

## 5 Keys to Web Site Lead Generation

*Why creating a new Web site is Just the first Step.*

*Special Edition for Business Owners, CEO's, and CMO's*

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### A Plan for Increasing Sales Revenues in Six Months

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## The Foundation

### Today's World

The Internet has fundamentally changed the way in which people find, discover, share, shop, & connect. More & more of the things we used to do off-line, like product research and getting news, we now do online. One third of US consumers now spend at least 3 hours online every day.

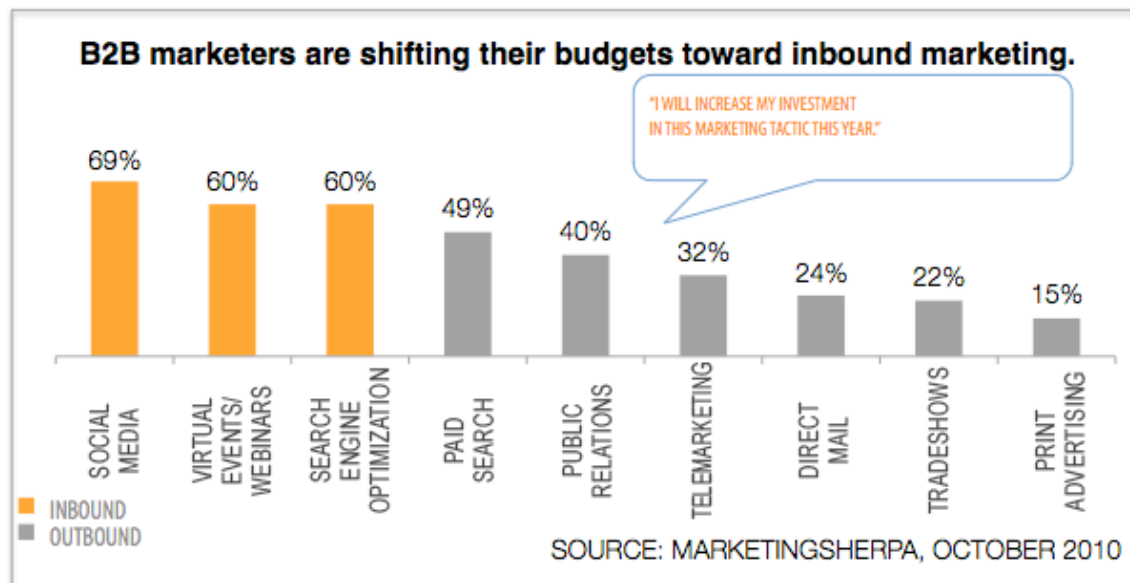
### Why Now, More Than Ever, This is Important for YOU

Everyday, more and more resources are being pulled from traditional marketing and put behind inbound strategies. This means that there is a paradigm shift happening right now in the marketplace, and you have a chance to be an industry leader in your vertical market.

## The Shift from Outbound to Inbound

### Key Statistics

- Marketers are shifting their budgets away from "interruption" advertising.
- 61% of marketers will invest more in earned media in 2011.<sup>3</sup>
- More than half of marketers increased their inbound marketing budget in 2011.
- The average budget spent on company blogs & social media has nearly doubled in two years.



### Conclusion

Inbound marketing tactics like SEO, blogging, social media, website lead gen and lead nurturing are more cost-effective than traditional forms of outbound marketing. Marketers are shifting their budgets, and seeing results.

## So What are the Key Pieces

### Search Engine Optimization

- Worldwide, we conduct 88,000,000,000 searches per month on Google.<sup>4</sup>
- 70% of the links search users click on are organic—not paid.<sup>5</sup>
- 46% of daily searches are for info on products or services.<sup>6</sup>
- 75% of users never scroll past the first page of search results.<sup>7</sup>

If your business is not ranking well for the words that describe your products and services, then you're not getting found for them by potential customers either.

### Blogging

- Nearly 40% of US companies use blogs for marketing purposes.<sup>8</sup>
- B2C companies that blog generate 88% more leads per month than those who do not.<sup>9</sup>
- B2B companies that blog generate 67% per month more leads than those who do not.<sup>9</sup>
- 2/3 of marketers say their company blog is "critical" or "important" to their business.<sup>10</sup>

Prospects, customers and search engines all love the content generated through blogging: prospects because it helps them understand what your customers do; your customers because it helps them stay up to date with your offerings and thought leadership; and search engines because each post represents another page that they can index for a specific topic and feed to others searching that phrase.



