

Social Media Lead Generation

8 Tips for Generating Business Leads
Through Social Media

Know Your Audience

- Who are they
- Male or female
- How much money they make
- Fears and concerns
- Problems they have that you can solve



Spell Out Your Goals



- How many leads do you want to generate in what period of time?
- Exactly who do you want as a lead?
- What makes a perfect lead?
- What would attract that perfect lead?

Create Compelling Content

- Use images, video, and audio
- Make it engaging
- Make it relevant



Add Sign Up Forms On Social Media



SIGN UP TODAY

- Put your sign up form directly on your social media page where allowed.
- Place it strategically so prospects can easily see it.

Improve Your Social Media Profiles

- A bad headshot and missing profile information can kill your conversion rates.
- Continually improve your social media profiles to get maximum results.



Spend Some Money



Social media advertising:

- It's relatively inexpensive and effective
- Buy sponsored posts on social media networks

Offer Something Substantial

- Make sure your free offer is relevant
- Something your target audience really wants
- Consider a slimmed down version of a product you might be selling



Create Multiple Landing Pages



- Create a separate landing page for each social media network
- This allows your prospects to feel welcome and at home
- And it helps build a level of trust

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