

# 5 BEST Opt-In Strategies to Generate Your First 1,000 Leads!



# Introduction:

Any business needs to take lead generation seriously! Building your list of potential clients and monetizing that list equals consistent, recurring revenue for you and your business 24/7, 365 days a year!

This means you need to be a ROCKSTAR at lead generation, and this strategy guide will help you do just that.

But first things first -

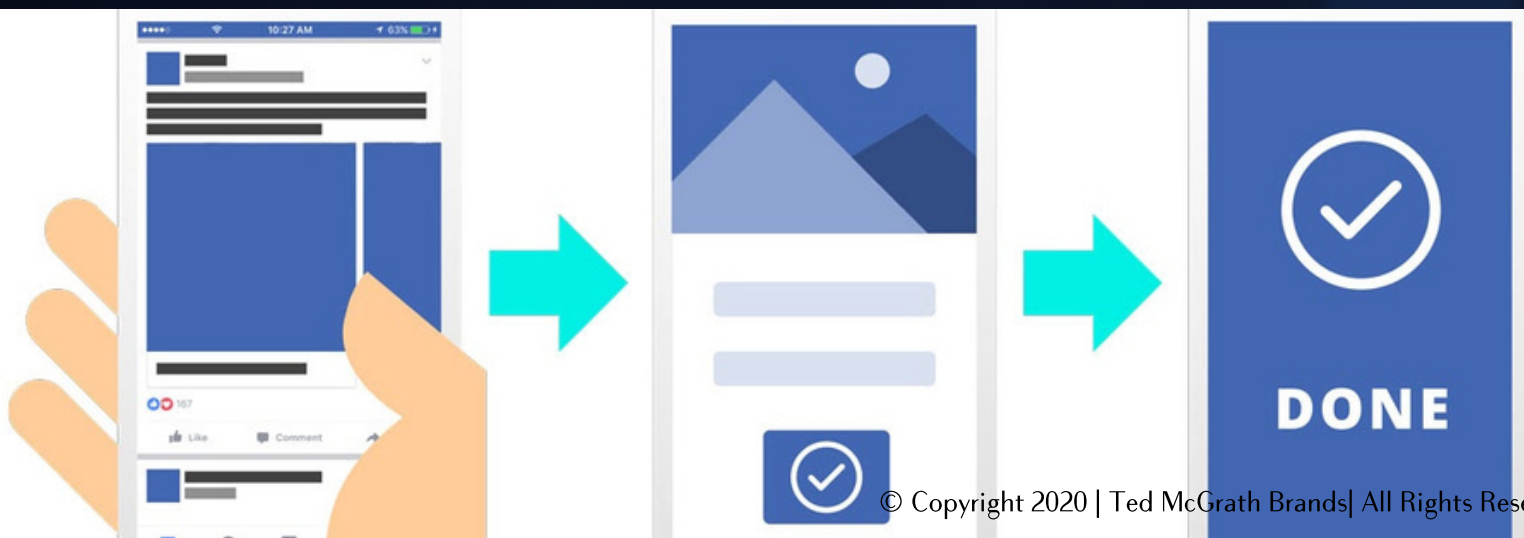
## What IS an opt in strategy?

Opt-in marketing is when potential customers, or interested visitors to your website, are invited to “opt-in” to receive certain benefits or information...

You can use opt-in forms on your website, social media, landing/sales pages, blogs, and lead magnets to collect contact information from prospective clients, and maintain a connection with them over time.

Many people believe that your website sidebar is the only real place to generate leads, but in today's vast digital marketing environment, that couldn't be further from the truth.

This strategy will cover 5 of the most effective places to launch your opt-in forms to generate your first 1,000 leads in no time.



