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## How to start Lead Generation for Marketing Agencies

Lakshmi Gowda · 0 Comments

There are so many ways to grow the number of people visiting your marketing site, but unless you turn these visitors into leads, you won't be able to get new customers in the long run. As a result, your marketing agency may fail to grow at a strong rate. For a marketing agency to survive it needs to generate sales leads in the first occasion. Generating more leads takes time, energy, and lots of effort. To get a stable pipeline of leads, you have to invest your time in assembling relationships, networking, and marketing your agency.

Here we present you the step-by-step guide on generating leads to your marketing agency. From your initial goal settings, attracting clients to SEO, we have a lot of help for you to generate more sales leads.

## How to start Lead Generation for Marketing Agency

### Step 1. Set your Marketing Goals

The goals of your marketing should be the very same as those you explained for your website. Be specific about what you want to accomplish. Set your budget and time limits. Also measure

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**your results** to know how well you have performed. The clients you want, to come to your agency must fit your profile. You have to know and understand your market and your target audience, to generate marketing campaigns specifically designed to plead for them.

## Step 2. Optimize your Marketing Agency Website

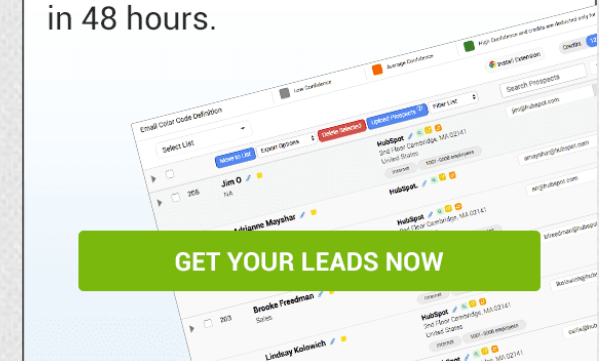
You need to have a healthy relationship with your search engine. The goal here is to have the search engine not only find your site and pages, but also specifically **rank the page relevance, so that it becomes visible at the head of the search engine results.** The process of optimization requires maintenance, tuning, and continuous testing and monitoring. Once people land on your website, you can **motivate them to stay in touch with you by signing up for your email list.** Add a sign-up form to your website. Offer a valuable content like an e-book, a free trial or a checklist in exchange of their e-mail address.

In the following example [sign-up.to](#) an email marketing software and services, offers a free trial for its clients who sign-up with their email into their website.

### AeroLeads Services

AeroLeads Prospect Generation Service provides you a processed list of prospects with valid email ids.

Give in your requirements, and we will get your prospects generated in 48 hours.



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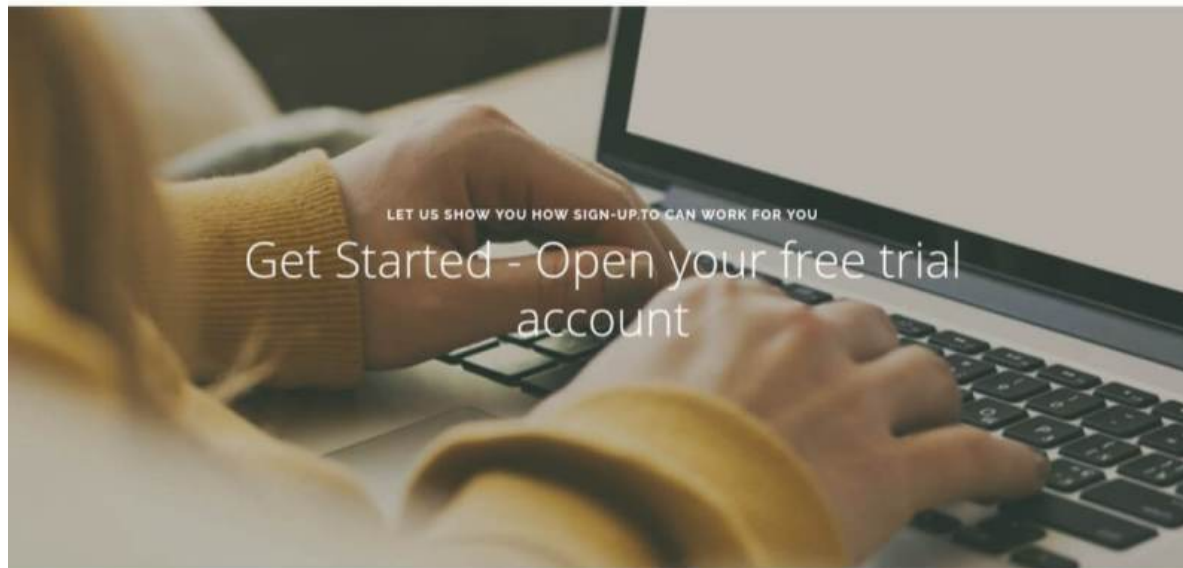
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### 1. Complete the form

Complete a few simple contact details using the registration link below.



