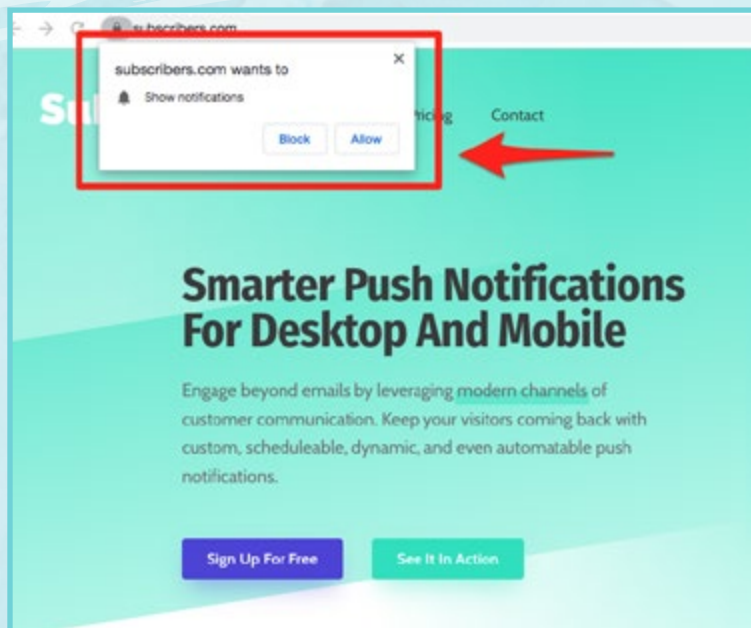# 15 LOW COST MARKETING

Ideas to Generate MORE LEADS

(RESOURCES INCLUDED!)

1 Add Web Push Notifications to Your Site

Push notifications are a way to communicate with your website visitors through notifications that are delivered directly to your visitors' screens via their browser – no email required.

Push notifications help convert your website visitor into a subscriber before they exit your website never to return!

Ways to Use Web Push Notifications

- ❑ Blog update
- ❑ Announce offers or promotions
- ❑ Abandoned cart
- ❑ Incentives

- ❑ Inventory update
- ❑ Price decrease
- ❑ New or trending products
- ❑ Coupons on the fly

Providers include:

- • Subscribers.com (free)
- • PushEngage.com (free)
- • WonderPush.com ($1)
- • AimTell.com

Resources

Push Notifications Guide by VWO

The Ultimate Guide to Push Notifications by WebEngage

KIM *Garst*

2 Optimize Your Call to Action's Text

A call to action (CTA) is a statement to get people to take action, like to click a button or a hyperlink.

The goal of a CTA is to get an immediate response from the reader to get them to take the next step in the sales journey.

Optimize your call to action by getting super specific with your text! Identify what you offer, who it's for, when they will get it, and what problem it's going to solve.

How to Improve Your CTA Text

- ❑ Write copy in the first person (I instead of you)
- ❑ Start with a verb
- ❑ Use articles (the, a) or prepositions (for)
- ❑ Be very specific about the offer
- ❑ Include a benefit or value proposition (What will the person get out of clicking?)
- ❑ Tell them "when" (today, now, one minute)
- ❑ Opt for clarity over creativity

