

HOW TO BUILD

A

WORLD-CLASS

INTERNET LEAD

GENERATION PROGRAM

Learn step-by-step how to build an Internet lead generation program that provides you with a steady supply of fresh leads and new customers!

Peter Geisheker

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About the author, Peter Geisheker

I am the CEO of The Geisheker Group Marketing Firm (www.geisheker.com) and I have been performing Internet marketing since 1997. I have created high volume Internet lead generation programs for small start-up businesses all the way up to multi-billion dollar corporations.

I am a nationally recognized marketing expert and I have been quoted in *Inc. Magazine*, *Entrepreneur Magazine*, *FORTUNE Small Business Magazine*, *Money Magazine*, *The New York Times*, *The Washington Post*, *The Chicago Daily Herald*, *InfoWorld Magazine*, *CIO*, *QSR Magazine*, *NBC News*, *MSNBC.com*, *Nation's Restaurant News*, Yahoo Finance, CNNMoney, and Search Engine Watch.

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What is an Internet Lead Generation System

If you want to be successful in today's hyper-competitive global marketplace, it is essential that you build an inbound content marketing lead generation program to attract and nurture a large audience of people in your niche market so over time you can convert them into leads and customers.

What is an inbound content marketing lead generation program?

An inbound content marketing lead generation program is a system for creating free content that is valuable to the people in your niche market and then promoting that free content using paid Internet advertising. This is how you attract people in your niche market to go to your website and enter your sales funnel. Think of the free content you create as a magnet to attract people in your niche market to click on your ads and go to your website.

The free content you create and promote to your niche market may include blog posts, ebooks, white papers, reports, podcasts, videos, webinars, infographics, etc. Then, you advertise on Facebook, LinkedIn, Twitter, and Google AdWords to promote your valuable free content to your niche market so people click on your ads to go to your website to access your free content and enter your sales funnel. This is known as inbound content marketing.

Where most businesses see the biggest bang for their advertising buck is by promoting their free content on Facebook and Google AdWords because those two companies offer the largest and most highly targeted advertising platforms in the world. No matter what a person's interest (B2C or B2B) you can find them and advertise to them on Google AdWords and Facebook.

The biggest secret for being successful with “Social Media Marketing” lead generation

When you go to a website to read a blog post, and that blog post has thousands of shares on Facebook, Twitter, and LinkedIn, it is almost always because that company paid to promote that blog post. That is the big secret for how companies achieve success in social media marketing and inbound content marketing for lead generation. They pay to promote their blog posts (and their other free content) to get thousands of people in their niche market to go to their website and enter their sales funnel.

We tend to assume that when we see a blog post that has thousands of shares, that those shares are natural and the company got them for free because the brand is popular or they are geniuses at social media marketing. The reality is that most of those shares were generated from paid promotion on Facebook, Twitter, and LinkedIn, as well as paying for blog promotion on Google AdWords and on blog promotion networks called, “Content Syndication Networks” that place your blog post advertisement on popular websites that are visited by millions of people.

Now you know why your blog posts only get a couple of social shares instead of thousands of shares. It's because you didn't use advertising to promote your blog posts.

“Ahhh... excuse me but I thought this ebook was about building an online lead generation program. Why are you talking about promoting free content and social media marketing?”

The reason I am talking about promoting free content and social media marketing is because it is the foundation for building an inbound content marketing lead generation program. It is how you create an advertising magnet to get thousands of people in your niche market to click on your ads and go to your website to access your free content and learn about your business. It's also how you get people in your niche market to enter your sales funnel so you can nurture them and over time convert them into long-term customers.

Why not just place regular sales-based ads to generate leads? Why do I have to create free content and pay to promote it?

In the past companies only ran sales-based ads to generate leads and customers. It was a simple advertising process where you placed an ad (online or offline) to sell something and then interested people responded to it and contacted your company as a lead and/or purchased from you. If you knew how to write great ads, this system worked well. Unfortunately, this sell-first advertising system does not work very well anymore because people now see so many ads, especially on the Internet, that we have built up a natural filter to ignore them.

We now live in a hyper-competitive global marketplace where we are bombarded by advertising on a daily basis. Every day when you go on the Internet you will see hundreds of ads. By now you barely notice them. By the end of today today you will probably have at least one hundred Internet ads served to you. How many do you remember? How many did you click on? How many companies did you contact? Did you buy anything from a company you did not know? Ads on the Internet have become “white noise” that people have learned to tune out. This tuning out of advertising by the masses is what led to the birth of inbound content marketing—businesses creating and promoting valuable FREE content to attract people to visit their website. It is human nature that we are much more likely to notice and click on an ad that is offering us something of value for free where we do not have to buy anything compared to an ad that is just trying to sell us something.