### 2. Verify your details

We'll send you an email to verify your details and set up your account. \*



### 3. You're ready to go

You now have free access to the Sign-Up.to platform for 30 days.

## Step 3. Reach your Target Audience



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An opening for reaching your target audience is **understanding the composition of your current customer base**. Knowing their demographics like age, income, and location, for example, and their interests and requirements will give you valuable insight into whom you should start targeting online. A survey of these customers is a point to start, and it will let you gather data on who is often visiting your marketing agency.

Try **behavioral targeting**, which ties consumers with ads appropriate to their web browsing actions. This is assorted with demographic and geographic. It aims in delivering more apt ads. An exactly allied method to behavioral targeting is known as Remarketing. **By using this method you can target users that have previously visited your website and yet did not take any action**. By doing so customers will visit the website once again and lay hold of the chosen action.

## Step 4. Organize your Marketing Campaigns



Create a content calendar by recording all of your ideas and plans for content campaigns to **smooth your conceptualizing process and to schedule content prior to the need**. You can create your own calendar using [Excel](#) or use the free templates available. Keep track of team communications, tasks and progress by using a good project management tool. And also keep a track of your efforts in hope of identifying a pattern that you can modify in the future. Keep a record of the number of e-mails sent, CTR, bounce rate and new leads generated.

## Step 5. Find ways to Attract More Customers

A lot of marketing agencies and websites owners struggle in a sea of information, never able to purchase and control the real masses and spoonfuls that are the primary drivers behind sales and marketing. They jump from one strategy and tactic to the following, becoming frustrated when things do not turn out as fast as they had expected. **Consider the following ways to attract your clients-**

## A) Video Marketing



A video provides much more context than text. You get all your information in **less time and actionable way**, but you also get it in a much clearer and practical way. Look for keywords with variations of “how to” and related phrases, as people tend to find it more attractive. Create a high-quality content and post it on the best video site for marketers. Embed the video on your site and add a transcript. Generate customer video reviews and eliminate all their doubts regarding your agency. Do not concentrate on just going viral. Focus on showing stories rather than the sale. Strategically place a relevant call to action alongside a tracked URL at the end of your video.

## B) Offer freebies

Giving away free stuff, whether it is goods or services, can be a most effective tool for any marketing agency. But, like any other tactic, it should not be executed without a plan. You can use freebies to give clients and prospects a sample of your offering. Free samples can be used just to give customers a tangible plan of what your product or service is like. Giving too many free samples away may reduce your value. You can give away your checklists, infographics, top ten lists, how-to-information, and white papers.

## C) Content Marketing

Not marketing your content, is more like throwing away free traffic to your website. If you want to attract visitors and eventually turn them into customers, you need to tackle one of the main principles behind the success: content marketing. Getting more shares and traffic with content marketing requires a lot of dedication on your part, but the long-term results will be worth it. You should combine your content marketing strategy with the right digital marketing tools to further benefit your agency's online presence.

## D) Social Media Marketing



Social media is the major source of traffic to your site. It is also cost-effective and produces results. The most important benefit of lead generation using social media, specifically is, the ability to focus on highly qualified leads via advanced targeting. You need to be present on social media more in order to gain more traffic. Make your social posts fun, engaging, and timely. In doing this, you can boost website traffic. Social media is a single piece of a very big



puzzle. You need it to advance in your digital marketing attempts because it promotes your digital marketing efforts. Choose a right channel to market yourself. Treat your social media page like your website page.

## Step 6. Build a Great Testimonial Page

Your customer's words build credibility for your agency. It has to be a key aspect of your marketing and sales activities. Most of the consumers read online reviews and testimonials when considering a purchase. Testimonials work as strong messages and can validate your ability to be the best provider for your specific service. Have call-to-action buttons at the end of the testimonial for 'learning more' or 'get the same results' and then tie a landing page behind the call-to-action. This will let you know prior to calling the potential customer what their interests are because you know what sources they were looking at. Always make sure that people can share your testimonial easily.

### CUSTOMER TESTIMONIALS

Since 2008, Furlane has helped thousands of happy customers with QuickBooks.



*Alisha Raesz of Furlane has been a tremendous asset to our company. She has completely overhauled our accounting system and guided us to increased profits by setting up new cost coding and job tracking reports. Her knowledge of QuickBooks and professionalism have helped us rise to the next level. I just can't say enough about Alisha and Furlane. Thanks!!!*

**JJ Luebbe** / Luebbe Companies, LLC



*We started with Furlane specifically for Quickbooks point of sale help. Furlane was awesome. They have incredible knowledge of Quickbooks. This year we added another layer of Furlane help. We hired Furlane for bookkeeping. We are thrilled that we did. LaTiffany is our day to day contact. She is incredible. LaTiffany has cleaned up, streamlined and*



