



How to Catch a Leprechaun Lead with Inbound Marketing

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1 KNOW YOUR LEPRECHAUN

- Install website analytics on your website.
- Draft up a user profile of your target audience. Include things like: profession, what groups they hangout in, characteristics and needs.



2 IDENTIFY KEYWORDS RELATED TO YOUR BUSINESS THAT HE MIGHT BE SEARCHING FOR IN GOOGLE

- Like: How to dye your beard, where to buy a new shillelagh, cobbler tools Chicago, etc.
- Put these keywords in the right places on your website and in your website copy.



3 DEVELOP GOOD CONTENT TO GIVE AWAY AS A FREEBIE. FOR EXAMPLE:

- Ebooks: "Ultimate Cobblers Guide to Shoemaking" "When to Buy a New Shillelagh"
- Free trials, training, or other freebies.



4 CREATE AND TEST YOUR LANDING PAGES

- A/B split test your landing pages with different pictures and colors.
- **As a leprechaun, this lead probably responds to orange and green colors.**



"Landing pages are effective for 94% of B2B and B2C companies."

- MarketingSherpa



5 SIGNS THIS LEAD IS INTERESTED

- Gives up an email address.
- Starts following you on social media.
- Visits multiple pages on your website.



Warning: Leprechauns don't like outbound marketing, because it's too noisy. Leave your cold calling tricks at the door.



6 YOU'VE GOT HIM ON THE TRAIL, BUT DON'T TAKE YOUR EYES OFF OF HIM OR HE'LL DISAPPEAR

- Connect with him on LinkedIn, follow back on Twitter etc.
- Post on social media at times when he's most likely to be online. ***Hint: Mornings, nights and weekends***
- Respond to any comments that he leaves on your social media profiles.



7 DELIGHT HIM AFTER THE SALE

Good customer service will get you more than three wishes and gold... you'll make a new friend!



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RESOURCES

- About Leprechauns: <http://bit.ly/1KSItdnd>
- How to Find The Right Keywords: <http://bit.ly/1wqHW5A>
- How to Optimize Landing Pages for Conversions: <http://bit.ly/1E9Hxod>
- Inbound Marketing VS. Outbound Marketing: <http://bit.ly/1rXb5j3>

ABOUT DESIGN & PROMOTE:

Design & Promote is an inbound marketing firm that prides itself on producing high performance websites that get found in the search engines and convert more visitors into customers.

Want to convert more leads? Let's Chat!
<http://www.designandpromote.com>