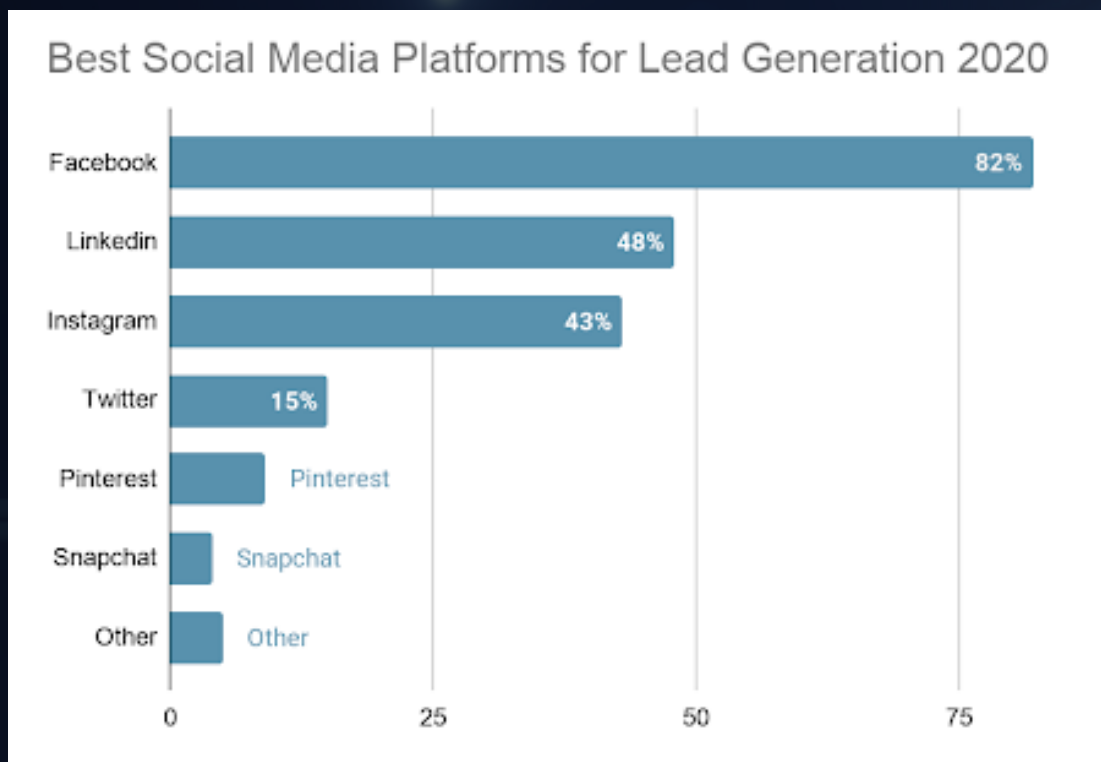


# 1. Using Social Media Ads

59% of all profitable leads are generated via social media lead generation ads. In fact, a recent study has shown that social media marketing is now the MOST efficient, low cost way to generate leads for your virtual business.

Why?

Because people are on their social media constantly, way more often than they are checking emails or visiting external websites. This means a much larger potential for potential consumers to see your ad and opt-in.



You can generate leads on almost any social media platform, however, Facebook tends to be the most efficient place businesses generate leads. more than 2.45 billion people use Facebook every month—making it the social media platform with the largest population. Facebook also offers some of the sharpest tools to collect leads on its platform.

# How to get the most leads on social media:

- **Optimize Your Profile and Add Contact Information**

Before we get into the different types of lead ads you can run on social media, it is important that we cover some foundational work here.

The first step you must take to make any of the following strategies work is to **optimize your profile and add contact information**. You need to make sure that your profile speaks about you in a way that establishes value and credibility to your advertisements.

If you clicked on a sign up form, but then went to the social media page and there was nothing available, would you be willing to offer up your precious, personal information?

Chances are - no, you wouldn't.

Make sure that any customer who wants to do a little digging about you or your brand or services can quickly and easily reach information about you via a complete, well written profile. Your profile should provide a means for customers to contact you, sign up for your newsletter or email list, links to your blog or website (if applicable). And remember, before you add contact details to your profile, make sure you're able to support customer inquiries—whether by phone, email, Messenger, or some other means.

Your “about” section should be robust, and should succinctly explain who you are, what you do, and a little bit about your mission statement or your goals. Adding a personal touch tends to work wonders, and remember, keeping it short matters!



