



**Yellow!**

# **Lead generation for small businesses.**

**A growing business needs  
a healthy pipeline.**

**eBook**

**ye<sup>ll</sup>ow**

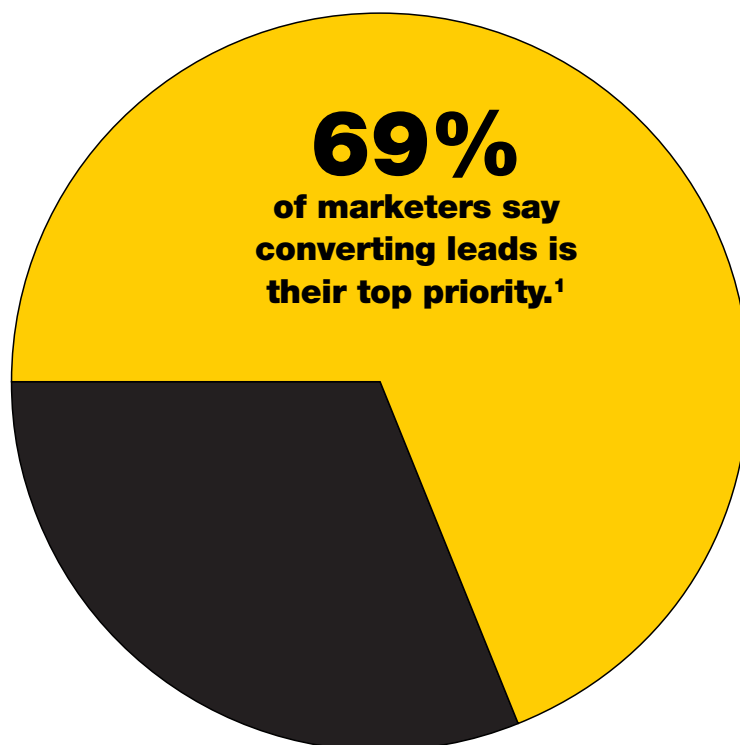


# Lead generation for small businesses.

In the eyes of a small business owner, there's nothing more important than lead generation. Ultimately, leads are what keep the lights on—without new business, there is no business.

Lead generation isn't the simplest process, especially for small business owners who have big goals and limited budgets. The key to success is devising a strategy that plays to your strengths and resources.

In this guide, we'll start out with a few exercises to help you identify precisely the type of leads you want to attract, and then run through some of the best lead-generation strategies for growing your small business. By the end, you'll have what you need to put your own strategy into motion.



1. <https://www.hubspot.com/marketing-statistics>



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# Before you start: Outlining your lead gen goals.

As you'll discover in this book, there are a million and one ways to generate leads. You'll spread yourself thin if you try too many at once, so narrowing down your tactics is key. You don't want to waste your time or invest your budget in tactics that yield no results.

To avoid these scenarios, the best thing you can do is define the most valuable types of leads for your business. We've developed a questionnaire you can use to get a better understanding of your own ideal leads.

## What's your most profitable service or product?

Take a look at the products and services you offer. Which one delivers the highest value? Don't simply look at the price point, but consider the expenses and time involved to deliver each product. The goal here is to identify the top products and services you want to serve to potential leads once you have your strategy in place.

## What have your most successful customers looked like?

Think back over the most successful customers you've had recently—particularly those who have used the products or services you identified above. Look for common characteristics by comparing:

- Age, gender, and geographic location
- Job roles and salary brackets (for B2C) or general budgets (for B2B)
- Online habits—what social media platforms and websites they visit (Check out our [most recent social media report](#) for more info)
- Purchasing behaviour—use Google Analytics to see what pages they visit on your site

## What challenges are your customers facing?

Now that you have a good idea of what your customer looks like, it's time to put yourself in their shoes.

Your ultimate goal is to offer your product or service as the ultimate solution to their problems—and that's hard to do if you don't know what their problems are. You can divide these problems into two categories.

**Internal problems:** The surface-level your customers face. Think about what issues they might face in their day-to-day life.

