

#IndieFreedomSeekers

42 Ways to Get those Leads

So you've got your lead capture idea - you're going to want to create a landing page on your website to get people signed up - but how are you going to get people on that page? Here are 42 ideas for you!

Email

1. You can add the link to your email signature so it's there all the time
2. Add it as a P.s on the end of your emails
3. Send the link to your current email list to give them extra value from you
4. Send the link to valued contacts you think would benefit, but that aren't on your email list yet!

Facebook Page

1. Create a cover photo in canva and add to your page - check out my Facebook page to see how it works!
2. Link the button to your landing page
3. Add it to your story section and business details
4. Create a Facebook post and tell everyone about your fabulous free offer!
5. Pin that post to the top of your page, so that people who come to your page see your offer first
6. Create a Facebook story directing people to your landing page
7. Do a Facebook live telling people about it and post the link to the landing page in the comments
8. If your lead magnet is a challenge use Facebook events to get people to sign up - it will remind people when the challenge is about to start!

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Facebook Group

1. Create a cover photo in canva and add to your page
2. Create a Facebook post and tell everyone about your fabulous free offer!
3. Pin that post to the top of your page, so that people who come to your page see your offer first
4. Do a Facebook live telling people about it and post the link to the landing page in the comments
5. If your lead magnet is a challenge use Facebook events in your group to get people to sign up - it will remind people when the challenge is about to start!
6. Add a question about whether they want your free whatever in the 'membership request' section in settings. I ask everyone who joins Blue Stockings if they want me free Facebook mini-course - if they say yes I send them a private message welcoming them to the group with a link to the landing page. And I have the message pre-written in Trello so I can quickly copy and paste!

Instagram

1. Link in your bio and tell people to click the link in your bio!
2. Create an instagram post in your feed
3. Create an instagram story about it
4. Pin the story to your highlights
5. Create an IGTV highlighting your offer
6. Promote your IGTV in stories
7. Promote IGTV in your feed

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LinkedIn

1. Add a link to your landing page in your About section
2. Add a link in your Experience section
3. Create a article telling people about the benefits with the link to your landing page
4. Create a post with the link
5. Create a video and post with the link in the comments
6. Post on your business page (if you have one)
7. Send a DM to people you have a relationship with, but don't spam!

Pinterest

1. Create a pin for your landing page and pin to Pinterest - you could do this multiple times!
2. Add the link in your bio
3. Inside every pin description (if applicable)
4. Create a video and post to Pinterest with link in description

Your website

1. Create a landing page (hopefully you've got that by now)
2. Use 'hello bar' and create a bar at the top of your page
3. Create a pop-up
4. Embed a link on your homepage
5. Create a blog post about it and embed a link in blog post
6. Embed a link in all relevant blog posts