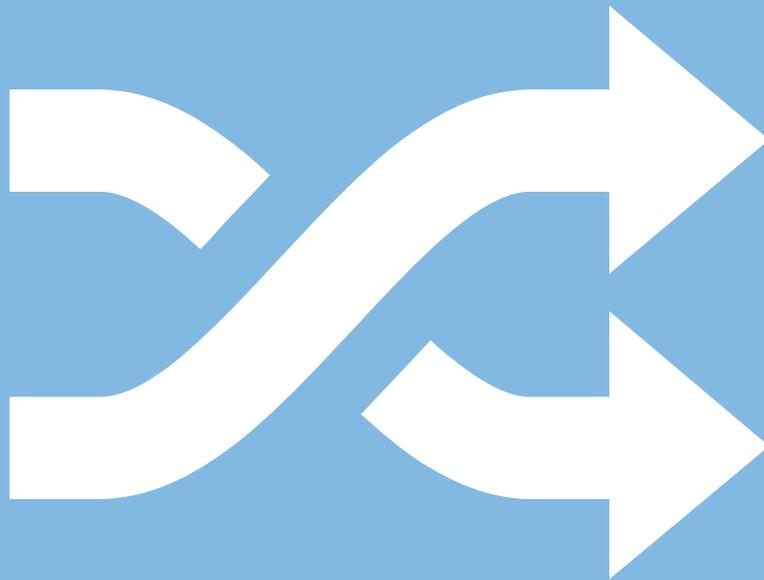


How To

DRIVE WEBSITE LEADS FOR YOUR CLIENTS



HubSpot

A HubSpot Publication



WHO WROTE THIS **EBOOK?**



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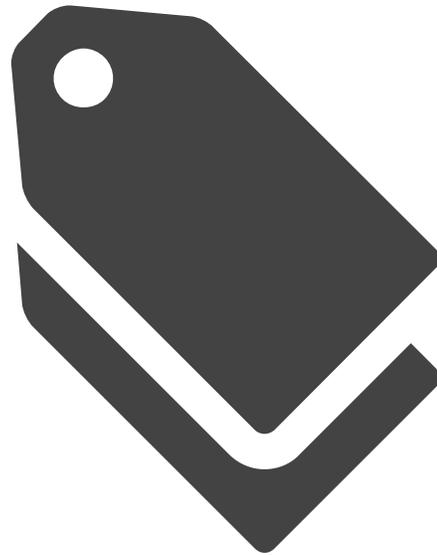
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INTRODUCTION



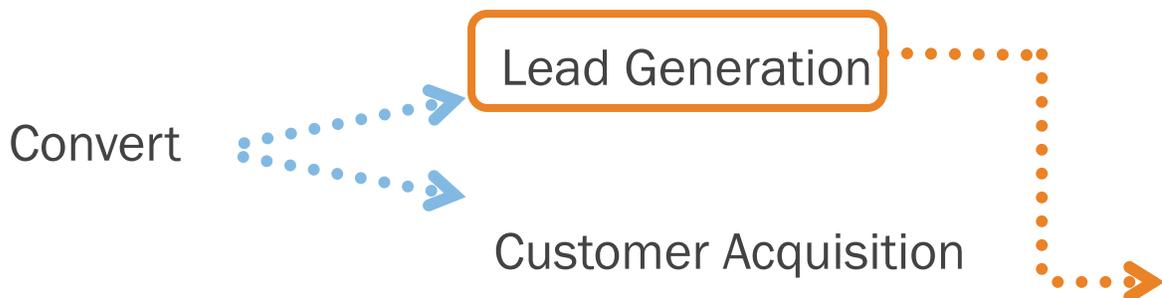
CORE SERVICE OFFERINGS OF INBOUND FIRMS

The formula for being successful with inbound marketing is simple: **Get Found** (drive traffic to your site), **Convert** (generate leads and customers from that traffic) and **Analyze** (be smart about what worked and what didn't). This methodology maps nicely to a list of core services that marketing services firms need to offer if they want to drive better results to their client's website.