"I don't have time to..."  
"I'm confused by..."  
"I'm frustrated by..."  
"I hate when..."

**External problems:** The deeper issues that weigh on your customers. What kinds of anxieties and worries do they have?

"I'm afraid of..."  
"I don't want to be..."  
"I wish I was..."  
"I hope I can..."

Once you've got all this information in place, set it aside for now. You'll need it at the end of this eBook, when you're ready to choose your tactics and roll out your strategy.



# Mapping out your lead generation funnel.

You've got a clear image of the customers you want to target with your lead generation strategy, and you know what challenges and anxieties they're facing. Now you have what you need to map out what will form the backbone of your lead gen strategy: your lead generation funnel.

Your lead gen funnel, also known as a sales funnel, will be unique, but generally there are four stages, and each requires a different approach for lead generation. When building your strategy, consider where your greatest challenges sit within the overall customer journey through the funnel:



## Awareness

Customers are aware of your brand, but have yet to interact with you in a meaningful way.

**Lead Gen Tip:** Focus on increasing overall brand awareness, using tactics like partnerships and promotions, SEO-driven content, or paid advertisements.



## Interest

Customers have noticed your brand and are exploring what you offer.

**Lead Gen Tip:** Ensure your website and social media pages contain useful, convincing, and clear information about your products and services.



## Decision

Your customers are weighing their options, deciding whether they want to make a purchase.

**Lead Gen Tip:** Have your customer service team on standby to answer any questions, offer training sessions, or set up consultations.



## Action

Your customers are ready to make a purchase.

**Lead Gen Tip:** Look for any snags that customers may face as they convert. Are calls-to-action easy to find? Is it easy to enter their billing information? Do they get follow-up confirmation messages via email?





# Optimising your site for lead generation.

For a quick solution, we can help you [build a website](#) that is optimised for maximum conversions from the start. In the meantime, you can use this checklist to audit your site's current user experience:

## CHECKLIST

### Homepage

- Is it clear from the start what your business offers?
- Does the copy and imagery grab the reader's attention?
- Is it easy to navigate to other pages from the front page?
- Can customers contact you from the homepage?

### Functionality

- Does the site load quickly? (Tip: Use [GTMetrix](#) to analyse your site speed.)
- Is your website optimised for mobile users?
- Are there any broken pages?
- Are there any pop-ups that may bog down and deter your visitors?

### Aesthetic

- Is the branding consistent across the site?
- Do you use images, video, and other visuals?
- Is text easy to read?
- Are there any outdated elements of your site that need a refresh?

### Communication

- Is your copy well-written and easy to digest?
- Does your copy reflect your brand and tone of voice?
- Do you use videos and graphics to educate your audience?
- Do your products and services have clear descriptions?

### Calls to action (CTAs)

- Do you have clear CTAs throughout your site?
- Do you have ways to collect background info from site visitors?
- Are your CTAs clear and easy to understand?
- Do your CTAs address your customers' needs and desires?



Print this handy checklist to audit your website

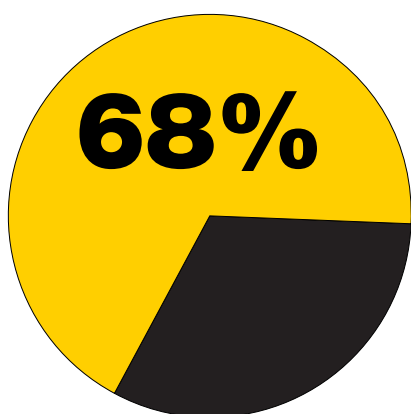
<sup>2</sup> [https://s3.amazonaws.com/coach-courses-us/public/theuxschool/uploads/The\\_Trillion\\_Dollar\\_UX\\_Problem.pdf](https://s3.amazonaws.com/coach-courses-us/public/theuxschool/uploads/The_Trillion_Dollar_UX_Problem.pdf)



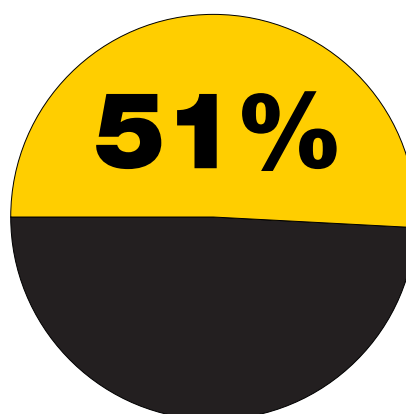
# SEO—make your site easy for leads to find.