If your conversion rate doesn't improve after updating your CTA text, be sure to review your offer!
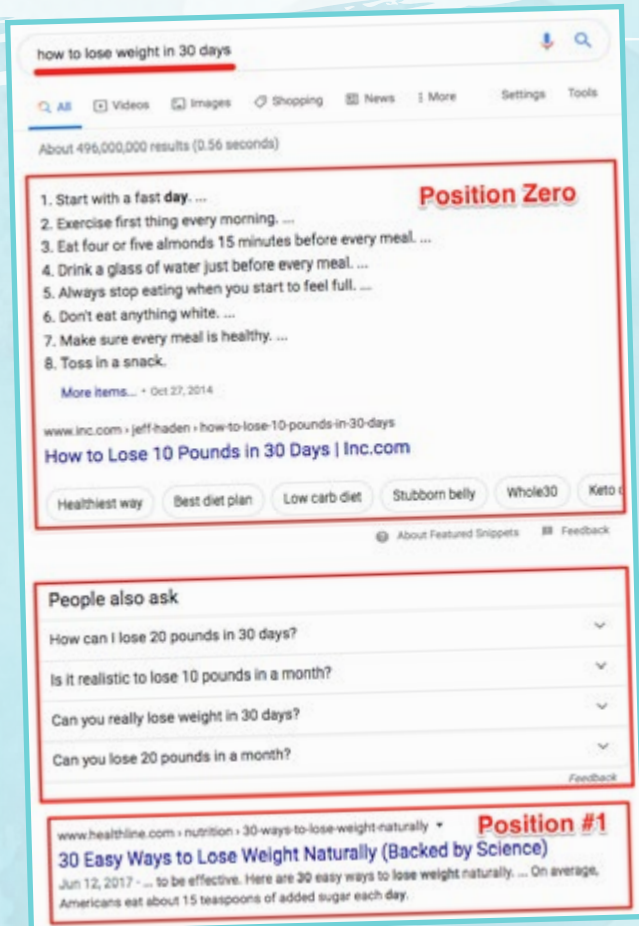
Resources

A Step-by-Step Guide to Creating the Best Call to Action for Conversions by CrazyEgg
50 Call To Action Examples (and How to Write the Perfect One) by AdEspresso
How to Create the Perfect Call to Action by Optinmonster

KIM Garst

3 Get Found with On-SERP SEO

Google and search engine optimization (SEO) are important to your business! 93% of online experiences begin with a search engine. And people are using Google the most to perform those searches.

On-SERP SEO is a strategy to optimize your website content to take up as much real estate as possible on Page One of search results pages. By doing so, you will generate higher click through rates and more organic traffic as well as brand visibility.

The goal is to reach "position zero" on the search engine results page (SERP). Position zero is where the answer is displayed directly on the SERP satisfying the user's search intent - without having to click further.

3 Tips to Optimize Your Site for On-SERP SEO

❑ Make your website content relevant to what your prospects are searching for
❑ Improve the findability of your visuals
❑ Utilize Your Google My Business Listing

Resources

A guide to every 2020 Google SERP feature [Infographic] by Brafton
How to Use On-SERP SEO to Increase Brand Awareness & CTR by SEJ
Everything you need to know to succeed with Google SERP features in 2020 by Impact

4 Create an Interactive Assessment

An assessment is a type of a lead generating quiz where the user provides answers to a few questions in order to receive insights based on them.

Perfect for lead generation, personalization, segmentation, and higher conversion rates!

How to Create an Assessment for Your Website

1. Sign up for an app (Interact, Outgrow, Qzzr)
2. Choose a template
3. Customize the template
4. Write corresponding emails (one for each outcome)
5. Add the assessment to your site.
6. Send traffic to the assessment.

IMPORTANT: Make an email address required to see assessment results!

Resources

Quiz Tutorials by Interact
How to Make a Quiz for Lead Generation by Autogrow
Beyond BuzzFeed: How I used quizzes to generate 10,000+ qualified leads by Quiz Funnel Strategist Chanti Zak

5 Segment Your List

Segmentation is a technique where you split your list into groups or "segments" to send more relevant, targeted communications to specific groups of people based on their preferences.

Segmentation increases open rates 14%, clicks 100%, and email campaign revenue 760%!

Examples of ways to segment your list include geographical location, interests, topics, purchases, products, open rate, and gender.
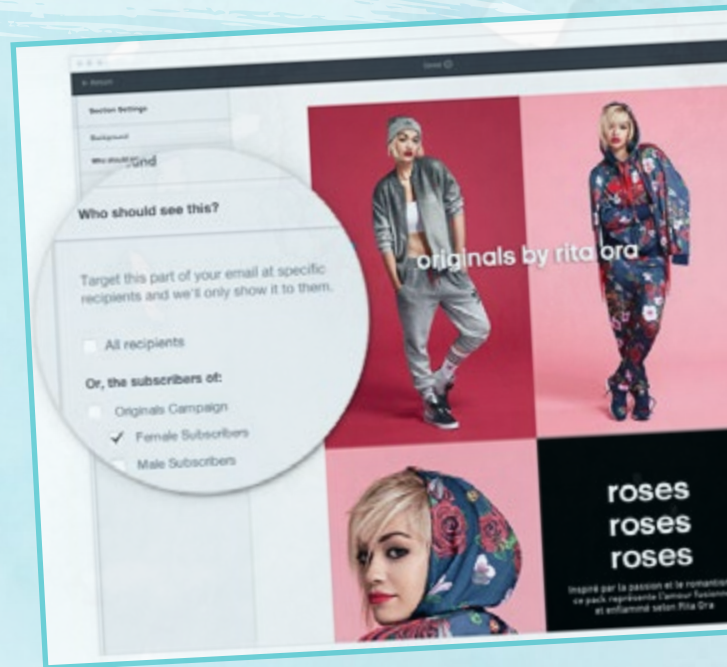
How to Segment Your List