### Social Media

- 93% of US adult Internet users are on Facebook.<sup>11</sup>
- Marketers who spent 6 hours a week or more using social media and engaging/sharing content on it saw 52% more leads than those who did not.<sup>12</sup>
- Companies that use Twitter average double the amount of leads per month than those that do not.<sup>9</sup>
- Both B2C & B2B companies are acquiring customers through Facebook.
- More than 1/3 of marketers say Facebook is "critical" or "important" to their business.<sup>10</sup>

Facebook, Twitter and LinkedIn are no longer a 'nice to have' – it's a 'must have. Now it is a proven way to significantly engage with prospects and generate leads.

### Web Site Lead Generation

- According to FOCUS, it is only in the last third of the sales process that prospects actually want to engage with a sales representative.
- Inbound marketing costs 62% less per lead than traditional, outbound marketing.<sup>13</sup>

Content offers on a website should educate your prospects, and help them get smarter about what they need. By providing them with this advice, they will come to understand how your goods and services could potentially fill that need - they should also map to different stages of your sales process, so that leads generated can be nurtured accordingly. *If there is no call to action button on a Web site, you don't stand a chance at generating leads.*

#### Lead Nurturing

- According to an MIT study done with InsideSales.com, 78% of sales that start with a web inquiry go to the company that responds FIRST!
- According to a DemandGen report, nurtured leads produce – on average – a 20% increase in sales opportunities versus non-nurtured leads.
- According to Forrester Research, companies that excel at lead nurturing are able to generate 50% more sales-ready leads at 33% lower cost per lead.

Lead nurturing campaigns help you further educate and build relationships with non-sales ready leads in a scalable, effective way. *Do your prospects receive automatically triggered lead nurturing campaigns behind your offers? If NOT, you're missing out on opportunities to move leads through your sales funnel.*

## Combining the Elements for Maximum ROI.

#### Compelling Results

Alone and done well, these techniques can bring incremental results. When combined in a controlled environment, *these pieces come together to produce explosive growth in a measured, closed loop analysis environment, for a staggering ROI.*

#### The ImageWorks Process

The ImageWorks process starts with a Marketing plan that outlines goals and objectives, outlines challenges, incorporates a competitive analysis, and defines a specific lead generation path. Changes to your Web site (based on your marketing objectives) are next, followed by visitor generation tactics, lead capturing, lead nurturing, and then conversion to sales. All of this is tracked and measured in a closed loop analysis environment for constant evaluation and ongoing improvement. Our results on average include a 200% Return on Investment, 100% Measurable Results, Double Digit Increase in Top Line Growth, and 60% Cost Reduction from Traditional Marketing.

## About ImageWorks

### Who We Are

ImageWorks, LLC is a full service web marketing and technology company. We help businesses bridge the gap between their marketing and technology needs. ImageWorks, LLC is privately held and funded, and based in Vernon, Connecticut.

ImageWorks, LLC designs and implements cross-platform business workflow solutions that solve critical business problems and improve productivity for our clients. We help our clients by providing customized, single source, Web site design and hosting services in harmony with the focus and operation of their business to maximize ROI.

Founded in 1997, ImageWorks became an LLC in 1999. What began as a cottage industry selling advertising on a local town website quickly evolved into a Web design leader.

As a Web design company with over 14 years experience, our products and services now include: Full web design, database integration, social media, e-commerce, e-mail marketing, hosting, custom application development, and web site redesign.

As an inbound marketing agency we view our process as collaboration with our customers, not a product sale. We are looking for relationships with customers who want to succeed in inbound marketing, and we hope that we can create one with your company.

**If you would like to discuss your Blueprint for Inbound Marketing, please [contact us](#). We look forward to hearing from you.**

## Sources Unless Cited

### Sources

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- <sup>2</sup>SEARCH ENGINE LAND, FEBRUARY 2010
- <sup>3</sup>MARKETINGSHERPA, FEBRUARY 2007
- <sup>4</sup>SRI, October 2010
- <sup>5</sup>MARKETSHARE.HITSLINK.COM, OCTOBER 2010
- <sup>6</sup>EMARKETER, AUGUST 2010
- <sup>7</sup>HUBSPOT, STATE OF INBOUND MARKETING LEAD GENERATION REPORT, 2010
- <sup>8</sup>HUBSPOT, STATE OF INBOUND MARKETING REPORT 2011
- <sup>9</sup>BLOGHER, APRIL 2011
- <sup>10</sup> SOCIAL MEDIA EXAMINER, 2011
- <sup>11</sup>HUBSPOT, 2011