**In a nutshell:** SEO makes your website easier to find on search engines, meaning you'll have more organic traffic coming to the top of your funnel.

## Key Facts:



68% of SMBs say it is important to appear on the first page of a Google search.<sup>3</sup>



51% of all website traffic comes from organic search.<sup>4</sup>

One of the most popular forms of lead generation for businesses is SEO—search engine optimisation. This practice involves optimising your website and creating content so that you appear on the first page of Google when people are searching for keywords related to your business.

SEO is popular because it involves very little direct selling. With a good SEO strategy, customers who are already looking for your products and services will find you on their own.

If you're new to the concept of SEO, [the team at Yellow can help you get started](#). We've also got some excellent resources you can check out:

**[Test your website with our SEO quiz.](#)**

**[Report: How small businesses feel about SEO in 2019.](#)**

**[4 basic SEO tips to help boost your Google rank.](#)**

**[7 ways your business can appear in more local searches.](#)**

**[How SEO and content marketing work together.](#)**

3. <https://www.yellow.com.au/business-hub/quarterly-report-how-small-businesses-feel-about-seo-in-2019/>

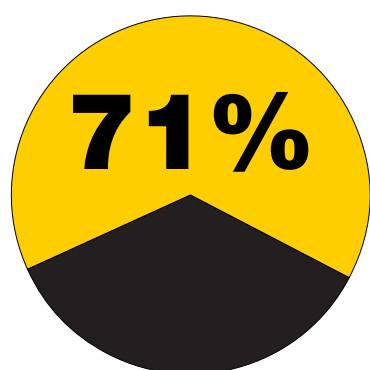
4. <https://www.brightedge.com/resources/research-reports/content-optimization>



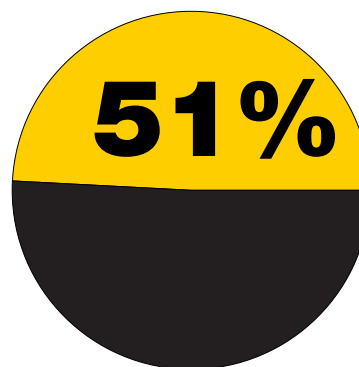
# Using content as a lead generation tool.

**In a nutshell:** Creating useful, engaging content is not just a way to keep your existing audience engaged. With the right content piece, you can turn cold leads into warm leads, and warm leads into customers.

## Key Facts:



71% of B2B buyers said they read a blog article during the purchase process.<sup>5</sup>



51% of B2C marketers increased their content creation budgets in 2019.<sup>6</sup>

There's no doubt you've heard of the value content marketing can bring when it comes to increasing engagement on your site and expanding your SEO reach. But how can you use content to pull in and convert leads? Here are a few ideas:

**Solve your audience's problems with blogs.** Long-form, explainer-style content not only performs well with search engines, but it can help establish you as an authority and a problem-solver in the eyes of your potential customers.

**Capture warm leads with free downloadables.** Giving away free content might seem like a strange concept. But if you can find something your audience needs—templates, checklists, ebooks, for example—you can provide real value to your potential customers (and collect their email addresses via download forms along the way).

**Reach new audiences through third parties.** If your own blog doesn't get much traction, you can get more exposure for your brand by partnering with other content creators. Look for blogs, podcasts, and webinars created by people who share your audience, and see if you can guest post or join them for a broadcast.