❖ Choose an email provider that supports segmentation (ie. GetResponse, ActiveCampaign, ConvertKit, Aweber)

❖ Assign "tags" to each subscriber to segment into groups

❖ Start segmenting new subscribers through more targeted lead magnets and opt-in forms (like OptinMonster)

❖ To segment existing subscribers, send emails that ask subscribers to choose their preferences by selecting an option

❖ Don't go overboard! Limit segments (1-3 to start)

Resources

The Essential Guide to Email Segmentation by SendGrid
The Beginner's Guide To Segmenting Your Email List by RightMessage
50 Email Segmentation Tips You Need to Use Now by Optinmonster

6 Be a Guest Expert on a Podcast

Podcasting is huge right now! There were 86 million podcast listeners in the US in 2019. That number is forecasted to grow to 132 million by 2022!

But you don't have to have a podcast to benefit from this increasingly popular format. Now's the perfect time to start promoting yourself to be a guest expert on podcasts.

Guest Podcasting Benefits

- ❑ Podcast listeners are loyal, affluent, educated
- ❑ 74% of listeners want to learn new thing and 60% want to stay updated on topics
- ❑ Expands your visibility to reach new audiences that are still your target market
- ❑ Helps you grow your audience, build your list and your reputation
- ❑ Boosts your social proof and authority

Source: https://www.statista.com/topics/3170/podcasting/
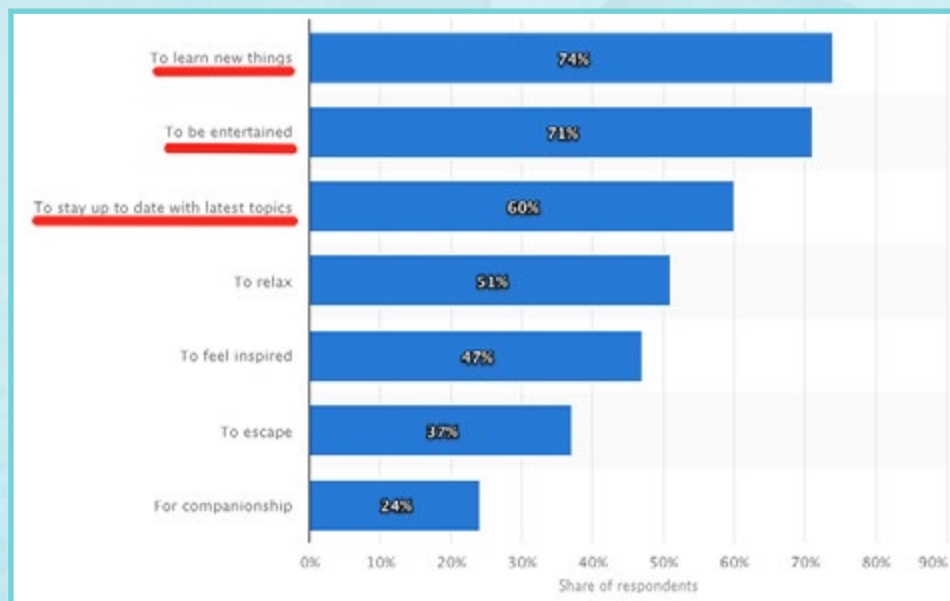
How to Get on Podcasts as a Guest

- Be clear about your target market (define who you want to reach)
- Research podcasts that appeal to listeners in your target market

  - Search iTunes, Google, and directories like Cast.market
  - Check out competitors, colleagues, organizations

- Create a pitch/proposal (use a template, then modify as needed)
- Offer audience a special freebie or deal and to promote
- Locate podcasts' contact information and email pitch/proposal
- Get listed on directory services like podcastguests.com ($9/mo) or MatchMaker.fm.