*I contacted Furlane about QuickBooks POS. We needed some assistance with having our inventory program work with QuickBooks POS. Tarrah was helpful in this matter. While talking with her I discovered that Furlane could assist my company with our QuickBooks as well as other concerns in my company. We are still in the process of changing our system and at the same time I have recommended some of my customers contact Tarrah.*

**Mike Patterson** / Allied Inventory Services



*Furlane has been a great partner with our third-party software integration. The key to me is that when they are not 100% on an answer they do not try to resolve it "on-the-fly" but go back and do research.*



*We have worked with Alisha Raesz from Furlane for the past 6 months and have been so impressed with her knowledge and attention to detail. Alisha has guided us through a new company file changeover to help our manufacturing business grow and she has provided amazing customer service. We could not have done it without her help!*

**Christy Ricketts** / Contemporary Research



*Marjorie Adams and Tarrah Hendrickson were very helpful during the initial 30 minute consultation, which was free of charge! I had a complex issue and they were able to resolve it for me within the 30 minutes, so I ended up getting the advise for no charge, which my boss will love! Would definitely recommend as well as use Furlane in the future*

maintained our accounting. LaTiffany and Furlane are pleasures to work with.

**Wendy Thomajan** / Austin Foot & Ankle Specialists



*I worked with Furlane on a QuickBooks data conversion. They were extremely helpful and knowledgeable. Helped us through a very rough patch smoothly. I would highly recommend Furlane.*

**Brenda Shearer** / Technical Specialties Corporation

**Derek Pennant-Jones** / Celling Biosciences



*No one likes to think about having to change accounting systems, particularly when you have been using the same system for over 20 years, but sure enough that day came for my firm in Texas recently. My firm is a distribution center for a pump manufacturer in Minneapolis. After searching for alternatives, I was unhappy with what I found, so I called Intuit, discussed our upcoming situation, and the first thing I wanted to know was, whom do I contact that would be considered experts at installation, training and manipulating Quickbooks. Without a drop of the hat, they recommended FOURLANE...If you ever had doubts of using their product or getting the support you would need, rest assured, FOURLANE is the way to go.*

**Jim Horany** / Wanner Engineering

**Jill Blecher** / Mass Polymers



*Furlane was unbelievably helpful to me when I wanted Quickbooks Premier for my company. I ordered for 1-user then wanted to add another. Then ended up wanting to add another and another. Linn was super helpful and was able to set me up where I continuously got credit for what I had already paid and in the end got all 4-users for less than the price of 3. She went above and beyond what most would do in her place. Anytime I need something and Furlane has it, I will be purchasing from them.*

*P.S. This is the FIRST ever review I have given – positive or negative – so that is how much I valued the service I received from Linn and Furlane.*

**Laura Jolliff** / Bob Riddick Roofing, Inc.



*Furlane* uses a star rating, this gives readers additional chances to engage with and permit the testimonials further.

## Step 7. Ask for referrals

box

## Refer customers. Grow your revenue.

### Join our Referral Partner Programme

From consultants to value-added resellers, a partnership with Box begins as a Referral Partner. Growing your business with Box is easy and profitable with access to specialised resources and time-saving tools.

### Get started

Complete the form on the right to join our Referral Partner Programme. That's the first step to start earning commissions on deals that you submit to Box. Based on performance, Box Referral Partners may also be invited to join our Reseller Programme.

### Next steps

After submitting this application, you will receive an email with your Referral Partner ID and information on how to send your leads to Box.

First Name

Last Name

Email Address

Phone

Company Name

Job Title

Address

City

Postcode

Country

Country

Company Size

Do you currently have a Box customer prospect?

I agree to receive emails from Box on educational resources, events, product and service updates.

Submit

By submitting this form, you agree to Box's [Terms of Service](#) and [Privacy Policy](#).

Here is a referral programme example from [box](#).

By asking referrals you can exponentially increase the number of referrals you get and excellently hike your client base. Set aside your sickness and force yourself to get in the habit of asking for a referral from each one of your satisfied customers. Ask your referrals face-to-face, it will be more respectful of your clients. You can also use this time to ask your client for

a testimonial. If your clients are satisfied with the service you're providing, sending a fast e-mail might be all they need to suggest your business to their friends and peers.

## Step 8. Effectively follow up with new leads

Now, after you get more leads, you need to nurture them with automated welcome series. If you do not follow up with your new leads you will end up in losing their interest. Use your welcome email as a way of saying thanks, it can make a big impact on how your subscribers view your agency. In every welcome email, provide a strong **call-to-action** and make it incredibly easy for new leads to staying in touch with you. Do not overload the welcome email with self-promotion, keep it short, simple and sweet. Remember that clarity around lead management, qualification and response times are the crucial base.

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Click the following links to get more information about lead generation

[Inbound VS outbound lead generation](#)

[7 Quick tips on lead generation for IT services](#)

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**How have you generated leads for your clients before? What strategies do you find most effective? Let us know in the comment section below.**



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