

10 Trade Secrets of Lead Generation for Business

With 10 #Bonus #SurvivalStrategies
for Business Owners, Professionals & Job Seekers

From Seven Boats



4 Stages of Lead Generation Funnel

1. Lead generation (top of the funnel - **AWARENESS**)

- **Strategy & Technique** - SEO, Google Ads, Facebook Ads, Social Media Marketing etc

2. Lead capturing (next stage - **INTEREST**)

- **Strategy & Technique** - Content (Lead Magnet) + Form, Chatbot, Call, Email, Callback, registration, appointment, booking, add to cart etc.

3. Lead nurturing (next stage - **DECISION**)

- **Strategy & Technique** - Call, Scheduled Follow up, Maintain record & routine

4. Lead engagement (bottom of the funnel - **ACTION**)

- **Strategy & Technique** - Demo, Trial, Free Tools, Sales



Pro Lead Generation Tips for You in Next 1 Year

#1 Video Marketing

YouTube is one of the most popular search engines after Google.

People are already watching content related to your product / service.



Pro Tips#1: Make interesting videos & position it there to get noticed & generate enquiry about your business

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#2 Clear Website Messaging

Give answer to these questions -

📌 What I get from you? - (Product/Service)

📌 How will it make my life better? - (feature, advantage, benefit)

📌 How to I get it? - (Call to action - Call, WhatsApp, Contact form, E-mail)

Pro Tips#2: Write clear messages on top fold of your website

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Website Messaging Example

The image shows a screenshot of the FreshBooks website landing page. The background is a vibrant blue with a top-down view of a desk. On the left, a laptop displays a dashboard with a bar chart. On the right, there's a small figurine, a book titled 'Bring the Time Back', and some scattered coins. The FreshBooks logo is in the top left, and navigation links for phone, accountants, pricing, login, and a 'Sign Up Free' button are in the top right. The main headline reads 'Accounting Made for You, the Non-Accountant'. Below it, a sub-headline says 'Join 5 million people using FreshBooks to painlessly send invoices, track time and capture expenses. Watch the TV ad to see why.' A form with 'Company Name' and 'Email Address' fields is followed by a green 'Try It Free for 30 Days' button. A disclaimer below the button states 'No credit card required. No Contracts. Cancel anytime.' At the bottom, a navigation bar features icons and labels for 'Invoices', 'Expenses', 'Time Tracking', and 'Reports'.

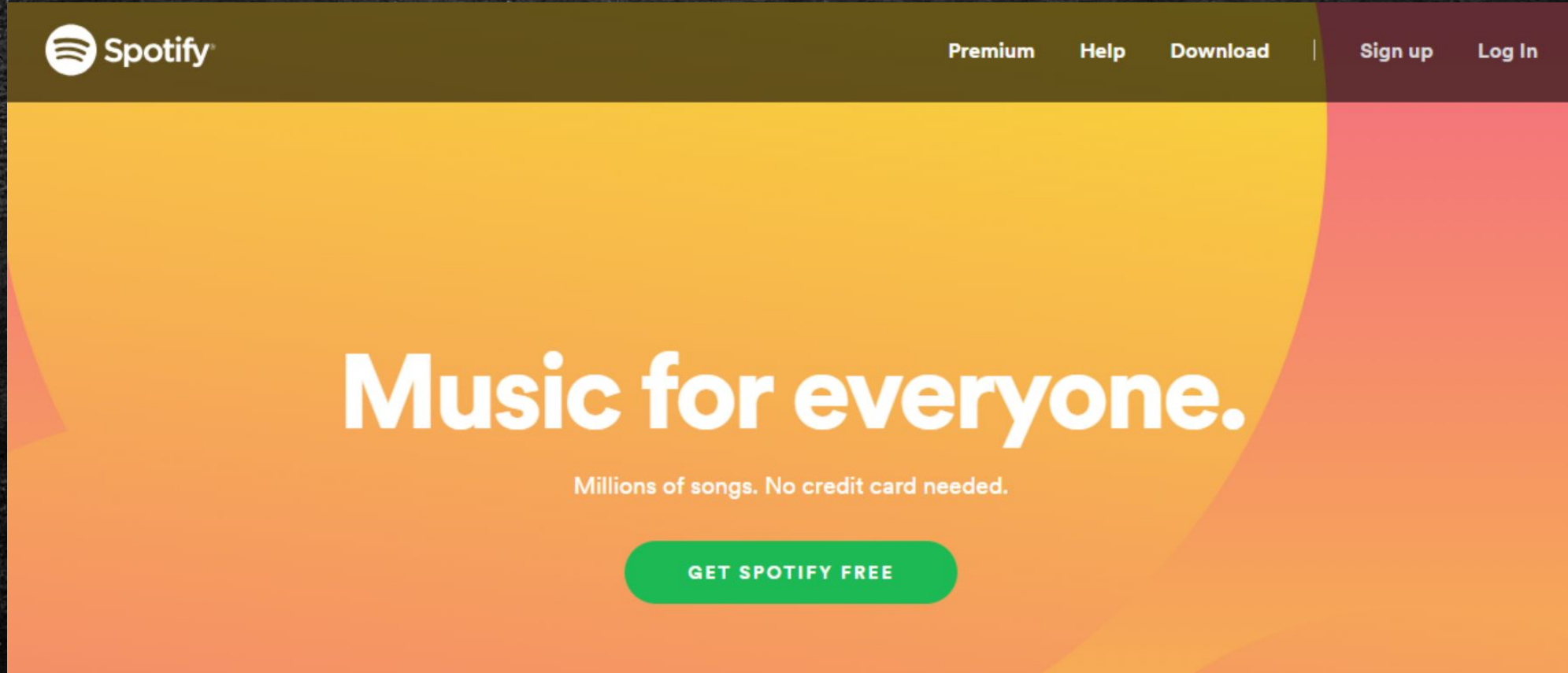
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Website Messaging Example