Let's face it, people hate advertising. People hate being sold to. However, we love finding solutions to our problems. We love getting valuable information for free (this free ebook for example). This is why you need to write and promote blog posts and give away helpful free information, such as ebooks, training webinars, videos, white papers, etc. Writing and promoting valuable free content gives your niche market what they want—information that helps them solve problems. By doing this you are building a relationship with them. They see you as a helpful expert who cares about making their life better. They begin to trust you and form a relationship with you and your company. And once they trust you, they will choose to do business with you!

Here is an analogy to make it easier to understand the difference in psychology between advertising (being sold to) and being offered something of value for free (inbound content marketing). I grew up in rural Wisconsin and my family had a mini farm and some horses. Unfortunately, we did a poor job of maintaining our wire electric fences and our horses often got loose and wandered through our rural neighborhood. It was always my job to find them and bring them back home to our barn. The first few times this happened I would go to them with the idea that I would just walk up to them, attach a rope to their halter, and bring them back to the barn. That did not work. They would see me and run. Then I would follow them, get close, and they would run again... with glee in their hearts. This would sometimes go on for hours. The problem was that I was trying to get them to do something they did not want to do—go back to the barn. Think of this situation as advertising where you are trying to get a person to do something they either don't want to do or are not ready to do—buy what you are selling.

After several attempts at trying to walk up to our horses and put a rope on their halter to bring them home, I learned that I needed to bribe them to get them to allow me to walk up to them and put the rope on their halter. So, I started carrying sugar cubes with me. The horses would see me and I would put out my hand so it was flat and I would let them see me put the sugar cubes into my hand. Then I would say, “TREATS!” Now, instead of the horses running away, they would run to me! I had something of value they wanted that I was willing to give them for free. People are the same. If you try to push something on them that they do not want, or are not ready to buy, they will ignore you and resist you. However, if you offer them something of value for free that they want, they will gladly come to you. This is the value of inbound content marketing. It is a magnet (bribe) that attracts your niche market to click on your ads and come to your website to begin a relationship with you.

Yes, I understand that people are not horses. However, we operate on the same principle of we will take action and go to somebody when that person offers us something we want, especially if it is free, but we will avoid people/companies who try to push us into doing something we don't want to do. This is the difference between placing an ad that offers something of value for free without having to buy anything (inbound content marketing) compared to placing an ad that says, “Hey you! Buy my stuff now!”

Secret #2: Use Google and Facebook Remarketing to nurture and convert the people who previously went to your website into leads and customers

Attracting people in your niche market to go to your website by promoting free content is only the first step in creating an online lead generation program. The second step is using Google AdWords remarketing and Facebook remarketing (actually, Facebook calls it Retargeting) to build an “audience” database so you can keep advertising to all the people who visited your website AFTER they have left your website and they are surfing other websites. The remarketing advertising you do will be a combination of promoting your new blog posts and free content as well as more traditional sales focused ads.

What on Earth is Remarketing?

Have you noticed that often after you leave a website, that website's ads magically follow you almost everywhere you go on the Internet? That is remarketing advertising and it is in my opinion one of the most powerful advertising technologies ever developed. It is how you get the people who have visited your website to come back to your website and become a lead and a customer. With remarketing, every person who goes to your website is “tagged” with a pixel cookie and automatically added to your Google AdWords and Facebook remarketing audiences. It is how you automatically create an online database of people you can advertise to over and over to nurture them through your sales funnel and convert them into customers. Remarketing is an Internet marketer's best friend.

Now when I say advertise to them with remarketing, I am not just referring to placing ads that say buy my stuff or contact me as a lead. I am also referring to promoting your newest blog posts and other free helpful content to give those people a strong incentive to come back to your website. This is how you nurture your niche market to trust you, see you as an expert in your industry, and want to do business with you.

