

Guide Series

Find

Reach

**Engage**



How to Turn Your Website into a Lead Magnet

Convert

Manage

Measure

Strategy



## Introducing

Optimizing your website for lead generation might sound like a complicated and tricky process, but it is a no-brainer in the world of marketing. After spending a small fortune creating the website, you need to exercise every effort to turn visitors into leads in the most seamless way possible.

Lead generation is an integral part of any marketing strategy, and unless you're taking it seriously, you could be missing out on huge business opportunities. Your website is more important than ever before, and first impressions really do matter. Your website is what will attract and convert leads into customers. Therefore you need to ensure it's fit-for-purpose and has full functionality.

Zym.ai's multi-channel marketing platform has a huge range of tools you can implement right away and turn your website into a lead magnet.

In this short guide, we'll be showing you how and most importantly, why, you should be adopting such tools with immediate effect.



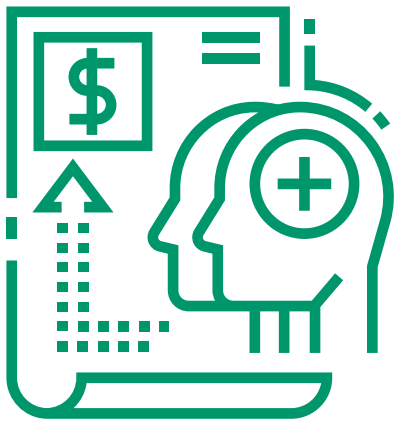


## 1

## The State of Lead Generation

According to the State of Inbound report, 63% of marketers stated that generating website traffic and leads is the biggest challenge marketers face. We all know it can be difficult to generate a steady stream of leads, but what are we doing to overcome these challenges?

The first thing we need to do is understand the challenges. Here is a comprehensive list of up-to-date statistics that will give you a better understanding of the ever-changing digital landscape we're all trying to work in.



- Strategic landing pages are used by 68% of B2B businesses to acquire leads. (Marketo, 2018)
- In 2018, 70% of marketers said their demand gen budgets would increase, and 34% say their spending will grow by more than 20%. (Demand Generation Benchmark Survey, 2018)

- 79% of B2B marketers credit email as the most effective distribution channel for demand gen efforts. (Content Marketing Institute, 2018)
- In the B2B setting, events help generate the most leads, while case studies help convert and accelerate the most leads. (Marketing Charts, 2018)
- Only 18% of marketers say outbound practices provide the highest quality leads for sales. (HubSpot, 2018)
- 61% of marketers say generating traffic and leads is their top challenge. (HubSpot, 2018)
- 53% of content marketers use interactive content in lead generation efforts. (Content Marketing Institute, 2016)
- 33% of demand generation professionals say that generation of MQLs is their primary metric for success. (Demand Gen Report, 2018)
- 46% of marketers with well-planned lead management strategies have sales teams who follow up on more than 75% of leads. (Strategic IC, 2017)
- Lead generation, sales, and lead nurturing are the top three organizational objectives for content marketers. (Wordstream, 2018)



## 2

## How to Generate More Leads

We now know how important lead generation is, and what other marketers are doing, but we also need to understand the process. We need to understand the customer journey so that we can create a customised experience from the very first interaction. Let's review the actual components of the lead generation process:



- **Strangers:**

They have no idea who you are and have never heard of your company.
- **Visitors:**

They have discovered your business through one of your marketing channels, whether that's your website, blog or social media pages. On all these marketing channels, you should have clear and concise information that will inform them all about how AMAZING you are.
- **Call-to-Action (CTA):**

A CTA is an image, button or message that will direct them clearly to a landing page where they will exchange their details for more information. This might be a piece of downloadable content or to sign up for a free trial. You must get their name and email address while completing the CTA.
- **Landing Page:**

A separate and specific webpage that is related directly to the CTA. They will have come here for a definite purpose. It can be used for several reasons; however, one of its most common uses is to capture leads.
- **Forms:**

Typically found on a landing page, they will consist of a series of fields that will collect your potential customer's information. Never ask for too much information, as they might get suspicious, only ask for what you need. By registering their name and email address, you can contact them again and direct your offer to them personally.
- **Offer:**

The offer is the piece of content or coupon they are receiving in exchange for their data. This needs to be engaging, and something that will add value to their life, or they won't be interested. Think carefully about how you present the offer.



