

A woman with her hair in a bun, wearing a white sports bra and black leggings, is seen from behind performing an overhead press with a barbell. The barbell has large black weights on each end. She is standing in front of a dark grey brick wall. The text '7 INBOUND LEAD CONVERSION TACTICS THAT WILL SUPERCHARGE YOUR BUSINESS' is overlaid on the image in orange and teal colors.

7 INBOUND LEAD CONVERSION TACTICS THAT WILL SUPERCHARGE YOUR BUSINESS

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CHILI PIPER

By Daniel Threlfall for Chili Piper



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Inbound lead conversion is the most important component of inbound marketing.

After all, it doesn't matter how many leads you generate or how efficient your inbound marketing methodology is if you can't actually convert leads into customers.

**Inbound lead
conversion is the game.
It's where action turns
into revenue.**



In this ebook, we'll take an in-depth look at seven specific inbound lead conversion strategies to help you master this aspect of inbound marketing.

These are the seven strategies we'll be covering.

- #1** Optimize Your Landing Pages
- #2** Fine-Tune Your CTAs
- #3** Qualify Leads with Lead Scoring
- #4** Send Leads to the Right Sales Rep
- #5** Improve Your Speed to Lead
- #6** Have a Genuine Conversation
- #7** Slow Down the Sales Process

WHAT TO EXPECT AFTER READING THIS EBOOK

- ✓ You'll get more inbound leads
- ✓ You'll convert inbound leads faster
- ✓ You'll convert inbound leads more effectively
- ✓ You'll have actual beneficial conversations with prospects instead of wasting your time
- ✓ You'll know which tools work (and which ones don't) for maximizing inbound lead conversions

FIRST OFF, WHAT IS AN INBOUND LEAD CONVERSION?

(LET'S MAKE SURE WE'RE
ON THE SAME PAGE.)





But before we jump in too deep,
let's answer a fundamental question.

What is inbound lead conversion?

There are a lot of different definitions, but on the most simple level an inbound lead conversion is whenever a lead completes a desired goal.

In most cases, it's really that basic — the lead buys a product or service.

INBOUND LEAD CONVERSION: THE ULTIMATE STEP IN THE INBOUND PROCESS

Inbound lead conversion is the final step in the lead nurturing process where a lead has already followed a sequence of steps.



An inbound lead conversion may also have been formally educated on how a product works, engaged with a sales rep, and so on, and have decided to go ahead and make a purchase.

Improving your lead conversion is a matter of systematically making changes, then watching the KPIs trend upward.

The following are practical moves that you can start today.



A black and white photograph of a woman in a gym, performing a squat with a barbell. She is wearing a dark tank top and leggings, and is in a low squat position with the barbell across her shoulders. The background is dark, and the lighting highlights her form and the barbell.

#1

**Optimize Your
Landing Pages**

For starters, it's crucial to follow landing page best practices, as this is a necessary first-step for grabbing a visitor's attention and establishing a base level of interest in your product.

If your landing pages fail to hit their mark, everything else in the lead generation process is going to be an uphill battle.

According to Crazy Egg, some best practices include:

- Using intuitive design
- Creating a simple, fluid experience for visitors
- Writing clear headlines, where you succinctly highlight your unique value proposition
- Eliminating distractions

It's important to experiment with landing pages. For instance, you should try out different headlines and copy and test different landing page lengths to see what visitors are most responsive to.

The more data you gather, the better you'll understand overall visitor behavior, and it'll be easier to make the necessary adjustments to optimize your landing pages.

The best way to go about this is to understand the basic principles of conversion rate optimization, and begin split testing different components of your pages.

With CRO data in hand, you can know exactly which headline, number of form fields, or CTA copy converts better.

#2

Fine-Tune Your CTAs



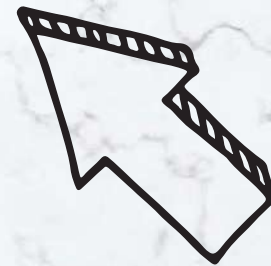
A CTA is one of the most basic elements of a landing page. Inbound marketing company IMPACT states that it's simply a statement that tells a visitor what action to perform.

But it's also one of the most essential aspects of conversion rate optimization. Getting your CTAs right plays an instrumental role in encouraging leads to click to learn more about your products and ultimately buy.

