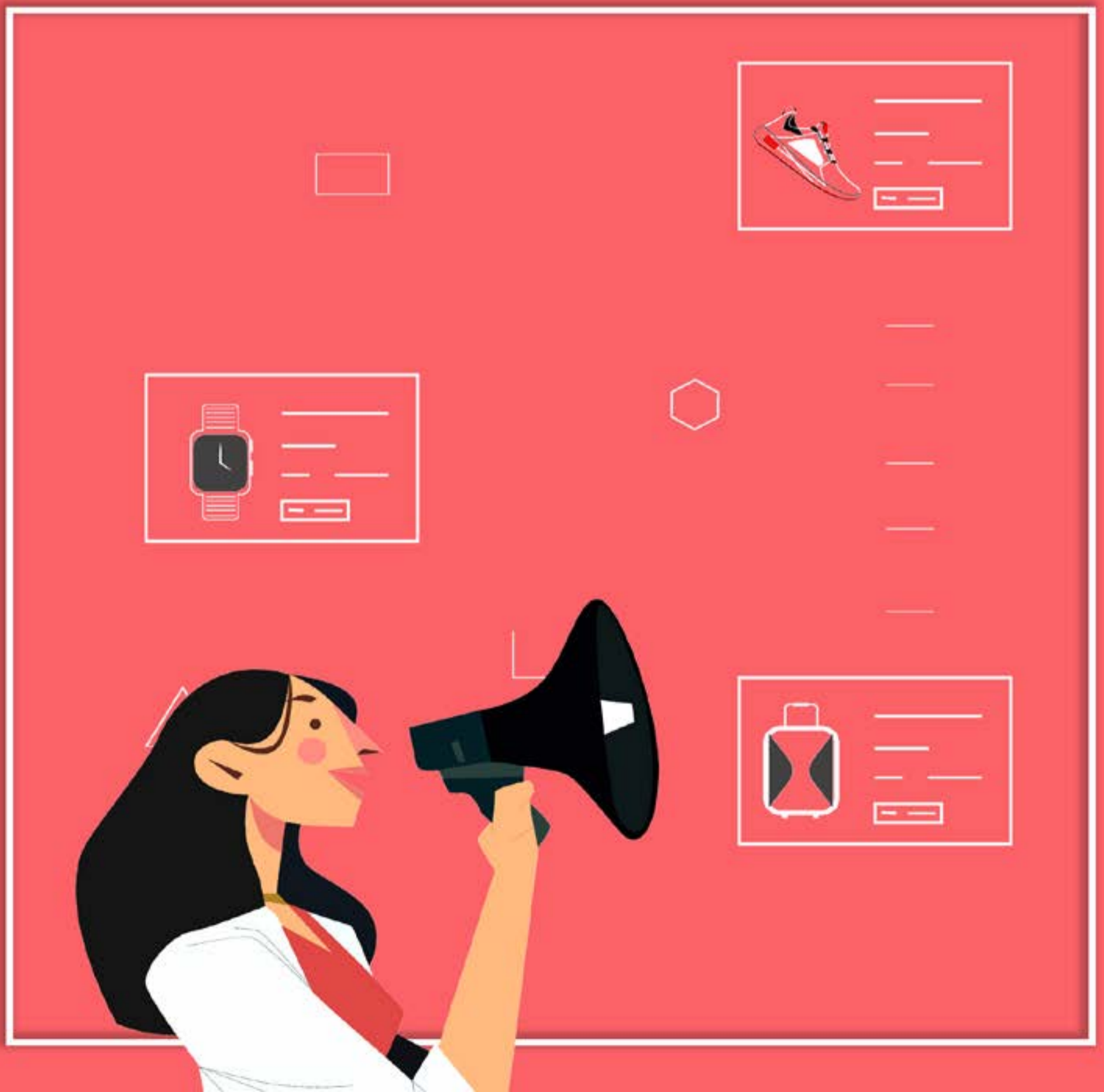


25

List Building Strategies to Amplify your Ecommerce Brand



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Introduction

What is the first thing that comes to your mind when you hear the phrase '[lead generation](#)'? "Stress!", majority of the marketers might exclaim. Don't believe us? We did some homework to establish this for you.

[61% of marketers](#) rank lead generation as their number one challenge. And when we shift the focus on the ecommerce industry, the news isn't getting any better. The challenge of getting qualified leads is real. [96% of visitors](#) who come to your ecommerce website aren't ready to buy (yet).

What can we infer from this? How do you ensure that you don't face similar challenges for your ecommerce business? More importantly, how can you gauge if your [ecommerce lead generation](#)

strategy is on the right track? We'll tell you.

Unlike most ebooks, we're going to tell you the moral of the story right from the start.

"Consumers don't want to buy from you because you're good, you're good because consumers want to buy from you."

You want to make your lead generation game so strong that consumers can't help but be interested in what you offer. Think of your product as a talented speaker, but your lead generation tactic as the podium that will amplify your reach multifold. However, right now, [63% of the marketers](#) are standing in line with you, 50 ft away from the podium. How do we get from here to there? Keep calm and read on. All will be revealed in good time.

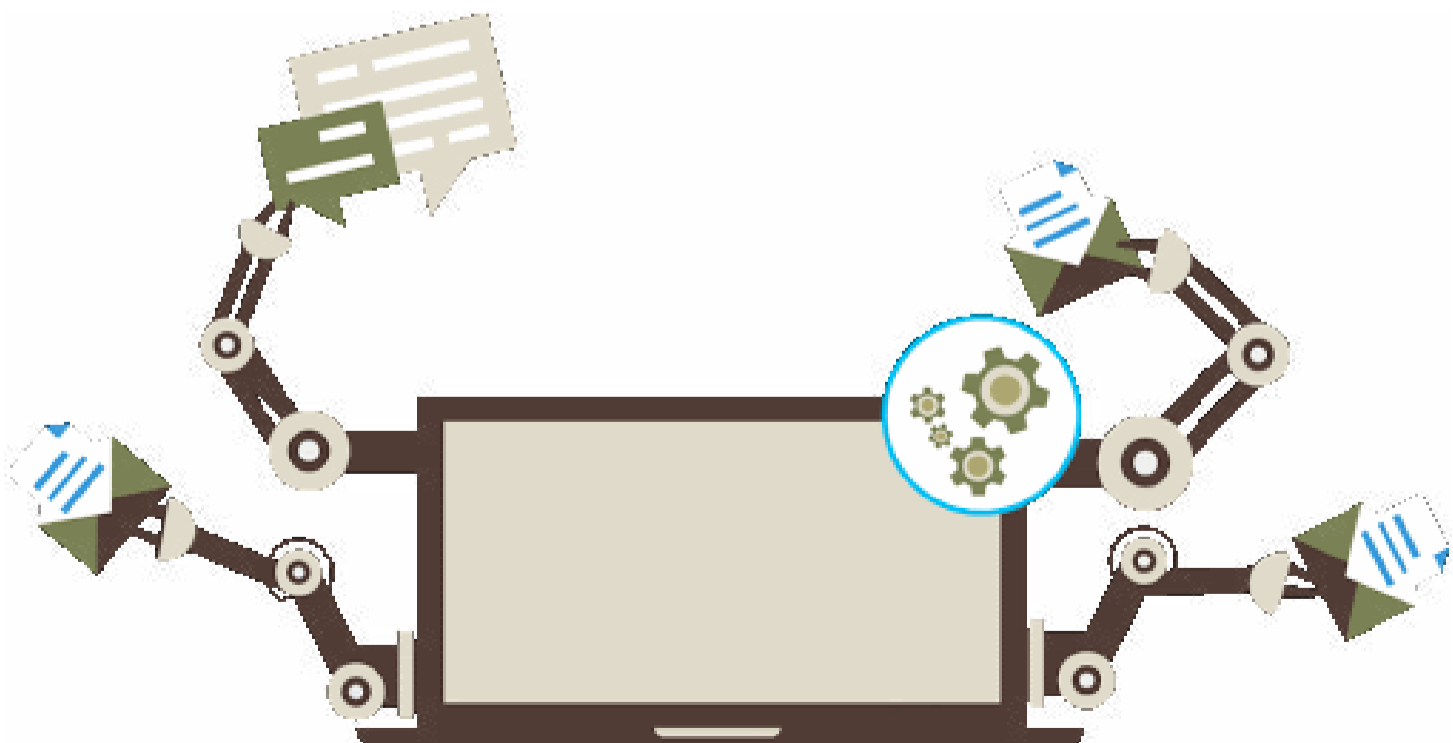
5 Problems that Ecommerce Lead Gen Marketers Face

Ecommerce websites thrive on the number of customers that buy from them, making lead generation all the more important. Identifying and nurturing those potential leads is not a task for the amateur. This is an unchangeable fact.

So, us folks here at Outgrow have decided to make you an expert

on lead generation by listing some of the best list building [strategies for your Ecommerce](#) business. In the process, we hope to reduce your stress and amplify your leads.

However, before we jump into it, let's take a look at the major problems faced by ecommerce marketers while they hunt for leads.



01

One home run is better than two doubles

Quality over Quantity

Fact: Generating a high quantity of leads is the desired result.

Also a Fact: It is heartbreaking if most of those leads turn out to be unqualified.

The quality of leads is what makes the real difference to your business. Chasing after cold leads wastes the time of your sales and marketing team and the invaluable hours that could have been used in nurturing the qualified ones. These leads could be the ones that are unsure, or ones without a budget.



