

KARMA JACK DIGITAL MARKETING AGENCY

10 OF THE LOWEST COST WAYS TO GENERATE LEADS FOR YOUR BUSINESS

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You know your industry. You're confident in the products and services your business offers. Everything is top quality, every mark hit. But there's still one major obstacle in the way: it's just not finding new leads like you need it to be.

Generating new leads can be costly. If you're spending piles of money to bring in new leads, the payoff can be underwhelming considering the cost. Budget can be a big roadblock. Luckily, there are plenty of methods that won't cost an arm and a leg to expand your reach and keep your momentum building.

In this guide, you'll find 10 cost-effective ways to generate new leads. Your business already has the goods, so let's make sure it finds the leads it deserves.

#1

Webinars

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If it ain't broke, don't fix it. Webinars are a time-tested excellent way of building leads and they have the data to back it up.

Over 60% of all B2B (business-to-business) marketers use webinars to generate leads.

Webinars not only get lots of eyes on your business quickly, they have high attendee-to-registrant success with rates reaching over 40%.

62% of all businesses still choose webinars as their favorite way to generate leads.



#2

Lead Magnets

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PULL IN LEADS WITH FREE ITEMS OR SERVICES.

Who doesn't love free stuff?

**GET PEOPLE AND BUSINESSES ON BOARD BY
ENTICING THEM WITH SOMETHING ON THE HOUSE.**

For example: if they sign up for your newsletter, offer something in return. Trial subscriptions, infographics, consultations. Anything worth their time.

KEEP IT SIMPLE!

Make sure the lead magnet is easily attained. The more hoops a visitor has to jump through, the less likely they'll stick around.



#3

Content Marketing

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MAKE IT ENTERTAINING.

Blogs, podcasts, videos, apps, and more: these tell your visitors that they can trust you because you're not boring them.

MAKE IT NO-STRINGS-ATTACHED.

This means you aren't directly pushing a product or service in their face--you're giving them valuable information relevant to them because you care.

AIM FOR LONG-TAIL SEO (SEARCH ENGINE OPTIMIZATION).

3-5 keywords is easier to search for than 1-2 words. Make sure you have important, searchable keywords that potential leads are looking for.



#4

YOUR SITE'S TRAFFIC DOESN'T MATTER IF IT DOESN'T ENGAGE VISITORS.

Your site needs to be a well-oiled machine that is optimized for immediate engagement from your audience. Simple and accessible.

If your goal is to get potential leads to sign up for a newsletter, make sure it's quick, easy, and identifiable without having to dig through the site to do it.

Make sure the immediate action you want from potential leads is always just a click away.

Tidy Up Your Website





#5

Set Up A Referral System

WORD OF MOUTH GETS AROUND.

If your clients are pleased with your products and services, incentivize them to get the word out!

This can be as simple as offering a percentage off their next purchase after referring you to someone else.

Not only does this cast a wide net for potential leads, your own clients are doing most of the work and you're rewarding them for it. It's a win-win that also builds loyalty to your business.

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#6

Direct Engagement

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GET RIGHT TO THE SOURCE.

Sometimes the best route is a straight line. Potential clients appreciate being personally reached out to.

Social media, email, phone, and even directly in-person engagement tells potential leads you are worth their time.

Clients will remember that you offered your personal time to engage them.



#7

Write Guest Blogs

**YOU SCRATCH THEIR BACK,
THEY'LL SCRATCH YOURS.**

Find blogs that are relevant to your industry and offer to guest blog for them. This builds a network for you and others while getting your name out.

This also improves your SEO and attracts potential leads for your audience.

Insightful guest blogs are easily shareable and can generate traffic quickly.

A blurred background image of a business meeting. Several people in professional attire are seated around a table, looking at laptops and documents. The image is overlaid with a semi-transparent dark blue filter.

#8

Engage In Forums

SHOW POTENTIAL LEADS THAT YOU'RE KNOWLEDGEABLE AND HELPFUL.

Find forums relevant to your industry and mingle!

Answering members' questions, offering insight, and sharing your thoughts can be a great way to gather leads.

This same effect can be done by commenting on videos, answering questions on Reddit or Quora, and more.



#9

Interview Industry Leaders

THEIR REACH CAN BE YOUR REACH AS WELL.

Interviewing others can be a great way to build networks and expand your reach.

This is also a great way to learn from their success and hear what their experiences have taught them.

Turn these interviews into blog posts or videos. Double the traffic by having both you and those you interview promoting the content!

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#10

Personalize Your Outreach

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**MAKE YOUR LEADS FEEL LIKE MORE
THAN JUST A POTENTIAL CLIENT.**

Personalize the emails you're sending out. Potential leads are six times more likely to respond if you include their name when sending emails.

Personalization builds brand loyalty and engagement.

Each client matters--make sure they can tell you believe it by the way you engage with them!

Ready for more leads?

We're here to help.

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Contact Us Today!

MAILING ADDRESS

2915 John R Suite 507
Detroit, MI 48201

PHONE NUMBER

(800) 457-7751