Unfortunately, some brands treat CTAs as more of an afterthought and slap up generic copy like "Click Here" or "Buy Now." But this isn't something that should be overlooked.

Sharon Hurley Hall of OptinMonster offers some advice on crafting the perfect CTA. One of her main suggestions is to use specific action words.

You'll also want to be sure to emphasize the value of your offer and reduce risk (e.g. get a free trial) to make leads feel more comfortable with buying.





#3

**Qualify Leads
with Lead Scoring**

Another big part of improving inbound lead conversion is prioritizing leads so you'll know which ones need nurturing and which ones are ready to move to your sales team.

If someone signed up for your email newsletter, for example, they would likely be at a point where they need some nurturing and may not quite be ready to move on to sales.

However, if they requested a demo, they've clearly expressed interest in your product and are ready to move to sales. One of the best ways to qualify leads and ensure you strike while the iron is hot is with lead scoring.

"Lead scoring is a way to qualify leads quantitatively," explains Lindsay Kolowich of HubSpot. "Using this technique, leads are assigned a numerical value (or score) to

determine where they fall on the scale from 'interested' to 'ready for sale.'"

Here's a simple example where you would want to prioritize "Lead A" over "Lead B" based on overall lead score and engagement.



This allows you to sort out leads more efficiently and categorize them by their level of commitment.

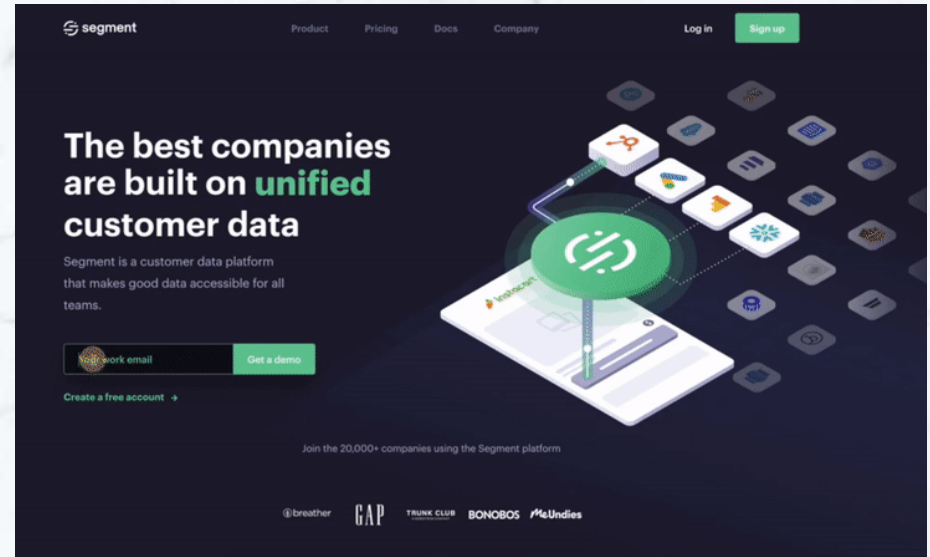
Fortunately, technology has made lead scoring easier than ever, with artificial intelligence (AI) being a real game-changer.

The Harvard Business Review's article, "How AI Is Changing Sales," specifically mentions that AI can be used to analyze multiple elements, like customer behavior, emails sent and social media postings to rank leads in the pipeline according to their odds of buying.

So this is something that can be incredibly helpful when leveraged correctly.

61%

Segment, a customer data platform, integrated Chili Piper with their lead scoring system and improved their conversions by 61%.



That small change – funneling leads into the request demo form and qualifying those leads – resulted in hundreds of thousands of dollars in pipeline for Segment.

#4

**Send Leads to the
Right Sales Rep**



Once you've identified high-quality leads that are likely to buy, it's vital that you direct them to the right sales rep who can engage with them and answer their questions — a practice known as lead distribution.

Seamless lead distribution ensures that you don't squander opportunities and sales reps are able to quickly provide the information needed to solve major pain points, thus increasing their odds of buying.

For example, with Chili Piper, you can set up rules to qualify leads and route them to the right rep in real-time based on advanced round robin rules, territory assignments, account-based ownership and more.

Or if they're not ready to speak with someone right away, leads can choose a convenient time for a quick call with a knowledgeable sales rep.



Thanks!
What time works best for a quick call?

