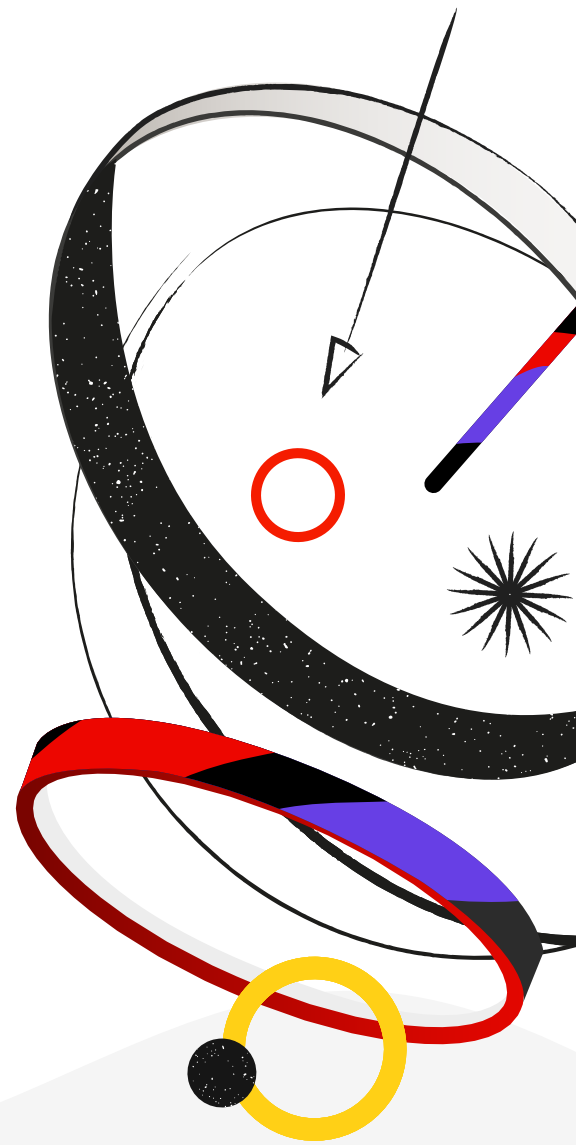


CHEAT SHEET

The DOs and DON'Ts to level up your lead-generation tool kit

Businesses essentially have two revenue streams: new customers and existing customers. Though lead generation is usually thought of as a way to attract new customers, it's important to recognise it as a way to retain existing customers, too.



There are **four key areas** of lead generation to focus on:



Search Engine Optimisation (SEO):
helps customers find your products & services



Search Engine Marketing (SEM):
ensures competitors don't steal prospects away



Demand capture:
helps customers narrow their options



Email capture:
puts new customers in your database

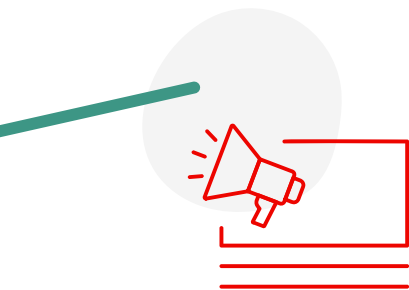
Let's get down to the nitty-gritty for each...



SEO

Rather than thinking of SEO as a way to get the most visits possible, think of it as a way to reach a certain group of people with a certain need. Sure, it helps your brand, but it's really there to help customers find what they want.

- **DON'T** rewrite the encyclopedia. It can give the wrong impression.
- **DO** write your landing pages for the *right* customers, not just *any* customers.
- **DO** create targeted, specific pages, aimed at a smaller group of people, with a single solution and search term in mind.
- **DO** keep tabs on your search terms. Something that works brilliantly today might not work tomorrow.



SEM

Focus your SEM budget and strategy on your unique selling points, because they are what make your brand special.

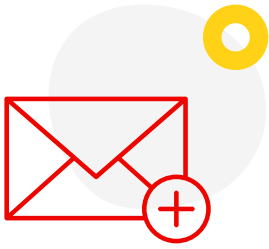
- **DO** target prospects in the discovery and purchase stages, who are already looking for what you have to offer.
- **DO** take your time and select keywords that get the *right attention* for your business.
- **DO** align your solutions with the specific pain points the *right customers* have.
- **DON'T** rush to judgment. Keyword success can fluctuate depending on the season, your competitors, or even the changing world around us.



Demand Capture

Needs, situations, and attitudes can change fast. Demand capture helps you identify and prioritise customers that suddenly have a strong intent to purchase. After that, create a path for prospects in the discovery stage, discovering their need for a solution like yours.

- **DO** start with your most valuable visitors—those who already intend to purchase.
- **DO** focus on prospects who are weighing their options.
- **DON'T** only focus on the home page—**DO** design a clear path and landing pages for prospects at each stage of the buying journey.



Email Capture

Visitors are on your site, engaging with your beautiful content. Now it's time to break down barriers and get these new customers to share their email addresses with you.

- **DO** make the benefits for sharing their data clear.
 - Make it clear that you genuinely want to help and that you value their time and attention.
 - Offer additional, valuable resources in exchange for their data.

When it comes to email capture forms:

- **DO** minimise the amount of work that prospects need to do.
 - Use auto-fill wherever possible.
 - Use Adobe Marketo Engage Form Builder to build forms fast, and break longer forms into two steps.
 - No matter how many fields you use, make sure each one is clearly relevant.
 - **DO** Monitor engagement with fields to identify any fields causing prospects to flee.
- **DON'T** annoy existing customers—avoid asking for email addresses from existing contacts, especially when they're already logged into your site.



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