What do we recommend?

Before you try to attract consumers, give emphasis to the 'who' of it all. The problem of cold leads can be solved by keeping the buyer persona in mind while running lead generation campaigns. Hubspot defines buyer persona as a "semi-fictional representation of your ideal customer based on market research and real data about your

existing customers". There are certain things that you need to keep in mind while creating these personas: customer demographics, behavior patterns, motivations, and goals. Creating a buyer persona will allow you to mold your [lead magnets](#) and other marketing strategies in a way that would target the ideal consumer.

“One less zero will make the budget optimized, two less will make it tight”

Tight Budgets

[28% of marketers](#) consider tight budgets as one of the top marketing challenges. Big names like Amazon and Alibaba do not sweat over squeezing lead generation between PPC and traditional advertising budgets.

Meanwhile, it is a big issue for most ecommerce marketers. Budgets can go haywire, and results may be unexpectedly dismal. What should you do in such situations?

What do we recommend?

Marketers say they can either have a low budget and a high lead expectancy. We ask, why not do both? Inbound marketing offers a way out for marketers on a tight budget as it includes a lot of solutions that do not require heavy financial investments. It focusses on digital methods that require low budgets. Because of the audience segmentation in inbound marketing, you generate more targeted leads.

People interested in the products you sell are empowered to reach out to your business through [lead magnets](#). Hence, saving the time that could have been wasted on non-qualified leads.

Most importantly, [inbound methods](#) are more measurable. This allows you to spend relatively less money on analytical and optimization efforts.

**“He who smiles
in a crisis has found
someone to blame”.**

Sales VS Marketing

The ever growing tension between sales and marketing stems from their [shared duties](#). There is a fine line telling where marketing ends and sales begin. Many businesses complain that their sales and marketing teams are not in sync.

This can be highly toxic as it puts the business at risk of losing leads. A blame game never helped anybody anyway.

What do we recommend?

There are a lot of suggested solutions that claim to solve this problem. But since getting a motivational speaker is not on our list of practical solutions, we're going to proceed with the tried and tested methods. Some solutions would be creating joint assignments with defined roles, rotating mixed job responsibilities, co-locating marketers and salespeople, improving sales force feedback and appointing chief customer officers Practical enough.

“Analysis is not the answer. It’s the question. “Yes” is the answer”

Analysing the success of lead generation campaigns.

Just like visiting Paris, measuring the success of your lead generation campaign is always a good idea. But most markets have a problem in deciding the way to measure it. There are a lot of ways to go

about this. Your options include measuring the click through rates (CTR), which is a [good metric](#) but only presents you with half the picture. It does not reveal how many of those clicks converted.

What do we recommend?

Conversion rate covers that aspect of CTR. Time to customer conversion will help you to analyse the time it takes for a customer to turn from a fresh lead to a full paying customer. Analysing the cost to acquire each customer also helps in analysing the success of lead generation campaigns.

**“Don’t sell,
just be nice”**

Adding value to your customers instead of just selling to them.

Admittedly, the above mentioned line is our motto but it guides the creation of all our successful lead magnets. We thought it would do you good if we introduced it to you. Your [lead magnets](#) need

to be interesting and attractive enough to rope in more potential customers. [86% of B2C marketers](#) use [content marketing](#) as their main form of lead generation. How can you make yourself stand out?

What do we recommend?

We have recommended you a lot of things by now. But we believe in this particular recommendation to the point that we created an [entire business](#) out of it. [Interactive content](#) can be the solution to [all your woes related to lead generation](#) based on content creation. It engages your customer, increases conversion rates and drives more traffic to your website.

Interactive content is the [future of marketing](#) and we are here for it. Now that we are prepared for any calamity that might befall us, let’s head straight on to the different, innovative and successful list building strategy we have in store for you.

ONWARDS!

25 List Building Strategies for Ecommerce Businesses

This is the meat of this ebook. We have scoured thousands of ecommerce websites to bring you the best [list building strategies](#). So dig in, feast on the best practices in the business and choose the one that suits you best.

Bon appetit!

P.S. Since we've got our analytical glasses on, we will be giving our verdict on these strategies as well!

01

‘Notify when back instock’ mail

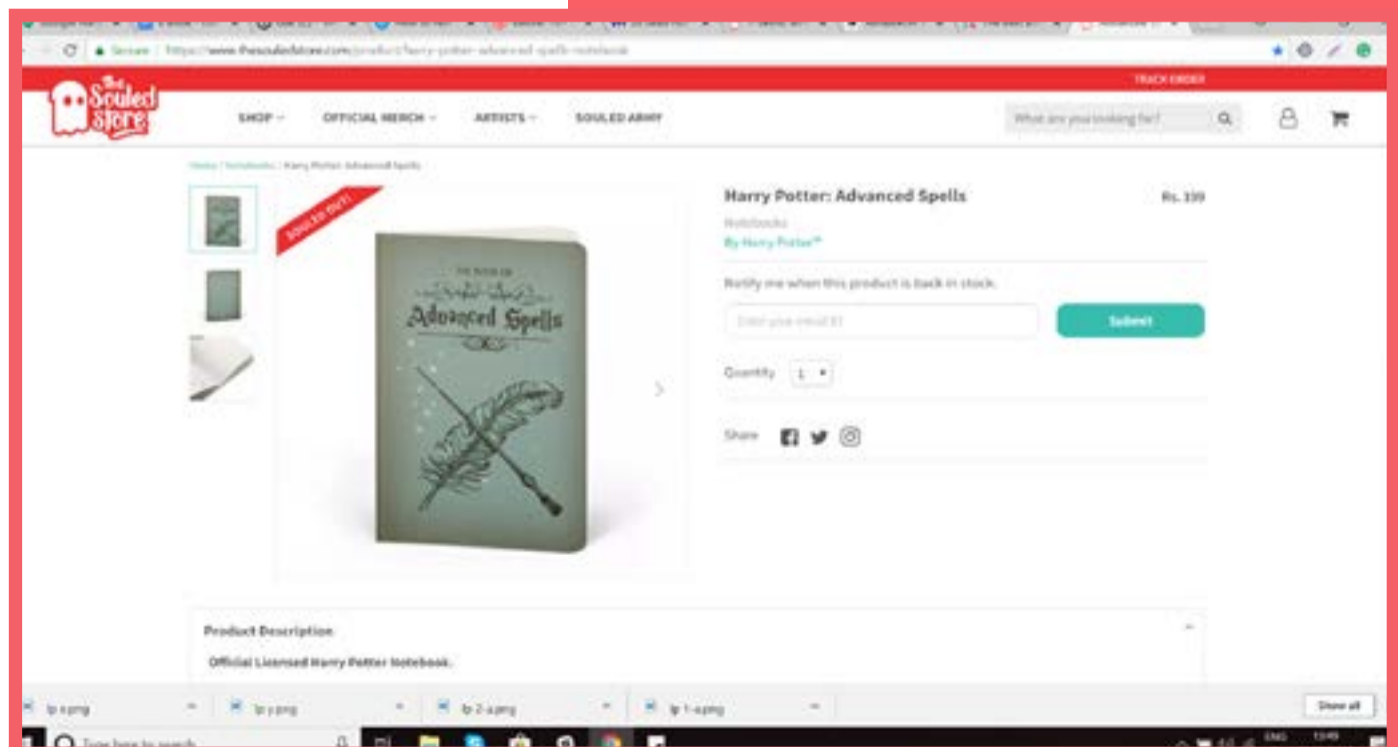
The most disappointing thing in the world would be a cake that smells good but tastes terrible. The second most disappointing thing would have to be a favourite product gone out of stock. [According to research](#), if a product is shown out of stock, most consumers abandon their search for the product altogether. However, this seemingly lose-lose situation can turn into an amazing opportunity of generating leads. How, you may ask?

Capture the contact information of the people looking for the product currently out of stock and promise to inform them once it is available again. Providing an estimated date when the product will be in stock again can encourage the potential customers to engage with you again as it assures the customer of a trustworthy wholesome shopping experience.

What caught our eye

This Souled Store website has got the art of ‘notify when back in stock’ email down pat. A no-hassle email submit button accompanied with a kickass product description? Accio Leads!

Not sure how to design the follow up email? Here’s an example: this humorous and well designed email by Revolve made us fall in love with this strategy. If an unregistered customer browses an out of stock product, Revolve allows them to leave their email to be notified when the product is back in store. This email showcases the right amount of intimacy and humour to catch the lead’s attention and gives them a chance to browse more products directly from the mail



The looks you loved & lost are BACK IN STOCK | View on browser

REVOLVE

NEW DRESSES BEST SELLERS SALE MY FAVORITES MEN



Outgrow Verdict:

'Notify when back in stock' emails [have shown 22.45% conversion rate](#). This is enough evidence for you to have a notify me option/form up on your website and invest your time in creating a kickass back in stock email. Make sure the button is clearly visible

on the product pages and asks for the buyers' emails. For the follow up email you send, have clearly defined social media share buttons and use a less-is-more outlay.