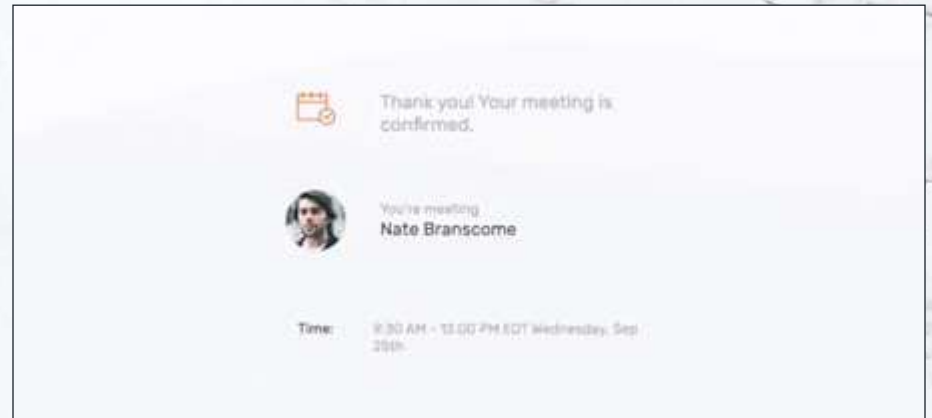
What works best for you?

Mon	Tue	Wed	Thu	Fri	Sat	Sun
Oct 20	Oct 21	Oct 22	Oct 23	Oct 24	Oct 25	Oct 26

What time works?

7:30 AM	8:00 AM	8:30 AM
9:00 AM	9:30 AM	10:30 AM
11:00 AM	11:30 AM	12:00 PM

At that point, they'll receive a confirmation along with the relevant details.



 Thank you! Your meeting is confirmed.

 You're meeting
Nate Branscome

Time: 9:30 AM - 10:00 PM EDT Wednesday, Sep 20th

#5

**Improve Your
Speed to Lead**



Timing is everything when it comes to inbound lead conversion. Wait too long and even the most qualified leads can get off the hook.

It's called speed to lead, and it's one of the most straightforward methods of improving inbound lead generation.

Fix your speed, and you can swiftly close exponentially more revenue. It's all about the timing – fast and easily getting your prospects on the phone.

According to market research 50% of the time the first one to respond will end up landing the lead.

Responding quickly is critical because it puts you in a position to connect with leads when they're most receptive. So you need to be prompt when responding and minimize any inefficiencies that are getting in the way.

Ideally, this should be done within five minutes and within two hours at the absolute latest, writes John McTigue of Kuno Creative.

It's usually best to have an appropriate sales rep contact leads directly, but if that's not feasible, there are some other ways to initiate contact and get the ball rolling to buy you some time where you can respond later.

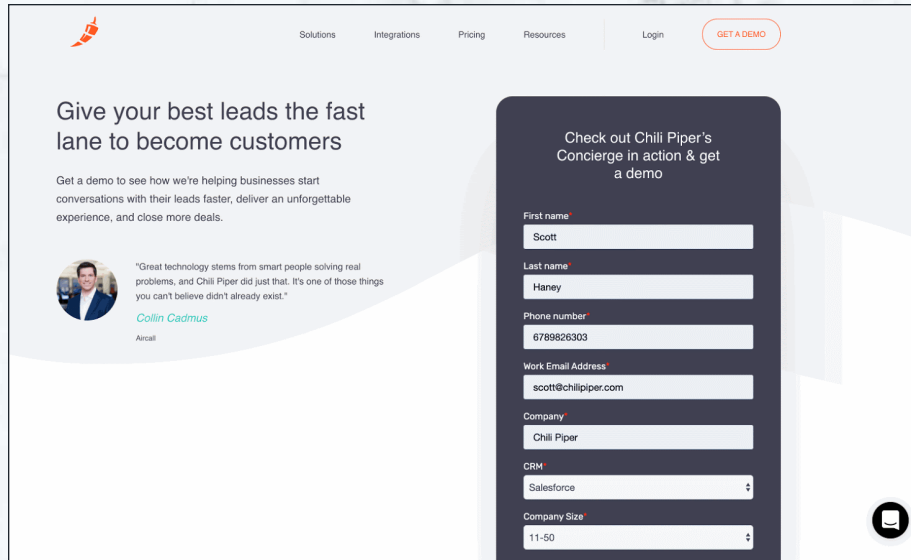
Janet Choi, head of content at Clearbit, offers some ideas, such as:

- Sending an automated email to touch base and provide basic information on your product
- Offering a demo that qualified leads can instantly use to get a feel for your product
- Using a chatbot that allows leads to get instant answers to pressing questions

It's all about keeping the momentum going and keeping leads engaged.