Methodology & Service Offerings

Get Found> Traffic Generation



Analyze> Reporting/Analysis



PROVE VALUE WITH LEAD GENERATION

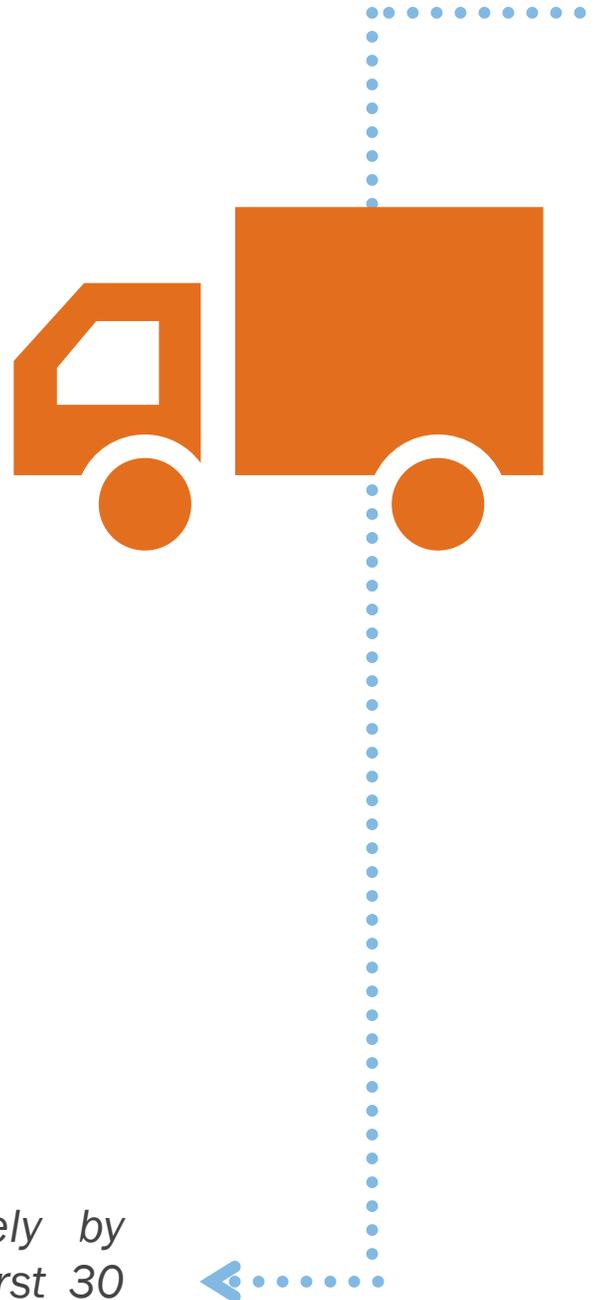
This Ebook is focused on what your agency needs to do to drive leads. Getting a lead generation infrastructure in place should be the top priority of any agency working with a new client.

Clients, especially those with whom you've just started working, will want proof that the strategy you outlined in the sales process works. There is no better way to prove this than by generating leads within the first 30 days of an engagement.

If your agency has been brought on to resuscitate a website, or improve the number of leads a business is getting month over month, you'll need the following skills to do so effectively. Leads are the catalyst for new customer acquisition and the ultimate sign of a healthy website. They are also critical to client retention.



Show your value immediately by generating leads within the first 30 days of working with a client

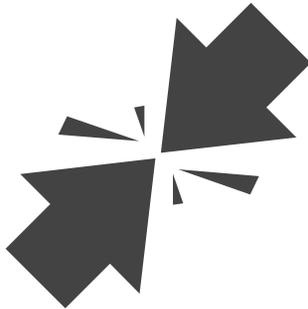




DRIVING THE **RIGHT** LEADS



Aim your Efforts at your Client's Buyer Persona Who is your clients end customer? Make sure you craft all the content, promotion and landing pages with these folks in mind.