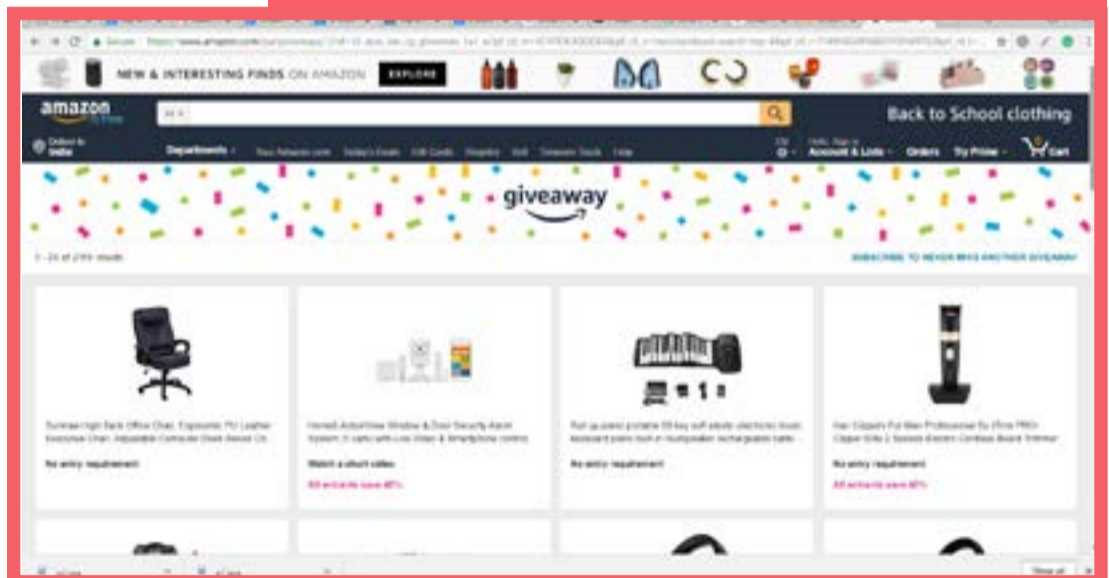
02

Free giveaways in exchange of contact information

Free giveaways are the Dwayne Johnson of ecommerce lead generation. Heavily used, but successful only [when done right](#). Giveaways have to be planned in a way that earns the retailer more money than the sum invested in it. Giving something away for free is a sure shot way to get more leads. But the power of giveaways goes much deeper. As [TIME observed in their report](#), people feel obligated to buy more if something has been given to them for free. Moreover, the word-of-mouth marketing potential of freebies is unfathomable.

What caught our eye

[This giveaway](#) page from Amazon is a classic example of lead generation. The design of the page is celebratory and in sync with the rest of the website. The freebies are clearly visible as are the choices the consumer can choose from. The website header encourages the leads to 'explore' more products. That's just Amazon being amazing.



Outgrow Verdict:

How can anyone deny the power of freebies?! The only thing to keep in mind is the cost per acquisition, which should be profitable to the company. But as this [previous experiment by Slurpee](#) has

shown, “once you get a taste of it, you choose to come back for more.” This lead generating strategy, doubling as marketing strategy is hands down, a thumbs up!

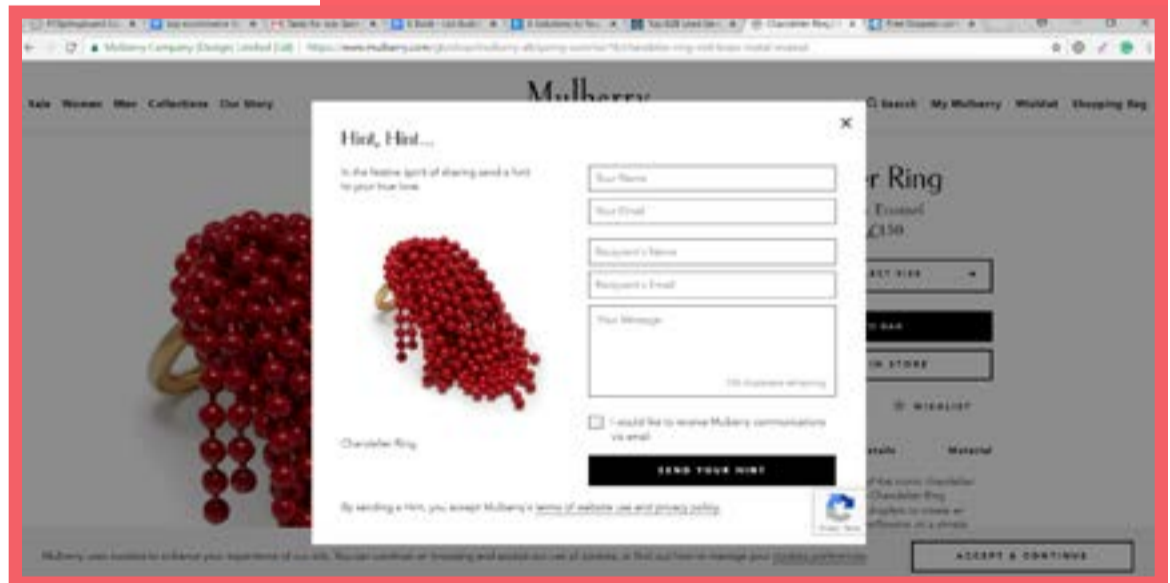
03

‘Hint Hint’ (Hint somebody to buy a product for you)

This one is a rather offbeat strategy. It is also a rather genius one. We’ll tell you how it works: you ‘hint’ somebody to buy a product for you. So, whenever a lead is casually browsing through your product to buy something, they are all the more motivated to register, considering it can be bought for them. But there’s a catch, you have to leave your and the ‘hinted’ person’s contact information. That’s killing two birds with one stone!

What caught our eye

The user friendly pop up with clear boxes for both the contact information and a separate one for messages makes for an irresistible offer. They encourage the lead to leave their information through the sheer ‘innovative’ factor of this strategy. The tick box for receiving Mulberry emails increases the prospect’s trust in the brand as it seeks permission to send those emails.



Outgrow Verdict:

The novelty and efficiency of this strategy has to be recognised firsthand. However, this strategy can be further optimized by putting the ‘Hint Hint’

option on the home page instead of making it visible only while viewing products.

Shop-along

04

A survey of 2,000 young people found that women need an average of three 'likes' from friends before they buy items, while men tend to wait for at least four. Before investing into any product, consumers tend to refer to their friends or family. Shop-along as a feature would entail sharing the shopping experience with someone else. This can be done through the help of screenshare and all the parties can be given the access to navigate the web page. Another way could be creating a favorites page that can be shared with friends to get opinions.

How can we generate leads through this? Make it mandatory for them to share information/register to be able to use this feature instead of browsing casually.

Outgrow Verdict:

We leave the verdict on you and you only.



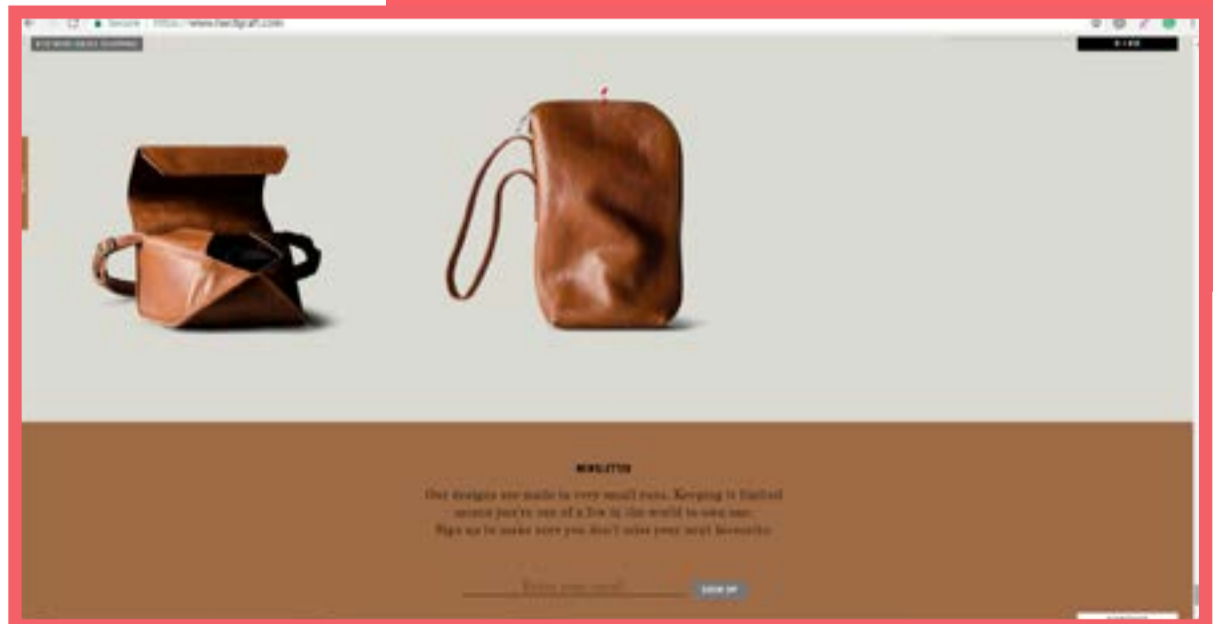
05

Sign up for newsletter/blog for discount on first purchase

This one is pretty simple and equally effective. Allow the leads a discount on their first purchase if they sign up for your newsletter or your blog. This will give the consumer an added incentive to sign up and possibly buy the product. Moreover, it will allow you to set pace for further purchases from the consumer as your newsletter will end up getting you more sales.

