

# HOW TO GENERATE MORE LEADS THROUGH YOUR WEBSITE

THE COMPLETE GUIDE TO BECOMING  
A LEAD-GENERATING MACHINE



**fuze32**  
MARKETING

**A**s a business owner, have you ever felt that you weren't getting the results you need? You want more leads, sales, and customers, but may feel as if you've exhausted all options in your market. If you're a new business owner, you may be constantly wondering how to compete with more established competition or you may have started to feel that your marketing methods are getting stale. Cold calling has run cold, buying lead lists have not panned out, and your internal sales staff needs more training on how to reach out to and relate to your prospects. You're not alone. Business owners all over the world want to know how to generate more reliable, qualified leads.

The good news? There is a solution! Inbound marketing can attract interested leads to you versus you having to find uninterested leads on your own. The best part? This works for businesses of all ages, types, industries, and sizes. This eBook will help you see that your business has by no means exhausted all of its marketing options and will show you how to generate leads like never before through inbound marketing.

**Ready to get started?**

# WHAT IS INBOUND MARKETING?

In today's digital world, consumers have the power and resources to bypass salespeople to find the information and content they want on their own. Up to 93% of B2B buying processes start with an online search and up to 94% of buyers do research online before finalizing a purchase. Similarly, in B2C, 81% of consumers conduct online research before making a purchase decision.

When a customer is looking for information, they are turning to that iconic search bar. In fact, up to 80% of all search queries on Google are informational. The question is: Will the answers to their search for questions about your industry lead them to your website or your competitor's? That's where the value of inbound marketing comes in. Your business can use this strategy to meet the demands of consumers, giving them information – how they want it and when they want it.

Inbound marketing is a comprehensive approach to marketing that aims to attract, engage, and delight customers by providing them with valuable and relevant content at each stage of their buyer's journey. The core idea behind inbound marketing is to create a holistic strategy that not only generates leads and customers but also builds strong, long-term relationships with them.

## Key components of inbound marketing include:



**CONTENT CREATION:** Inbound marketing heavily relies on creating high-quality content that addresses the needs, questions, and pain points of your target audience. This content can take various forms, such as blog posts, ebooks, webinars, videos, and more.



**SEO (SEARCH ENGINE OPTIMIZATION):** Inbound marketing places a strong emphasis on optimizing content for search engines to increase its discoverability. The goal is to attract organic traffic from search engine results pages.



**SOCIAL MEDIA ENGAGEMENT:** Engaging with your audience on social media platforms is an essential part of inbound marketing. Sharing valuable content, interacting with comments and messages, and building a community around your brand are key activities.



**EMAIL MARKETING:** Inbound marketing includes email marketing campaigns that nurture leads and maintain communication with existing customers. These emails provide additional valuable content and keep your brand top-of-mind.



**LEAD GENERATION:** Inbound marketing focuses on attracting potential customers (leads) who have shown interest in your products or services. Lead generation strategies often involve offering gated content, like ebooks or webinars, in exchange for contact information.



**MARKETING AUTOMATION:** Automation tools are used to streamline and personalize the marketing process. They help deliver the right content to the right people at the right time, based on their behavior and preferences.

# HOW DOES INBOUND MARKETING WORK?

With inbound marketing, your business creates and promotes content designed to engage with consumers who visit your website. Such content provides valuable information, while simultaneously positioning your business as an expert or a thought leader. Varying forms of content are used to meet consumers in all three phases of the buyer's journey, urging them closer to making a purchase.

- **ATTRACT:** In this phase of the buyer's journey, your business is initially drawing consumers in. They have a problem and you must prove that you can help solve it by sharing content that addresses their needs. Blog posts are great for offering this type of introductory information.
- **ENGAGE:** Once you have their attention, you must further engage with those consumers. This can be done by placing call-to-action directives within blog posts, in emails, on social media, and as website popups. These directives are designed to send consumers to your landing pages. It's on these pages that consumers can offer up their contact information in exchange for heftier, more detailed content, such as eBooks, webinars, infographics, and whitepapers. It's in that moment that leads are born!
- **DELIGHT:** All this time, the consumer has been researching your products and services. They may even have made a purchase and become a customer at this point. Once they have found value in your content and you have built trust with them, you must continuously engage with these audiences, delighting them with additional content to be a loyal part of your brand.

# THE BIGGEST SALES CHALLENGES SOLVED WITH INBOUND MARKETING

In today's rapidly evolving business landscape, salespeople face several significant challenges that have transformed the traditional sales process. Inbound marketing has emerged as a powerful solution to address many of these challenges effectively:



**BUILDING TRUST IN A DIGITAL WORLD:** Trust is the cornerstone of successful sales relationships. In an increasingly digital world, establishing trust with potential clients can be challenging. Inbound marketing helps build trust by providing valuable, educational content that addresses the pain points and questions of your target audience. Through blog posts, whitepapers, webinars, and social media engagement, you can showcase your industry expertise and commitment to solving customer problems.