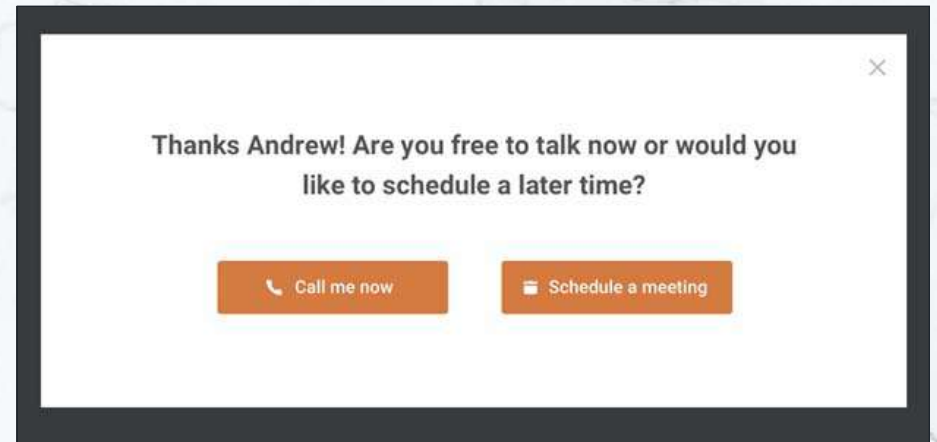
Prospects who submit their information on your landing page can book a meeting instantly.

Check it out.



The screenshot shows the Chili Piper landing page. At the top, there's a navigation bar with links for Solutions, Integrations, Pricing, Resources, and Login, along with a 'GET A DEMO' button. The main heading reads 'Give your best leads the fast lane to become customers'. Below this, a subheading says 'Get a demo to see how we're helping businesses start conversations with their leads faster, deliver an unforgettable experience, and close more deals.' A testimonial from Collin Cadmus of Aircall is featured. The central focus is a dark-themed registration form titled 'Check out Chili Piper's Concierge in action & get a demo'. The form fields are: First name (filled with 'Scott'), Last name (filled with 'Haney'), Phone number (filled with '6789826303'), Work Email Address (filled with 'scott@chilipiper.com'), Company (filled with 'Chili Piper'), CRM (filled with 'Salesforce'), and Company Size (filled with '11-50'). A 'GET A DEMO' button is at the bottom right of the form.

In some cases, you can even have a rep on the phone with the prospect within seconds of that prospect clicking the "submit" button.



The screenshot shows a confirmation modal dialog with a close button (X) in the top right corner. The text inside reads: 'Thanks Andrew! Are you free to talk now or would you like to schedule a later time?'. Below the text are two orange buttons: 'Call me now' with a phone icon and 'Schedule a meeting' with a calendar icon.

This is what makes Chili Piper so hot.

Better speed to lead means a higher close rate.

And a higher close rate means more revenue.