What caught our eye

We found this feature in a lot of ecommerce websites. What we like about Hard Graft strategy is that their option to subscribe to their newsletter is showcased on the homepage of the website. They create a sense of exclusivity in the customers by showcasing their product as 'limited.' This marketing move by Hard Graft is simply art!



Outgrow Verdict:

We are all for discounts for lead generation. However, you have to make sure that the consumers are aware of

your offer. Put the subscription feature on the home page or pop ups. Get the word out there, your product will follow.

Sales Notifications

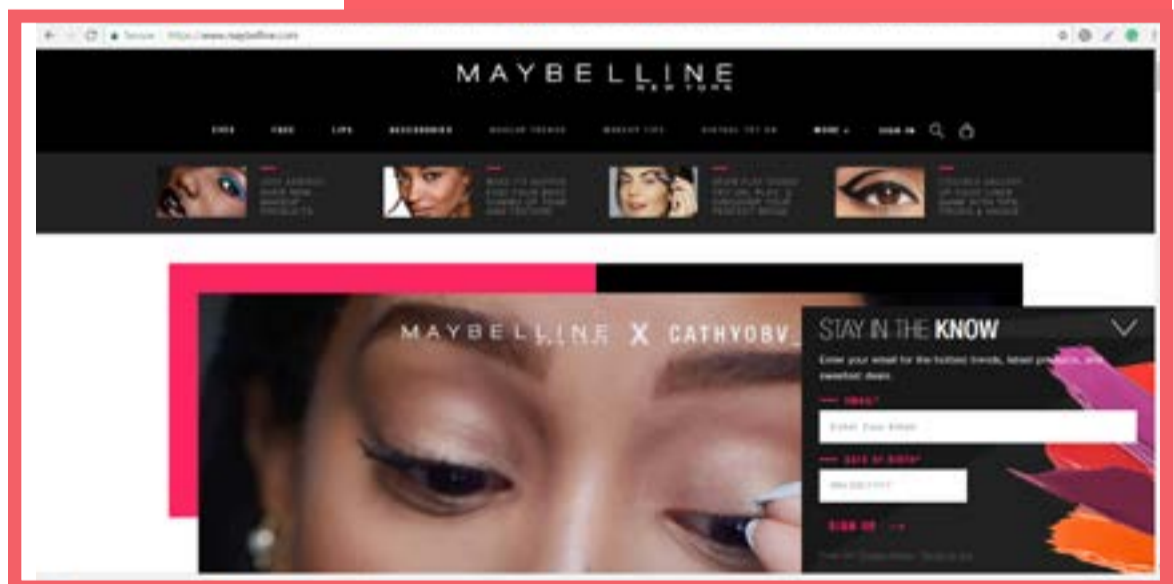
06

Research shows that consumers prefer steep sales on a few days over everyday low prices. This makes absolutely no sense. Then why do we see frenzied people on each Black Friday sale? The answer is quite simple: The consumers today are addicted to promotions and sales. They feel a sense of exclusivity, importance and smarts from having gotten great value for their money because of the sale.

This psychology of consumer behaviour can be used to generate leads. Give the potential customer a reason to buy from you by giving them information of the coveted sale hours on your website and ask for their contact information in return. We will show you an excellent example on how to do that.

What caught our eye

Maybe it's just us, or maybe it's Maybelline's amazing home page. Whatever it is, we have to hand it to them. Maybelline knows how to catch their prospects' attention with their notification boxes. The seamlessly integrated lead magnet with the background featuring their products makes it irresistible for buyers not to dispense their information in hopes of getting the 'sweetest deals.' They offer tips on the 'hottest trends' that can further work to increase their sales as they can recommend their own products.



Outgrow Verdict:

This strategy can be easily integrated on your homepage with minimal to no extra cost.

We're guessing a little bit more work will easily justify the huge number of leads it will generate.

Coupons and Free Vouchers

07

As it turns out, coupon users spend [24% more than](#) normal users. Do we need any more proof? Well, here's some more anyway. [34% of consumers](#) look for online coupons on a weekly basis. This means that your potential leads are already looking for you. You just need to attract them. Coupons and free vouchers are a tried and tested method to get more leads. Since we are on the topic, let's hear it from the horse's mouth - [tips on modern couponing](#) by Neil Patel.

What caught our eye

This hard to miss header on Shein's website is a clear winner when it comes to offering vouchers. They offer a sizable discount on the first purchase that can be availed by employing a coupon code. The use of countdown to create an urgency in the minds of customers is a solid marketing move. Way to knock it out of the park, *Shein!*



Outgrow Verdict:

Well, if consumers using coupons [spend 46% more on average](#) during checkout than those who don't, who are we to deny the power of coupons?

The statistics speak for themselves as do the significant leads it generates. Get on with it, we say!

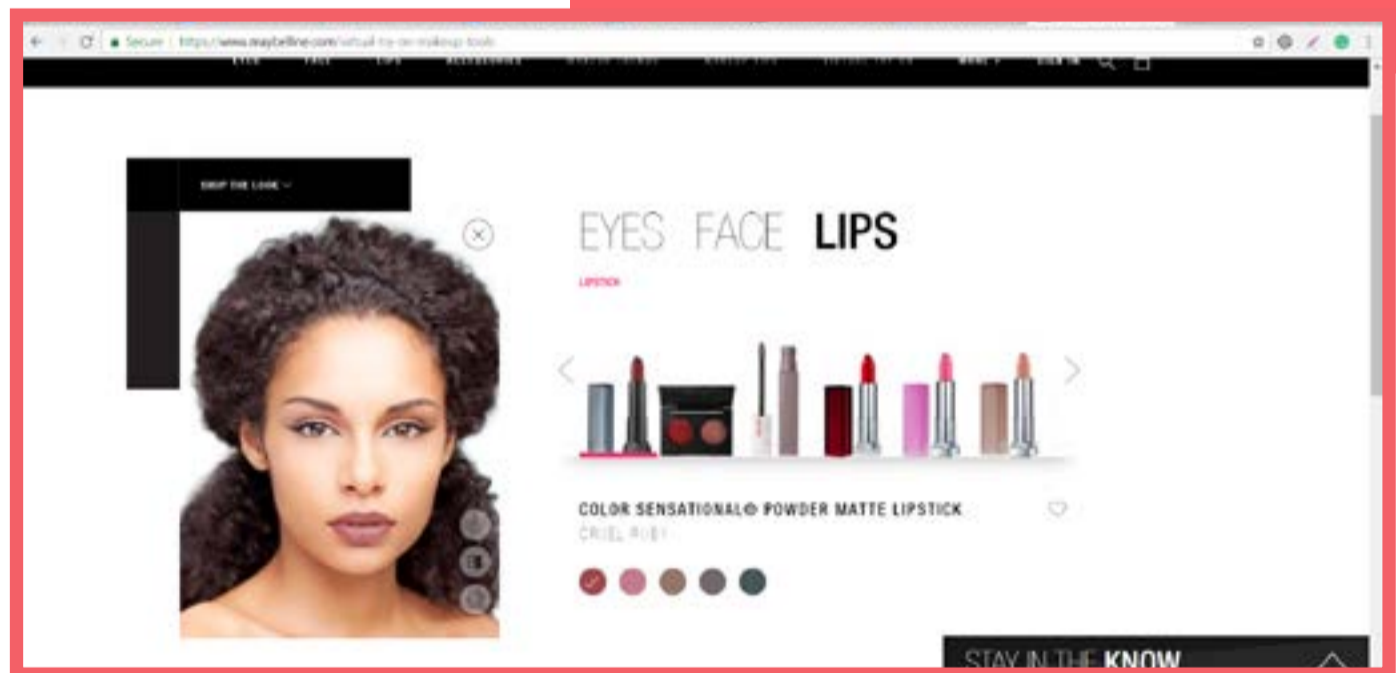
Virtual Try-on

08

The biggest reason consumers prefer physical shops as opposed to online stores is because they get the option to try on the products and see how they look on them. A Virtual Try-On option allows your prospects to do just the same, online. They can see how the product looks on them as opposed to a model. They can select the size, physique and structure of their virtual self after uploading a picture. You can [generate leads](#) by allowing access to this feature in exchange of contact information.

What caught our eye

This amazing feature by Maybelline made sure that we include it in our list. Twice. Maybelline does not use this feature for lead generation. However, we think the virtual try-on their website offers is too good to not be used as a list building tactic. Why wouldn't a person prefer to buy a product after knowing exactly how it would look on their skin tone? If a consumer does not want to upload their picture, they can choose a model that resembles their skin tone the most.



Outgrow Verdict:

Virtual Try-on is an amazing list building tactic. The only tweak this Maybelline function needs is a [lead generation form](#) before allowing customers to use it.

However, it is important to keep in mind that this move will require advanced changes to your website as well as your budget.