**GETTING IN FRONT OF DECISION MAKERS:** Inbound marketing leverages content and SEO strategies to increase your online visibility. By optimizing your website and content for search engines, you can attract decision-makers who are actively researching solutions. Additionally, targeted content can position you as a thought leader in your industry, making decision-makers more likely to engage with your brand.



**QUALITY PRODUCT ALONE ISN'T ENOUGH:** In today's competitive market, having a high-quality product or service is no longer sufficient to guarantee sales. Inbound marketing helps differentiate your offering by focusing on the value it provides and by demonstrating how it solves specific customer challenges. This customer-centric approach resonates with modern buyers who seek personalized solutions.



**SALES PRODUCTIVITY AMID ADDED RESPONSIBILITIES:** Salespeople often face increased responsibilities, including lead nurturing, relationship building, and data analysis. Inbound marketing can alleviate some of this burden by automating lead scoring and nurturing processes. Marketing automation tools can help identify qualified leads, enabling sales teams to focus their efforts on prospects who are most likely to convert.



**SUCCEEDING IN A BUYER-FIRST WORLD:** Inbound marketing aligns with the preferences of today's buyers. Modern consumers want to research and evaluate solutions independently before engaging with sales representatives. Inbound content provides the information buyers seek during their research phase, allowing them to move through the sales funnel at their own pace. This approach respects the buyer's journey and enhances their experience.



**COMPETING AGAINST A SEARCH ENGINE:** As consumers increasingly turn to search engines for information, competing for their attention can be challenging. Inbound marketing emphasizes SEO best practices to ensure your content ranks well in search results. By creating high-quality, relevant content, you can establish authority in your niche and improve your visibility, making it more likely for potential customers to discover your brand before they turn to search engines.

Inbound marketing offers a comprehensive approach to address the challenges faced by salespeople in the digital age. By prioritizing trust-building, personalized content, and online visibility, inbound strategies enable businesses to adapt to changing customer behaviors and thrive in a competitive marketplace.

# THE ROLE OF BLOG POSTS

Have you ever found a piece of content that was short, interesting, and made you want to go to the business' site or to their social media platforms to see what else they had to say? That was likely a blog post. Blog posts are free resources that are easily shareable on social media, email, and other vehicles used to reach consumers. Blogs help establish credibility with specific keywords and core topics that have high online search value. It's important to do your research ahead of time to determine which keywords work best for your industry and decide how to use them in your posts. This will allow your business to be easily found in Google searches.

One of the great things about blogs is that they help improve your search engine optimization (SEO) by helping position your site as an answer to questions a potential consumer may have. You must use varied SEO tactics such as putting keywords in the title tag, headers and body, meta description, and URL and making sure your blog is mobile-friendly. Doing so is important since Google recognizes mobile-friendly content first. Blog posts are often the first line of communication that your business has with consumers, so their importance in the inbound marketing process cannot be understated.





# THE ROLE OF PREMIUM CONTENT

When considering what premium content is, you can think of it this way:

Consumers who want premium content are now “raising their hands” to show that they are interested. That’s because consumers must “pay” for this content with their contact information. As we mentioned above, premium content pieces, like eBooks, play an important role in capturing leads. This type of content is more detailed than blog posts, but similarly, it also utilizes keywords to improve SEO.

Here are some examples of premium content:



## EBOOKS

eBooks are short, informative online books that are great for diving deeper on a commonly referenced topic. eBooks typically give more detailed descriptions of some of your main products or services or they take a more comprehensive look at some of the problems that your business can solve.



## WEBINARS

Webinars engage an audience through an interactive platform with opportunities for Q&A. For example, an advertising company may host a webinar that examines the three most common advertising mistakes that businesses make. It would make sense for this webinar to end with an opportunity for business owners to ask further questions.



## PODCASTS

Podcasts are lively discussions on topics related to the products, services, and industry of a business. Podcasts give consumers the opportunity to interact with elements of your business on a deeper level. For example, in a podcast

created to address some of the top inbound marketing best practices, each episode could introduce a new best practice and discuss it in depth.



### **INFOGRAPHICS**

Infographics provide statistics and other information in short, colorful graphics that are engaging, easy to read, visually-appealing, and easily shareable on social media. Infographics are great platforms for showcasing your business' processes from start to finish.



### **VIDEOS**

Videos can bring out the human side of your business, either highlighting staff, philanthropic efforts, or explaining how to do something. Social media is a great place to promote videos. They are also great additions to websites. Not only do videos help to break up large amounts of content, but it's also true that oftentimes, visitors would rather watch video explanations than read long descriptions.



### **WHITEPAPERS**

Whitepapers showcase the more technical elements of a business, which go in-depth in explaining what consumers may want to know. Similar to infographics, whitepapers are great for diving deeper into the processes that your business uses to provide its services or produce its products.

Premium content is usually offered through links found in blog posts, CTAs, landing pages with forms, and more. When a consumer continuously requests premium content from your business, then that shows that you have earned their respect. Remember: Premium content is designed to produce leads. Once those leads are formed, your sales team can step in to follow up and nurture them into future customers.