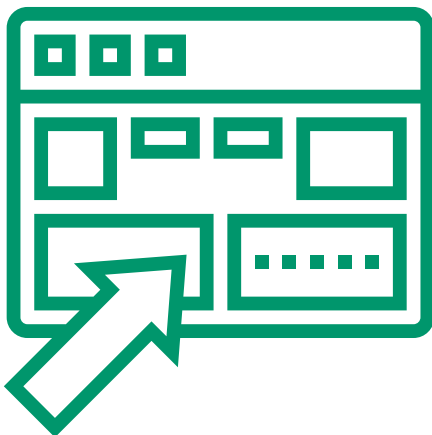
## 3

### Enhance Your Website to Generate Leads

There are lots of different ways in which you can optimize your website for lead generation, some easier to do than others. It's not as simple as throwing a 'click here' button on to your home page and hoping for the best.

Marketers and web designers must work together to create a fully optimised website that will allow you to create a consistent stream of leads. Zym.ai allows you to create and launch various lead capture forms across all marketing channels, including your website. You can also measure them in real-time and see what's working and what's not.

The lead generation process starts when a visitor clicks on a CTA, and willingly hands over their email address for something in return.



Here are five practical ways to optimize your website for lead generation:

- **Add forms to the best pages on your website - the ones that drive the most traffic.**

If you have active website visitor tracking, you'll be able to see what pages are the most popular on your website. If you KNOW people are flocking there, you need to make sure you have optimised that page for lead generation and are capturing as many emails as you can.

Measure each lead generator's performance and carefully track where the leads are coming from. It might not even be a page on your website, but a blog post or a social media platform. When you know what it is, you can figure out why it's working so well and apply these ideas to other pages on your website.

See how many people are coming to your website every day, as well as breaking it down on an individual basis. With our website tracking, you will be able to see whether they are new or returning visitors, the number of pages they have viewed and a breakdown of the actual pages they have visited. What's more, you'll be able to see what device they used to view it on and their geographical location to get a full view of your website visitors

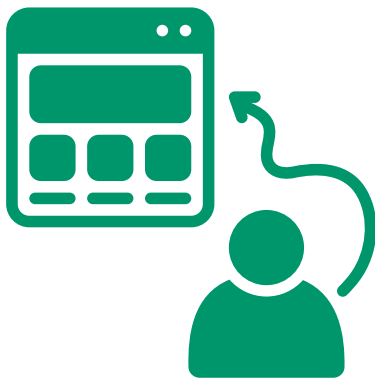


## 3

### Enhance Your Website to Generate Leads

- **Optimise each step of the lead generation process.**

If you know that a particular blog post or web page has attracted people, you need to make sure it's updated regularly, and everything is working such as links and forms. You need to test all buttons, landing pages, post-entry pages as well as updating content regularly so people won't get bored.



Using the Zym.ai, you can build customizable web forms that convert, all launched within a minute, with no coding required. Creating web forms should be easy, which is why we have created a full design hub that you can create useful and straightforward templates, that will save you time, effort and potentially money in the long run. Stay focused on the important stuff and let the Zym.ai platform take care of the rest – like making sure your web forms are optimised for performance, flexibility and security.

- **Always have a basic CTA on your homepage.**

It's essential to have a CTA on your homepage, but you shouldn't bombard people with a complex piece of content as soon as they arrive on your site. Keep the CTA plain and straightforward, like 'Find Out More', or 'Subscribe to Updates'.



- **Offer a downloadable piece of content on your blog posts or email marketing material.**

Again, website visitor tracking and analytic tools will allow you to see what's the highest performing blog post on your site. If you KNOW people are interested in this topic, then you should create a longer piece of content about the same topic and use it as a lead generation tool.



## 3

### Enhance Your Website to Generate Leads

- **Offer a live chat service on your website.**

Live Chat, and Chatbots are becoming more and more popular as people want responses in real-time – patience has well and truly gone out the window in the modern world. People want answers to questions quickly and efficiently, and chatbots are a fantastic way to do this.

By plugging in pre-empted responses to FAQs, you can communicate with your audience in real-time and keep their attention. They will understand that if they want to know more, in-depth information, they might have to enter their email address, which is a fantastic lead generation opportunity. Using Zym.ai, you can use our live chat feature to connect with real-time visitors to your website. Engage with your visitors and send customized messages to increase sales and give fantastic customer support – all with live insights for you to analyse such as trends, leads and all your live chat campaigns.

Chatbots are the solution to all your customer support issues, as well as a way to generate leads using this fun automated service. Using the dashboard, you can instantly respond to questions, reduce your customer support overhead, and be available 24 hours a day, seven days a week, 365 days a year.