Refer Another Person for Discounts

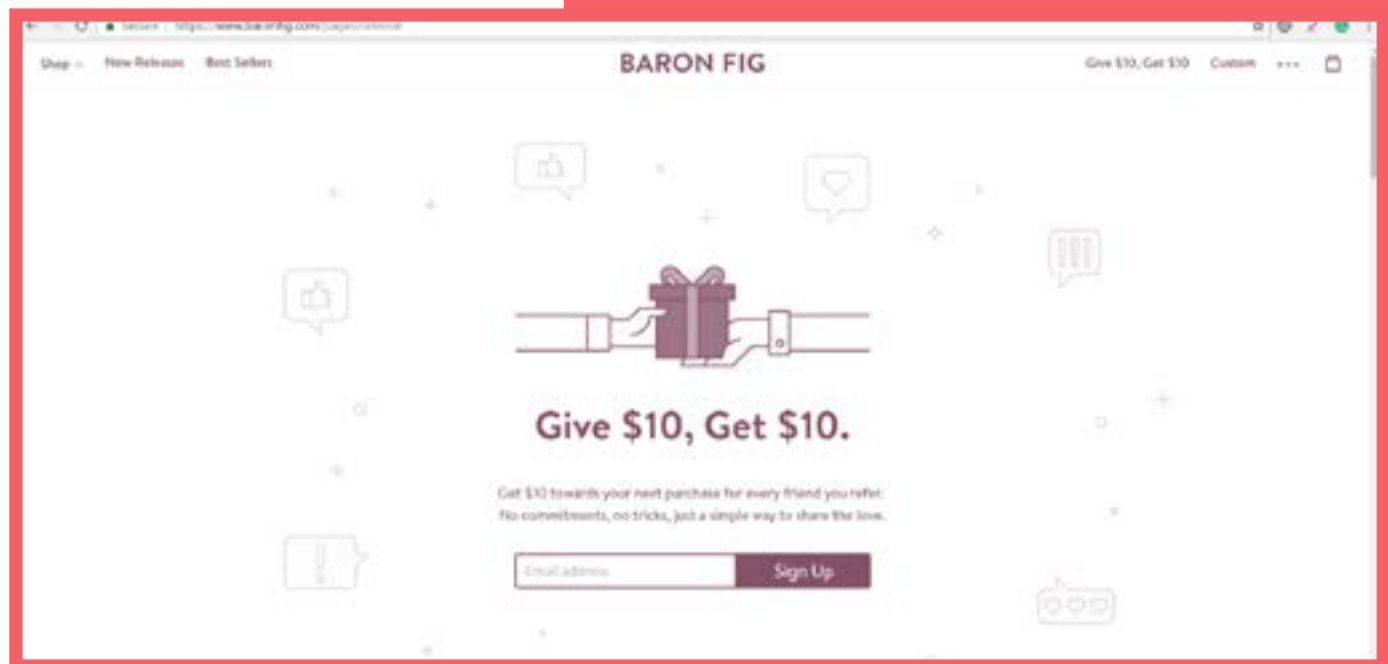
09

Referring other people to gain discounts is a tactic that can never go wrong. You gain the contact information of the referred person as well as the person looking to buy the product.

Pro Tip: The power of referrals is amplified because of [social proof](#). We suggest you look into it.

What caught our eye

This offer by Baronfig is one of the best examples of the [referral strategy for lead generation](#). The most interesting aspect of the offer is how it is presented to the customer. It is showcased as an act of 'sharing the love.' The clear disclaimer of 'no tricks' builds the customer trust, encouraging them to buy the product.



Outgrow Verdict:

Using referrals is a great lead generation tactic. However, it needs to be visible to the prospects in order to generate leads. You can position it on your home

page and try to make it sound as [less 'salesy'](#) as possible. Baron Fig has nailed all of these. Watch and learn, fellow marketers!

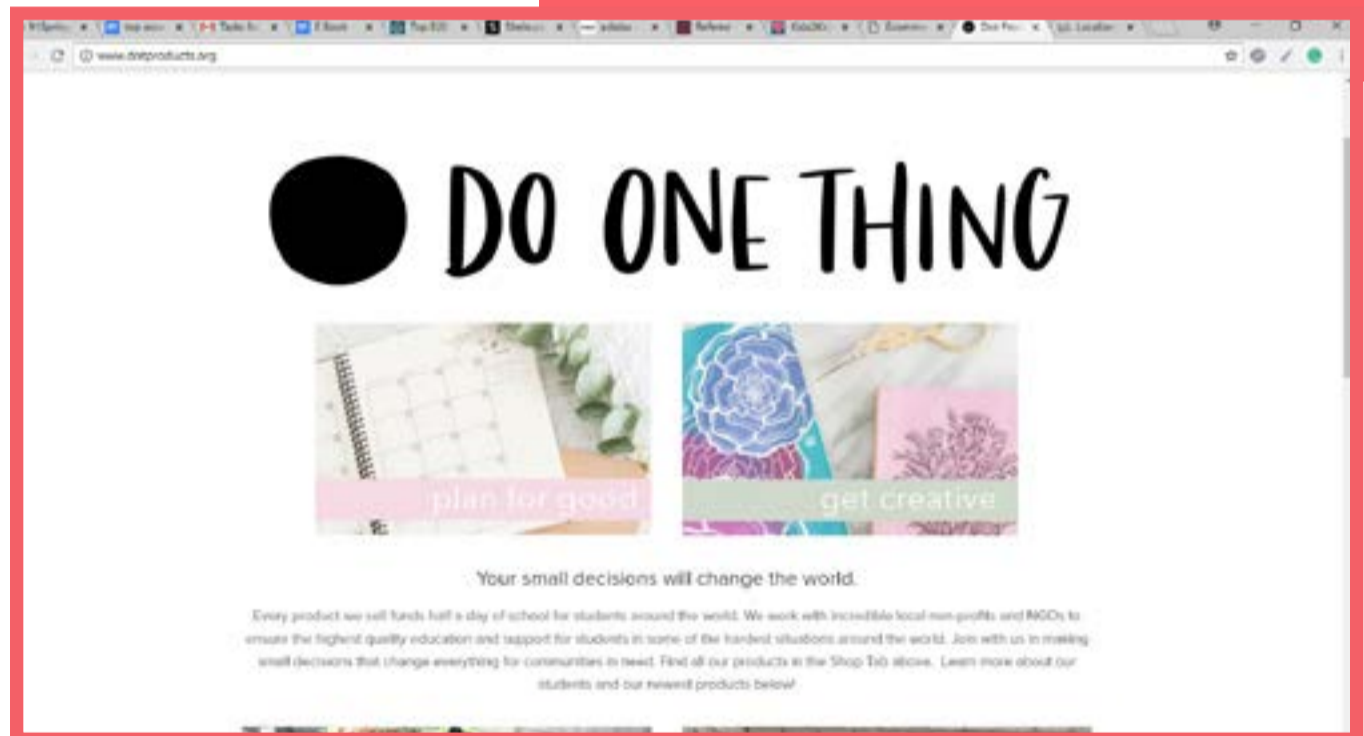
Cause Marketing

10

If somebody is reluctant to buy a product for themselves, 'cause marketing' can prove to be a good nudge towards the 'proceed to buy' button. Research reveals that [64% of global consumers](#) will choose, switch, avoid, or boycott a brand based on where it stands on the political or social issues they care about. Moreover, 87% of consumers will buy a product because the company they're supporting cares about a cause that's relevant to them.

What caught our eye

Most of the established brands include cause branding as a marketing strategy. However, the way Dot Products have made use of this strategy is commendable. They attract the customers with a catchy line bearing resemblance to their own brand name, urging them to buy products. They require the email ID of the consumer who seeks to know more about the company. They showcase their frequently sold charity specific products as well.



Outgrow Verdict:

If you don't want to take it from us, take it from Abraham Lincoln: "Cause Marketing may as well be the greatest

strategy for lead generation." Did Abraham Lincoln actually say that? Oh wait, it was us again.

11

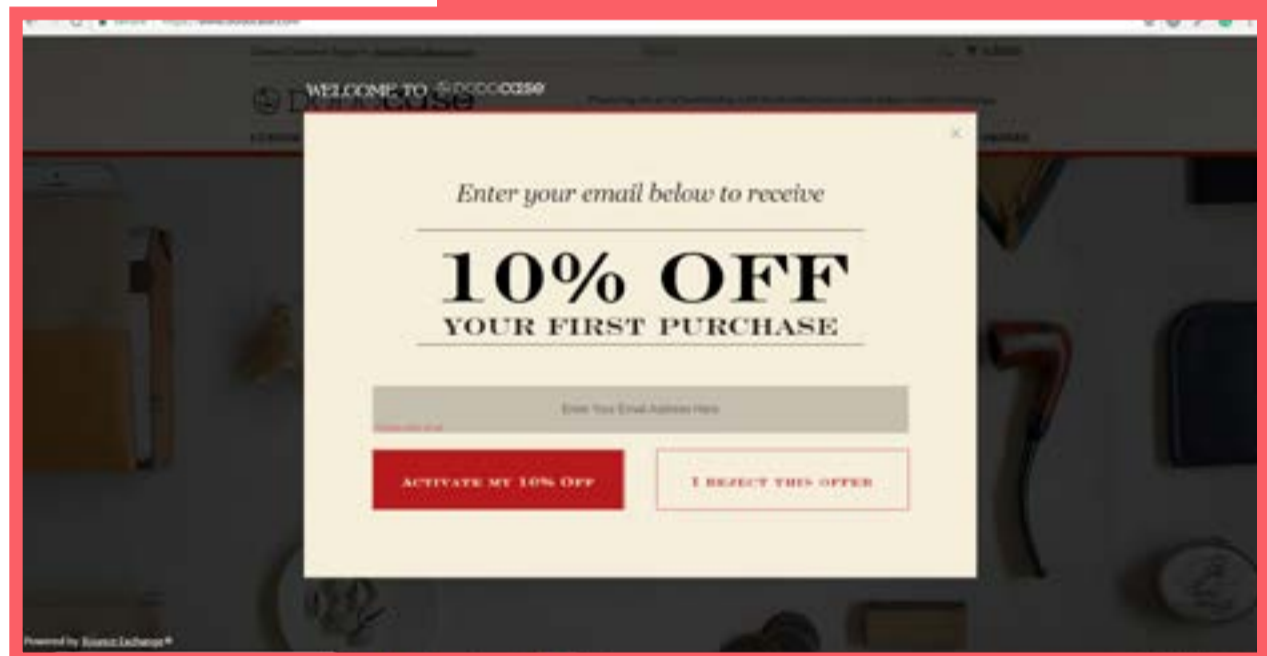
Pop-ups

The dreaded pop ups. We suggest you use them. They actually work. A high performing pop-up can [increase your email subscriber rate by 1,375%](#). Pop ups can be used to promote offers, give sale notifications, promote ebooks, increase social media following, conduct surveys and more.