Align your Efforts with your Sales Process What needs or goals drove the sales process? Consider these when laying out your initial action plan and align initiatives to deliver on these points.



Consider the Marketing Funnel You can drive leads at top of the funnel with offers like Ebooks. The middle of the funnel is all about offers like demos and free samples. Know what types of activity your client values the most.



SO YOU THINK YOU CAN **GENERATE LEADS?**

Reality Check – Does Your Agency Have the **Tools & Skill Set** to Deliver the Following?



Critical Components of Lead Generation

1. Creation of Premium Content
2. Creation & Optimization of Landing Pages
3. Creation of Call-to-Action Buttons?
4. Blogging Promotion
5. Social Media Promotion



CREATION OF PREMIUM CONTENT

You know the importance of content when it comes to the top of the funnel. People find your client's website because of its content – the keywords you select and the blog topics. But what happens when they get there? How do you deepen a conversation with a visitor and start to segue that conversation into the sales process?



The answer is *premium* content, not the short-form content you create for their blog. Premium content is longer-form pieces that explore topics and industry trends at a deeper level – something like an ebook or a webinar with experts from your client's company. You can require a visitor fill out a form to access this type of content. This transaction turns the visitor into a lead.

In the coming pages you'll read about some of the key mechanics behind lead generation - but know that it will ultimately hinge on your agency's ability to create killer content for which visitors will happily share their contact information. To use an analogy, lead generation is like fishing and you'll need good bait to hook the big guys before you start to reel them in. Happy casting!



CREATION OF LANDING PAGES



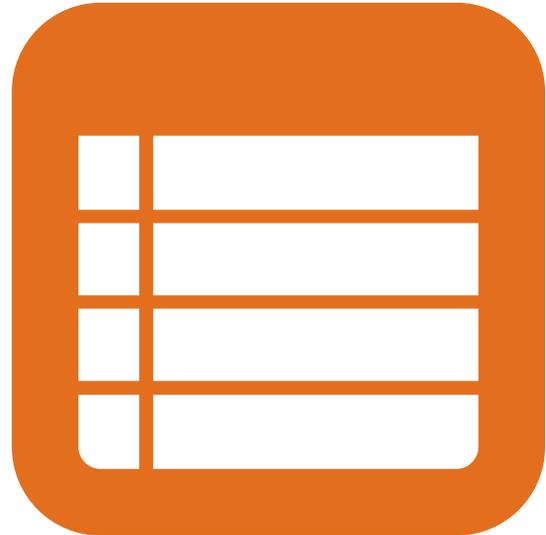
You've created the premium content your clients need - now you need a landing page for it to live on. A landing page is a page on your client's site whose sole purpose is to facilitate lead generation. They have minimal navigation, copy that explains the offer and, of course, a simple form to complete and download. These pages will be a critical component of the lead generation strategy that you put together for your clients.

The landing pages you create for your clients should clearly convey the value of the offer. Use headers to reiterate the title and any subtitles. Use the rest of the text to *clearly and concisely* explain the value of your offer. Use bullet points to demonstrate clear takeaways and break up large blocks of text. Keep it brief and to-the-point. What will the person get from your client's offer? Will they learn how to do something? Become more knowledgeable on a specific topic? How will the information be presented to them? Don't leave any questions about what they'll be getting!



CREATION OF **CALL TO ACTION** BUTTONS

Now, landing pages and offers are useless if no one sees them. To get people to a landing page, you'll need a call-to-action (CTA). These are lines of text, images or buttons on your website that link directly to landing pages. Your client's website should be decorated with CTAs, from large prominent banners on the home page to smaller buttons in the margin of product pages to links in their email signatures.



You **DO NOT** need to have an in-house graphic designer to make call-to-action buttons (though it doesn't hurt). InDesign is a preferred tool, but you can scale back and go simpler with PowerPoint. Or consider using a freelancer to get the images you need to drive CTA clicks, landing pages views and, ultimately, form submissions.