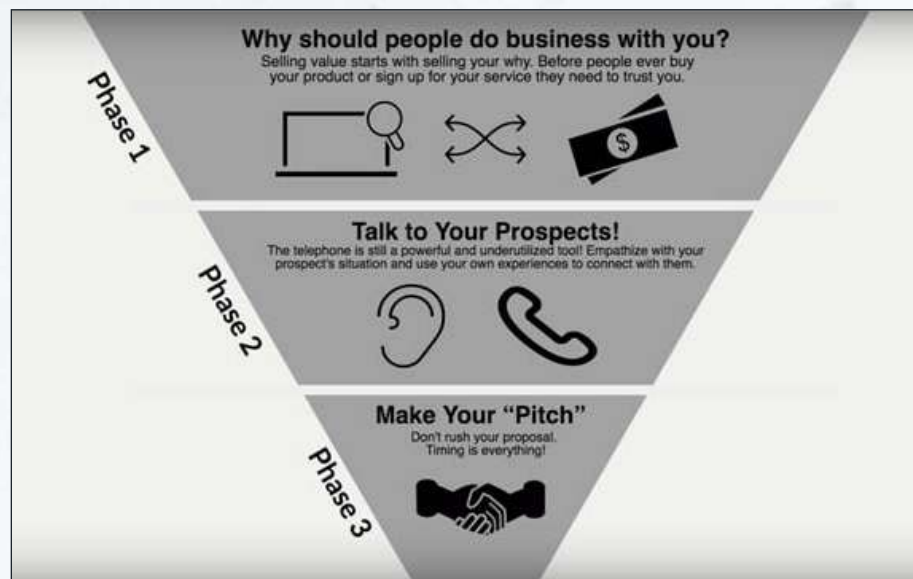
#6

**Have a Real
Conversation**



In a video called How to Convert Inbound Leads into Sales, Ryan Shelley of SMA Marketing talks about a concept in inbound marketing called the value-added sales funnel, which involves a core focus on providing value to leads throughout all stages of the lead generation process.

Here's a visual of what the value-added sales funnel looks like.



As the name implies, the goal here is to continually add value throughout the entire process – from the time a visitor lands on a site until inbound lead conversion.

There's a lot that goes into this, but one of the key parts is having a conversation with leads, identifying their pain points and coming up with a personalized solution that's tailored to their needs.

As Shelley put it, "people don't want to be sold at, but they don't mind being sold to." That's why it's important to take the time to talk to prospects and create personalized interactions that are unique to each person.

Doing so allows you to quickly build rapport, address key concerns and show leads the full scope of benefits of buying your product. This brings us to our final inbound lead conversion strategy.

A black and white photograph of a woman with long hair in a ponytail, wearing a sports bra and shorts, performing a pull-up on a ring. She is in a powerful, athletic pose, with her arms fully extended upwards and her legs straight out. The background is a dark gym with some structural elements and lights visible.

#7

**Slow Down the
Sales Process**



Sometimes, companies shoot themselves in the foot by getting too aggressive and “going for the jugular” with their leads.

They want to make a sale right then and there, so they push a product to the point that a lead becomes uncomfortable and backs away.

A better approach is to pump the brakes where you allow a lead to get to know your product and company and establish some integrity before going for the sale.

It requires patience and tact but can make a huge difference long-term.

FAQS ON INBOUND MARKETING CONVERSIONS

To wrap up, here are some answers to frequently asked questions.



Why are conversions important in an inbound strategy?

Achieving a high inbound lead conversion rate is key to getting the most from visitor traffic and for maximizing sales.



How do you generate inbound sales leads?

Leads can come from a nearly infinite number of channels, but some common lead generation examples include:

- Organic search
- Social media
- Content like blog posts, whitepapers and videos



What is inbound lead generation?

"Inbound lead generation is creation of content and campaigns that bring in website visitors and converts them into leads," explains Phil Vallender of Blend.

For instance, you might create an in-depth guide that answers pressing questions in your industry. In turn, this brings an ongoing stream of leads to your website.



What is an inbound lead?

An inbound lead is someone who has expressed interest in buying your product.



What does inbound marketing mean?

This involves developing marketing techniques that focus on creating quality content to attract targeted customers and capture their attention by providing them with value.



What is conversion strategy?

This refers to the specific tactics used to encourage leads to convert and become customers. Having a sound strategy is integral to boosting your inbound lead conversion rate.

CONCLUSION

There are multiple steps involved with the full inbound conversion funnel. All are important, but mastering inbound lead conversion is absolutely essential.

This is the final step where all of your previous efforts come together. It's where you capitalize on the momentum you've gained and compel a lead to take action and buy.

There are numerous strategies you can utilize to increase conversions, but the ones outlined above are some of the most practical and incorporate proven tactics to maximize revenue.



QUOTES



You know that feeling when a lead comes through and you're excited to talk to them, but they have no idea why you're calling? Yeah, I haven't had that feeling since I started using Chili Piper.

Evan Mangione, Mid-Market AE with Chili Piper



It's SO important to be quick to engage with inbound leads. They could lose interest at the drop of a hat so we NEED to be Johnny on the spot while their intent is high!

Erich Beer, SDR with Chili Piper



Velocity = Power. Not only when booking meetings, but in every single aspect of life.

Arturo Olvera, SVP of Sales at Catzo Fitness





www.chilipiper.com

GET A DEMO