Pro Tip: Read through this amazing article by Shopify for a Pop-up crash course

What caught our eye

Most of the established brands include cause branding as a marketing strategy. However, the way Dot Products have made use of this strategy is commendable. They attract the customers with a catchy line bearing resemblance to their own brand name, urging them to buy products. They require the email ID of the consumer who seeks to know more about the company. They showcase their frequently sold charity specific products as well.



Outgrow Verdict:

Pop ups don't necessarily have to be about discounts or offers (it sure doesn't hurt though). You can ask people to [take a survey](#) to help serve them

better in the future, offer guides or ebooks etc. Whatever you do, make it worth their while.

IDEA: Suggest a Product

12

Who says you can only generate leads if you have the product that the consumer is looking for? While ecommerce brands recommending products to consumers may not be a new tactic, but consumers recommending products to the brands sure is. Instead of having an [exit intent pop up](#) that offers discounts, ask the customer to suggest the product they

would like to see on the website. Allow them to give details of the desired good with optional examples from other websites. Finally, ask for their emails for notification, in case those products are available in store.

See, eazy peazy lemon squeazy!

Use Social Media

13

As you are reading this ebook, [2.77 billion people are using Facebook](#). Scrolling through the feed with thousands of ads targeted towards them. You can use this fact in your favor.

Here are some of the ways you can go about it:

A) Email sign up

You need to choose the right social media outlet where your consumers would be the most active. [Email signup](#) is a great way to [generate leads](#) on a platform where most of your prospects are already spending their time on.

What caught our eye

This example of Facebook ad by Outgrow has all the essentials downpat. A clear call to action, brief introductory line enough to attract the targeted audience and a subtle and professional outlay.



B) Lead Generating Facebook Ads

You need to choose the right social media Facebook Ads are by far considered to be the most targeted and effective. You have an option to choose the geography, age, and interests of your target audience. [93% of social media advertisers](#) use Facebook ads. What are your thoughts on joining them?

D) Influencer Marketing through Social Media

Did you know that influencer marketing is a multi-billion dollar industry? Or that [67% of marketers](#) are using influencer marketing to promote their product? People listen to the products suggested by their idols and the people they follow on social media. Brands choose to select celebrities whose lifestyle bear resemblance to the company's product and what it represents.

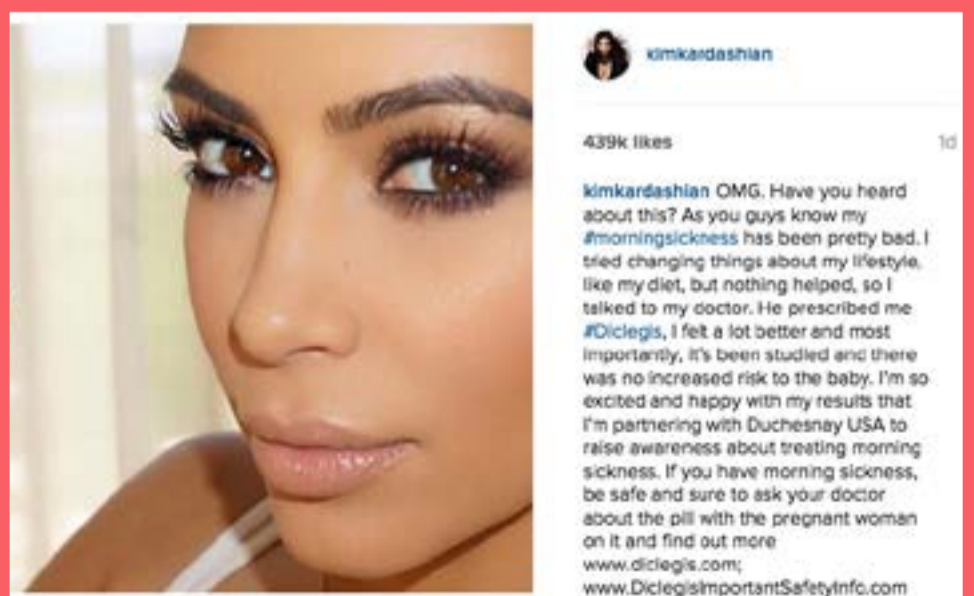
C) LinkedIn Groups

The groups on LinkedIn are a great platform for marketers who want to speak directly to people who value their product and have knowledge about it. It can be used to connect with potential customers and build professional networks and referrals as well. Here's an example of what a LinkedIn group looks like:



What caught our eye

Here is an advertisement Kim Kardashian did for a med brand 'Diclegis'. She mentions the use of the product and seamlessly blends it into her own experiences. Many brands include links to sign up pages in the bio of the influencer. Now, isn't that a kween move!



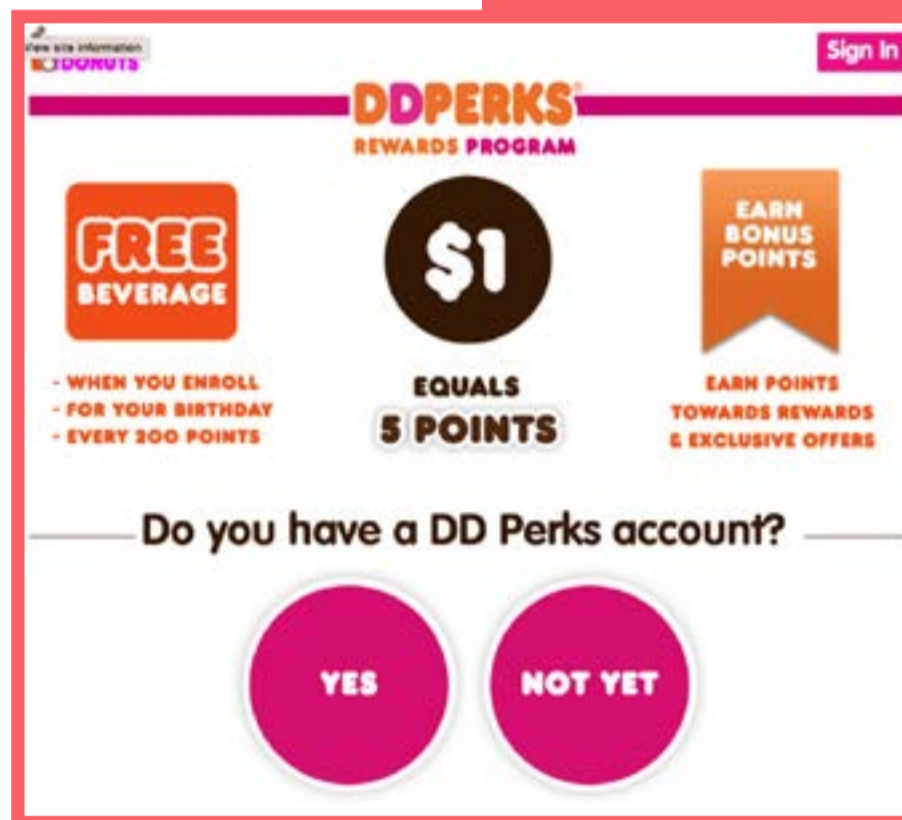
Bonus Points

14

Bonus points can be a great addition to your list building strategy. They can be used to create customer loyalty and of course generate leads. You can assign certain points to customer activities. For instance, referrals, birthdays and even website review! There is no dearth of innovative ideas for bonus points. Just look at Dunkin Donuts!

What caught our eye

America may run on Dunkin, but Dunkin runs on its excellent marketing strategies! (And the delicious treats, of course).



Free Shipping

15

Giving the customers an added advantage of free shipping in exchange of registration will never fail you. Enough said.

Interactive Experiences

16

If this ebook was a movie, we would have reached the climax. We are going to reveal the best lead generation tactic we know: [interactive experiences](#). Interactive experiences are inherently viral, [with 40-50% conversion rate](#). You can include interactive quizzes, calculators and polls to your marketing to attract the customers and recommend them a product. A personalized recommendation obtained by active participation is bound to attract more leads. What's more, the lead generation forms can be put as a requirement to obtain the recommendations.