SOCIAL MEDIA PROMOTION



Social media platforms, like Twitter and Facebook, are where your client's customers live and have conversations. Its where they trade recommendations, ask questions and share links. Find out which of those channels are most productive for your clients (LinkedIn is solid for B2B, Twitter better for B2C) and jump into the conversation with your blog article and landing page links.

You should setup a regular schedule of when and where you share your new blog articles (which have links to CTAs) and direct links to your client's premium content offers. Also take advantage of all the additional opportunities each social network affords you. These include Twitter's profile links or your Facebook page's info links. You should also make sure your client landing pages have social media share buttons so that visitors can easily share your content themselves in their own social channels.



BLOG PROMOTION

If you want to generate leads from your client's blog, always place a CTA button on each and every blog post you publish. Each post is an opportunity to tease out the larger concepts covered in your ebook or feature on your webinar. Readers will then welcome the chance to dig deeper on a certain topic and convert into leads.



In addition to these CTA buttons, you can also leverage the text within your blog articles for conversion. Use anchor text to link to appropriate offers to optimize your posts for better conversion. For example, if you're a personal injury attorney and you've written an article about "Questions to Ask if You've Been in an Accident," link some anchor text within the article to your ebook on Accident Protocol 101. Literally, turn the phrase "accident protocol" in the blog post into a clickable link that leads to the landing page for this offer.

MORE RESOURCES

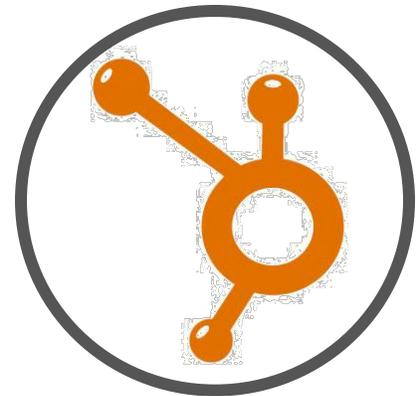


MORE RESOURCES / HUBSPOT

The Inbound Marketing Specialists on our Channel team have helped hundreds of marketing agencies use lead generation to drive longer retainers and grow their business.

Request a Strategic Consultation to Learn How Inbound can Help your Business Grow.

<http://bit.ly/HubSpotPartner>





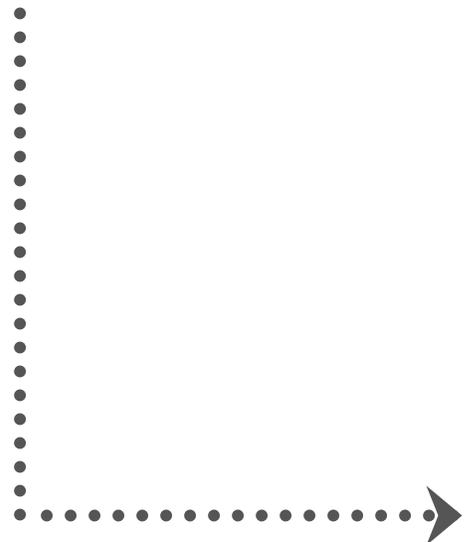
MORE RESOURCES / HUBSPOT



Inbound marketing's best practices are built into HubSpot. HubSpot is a software platform that helps you create, publish, and promote your content as well as measure and analyze the traffic, leads and customers it helps convert.

HubSpot simplifies your marketing by pulling everything together you need to grow your business. Tangential to the core agency services of inbound marketing, online marketing agencies can:

1. Use HubSpot's content management system (CMS), blogging, search engine optimization (SEO), and social media tools to generate more traffic and leads from your website.
2. Use HubSpot's landing pages, call-to-action module and testing functionality to drive better website lead generation.
3. Use HubSpot's segmentation, lead nurturing, and email marketing tools to get your web leads more sales-ready.
4. Use HubSpot's analysis tools to determine which marketing campaigns are generating leads, to qualify leads by sale-readiness, and to tailor content for greater impact.



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