If content marketing seems like the right option for you, check out these resources:

**[Ebook: How to create standout online content for your business.](#)**

**[Why content is a critical part of your digital marketing strategy.](#)**

**[Content ideas for every industry.](#)**

**[7 reasons why your content isn't being read.](#)**

5. [http://e61c88871f1fbaa6388d-c1e3bb10b0333d7f7aa972d61f8c669.r29.cf1.rackcdn.com/DGR\\_DG076\\_SURV\\_ContentPref\\_March\\_2018\\_Final.pdf?mkt\\_tok=eyJpIjoiT0RFME56VmpZVEU0TWpNNClslhQlQlJkeE5pYit3WVW8wQUZ0WE5kd3NFbFcxZWJOU5tTW1zcDExcmxR0FKSkFwZ2ZldjRidU9wdm1WNTkzZm9YSW01dmFtMEp4bStaeGNDTjJXaTZmdGJnT0NOQk9kdURPUkxNczFWVDlaTEVDSjJhcjdveXdNVFY0NG85OUNueE9OQyJ9](http://e61c88871f1fbaa6388d-c1e3bb10b0333d7f7aa972d61f8c669.r29.cf1.rackcdn.com/DGR_DG076_SURV_ContentPref_March_2018_Final.pdf?mkt_tok=eyJpIjoiT0RFME56VmpZVEU0TWpNNClslhQlQlJkeE5pYit3WVW8wQUZ0WE5kd3NFbFcxZWJOU5tTW1zcDExcmxR0FKSkFwZ2ZldjRidU9wdm1WNTkzZm9YSW01dmFtMEp4bStaeGNDTjJXaTZmdGJnT0NOQk9kdURPUkxNczFWVDlaTEVDSjJhcjdveXdNVFY0NG85OUNueE9OQyJ9)

6. <https://contentmarketinginstitute.com/2018/12/b2c-research-commitment/>

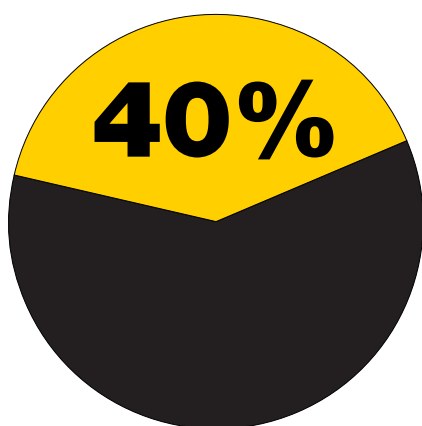




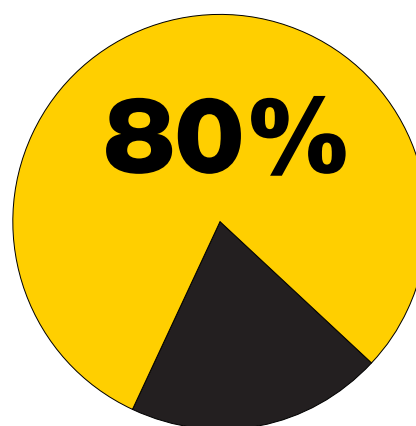
# Email marketing—how to grow and nurture your audience.

**In a nutshell:** A clever email marketing strategy will keep your audience engaged after they leave your site, meaning you can stay top of mind and keep them informed about your products and services.

## Key Facts:



40% of B2B marketers say email newsletters are most critical to their content marketing success.<sup>7</sup>



80% of retail professionals say email marketing drives customer acquisition and retention.<sup>8</sup>

If you think email is an outdated style of marketing, think again. In fact, research shows people are twice as likely to sign up for your email list than they are to interact with you on Facebook.<sup>9</sup>

Email marketing, when done well, is a middle- to bottom-of-the-funnel strategy, meaning you're targeting people who are already familiar with your brand and are in the decision or purchase phase.