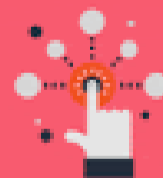
What caught our eye

This interactive quiz used by Brooklyn Bicycles is perfect for lead generation. They have a total of 4 questions, each mapped to a different result. These quizzes and calculators can be shared on social media to gain leads as well. Wondering about it's efficiency? The increase in conversion rate for Brooklyn Bicycles was exemplary - 3225 visits and 1151 leads in just 6 months.. That's a 36% conversion rate!

What's your preferred frame style?*



A COMPREHENSIVE GUIDE TO
INTERACTIVE CONTENT



Outgrow Verdict:

Interactive content gains [2x more engagement](#) than static content. Do we dare go against our customers'

preferences? We give interactive experiences a double thumbs up!

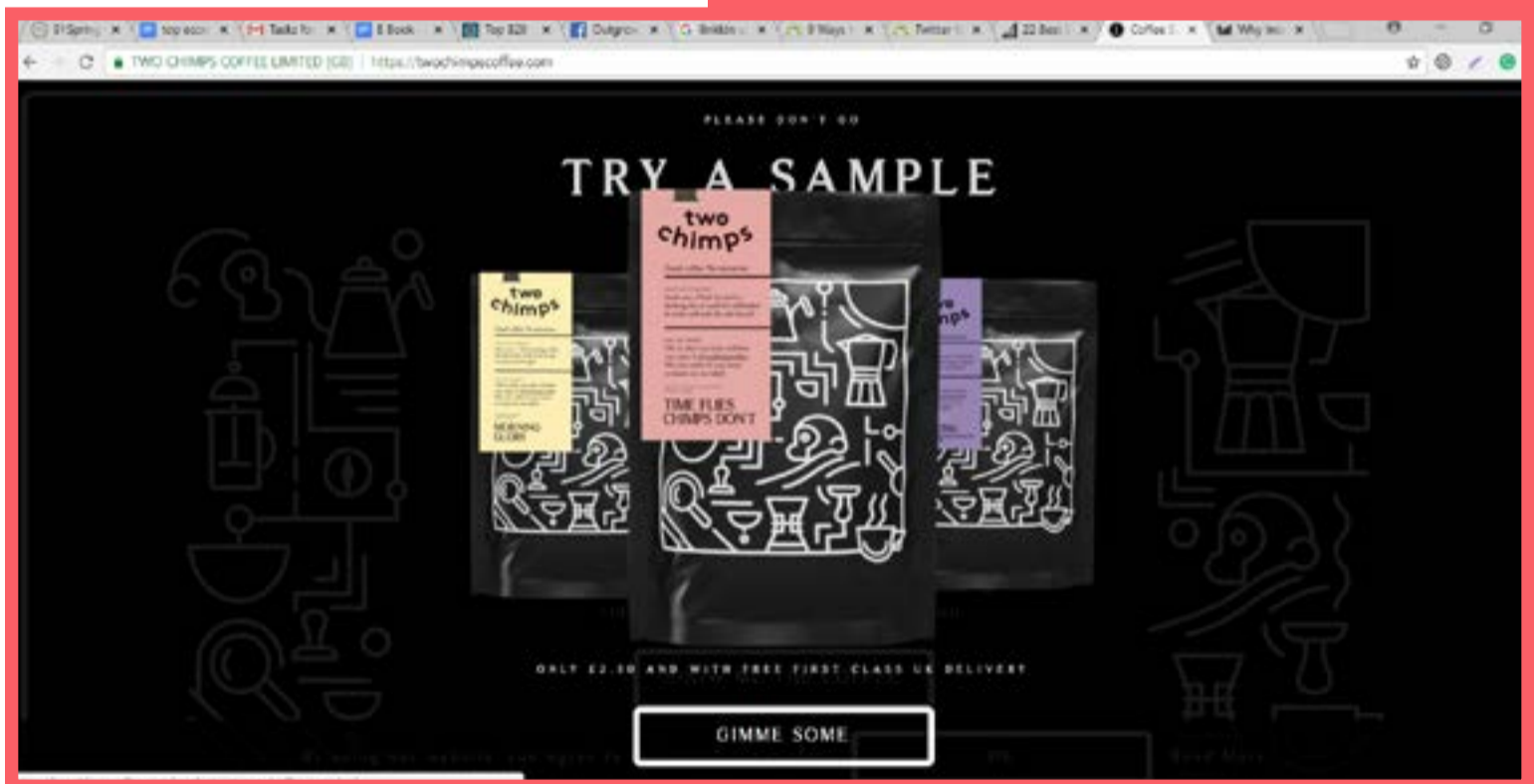
17

Free/minimal rate samples

If your product is new to the market and your budget allows you to send free samples or samples at a minimal rate, there's nothing that would work better for lead generation. This strategy can be used if you want to increase your [brand recognition](#) and getting qualified leads is your top priority.

What caught our eye

The well designed website of Two Chimps offers a free sample on the homepage itself. They offer small samples at minimal rates to attract customers to try their product in exchange of contact information. Who could ever resist a catchy line like 'time flies but chimps don't'?



Outgrow Verdict:

Free samples are a great tactic for growing leads. However, it is important to keep in mind the revenue strategy

that would allow this to be a profitable venture for your company.

IDEA: Create Lead Magnets

This is an idea we came across while researching ecommerce brands for this ebook. You can create lead magnets like checklists and guides explaining how to take care of the product you're selling. For instance, a company selling plants

18

like [The Sill](#) can create checklists on how to take care of a particular plant. To have access to this checklist, consumers will have to give out their contact information.

Run Contests

Here's a strategy for you: [run contests](#) for lead generation. How can we recommend that with such confidence, you ask? Well, it is human psychology to seek '[extrinsic incentive](#).' Extrinsic simply means "the motivation to adopt a behavior or decision which is sourced externally rather than internally (e.g., when you do something because you get a reward for it). Contests are the ultimate lead magnets that will work well if done right.

Outgrow Verdict:

More leads. Free stuff. Competitive spirit. What's not to love?

19

What caught our eye

We couldn't have found a better [ecommerce contest than](#) the one organised by Pittch. The contest details are mentioned loud and clear - the prize value as well as the entry method. This ensures that the consumers do not find the contest overbearing and are enticed by the competitive aspect of the contest.

They've also included a backlink to the website, which makes the promotional intention behind the contest clear.



Gift Cards

20

Gift cards as a lead generation tactic does not go out of style. Most customers prefer gift cards over actual products as it gives them the ability to buy a product of their choice. You can capture the emails of the sender as well as the

recipient from this tactic. What's more, approximately [72% of consumers](#) spend more than the total value of their gift card when making a purchase. Talk about going all-in, huh?

Event Registration

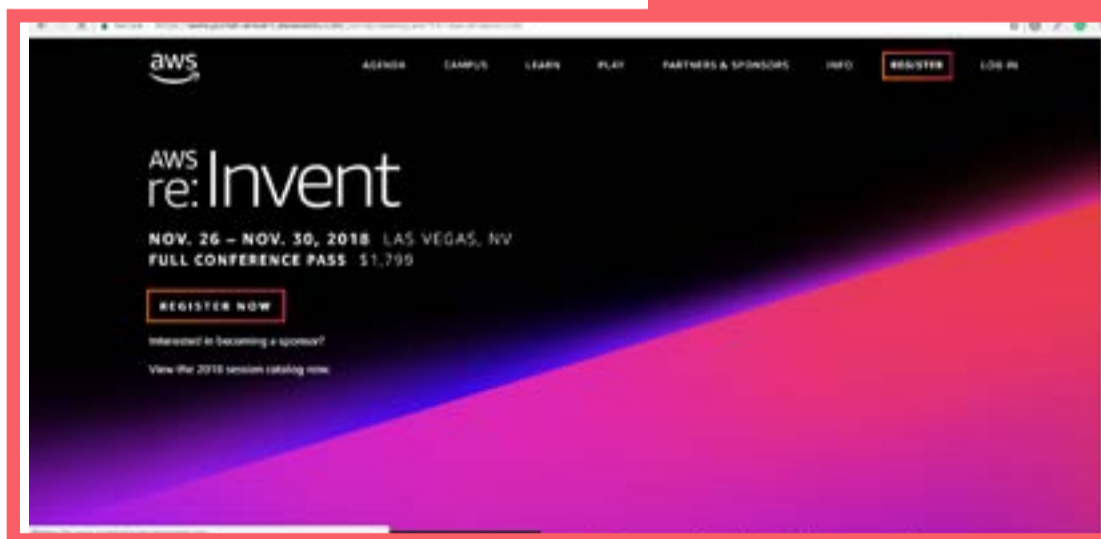
21

Even though the reach of this strategy is comparatively low, it holds the capability of creating the most loyal customer base for your brand. Take a look at this Amazon Reinvent workshop registration webpage.

What caught our eye

When it comes to lead generation, Amazon leaves no stone unturned. They have divided the days of the conference into episodes. It is meant to attract a very specific audience. For instance, The itinerary of [Reinvent 2018](#)

caters mostly to people belonging to business and tech background.



Outgrow Verdict:

How can we ever disagree with Amazon?!

IDEA: Reminder to buy Emails

22

Suppose that a customer is casually browsing through your website. S/he is interested in your product but does not have the budget to buy it as of now. How can you convert this into an opportunity for lead generation? Enter 'reminder to buy emails.' Instead of letting those customers go empty handed,

let them go with hope. Build in a feature that reminds them to buy the product on a date selected by them and capture their email for the same. You can also use this feature to remind them to buy products on special occasions like anniversaries and birthdays.

