

Top 5 Recommendations: Organic Lead Generation & Conversion Tactics

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1. YouVersion – The Bible App

Already installed on over 345 million unique devices all over the world, the Bible App offers a free Bible experience for smartphones, tablets, and online at Bible.com.

2. Blogging

Blogging is the foundation that digital content marketing operations are built on. High-value blog posts that speak to the biggest concerns of your audience can be shared on social media and gain visibility traction in search engines.

3. Email Marketing

Email marketing allows companies to build stronger relationships with prospects, nurturing them through the sales funnel from the delivery of high-value content that is relevant to their interests.

4. Direct & Indirect Selling

Executive Events

The relationships that you develop at these events can result in future collaboration and build a foundation for strong partnerships. These events allow you to make new connections, build strong relationships, and create a measurable impact on your business with minimal effort.

Search Engine Optimization (SEO)

(SEO) lead generation is a long-term strategy that requires techniques, foresight and planning, but also can provide a valuable stream of revenue.

Whitepapers

Generally serious in tone, whitepapers are meant to cover complex topics. Whitepapers are often used as lead magnets, enticing prospects to provide their email in exchange for access to their information.

Webinars

Webinars are only effective if the subject that you discuss is highly relevant to your audience. If you can generate signups, the leads that you generate through the webinar are likely to be more engaged than your average lead. Additionally, you can use the recorded version of the webinar as a lead magnet after it has aired, giving you another valuable piece of content for organic lead generation.

Speaking Engagements

Speaking engagements can result in both immediate leads, as well as long-term benefits, as people seek your brand out for your expertise.

5. Social Media Marketing - LinkedIn

LinkedIn is the premiere professional social network and for some businesses can be a gold mine of organic leads. There are more than 500 million LinkedIn users in total, with more than 140 million in the United States alone. Taking the time to establish a reputation on the platform can pay big dividends in the long term.

Viral Campaign Strategy

Position the Called:Leader membership (and / or “The 8 Steps to Life-Changing Growth” product) as a 2019 New Year’s Resolution program and solicit Christian Influencers to promote the membership / product to their followers / audiences.

Called: Leader Landing pages

Gateway:

<https://calledleader.com/landing/landing2/>

8 Steps (Buy Now):

<https://calledleader.com/landing/main/>

Life Experience Inventory:

<https://calledleader.com/landing/life-experience-inventory/>

Results Page:

<https://calledleader.com/landing/results/>