Here are 7 more simple ways to optimise your website and turn it into a lead gen machine:

1. Personalize your CTA and don't make them too vague – customize them and be specific TEST everything!
2. Nurture your leads – follow-up emails, put them on an automated journey
3. Always include all your updated contact information on your website
4. Add photos and testimonials for high credibility
5. Show off the logos of the brands you have worked with in the past Include short videos to speak to the visitor directly
6. Use powerful and directional language when instructing them to take the next step
7. Make use of your whitespace – include additional CTA buttons





## 4

### The Best CTAs

An attractive call to action is a huge part of lead generation. Whether it's on a landing page, web page, a pop-up, blog post or a social media post, you need to ensure they are as attractive as possible.

This will encourage your prospects to hand over their personal details to you. It can be a button, image or a banner, but it should stand out from the rest of the page and attract the attention of the viewer.

Here are a few popular examples:

CTA	When to Use It
Sign Up	You will use this CTA when you're offering the audience to sign up for a free trial, an online course or an upcoming event.
Subscribe	By using a 'subscribe' CTA, the prospect isn't committing to purchase but still wants to receive updates from the company. These would typically appear on a blog, where the company wants to create a loyal readership.
Try For Free	Almost every company in the world offers something for free, as a way to entice prospects to your business. The word free will encourage people to hand over their email address, and you can show them all the benefits they would receive if they were a paying customer.
Get Started Now	With robust and directional language, you can encourage people to find out more about your product or service as soon as possible.
Learn More	When a prospect is still unsure about your company and what benefits you offer; they might want a little more information. You don't want to put someone off by coming across as too pushy at the earlier stages of the buying process.





## 5

### Now What?

You need to ensure you have your post-entry pages and autoresponders in place. A thank-you page and a follow-up email are a must-have in the lead generation process. People need to know if their details have been submitted and whatever they have signed-up to, is there waiting for them. If they aren't optimised, people will leave feeling confused, and your company could lose credibility.

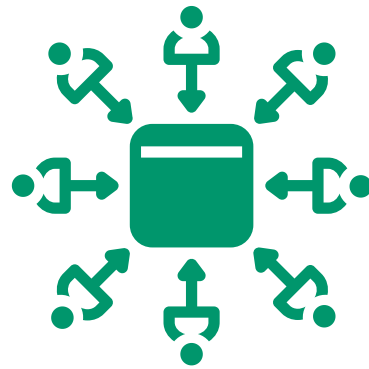


A post-entry page is a fantastic tool to keep your audience engaged because you can offer them more content that you already know they are interested in. Zym.ai allows you to create landing pages, post-entry pages and autoresponders all from the same area. You can keep your branding consistent across all pages and impress your audience with a steady stream of communication. You can easily and quickly set up your own, or use one from our vast template library.

## 6

### Measuring Lead Generation

By integrating your website with your Zym.ai dashboard, you can see the high-level statistics of your website activity and get access to more detailed breakdowns. The dashboard pulls in data from your Google Analytics account, so all your activity can be measured in one place.



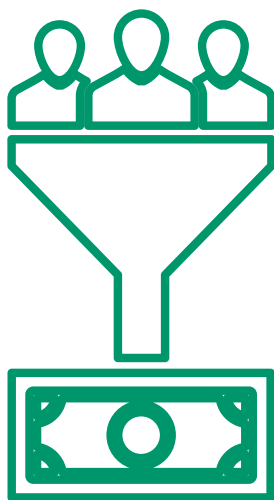
By adding Zym.ai's unique visitor tracking code to your website, you will be able to see much more detail from website visitors such as specific page visitors, referrer and their IP or contact profile if they are in your database. From here, you'll also be able to add them to your sales pipeline and view their website goals and scores. The filter option will also allow you to drill down on specific visitors based on time, devices, visits, location. You can also create, edit and monitor your website-based goals such as duration, page visits and event goals.



## 6

## Manage All Your Leads in One Place

All engagements (anyone who submits a form) will be accessible from your Zym.ai platform. You'll be able to see and filter by any campaign, the channel they came in through, as well as the time and date.



Clicking on the contact name will take you straight to the contact information of that person. Identify lead trends by viewing the channel, campaign and date to help inform future marketing activity. Track and allocate lead scores based on your customer's channel activity, by simply editing the default score and activity. Add your leads to a list to kick off a journey, and nurture those leads and encourage them through the funnel.



## Conclusion

Now you have a better understanding of lead generation, you know how other marketers around the world are also facing challenges. We all have obstacles to overcome, but it's how we deal with them that will set us apart from our competition.

Optimising your website for lead generation will allow you to capture leads at every touchpoint and ensure you're not missing out on any opportunities. Zym.ai can help you turn your website into a lead magnet today, by introducing a few simple tools such as:

- Website visitor tracking
- Live chat
- Chatbot integration
- Web forms
- Consistent landing pages, post-entry pages and autoresponders
- Lead management
- Analytics to measure, monitor and learn what's working

Want to learn more?

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