Unknown Gift Subscription

23

This is one strategy based on a specific website, so you should know already what caught our eye! [Not another bill](#) attracts visitors with a seemingly peculiar but genius tactic. They allow you to buy a gift card without registration. However, giving your contact information is necessary. What's

the catch? Well, you would not know what product you will be getting as a gift. It will come as a surprise to you. So in other words, an actual gift?

Rest assured, you can select your personal preferences out of the given categories and buy the gift card for someone else as well. Isn't that exciting!



Outgrow Verdict:

Our love for the product becomes pretty evident when we dedicate an entire section to it!

IDEA: Content Locks

24

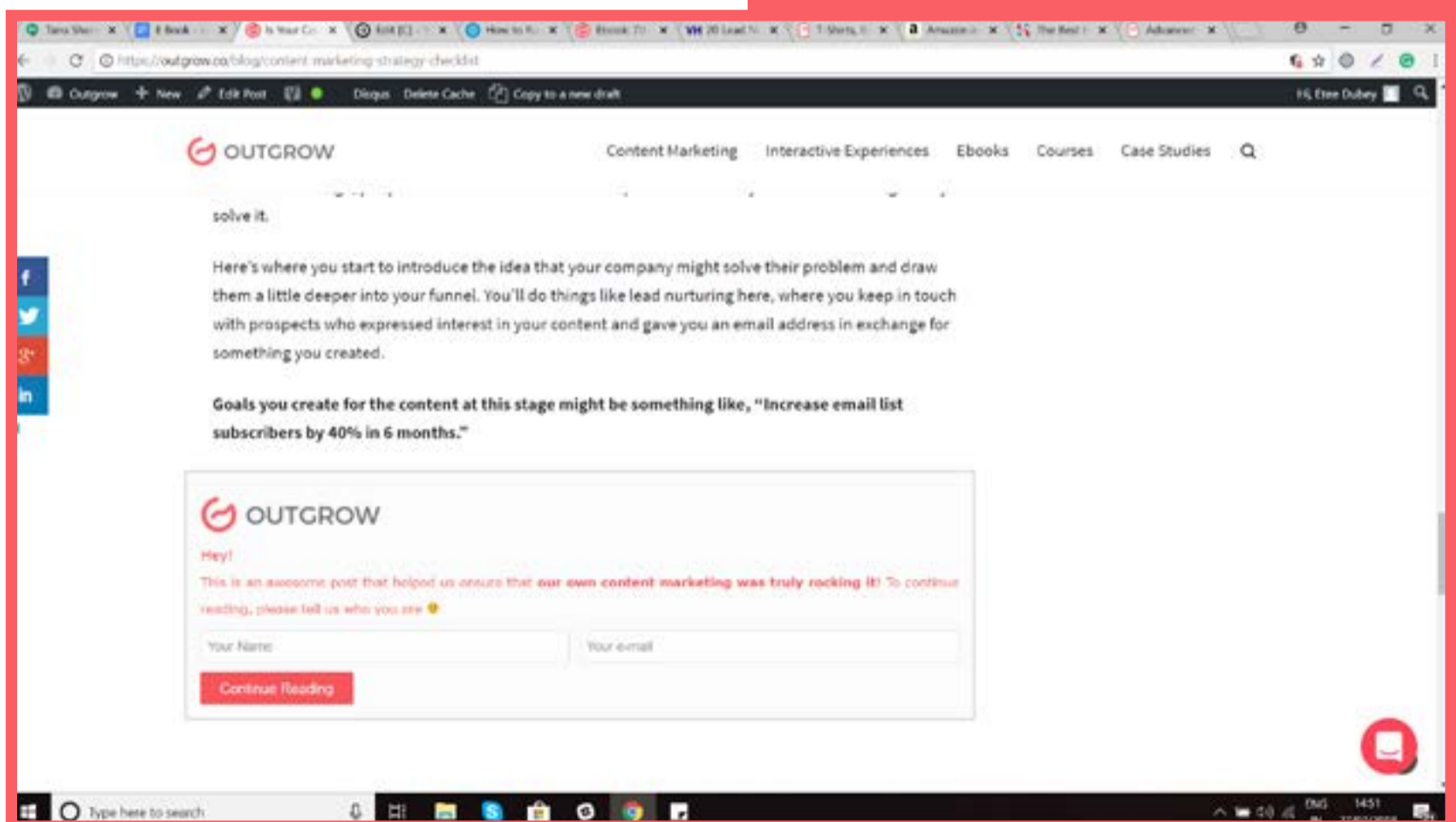
While some might say this strategy can make your brand seem inaccessible, we say it makes you exclusively attractive. You can lock away any content on your page and your visitors will have to enter their email address to access it instantly.

A Secret + Art of Anticipation = Tons of New Leads

A recipe to a content lock is to tease the consumers just enough to leave them asking for more. So, make sure the content you're hiding behind a lock is worth it! You can also experiment with keeping certain products locked, and ask prospects for their email in order to reveal it.

What caught our eye

When it comes to lead generation, Amazon leaves no stone unturned. They have divided the days of the conference into episodes. It is meant to attract a very specific audience. For instance, The itinerary of Reinvent 2018 caters mostly to people belonging to business and tech background.



Free/minimal rate samples

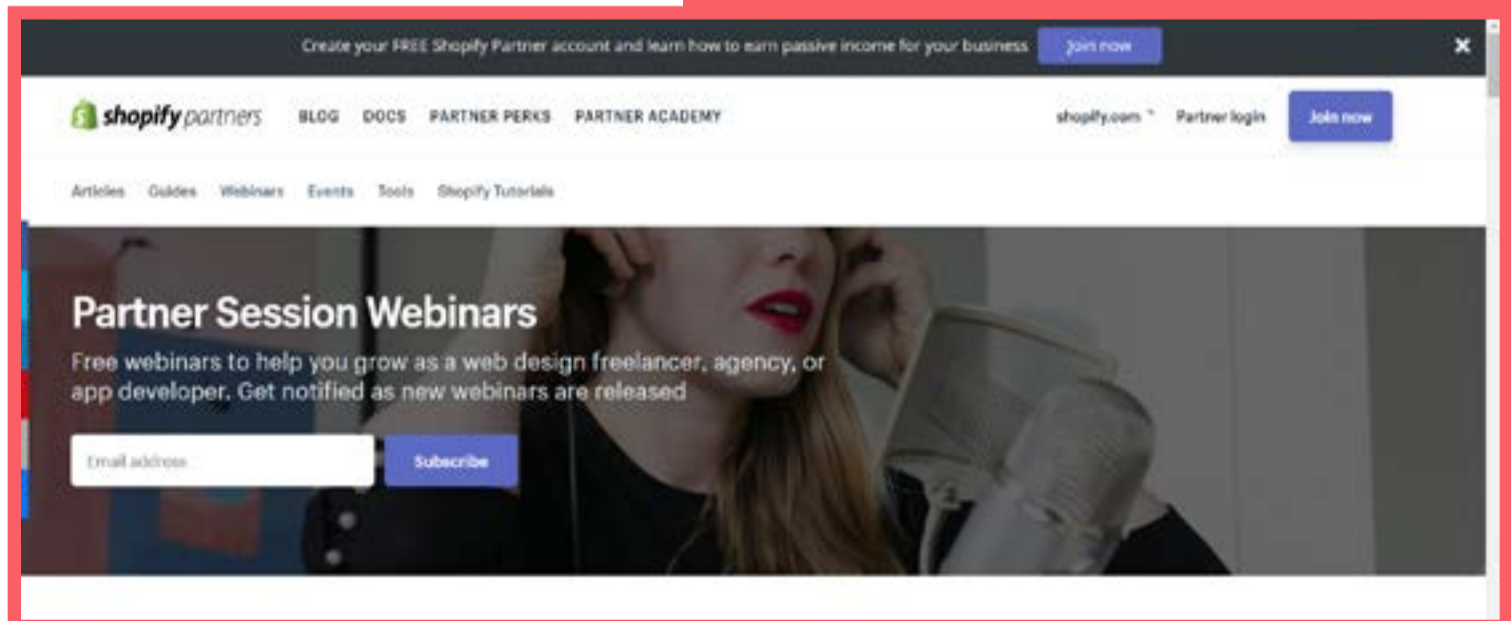
25

This is a generation of self made billionaires, start ups and self help videos. People choose to gain knowledge remotely through courses, tutorials, and webinars. This can be used to your advantage to generate leads. A clear CTA after a helpful tutorial can help you grow your business multifold. The best part about Youtube tutorials and webinars? [74% of marketers](#) say video has a better return on investment than static imagery.

This means videos are your golden chance to reach a bigger audience and tap into new consumer demographics.

What caught our eye

The Shopify webinars help the brand help their customers and of course, generate qualified leads. The social share buttons embedded on their webinars page makes it easier for people to share these knowledge assets.



Outgrow Verdict:

You say 'webinar', we say undoubtedly yes, did you even have to ask?

With this we come to the end of the list of lead gen tactics. We have done our best to bring to the table the best strategies out there. Now, it's your turn to implement these. . Since we started this ebook with two facts,

we're going to end it with that as well.

Fact 1: Consumers don't want to buy from you because you're good.

Fact 2: You're good because consumers want to buy from you.

Moral of the story

It's all about your lead generation chops.
We hope you got it now.
(Pun intended!) :)