# THE ROLE OF MARKETING AUTOMATION

## What is Marketing Automation?

According to HubSpot, marketing automation refers to any software that streamlines various marketing actions. Many marketing departments have to automate repetitive tasks on their own. This means that emails, social media, and other website actions are kept separate and do not function together for the sake of one underlying goal. The technology of marketing automation integrates these tasks, making them easier for consolidation and tracking purposes.

Marketing automation is also an important component of lead generation. Through marketing automation platforms, like HubSpot, blog posts and premium content pieces are optimized for lead generation. After that, automation lets these leads be seamlessly connected to sales teams, allowing for comprehensive follow-up based on detailed insight into the consumers' previously demonstrated interests. Marketing automation is also essential in tracking content and overall website performance, providing detailed reporting systems for measuring success.

# THE ROLE OF PROMOTIONAL MEDIUMS

Using promotional mediums to share inbound content greatly supports inbound marketing efforts. There are four main types of promotional mediums that we recommend for attracting, engaging with, and delighting consumers:

**SOCIAL MEDIA:** Social media is a great tool for sharing your business' blog posts and other premium content pieces. It's also worth noting that your business can take its social media marketing one step further by "boosting" posts or putting

money behind them. This tactic will allow you to narrowly target your audience based on geographic locations, demographics, and online interests and behaviors.

**EMAIL MARKETING:** Email is a reliable and consistent way to reach consumers that further drive traffic to your inbound content. It is a good idea to send at least one email per week to your database that has links to your most recent content. Email is a great way to attract and engage with prospective customers, as well as delight your current customer base.

**TRADITIONAL ADVERTISING:** Traditional advertising mediums, such as radio and magazines, are strong ways to promote even more traffic to your website. These mediums have a solid track record of reaching targeted audiences, all while building brand awareness.

**DIGITAL ADVERTISING:** Digital advertising services are often regarded as the perfect promotional pair for inbound marketing content. These services include geofencing, targeted display, and search engine marketing, or SEM. Geofencing is where brands can place relevant advertisements on the mobile devices of consumers within specific geographical areas. With targeted display, consumers receive relevant banner ads based on online behavior, demographics, and location. SEM is a way to pay for inbound marketing content to be listed as a top search result on Google. This is done by purchasing advertisements on search engines.



# THE ROLE OF SALES TEAMS

As you can see, your business can use a variety of tactics and platforms to attract, engage, and delight consumers. It's important to remember, however, that your business' sales team still has an important role in the inbound process: Sales is needed to nurture and convert leads once they are generated. Sales further personalize the inbound process by having customized conversations with leads to continue to nurture them throughout every phase of their buyer's journey. As we mentioned above, marketing automation is key to this! Once a sale is made and a customer is generated, your marketing team must then continue to delight customers with additional, valuable content, while your sales team keeps conversations open and continues to make themselves available.

## It's Time to Get Started

As you can see, inbound marketing is necessary for generating qualified leads in today's digital, on-demand world. Unfortunately, many businesses do not have the time or expertise to execute successful inbound marketing strategies. That's where a trusted marketing partner comes in handy!

Here are the top reasons to get started implementing and executing their inbound marketing services:

- **YOU NEED MORE SALES-QUALIFIED LEADS.** We understand that you want your salespeople to spend more time on their best opportunities. Inbound marketing doesn't just generate any type of lead; it generates qualified leads who are ready for sales follow-ups. More sales-qualified leads mean higher conversion rates since these leads are closer to making a purchase decision.

- **YOU NEED TO BUILD THOUGHT LEADERSHIP.** Consumers want to buy from the resident “expert.” With inbound marketing, your business will be able to solidly position itself as such. Establishing this status is crucial in consistently generating leads.
- **YOU NEED TO EFFECTIVELY EDUCATE THEIR PROSPECTS AND BUILD CREDIBILITY WITH CONSUMERS.** A common challenge that many businesses face is that consumers simply do not understand their products, services, or their industry as a whole. Inbound content will allow your business the chance to explain who you are and what you do in great detail, leading to a significant increase in your credibility with consumers.
- **YOU WANT A STRATEGIC AND CONSISTENT WAY TO COMMUNICATE WITH THEIR EXISTING DATABASE AND THEIR TARGET ACCOUNT LISTS.** Marketing automation and the inbound process as a whole can allow your business to streamline communication with customers and prospects, as well as make discussions “smarter,” or more personalized.
- **YOU WANT TO IMPROVE THEIR RETENTION RATE AND GROW EXISTING ACCOUNTS.** Our commitment to setting goals, tracking progress, and getting results is always at the forefront of our minds when developing inbound marketing strategies. We understand that proving ROI is a serious task that any marketing partner should be extremely transparent about. So, it makes sense that businesses wanting to see hard results, such as improving their retention rate and growing their existing accounts, trust fuze32 with their marketing efforts.

Want to generate more leads through your business' website? We hope this guide has allowed you to see how inbound marketing is the most effective way to do so. Need help getting started? Let fuze32 help transform your business into a thought leader and a lead-generating machine!

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