

## **The Mobile lead generation fever**

Business owners all need leads in order to get new customers and mobile marketing is one of the newest and most dynamic way to generate leads that has appeared over the past few years.

Smart phones, for instance, have totally changed people's lives and how they access the Internet, communicate with others, and especially how they search for and buy things. But in order to use it properly, you need good strategies for lead generation.

### **Mobile Marketing is Still Young**

Mobile Marketing is actually relatively young compared to other advertising methods like print, radio, etc. It is predicted that by 2015 more than half of all of the traffic online will be coming from some sort of mobile device, and a quarter of all pay per click will also be done on a mobile device. In order to get leads, a mobile marketing campaign must be designed to meet the demographics and trends of the people using mobile devices.

The majority of all lead generation strategies are straightforward. You merely design some sort of appropriate content on a landing page and then you promote it all over the place on everything from a blog to social media sites. But if you are creating it for mobile users, you have to optimize it so that they can read it easily on their smart phones, because if it isn't readable, you have just lost a lead and a potential sale.

Here are six ways to help you to get a better chance of receiving leads via mobile advertising:

#### **1) Use Progressive Profile Forms**

It's hard to fill out all those forms on a mobile device like a smart phone. The screens are so small and people don't like having to type so much. Plus, many of the regular forms are just too long for mobile devices. If the user gets too frustrated, they won't finish filling it out and will just go to your competitor and see if his site is more mobile-friendly.

The answer to solving this problem is a progressive profile type of form. A progressive profile lets business owners replace the fields in a form that were

previously filled out when your potential lead goes to your site. That allows the forms to be shorter and helps you to optimize your site better for mobile users.

## **2) Make short and simple call to actions**

When using mobile marketing for a call to action, you must understand how the whole thing will show up on a mobile device. You don't want to distract your potential lead since the screens are so small. You want a clear, simple image with text that is just the right size and tells them what they want in just a few seconds. Make sure that all of your call to action pages fit this criteria!

## **3) Give coupons, discounts for loyal clients**

Discounts and coupons are a great way to generate leads and many will work well with mobile devices. You can send out things like promo codes, loyalty discounts, etc. that they can use by logging into to your mobile site or by showing you the coupon on their phones. This is a great strategy to get a new customer to come into your business.

## **4) Optimize Content for Mobile Marketing**

Be sure to put more than one link in your content that can be clicked to get to your site. Don't wait until the very end to put the link to where you have your landing pages. Use bold headlines and make them short and simple to understand. The idea is to get their attention and get them to click on your link, go to your landing page and buy something. Don't bore them to the point where they don't even try to browse your site.

## **5) Your Phone Number should be a link they can click**

Anytime a person picks up their smart phone they are doing some sort of action whether it is checking Facebook or searching for a product they want to buy. Some people just browse with their phones while they are waiting in line to stay active. So, if they go to your site, you want your contact number to be clickable. That means they can click on the phone number and talk to you immediately if they have a question concerning your products and services.

## **6) Text Messages are Great**

Do a test message campaign. For instance, if a potential lead could walk into your store or wait at a bus stop, put up a poster that says, “text us for a \$10 coupon.” It’s a good ploy to get the potential lead to do it and try your products and services.