The screenshot shows the Asana website homepage. At the top left is the Asana logo. The top right navigation bar includes links for "Product", "Customers", and "Learn More" with a dropdown arrow, and a blue button labeled "Get Started for FREE". The main content area has a large orange-to-red gradient background. The headline "Move work forward" is centered in white. Below it is the sub-headline "Asana is the easiest way for teams to track their work— and get results." At the bottom, there is a white input field containing the placeholder text "name@company.com" and a blue button labeled "Get Started for FREE".

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Website Messaging Example



The image shows a screenshot of the Spotify website homepage. At the top left is the Spotify logo. To its right are navigation links: Premium, Help, Download, Sign up, and Log In. The main content area features a large yellow and orange gradient background with the text "Music for everyone." in white. Below this is the subtext "Millions of songs. No credit card needed." and a green button that says "GET SPOTIFY FREE".

Spotify

Premium Help Download | Sign up Log In

Music for everyone.

Millions of songs. No credit card needed.

GET SPOTIFY FREE

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Website Messaging Example



PROBLOGGER Join our [Facebook Community](#)

Start Here Blog Podcast eBooks Resources Jobs Courses Search

Become a ProBlogger

Since 2004, ProBlogger has been the home for bloggers wanting to create and grow their blogs, and then go professional to make money blogging. We've got close to 8,000 posts with blogging advice, tips, and in-depth tutorials alongside the latest blogging trends.

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JOIN OUR COMMUNITY OF **300,000+** BLOGGERS!

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#3 Sharable Blog Marketing

- 📌 SEO optimized Blogs are very important for ranking a website in search results & increasing authority
- 📌 Well researched, Unique & Informative Blogs are important to bring back audience & retain them
- 📌 Evergreen & Valuable content always have recall value & people like to share these