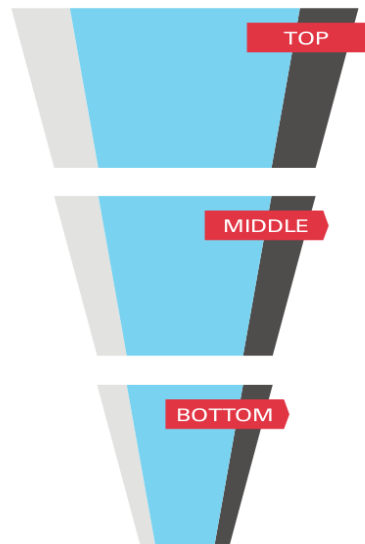
Here is how you use remarketing in your online content marketing lead generation program

As we discussed previously, you create an inbound content marketing program where you use paid

advertising to promote your content (your blog posts, free ebook, white paper, free webinar) to your niche market so they go to your website and then are automatically added (tagged) to your Google and Facebook remarketing audiences. You then nurture them and guide them through the 3 stage sales funnel (see next page) by promoting your new blog posts to them as well as your products and services using paid Google and Facebook remarketing ads. This is how you create a successful online lead generation program.

On the next page I discuss the 3 stages of the Internet Sales Funnel.

The 3 stages of the Internet Sales Funnel



1. Top of funnel: These are people who are first time visitors to your website and they probably have never heard of your company and they do not know you or trust you. They are in the investigative stage of the sales funnel buying process and they almost certainly are not ready to buy from you or even contact you as a lead.

Think to yourself, how many times do you normally visit the website of a new company you have never heard of before you decide to contact the company as a lead or buy from them? 3 times? 5 times? 10 times? 20 times? More? Rarely will a person attempt to do business with a company the first time they visit that company's website.

Trying to immediately hard-sell new first time visitors to your website, or get them to complete your lead generation contact form, will rarely work. You first need to nurture them by providing them with valuable free content, which is the purpose of your blog and why you should write and promote at least one new blog post each week. You then remarket to them over and over to promote your new blog posts and new free content using Facebook and Google Remarketing. This is how you build a relationship and trust.

2. Middle of funnel: People in the middle of your funnel have visited your website at least a couple of times, and they are reading your blog posts and learning about your company. They may not be ready to contact you as a lead, but some may be getting close. At this point some are probably ready to sign-up for your opt-in email list *IF* you offer them something of value for free, such as a free eBook, free report, free white paper, free training webinar, etc. You need to stay in contact with them to build trust and brand name recognition by promoting your free content to them using Facebook and Google remarketing. Besides promoting your free content to them with remarketing, you can also show them remarketing ads to try and get them to opt-in to your email list, to register for your free webinar, and to complete your lead generation contact us form, or even call you on the phone. At this stage in the funnel you will begin converting some of these people into leads and customers.

3. Bottom of funnel: These are people who have been to your website many times and have read dozens of your blog posts. They may have signed up for and watched your free webinar and they may have subscribed to your opt-in email list. They know who you are and they probably trust you. These are the people who are most likely to contact you as a lead and become a customer.

Internet buying behavior research has shown that a person often needs to visit a website several times before they trust a company enough to contact them as a lead or buy from them. This is particularly true for companies that sell high ticket items that cost thousands of dollars. The people in your bottom of funnel are the people who are most likely to contact you as a lead and buy from you.

The Lead Generation System

How to build an inbound marketing sales funnel for lead generation

Step 1: Attract people in your niche market to go to your website to engage them, to create trust, to create brand recognition, and to build your online audience for Google and Facebook remarketing.

Remarketing is done by adding both a Google and a Facebook tracking pixel to your website. Then, every person who visits your website is automatically added to your Google and Facebook remarketing audiences so you can advertise to them over and over. You then use Google and Facebook remarketing advertising to keep placing your ads in front of your audience to promote your new blog posts, to convert them into subscribers to your opt-in email list, to get them to register for and attend your free webinar, to get them to contact you through your online “contact us” lead generation form, and if you have an ecommerce website, to buy your products.

Building a large and highly targeted remarketing audience is how you create a successful online lead generation program.

Tactics you can use to attract highly targeted traffic to go to your website include:

- Write and add at least one new blog post or new free content item to your blog every week. Over time this will help you get a steady volume of free traffic from the search engines. It will also help to make your website and blog the Wikipedia for your industry, which is a very good thing for generating leads and new customers. To get more free traffic from the search engines, make sure to add important search terms people in your niche market search for in your blog titles, and your HTML title tag and description meta-tags (on page search engine optimization).
- Sign-up for <http://triberr.com> which is a free service you can use to help promote your new blog posts and where you can find great content from other people in your industry or niche market to share on social media.

