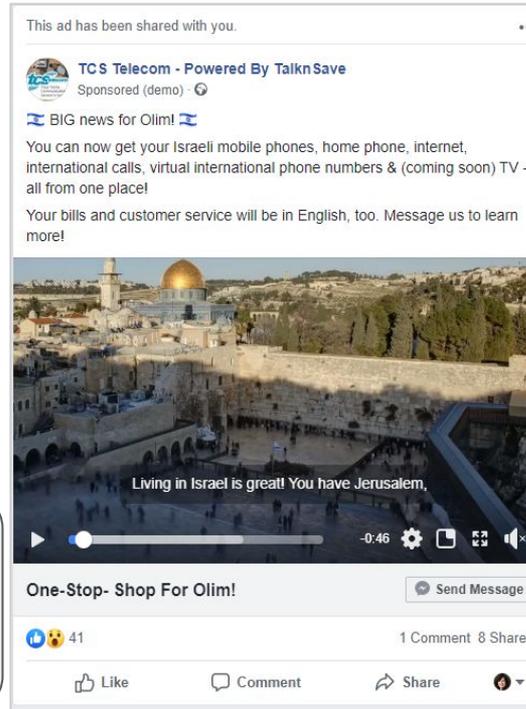
1. Enter the company name in your LinkedIn search bar
2. On the company page click on the “Ads” tab in the left hand navigation panel.
3. Voila!



Facebook Messenger Ads For Simple Lead Capture

The most efficient way to generate high-quality leads through Facebook are [Messenger Ads](#).

Resource: [Why Private Messaging is the Next Big Thing](#)



Google Ads

Google search ads differ from Facebook in one hugely significant way.
Can you guess what it is?

Ad Types

Search ads (with lead extension) or to landing pages

YouTube ads with lead forms

Tactics:

- Click to call
- Landing Page

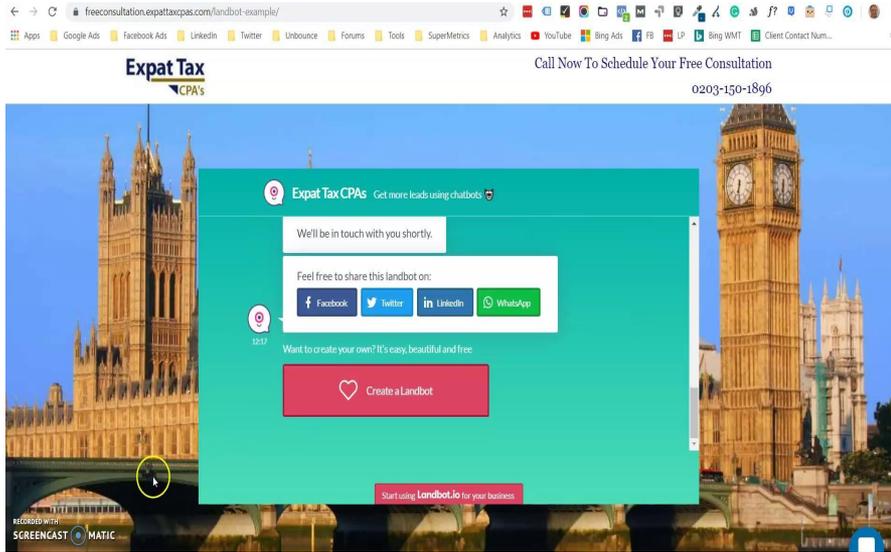
Resource: [Google Ads for Beginners](#)



Google Ads

Chatbots

Resource: [Chatbots & Other Methods to Increase Lead Gen by 200%](#)



Chatbots are everywhere, on websites and landing pages, on social media and messaging platforms, and for good reason. They simulate natural conversations through pre-planned exchanges, identify customer challenges and provide them with customized solutions,

Users receive personalized responses based on their choices in their buyer's journey. This allows us to identify the user's pain points and give them customized answers that speak to their needs. A chatbot can identify conversations based on keywords, identifying them in a query and providing corresponding responses or through natural language processing (NLP) and context which analyzes the customer conversation and identifies the intent of a conversation.

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Why Chatbots



Increase conversions by up to 200%



Can be built in less than 30 minutes



Inexpensive



Can be embedded



Customized conversations

Why Use SunHouse Marketing?

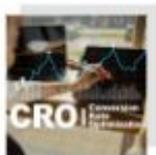
When you work with SunHouse Marketing, you benefit from years of proven expertise in all areas of digital marketing strategy development and implementation.



High Results - We implement the newest techniques to maximize your ad spend to generate affordable, qualified results.



Creative Design - Our in-house graphic design team can support all of your web design & digital asset needs.



CRO Specialists - our high converting landing pages outperform industry benchmarks, giving our clients a consistent pipeline of qualified leads.



SEO Experts - Proven SEO experts, our optimized content has ranked higher than Wikipedia, CNN & BBC.



Google Ads - Certified Google Ad Partners for over a decade, our direct relationship with Google gives our clients access to the newest offerings.



Our Network - Strategic partnerships with top-notch video development, PR, web development & call center providers.

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SunHouse
Marketing

Contact Fran Jakubowicz!



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