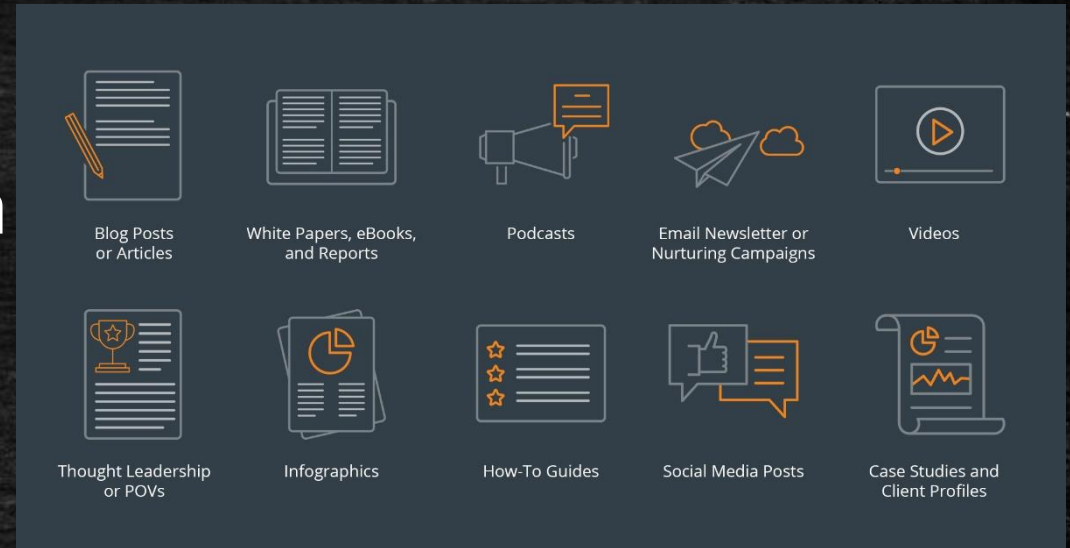


Pro Tips#3: Write keyword rich blogs on website with valuable information so that people wish to share that

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#4 Distributing Content

If Content is the King then Distribution is the Queen.

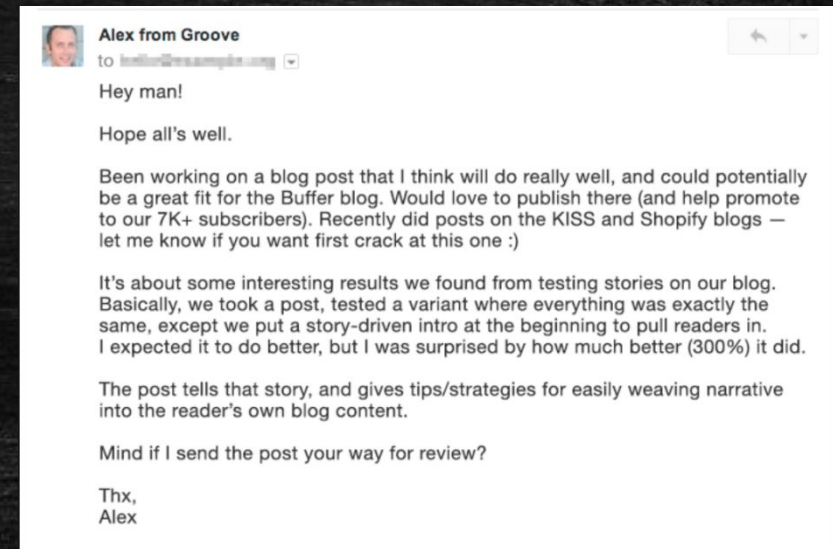


Pro Tips#4: Make network of content distribution surrounding your main website with right positioning to your target audience. Distribute content in platforms where you'll find your audience. Look for influencers in Social Media platforms. Spend few bucks in ads to promote content.

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#5 Guest Posting

Knock! Knock! Knock!
Can I post a blog on your website?



Pro Tips#5: Look out for relevant websites in your domain with good amount of traffic to offer them guest blog post. Get link back to your website. You may have to spend a few bucks but it's okay shell out for the benefit.

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#6 Free Webinars

Webinars were there
Webinars will be there

And today Webinars are
everywhere 😊



Pro Tips#6: Position yourself in front of your target audience to establish authority in your domain. Do Facebook live / Zoom / Google meet webinar. Spend few bucks on ads to reach more target audience. Offer something in last 5 minutes but that's not important. Important is to develop relationships & nurture them over time.

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#7 Digital Ads

- 📌 Billions of potential customers are waiting there
- 📌 It's not a bad idea to spend few bucks to reach them



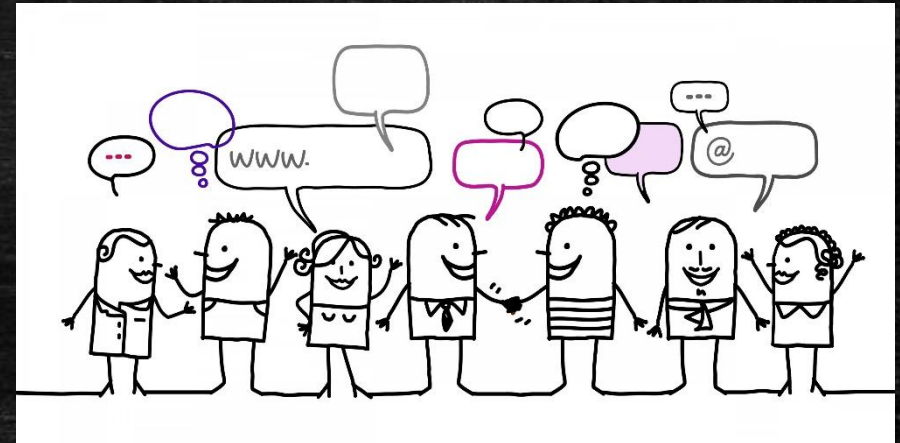
Pro Tips#7: Time to time do Facebook & Google ads to put yourself / your business in front of right audience.