- **Facebook Lead Ads**

As we discussed above, facebook offers a specific lead ad format for advertisers. This can be looked at as “promoted opt-in forms”. The best part about facebook lead ads is that they can be synced directly to your customer management system or downloaded so you or your eventual sales team can follow up as needed! Facebook’s retargeting tools are especially useful when it comes to lead nurturing.

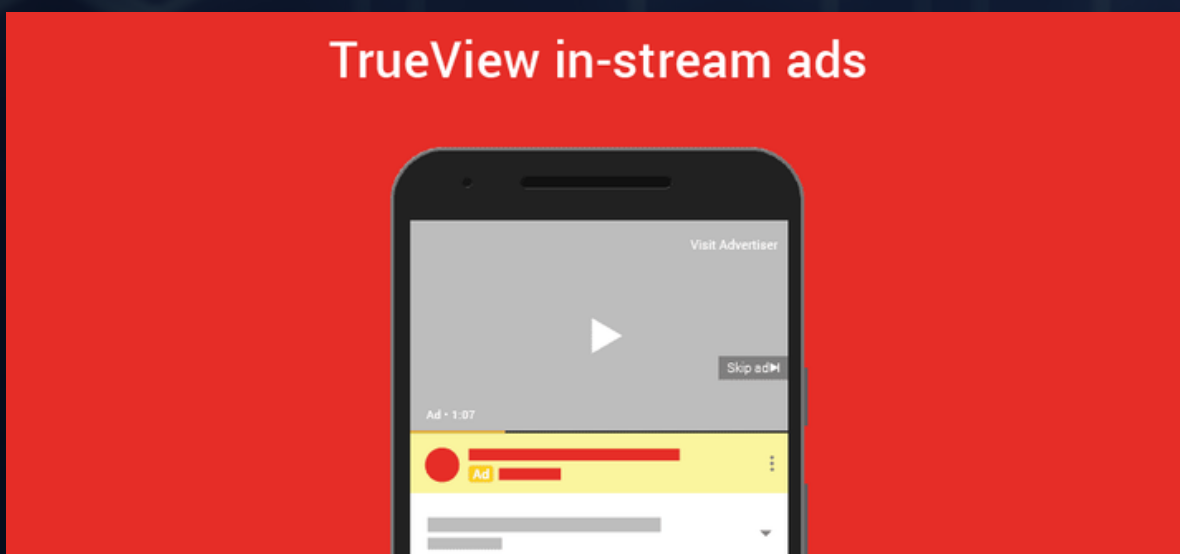
- **Instagram Lead Ads**

Since they are owned by the same company, it makes sense that Instagram would offer lead ads designed to help marketers collect information. The key to successful Instagram lead ads are good VIDEO CONTENT. In previous trainings we have discussed how to create 30 second videos that grab attention quickly, so utilizing a combination of short, powerful videos and videos, you can generate leads like a pro from instagram!



- **YouTube TrueView for Action Ads**

This format on YouTube is designed to help advertisers drive a specific action—including generating leads. These ads have prominent call-to-action buttons that can link to a site of your choice. When creating these ads, simply select “Leads” as your goal. This includes instream ads which are pop ups which have calls to action relating to signing up for your newsletter or blog!



- **LinkedIn Lead Gen Forms**

If your goal is to market to other career professionals, then LinkedIn is a fantastic platform to consider using for lead generation. The important thing to note is that LinkedIn Ad Forms have a conversion rate of 13%, which is huge considering the average website opt-in form is somewhere around 2.35%

You can create Message ads and Sponsored InMail ads on the platform. And much like its Facebook and Instagram counterparts, you can use LinkedIn profile information to pre-fill sections on your forms - which means less work for your customers and more potential conversions for you!



## 2. Create a **STRONG** Privacy Statement

You may not think this is a big deal, but having very clear privacy statements on your opt in forms can lead to a massive uptick in leads you will generate per form. Keep in mind that potential leads don't know you that well, after all. They want to make sure you're not going to spam them or sell their email addresses to some other completely unrelated company.

Your privacy statement should be visible on your opt-in forms and appear before the lead signs up.