Resources

[How to Get Booked on Podcasts](#) by Buzzsprout

[How to Get on Podcasts as a Guest & Impress Listeners](#) by Podcast.co

[How to Be a Great Podcast Guest {Checklist}](#) by Convince and Convert

KIM Garst

7 Build an Alexa Skill (Voice Accessible Content)

Alexa is Amazon's cloud-based voice service and is available on more than 100 million devices from Amazon and third-party device manufacturers. One of these devices is the Echo, which is Amazon's smart voice assistant. These are the speakers you use in your home to assist you through voice recognition and artificial intelligence. For example, you could use your voice assistant to turn on your lights, answer a question, or buy a product.

By creating content that is voice accessible by Alexa, you're broadening your reach to people who use these 100 million devices. And the way to create Alexa accessible content is by building what Amazon calls a "skill."

Think of an Alexa skill like an app. Amazon Echo users can add skills to their Echo voice assistant to access them - just like you would add an app to your smartphone.

Building an Alexa skill means that you can offer customers another way to interact with your brand using technology that they use daily. There are two types of skills that I think could benefit your community and your business: Flash Briefing and Blog.

Communities & Organizations

Flash Briefing
Create daily or weekly content for your customers.

Blog
Let your followers hear the latest news and updates from your WordPress blog.

University
Post lectures or speaker series from your University for anyone to listen.

Spiritual Talks
Let your community hear the latest talks from your spiritual center.

Source: https://blueprints.amazon.com/

A Flash Briefing skill is a daily or weekly content snippet that you create for your community. For example, you could have a daily motivational or inspirational message to share. Or, you could create a brief daily or weekly tip related to your industry.

A Blog skill skill lets your followers listen to the latest news and updates from your WordPress blog.

How to Build an Alexa Skill

1. Go to https://blueprints.amazon.com/
2. Select the type of skill you want to create.
3. Follow the directions.

Resources

How to Create a Voice Marketing Funnel With Alexa Flash Briefings by Social Media Examiner
How to build your own Alexa skills with Alexa Blueprints by Digital Trends
The Ultimate Guide to Alexa Skills Marketing by Hubspot

KIM Garst

8 Publish an Amazon Kindle eBook

Use Amazon Kindle Direct Publishing to affordably publish a digital book on Amazon to generate leads and drive traffic. (Mostly it's the cost of your time - because it's free to publish with Kindle Direct Publishing.) This is all about marketing and not about generating revenue from book sales.

The marketing possibilities of a Kindle eBook include:

- Getting discovered in Amazon and Google searches

- Increasing your visibility to new people, including those members in Amazon's KindleUnlimited program where members can "check out" books like a library

- Getting your book highlighted in Google's SERP featured areas

- Being positioned as an industry leader

- Increasing your social proof and credibility

- Generating more leads

- Building a community around a theme or topic

When you make your book available on Kindle, you're opening the door for more eyeballs on your branded content. And these are people looking for what you are talking about, which means they are more targeted leads.