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#8 Personal Networking

Personal Networking takes you that extra miles.

It works wonders!



Pro Tips#8: Look for meaningful local events / social media groups for opportunity to grow your network.

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#9 Public Speaking

Few people are born speakers.

Others end up tongue-tied!

But You are the Best Person to talk about Yourself! Cross the barrier.



Pro Tips#9: Look for opportunity in Events / Forums to do public speaking about yourself / your business / products / services (Ted Talk, InkTalks)

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#10 Strategic Cold Calling

- 📌 Study the background before calling a person
- 📌 Don't try to sell anything but tell him what value you're going to add
- 📌 Be Gentle, Polite & Smile (He'll sense it event in call)



Pro Tips#10: Don't overdo this. Only specific number of calling, for example, 1 per day or 7 per week or only 5 on Wednesday. Call those people whom you never talked to before. Keep it as a routine. Don't over-push. If you do this regularly say 70-80 calls in a year there's high possibility of getting 5-10 new businesses in a year.

Name a few digital tools

1. G Suite - For email, calendars, drive, hangout, team collaboration
2. Trello - Easy drag & drop project or task management
3. Larksuite.com or Mural - Team collaboration, video conference, projects, chats
4. Basecamp - Project & team task management
5. WhatsApp for business or Telegram - Day to day quick communication through groups
6. Facebook chat message automation tool, Facebook business (Team)
7. Hubspot CRM or drift.io or intercom or getgobot.com for lead funnel & chatbot
8. Zoom, anymeeting, gotomeeting, webex, Google meeting for video conference.
9. Kickidler.com or TimeDoctor for remote employee monitoring.
10. CCAvenue, PayU, PayTM, GPay, PhonePe, RazorPay, Instamojo, PayPal for payments
11. Moodle, Teachable, Udemy for LMS. Wordpress.org, Themeforest, Go Daddy, Bigrock, Dreamhost for domains & website. Canva, Crello for designing. Mailchimp, Sendgrid, Constant contact for emailer
12. Zoho, quickbooks, tally for accounting.
13. AI based content automation tools like Articoolo, Gtranslate & more
14. Competitive research tools like Spyfu, Ubersuggest, Alexa and more

More Tools

Video editing tools - Openshot, Filmora

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Message writing tools - Grammarly, Writefull, Power Thesaurus

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Content research tools - Google trends, Google Keyword planner, Google Alerts, Social Mention (<http://www.socialmention.com/>), FaqFox (<https://www.webfx.com/>), LSI Graph (<https://lsigraph.com/>)

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Content distribution network -

Social Share (Facebook profile, Facebook page, Facebook Groups, Facebook Notes, LinkedIn Pulse, Scribd document, Visual.ly infographic, Pinterest , pic posting platforms , ezines, YouTube videos, public tweets, Google reviews, review platforms , question answer forums like Quora, Reddit etc, microblog, social bookmarking sites

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Find Local events -

Explara, Facebook events

QUIZ

#Quiz 1: Name 3 Techniques which can be most useful for a Travel Business

#Quiz 2: Name 3 Platforms where you can distribute your content

#Quiz 3: In which stage of lead funnel you capture the lead?

Post your answers to info@7boats.com

If you enjoyed the presentation
please Join our Facebook Group

from this link - <https://www.facebook.com/groups/7boatsacademy/>

Thank You.

