

LEAD GENERATION IDEAS

- Answer questions in online communities
- Barter for lead generation services
- Bid lists
- Billboards or posters
- Bing search engine pay per click
- Blimps, balloons, aircraft banners, skywriting
- Blog articles posted regularly (educate, don't sell)
- Blogging networks
- Branding overhaul by a professional branding agency
- Brochures and sales collateral
- Building signage enhanced
- Bulletin board advertising
- Bus bench signing
- Bus, taxi, transportation signing
- Business cards for entire staff
- Buy a quality email list
- Cable television advertising
- Call to action improved
- Car, truck, trailer signage
- Catalogs created and distributed (physical and/or digital)
- Chamber of Commerce group joined

LEAD GENERATION IDEAS

- Checklist of products and services added to create inquiry
- Church bulletin ads
- Cinema advertising
- Classified advertising
- Cold call suspects
- Contact forms added to website
- Contests created and contact info collected
- Create an industry newsletter
- Create Facebook business page
- CRM managed frequently
- Customer surveys collected and acted upon
- Daily newspaper advertising
- Develop cross links in your content with respected sources
- Direct mail strategy created and executed
- Directory advertising
- Distributors or agents
- Door hangers
- Downloadable guides offered
- eBook or free downloadable content created
- Elevator speech honed
- Email newsletter

LEAD GENERATION IDEAS

- Encourage star ratings
- Expert advice on local electronic media
- Facebook group posts
- Facebook Live posts
- Fax out sales materials
- Forum participation
- Free demonstrations of products/services
- Free item raffles
- Free seminars
- Free trial or freemium offered
- Giveaway hosted
- Google My Business photos and information enhanced
- Google Search listing enhanced
- Google search pay per click advertising
- Guarantee created and promoted
- Host beneficiary events planned and executed
- Host meet-up events
- Improve sales collateral
- Industry event keynote speech
- Industry newsletter/trade magazine ads
- Instagram posts created

LEAD GENERATION IDEAS

- Instagram posts launched regularly
- Instructional video created and offered
- Interactive quiz added to website
- Interviews
- Keywords and phrases identified and included in content
- Landing pages created for specific audiences and promotions
- Lead generation and email marketing campaigns automated
- LinkedIn boosted posts
- LinkedIn network of prospects identified and contacted
- Live chat/messaging added to website
- Local club memberships
- Local radio advertising
- logo promotional items distributed
- Lumpy direct mail designed and executed
- Mailing list database cleaned up and a sign-up strategy implemented
- Major publication feature
- Marketing or Branding agency hired
- Merchandising standards enhanced
- Network marketing
- Networking functions - open to public
- Networking groups - paid (BNI, LeTip)

LEAD GENERATION IDEAS

- Newsletter/e-zine started and released regularly
- Offer free consultations
- Online courses, offered free or for teaser price
- Outsource your lead generation to an expert
- Paid social media ads
- Panel discussion participation
- Personal letters
- Piggy-back invoice mailings
- Podcast interview participation
- Podcasts hosted/created
- Point of sale material & displays
- Postcard mailing
- Preprinted inserts into newspapers, newsletter, magazines
- Press releases and public relations events
- Product packaging
- Prospect list (5-10-50) built and put in CRM
- Public Relations agency hired
- Public speaking events
- Referral system developed and nurtured
- Referrals requested from satisfied customers
- Referrals requested from your LinkedIn network

LEAD GENERATION IDEAS

- Regional magazine advertising
- Register tape coupons
- Relocate your business or open another location
- Respond to Help a Reporter Out (HARO) requests
- Retargeting campaigns on social media
- RFP lead providers
- Sales process documented and implemented
- Sales representative hired. Outside rep or employee
- Sales techniques designed and implemented
- Sales training for staff
- Salespeople added or increased training
- School newsletter ads
- Search engine optimization
- Selling incentives for staff
- Seminars and events
- Shopping Center promotions
- Sidewalk handbills
- Sidewalk signing
- Sign twirlers
- Signage enhanced: in-store, building, directional,
- Snapchat

LEAD GENERATION IDEAS

- Social bookmarking rating services
- Speed up your response to prospect inquiries
- Speed up your website
- Sponsorships
- Stickers and tags
- Strategic alliances with referral partners
- Telemarketing campaign
- Testimonials requested and promoted
- Toll-free phone numbers introduced
- Trade journal advertising
- Trade show exhibits
- Trade show networking
- Train station advertising
- Twitter posts
- Uniforms and nametags for staff
- Update your old content
- Video signing
- Virtual summit hosted
- Volunteer where your prospects are
- Webinars conducted
- Website enhanced and SEO optimized.

LEAD GENERATION IDEAS

- Website mobile optimized
- Window painting
- Window signing and/or merchandise displays
- Write a book and promote
- YouTube content videos created and archived
- Zoned Local newspaper advertising