KIM Garst
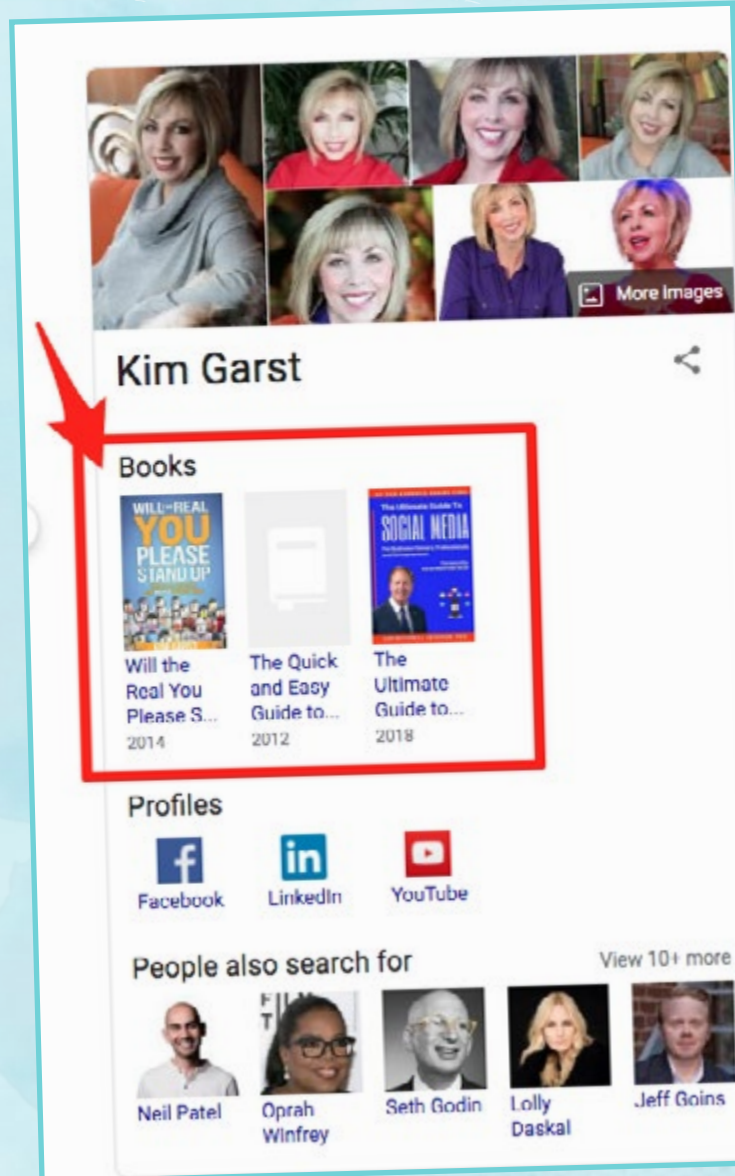
You can create accompanying support materials for download that you promote within your eBook. Maybe you develop a workbook, checklist, or some type of downloadable document. Then you can send readers to download the support materials in exchange for their email. You could also ask your book readers to join a Facebook group that is related to the topic.

Kindle eBook Tips

- Choose a topic that aligns with your offers (aka what you sell)
- Research the competition
- Your title should include keywords, inform the reader what the book is about, and spark interest
- Covers matter! Use a Canva.com template or use GoOnWrite.com ($30)
- Plan on marketing and promoting your book

Resources

Kindlepreneur.com
How To Write A Book For Kindle About Your Expertise Or Passion by Authority Pub
This Is How To Write An E-book And Publish It On Amazon KDP

9 Collaborate with a Related Business

Do you have any business colleagues who could use your services or skills to complete their projects? What about colleagues who have customers that could use what you offer?

Put your creative thinking cap on! Consider who you know and what they do. There could be multiple ways that you could come together for work collaboration.

For example, if you're a copywriter, you could reach out to web designers because they often work with clients who don't have the skills to write web copy. A web designer may consider incorporating your writing services into their web design packages because it makes their job easier.

There are also opportunities to reach out to businesses related to your industry to offer free training or guidance (with no expectation of promoting yourself). In the writer/web designer example above, a writer could offer the web designer's clients a free webinar on how to create persuasive web copy. The web designer could provide training to the writer's community as well. The concept is to form mutually beneficial relationships that serve both parties. You must have a common interest and the collaboration must be win-win!

Collaborating with another business means helping more people and reaching new audiences. You'll build trust and authority so that people think of you when they need an expert. But you may need to network if you don't have these connections already in place.

Resources

A Complete Guide to Collaborative Marketing for Brands by Ampjar
5 Ways You Can Collaborate With Other Companies And Grow Your Reach by Constant Contact
What Teaming Up With Another Company Can Do For Your Business by Fast Company
10 Ways To Collaborate With Other Businesses by Katy Sears

KIM Garst

10 Incorporate More User Generated Content into Your Marketing

User generated content (UGC) is any content that has been created and published by unpaid contributors rather than a brand. Think about those photos on social media where someone posts about your product or that review your last client posted on Facebook. UGC engages your audience, builds trust in your brand, contributes to new content/marketing ideas, and saves you time since the content is created for you.