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#1 Marketing through Facebook Profile

#Research / Tools - hashtag#

- 📌 Set Privacy Settings to Public for your posts & stories
- 📌 Do segmentation of your friends list – on the basis of interest, type of activity, field of study, profession, business, pages they follow etc (check from their timelines)
- 📌 Tag 4-5 friends from these segments who may find your post useful
- 📌 Reshare posts from your Page in similar way tagging friends from appropriate segments
- 📌 Reach out to Friends of Friends
- 📌 Use 3-4 relevant hashtags on your post with your brand hashtag (Example #7boats)

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#2 Facebook Group Marketing

#Research / Tools - group filtering#

-  Join 2-3 meaningful groups with good number of members every month
-  Maintain your list of groups
-  Don't post in more than 5 groups at a time. Keep rotating

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#3 Marketing through Facebook Page

#Research / Tools - hashtag, fan filtering#

- 📌 Keep a fresh look for your business page (Change Cover pic & story every month with a fresh message / visual)
- 📌 Write proper description of your page with contact details, address, location, timings, products/services, give website address & link other social profiles/pages
- 📌 Check your competitors' Facebook pages to find who are engaging with them
- 📌 Message them with your introduction & invite to check your Facebook page (share page link)
- 📌 Identify your top fans or people who frequently engage with your posts. Give them incentives to promote your page. (Post their stories from your page, give custom badge, tag them occasionally)

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#4 Facebook QR Code Marketing



#Tools - facebook publishing tool#

- 📌 Get QR codes for Page like, review or any thing you want & put those on your marketing materials, online & offline properties
- 📌 You can use third party QR generation tool like QRCodeMonkey also for this

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#5 Facebook Ads with Retargeting

#Strategy - video viewers & leads retargeting#

-  Post teaser videos before announcing any new product / service & do a paid boost of it
-  Post occasional product / service related videos & boost it
-  Run lead generation ad
-  Retarget custom & lookalike audience built from your video viewers & lead forms

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#6 LinkedIn Search Filtering & Inbox Marketing

#Strategy / Tools - Profile Optimization, Message draft, Search filter#

- ✦ Fill up every possible details in Profile Section
- ✦ Use a professional headshot (profile pic) & cover pic
- ✦ Write an Intro (How you want people to search & find you), About (your crisp summary), Featured (what you want to showcase – post, document, brochure, ppt, media, website, blog, CV, Experience letter etc), Background (work experience, education, certification, volunteering experience etc), Skills (your expertise), Accomplishments (your credentials), Recommendation (ask people to recommend you & endorse your skills)
- ✦ Connect with people
- ✦ Do segmentation of your connection
- ✦ Draft a message introducing yourself & give links of your all important online properties (Website, Facebook, Instagram etc)
- ✦ Use search filtering option to find people, groups, companies. Send them your note & invitation to connect, reshare / comment on others posts (who are most important for you), publish your own article in LinkedIn (from Write Article option)

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#7 YouTube Comment Marketing

#Strategy - filter videos for commenting#

- 📌 Create your channel. Write description of the channel & link other important online properties.
- 📌 Keep posting videos. (Even an amateurish approach is good to go)
- 📌 Identify few popular channels in your domain & approach them for collaboration
- 📌 Add their popular videos in your playlist along with your videos
- 📌 Comment below their most viewed videos & share your playlist link featuring their videos
- 📌 Give due credit to original content creator to avoid copyright strike

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#8 Twitter Marketing

#Strategy / Tools - profile optimization, follow & retweet#

- 📌 Fill up all possible details in your profile. Give website link.
- 📌 Follow the most influential people in your domain regularly
- 📌 Check followers of the people you're following. Follow them also. Every day follow 5 new people
- 📌 Retweet the tweets of 10 people from your following list - 5-6 times a day, everyday, 365 days
- 📌 Time to time tweet for your own marketing objectives – 6-7 times a week

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#9 WhatsApp Broadcast Marketing

#Strategy - contact list segmentation & custom broadcast#

- 📌 Segment your contact list like you'll do for Facebook. Save contact in your phone like Name #NewLead, Name #OldClient, Name #Student etc,
- 📌 Make broadcast lists as per contact segmentation
- 📌 Broadcast messages to appropriate lists matching your marketing objective with call to action like your contact number, email id, offer link, registration form, office direction (for direct footfall), etc.

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#10 Quora Marketing

#Strategy - question filtering & posting answers#

- 📌 Create a personal profile in Quora & fill up details
- 📌 Find questions relevant to your business
- 📌 Give answers in a way to give valuable information to the person who asked
- 📌 You may take names of your competitors in your answer for comparison but you should indicate the advantages with your product / service for the benefit of the person who asked that question
- 📌 Overall it shouldn't sound like a sales pitch

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please give us a Google review

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Thank You.



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Watch:

Official Theme Song "Khwaab" -

<https://www.youtube.com/watch?v=E4NFs1oKSo>

<https://youtu.be/iYoaxQHky6s>

https://youtu.be/QKti4_GRYDQ

https://www.youtube.com/watch?v=VtIY6_Fjmrk

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