- With Facebook advertising promote your blog posts on Facebook using highly targeted interest based audiences, your “Website Custom Audience” (this is your Facebook retargeting list), your Facebook Fans list, your Facebook custom audience created by uploading your in-house email list of opt-in subscribers, and your 1% Facebook Lookalike audiences. Avoid trying to generate immediate leads and sales with Facebook advertising. Facebook advertising is a tool to drive highly targeted traffic to your website to begin your relationship and get those people on your remarketing audience lists. It is with remarketing that over time you nurture those people and they become leads and customers.

Think of Facebook advertising this way: just like with dating, you do not propose to the other person 1-minute into your first date. With Facebook advertising you should not try to immediately hard-sell a new person by sending them to your sales based landing page. They do not know who you are, they do not know your company, they do not trust you, and they will almost never contact you as a lead or buy from you the first time they visit your website. Just like with going on dates and marriage, you need to first go on many dates over time before you propose and get married. You first need to build a relationship and trust. It's the same thing with Internet marketing. A person may need to go to your website 5..10..20..50 times before they finally trust you enough to contact you as a lead and/or buy from you. If you try to hard sell them immediately the first time they visit your website, you will turn them off and they may never return to your website. The secret to being successful with online marketing and lead generation is to make your website and blog a magnet to your niche market by every week providing new and valuable FREE information and resources for them. This is how you build trust and show you are an expert in your field and industry. That is why you want to write and post at least one new blog post each week.

- Google AdWords advertising. Consider using both pay-per-click search advertising and display advertising. Understand that you should not be focused on generating immediate leads with Google display advertising as display advertising (banner ads) work best for getting people into the top of your sales funnel. That is why Google display advertising costs so much less per click than Google pay-per-click search advertising. It takes time to nurture and convert people who

click on banner ads into leads and customers.

If you are doing very targeted Google AdWords pay-per-click search advertising, then you can send those people directly to a sales-based landing page, an opt-in page for your email list, a contact us form, or to a registration page for your free webinar. People who conduct a search on Google are generally much more motivated to take immediate action.

Just as with Facebook advertising, Google AdWords display advertising is a tool to drive targeted traffic to your website to begin your relationship and get those people on your remarketing audience list. It is with Google AdWords remarketing and Facebook remarketing that you over time convert your website visitors into leads and customers.

- Post a link to every new blog post you write on Facebook, Twitter, LinkedIn, Google+ the personal Facebook pages of you and all of your employees, and other popular content sharing sites like Reddit, Digg, etc. Also, it is very likely that the majority of your employees have at least one social media account. Ask them to help your company by adding links to your new blog posts in their social media accounts. This helps spread the word and drive traffic to your website for free.
- Paid promotion of your blog posts on LinkedIn. This can get a bit expensive as their minimum click charge is \$2 per click. However, if you sell big-ticket B2B items that have a large profit margin, you should definitely test LinkedIn advertising. It may work fantastic for you.
- Paid promotion of your blog posts on Twitter.
- Promote your blog posts to your opt-in email list.
- Create helpful videos and post them to your Youtube channel and promote them with Google AdWords for Video.

- Find businesses that have opt-in email lists of people in your niche market and contact the business owner to see if you can pay to place an ad in their next email post to their subscribers.
- Use paid blog promotion services (called Content Syndication Networks) to have your blog posts promoted on targeted websites that your niche market visits. A few content syndication networks to consider are Outbrain.com, Zemanta.com, Simplereach.com, Multivu.com, and Taboola.com.

Step 2: Use Google and Facebook remarketing ads and your email list to nurture, re-engage, and convert your past website visitors into leads and customers.

You do this by promoting your new blog posts to your remarketing lists and to your email list to get your past website visitors to come back to your website and read your new content. This is how you build trust and brand recognition.

You also create remarketing ads to attract past website visitors to go to your landing pages to subscribe to your opt-in email list by offering them your free ebook, white paper, etc., in exchange for them subscribing to your email list.

And, create remarketing ads that send people to your landing page(s) to persuade them to contact you as a lead by completing your contact form or by calling you.

Some people may convert and become a lead and a paying customer after only engaging with your website and content a couple of times. This is a very small percentage but it does happen. But the majority of people will need to visit your website several times before they will convert and become a lead and then a customer. Some will never convert. This is just the nature of people and the reality of Internet marketing.

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