According to a study by TurnTo Networks, 90% of consumers say UGC holds more influence over their buying decisions than promotional emails - and even search engine results! With this in mind, consider incorporating more UGC into your marketing strategy and campaigns.

But don't come across as self-serving, promotional, or money-driven in your UGC campaigns. People see right through that! Your strategy needs to be for the greater good, a higher purpose, a movement, or some other noble effort if you expect your customers to jump on board. And always get permission to use or re-publish your customers' content!

Here are ways to use UGC in your marketing:

- Reviews
- Contests
- Hashtag campaigns
- Feature customers' photos on your website

Resources

A Marketer's Guide to Using User-Generated Content on Social Media by Hootsuite
User-Generated Content: Why It's Effective and How to Use It in Your Marketing Campaigns by Instapage
Ultimate Guide to User-Generated Content by Later
10 Ideas for Getting More User-Generated Content by NewsCred

KIM Garst

11 Make Your Business Cards Available When You're Not
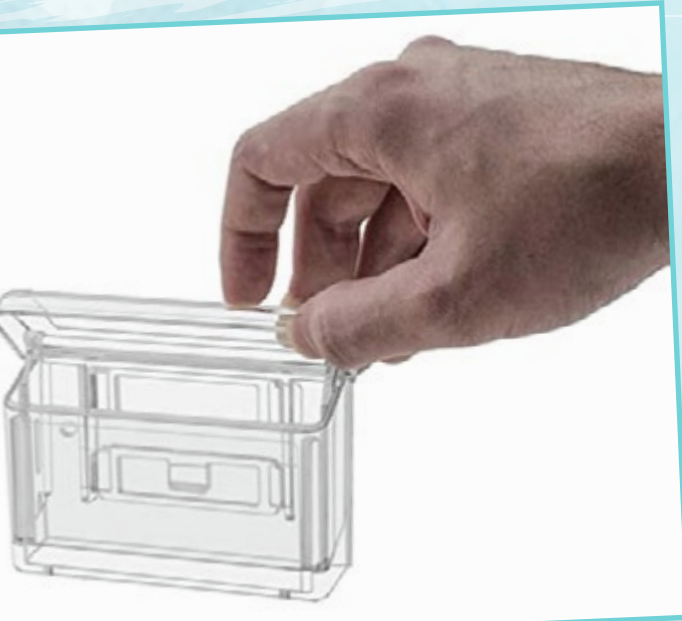
Sometimes you must be creative with your marketing and think outside the box! Here's a plastic business card holder that affixes to various surfaces. The lid is spring loaded and snaps closed to keep your cards inside.

Typically you may see these card holders on "For Sale" signs in front of houses. But that doesn't mean that you can't use them in other ways. The applications are only limited to your imagination!

Possible places to affix the card holder:

- On a car
- On a car magnet
- On an outdoor sign
- On a door
- On a window
- On a brochure/pamphlet stand

Resources

[Marketing Holders Grab a Card Business Box - Amazon](#)
[Outdoor Business Card Holder - Amazon](#)

12 Start a Meetup Group (or Join One)

Interested in local or remote networking? Meetup.com is a great place to start a networking group or join an existing group. You can find people who have similar interests and meet with them online or in person in your local area.