It may seem like email marketing is very time-consuming, and while it does require effort, there are many platforms out there that allow you to automate your emails, so you can 'set it and forget it'. And most of them offer a free or low-cost version for those just starting out. Here are some of the top platforms for small business owners who want to give email marketing a try:

**MailChimp.**

**ConvertKit.**

**Drip.**

**Constant Contact.**

7. <https://blog.hubspot.com/marketing/email-marketing-stats>

8. <https://www.emarketer.com/Article/Email-Marketing-Double-Win-Customer-Acquisition-Retention/1014239>

9. <https://www.forrester.com/report/Social+Relationship+Strategies+That+Work/-/E-RES113002#>



# Paid advertising—get in front of the audience you want.

**In a nutshell:** Paid advertising is one of the best ways to get your brand in front of a targeted audience. If you have a budget to invest in ads for social media, Google, or third-party sites, you could see big returns in leads.

## Key Facts:

**Businesses make \$2 for every \$1 they spend on Google Ads.<sup>10</sup>**

If you want a lead generation tool that's proven its worth time and time again, paid advertising might be the best fit for you. Businesses in most industries can benefit from Google Ads, and if your audience is active on social media, you'll have a much better chance of reaching them with your posts if you put budget behind it.

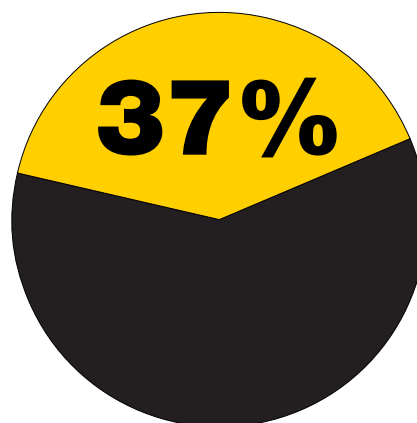
That is the one caveat for this strategy, compared to the others in this book: You need to have budget to spend to make this worthwhile. You don't have to empty your pockets to make paid advertising work for you—in fact, 37% of small businesses spend less than \$10,000 on advertising each year.<sup>12</sup>

Want to learn more about how paid advertisements might work for your business? The team at Yellow is here to help with our [Social Ads](#) and [SEM](#) services. For more reading, check out these articles:

**[eBook: Social media advertising for small businesses.](#)**

**[eBook: Social media advertising for small businesses.](#)**

**[Digital display ads—they're not just for big business.](#)**



37% of customers cited social media as the top place they go for purchasing inspiration, more than any other channel.<sup>11</sup>

**[Advertising on Facebook: boosted posts vs. sponsored ads.](#)**

**[Choosing the right social platforms for your business.](#)**

10. <https://economicimpact.google.com/methodology/>

11. <https://www.pwc.com/gx/en/retail-consumer/assets/consumer-trust-global-consumer-insights-survey.pdf>

12. <https://themanifest.com/advertising/small-business-advertising-spending-2019>



# Building your lead gen strategy.

Now that you've had a run-through of some of the most popular lead-generation tactics around, how do you get started with your own strategy?

As we mentioned at the beginning of this book, you'll spread yourself too thin if you try to take on all of these strategies at once. Instead, ask yourself a few questions to find the right strategy for you:

## Where are your customers?

In the second chapter of this ebook, we asked you to think about your ideal customers and their online behaviours. Use this information to find out where they are currently spending their time. Are they on any particular social media platform, or likely to subscribe to particular podcasts or online magazines? If so, make these a focal part of your strategy.

## What in-house resources do you have?

If you're hoping to do most of your lead generation without hiring a third-party company, then it's time to take stock of the talent you have in-house. If you have excellent writers on your team, for example, then you may find more value in content marketing.

## How will you measure success?

Once you've chosen your channels for a lead generation strategy, don't just walk away—you need to set benchmarks to make sure it's working. Return to the goals you set at the beginning of this eBook and write down the targets you'd like to hit monthly, quarterly, and yearly. You'll use this data to adjust your strategy as you go forward.

Hopefully, you now feel confident and ready to bring in buckets of new leads with your freshly developed strategy. If you want to super-charge your plan, Yellow is here to help. [Contact us today](#) to see how your lead generation strategy can reach new heights.