Meetup is a platform for finding and building communities. People use Meetup to meet new people, learn new things, find support, get out of their comfort zones, and pursue their passions with others. The subscription fee starts around $16/month.
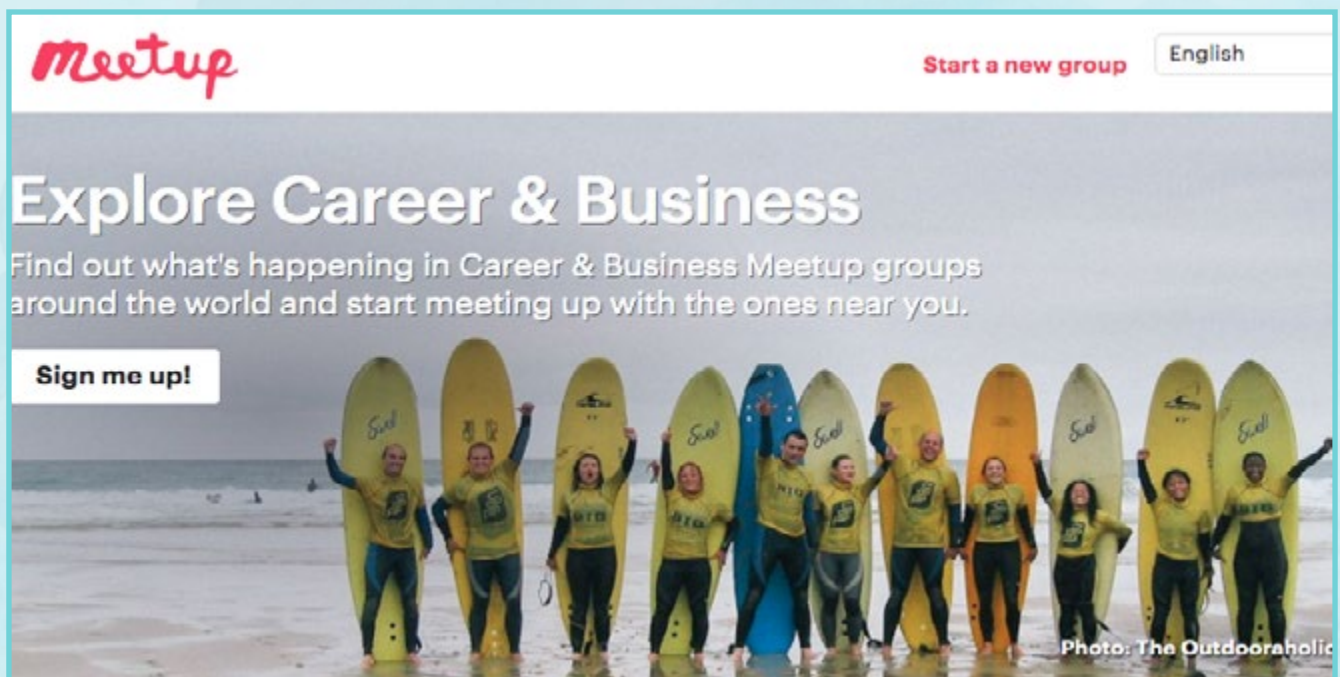
You could use Meetup to hold workshops, weekly meetings, masterminds, or even creativity sessions. It depends on your goals as to what type of Meetup you may want to join or to start. All you need to do is join Meetup then look for groups or start a group. It's that easy!

Resources

How to Start a Meetup Group in 6 Dead Simple Steps by ConvertKit
How to Host an Online Event on Meetup by Meetup
Attracting the Right Audience by Meetup

13 Publish a White Paper for B2B Lead Generation

According to Hubspot, a white paper is a persuasive, authoritative, in-depth report or guide on a specific topic that presents a problem and provides a solution.

B2B marketers create white papers to educate their audience or explain and promote a particular methodology. Typically, whitepapers are gated content, meaning that they require at least an email address - and commonly business details - for download, making them effective for capturing more interested leads.

A white paper is not a product pitch. A white paper is meant to inform and persuade prospects based on facts and evidence, not to sell directly.

Don't confuse a white paper, blog post and eBook. A white paper is heavily researched, more serious in voice/tone, and takes weeks or months to complete. They are 6-50 pages of dense reading material that follow a particular format and structure.

Benefits of white papers:

- Serve as a good, helpful resource for prospects
- Build credibility and trust with prospects
- Illustrate experience, expertise, and thought leadership
- Appeal to prospects farther along in the buying journey than blog posts and eBooks
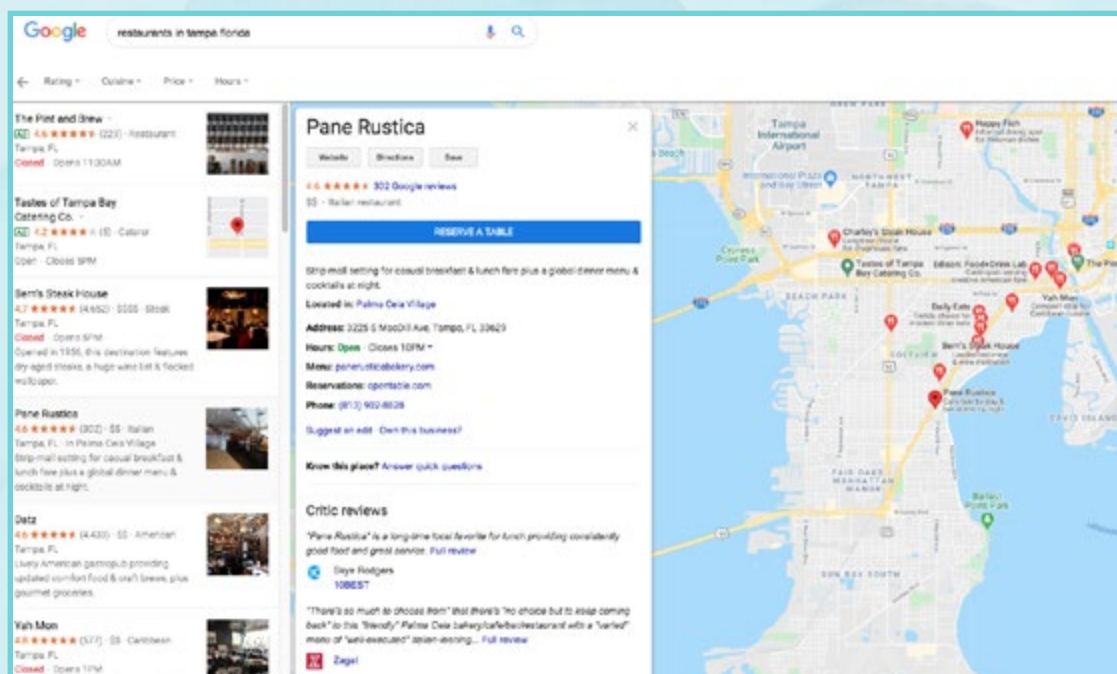
Resources

How to Create a Watertight White Paper in 9 Steps by Convince and Convert
White Paper Marketing: Killer Strategies That Get More & Better Quality Leads Consistently by Readz
20+ Page-Turning White Paper Examples [Design Guide + Templates] by Venngage

KIM Garst

14 Set Up Your Google My Business Account

If you haven't set up your FREE Google My Business (GMB) account, you should! If you have your profile setup, are you actively using it by posting content and getting your customers to help with reviews and experiences? A GMB listing helps your business!

GMB is a free way to boost your visibility in Google and compete with other businesses in your industry and location. Plus, it provides valuable customer data that reveals insight to improve your online and offline marketing strategies.

(While you're at it, set up your Yelp listing too!)

Resources

[Google My Business: How To Get the Best for Your Business in 2020 and Beyond by AdEspresso](#)

[How to Optimize Google My Business and Leverage It For More Sales by Neil Patel](#)

[Google My Business by Google](#)

15 Level Up Your Email Marketing with Interactivity

While email marketing is still an effective method to generate traffic, clicks, and sales, some experts are reporting an overall slowing of email effectiveness. One thing is for sure: email marketing is evolving.

Consumers reported that they are more likely to buy from a brand that is fun, lively, and inspirational.

Consumers also reported that they are more likely to buy from a brand that makes them feel entertained.

Feeling curious was a distant second.

Source: https://www.campaignmonitor.com/blog/email-marketing/2019/06/why-interactive-email-is-great-for-your-marketing/

According to Business2Community, 91% of buyers are looking for more dynamic and interactive content. And, according to Kapost, interactive content generates 2x more conversions than passive content (aka traditional static emails).

KIM Garst

How can you compete? Try these suggestions.

- Use newsletter templates that your email provider offers

- Add clickable polls, quizzes, and surveys into your emails

- Include "add to calendar" functionality

- Include clickable, animate buttons

- Consider looking into Google AMP for Gmail or Stripo email

Resources

Why Interactive Email is Great for Your Marketing by Campaign Monitor
12 Ways to Increase Interactivity in Your Emails by Neil Patel