Let's look at an example from a TMB opt-in page:



As you can see, we assure the potential client that their information is secure, and that it will never be sold or shared to another company.

This is important because more so than ever, customers care about their privacy. This is why having a clear privacy statement is important - a good statement can increase your lead generation by up to 19%!

### 3. Use Lead Magnets and Free Gifts

Everything to do with marketing is about providing value to your potential clients. With no value, you have no incentives for potential customers to offer up their personal contact information.

Lead magnets work so well because of their great versatility. You can send your subscribers PDF downloads, worksheets, brainstorming ideas, videos or whatever you feel will provide a reasonable value in exchange for engagement with your list.

There's no limit to what you can do if it's valuable, and lead magnets continue to prove to be a crucial part of any lead generation or opt-in strategy.

Here is an example of a free PDF download that Ted McGrath Brands has created to generate leads in the past:





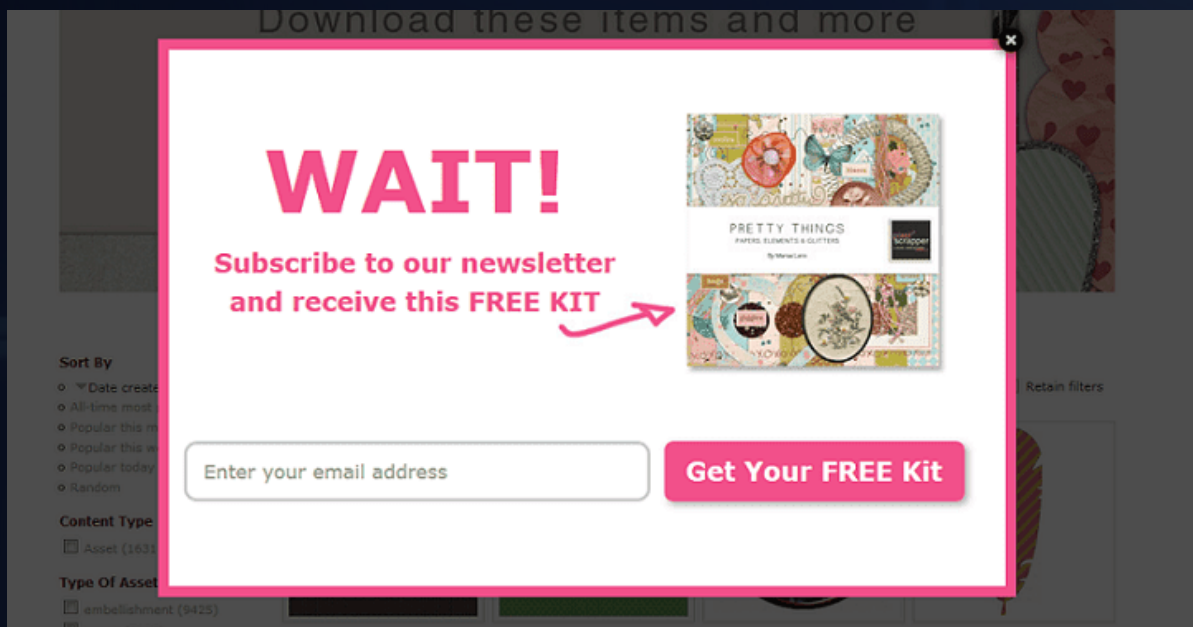
## 4. Use Exit Intent Pop-Ups

Everyone knows about using pop-up forms on your blog or website to increase leads. It is a staple of any business and we will cover that more in depth later in this guide.

There is another type of pop up that can truly provide real value to you and your list - **these are called Exit Intent Pop-ups.**

An Exit intent pop up is a form that pops up on a designated page when a user attempts to navigate away from that page.

If your initial opt-in form doesn't work, an exit intent pop up gives you ONE last chance to swoop in and offer your free gift or other incentives in exchange for a conversion.



Exit intent pop ups most commonly include headlines with a sense of urgency, and include language such as WAIT, STOP, BEFORE YOU GO, etc. which makes the user pause and consider if they really want to skip out on whatever incentive you're offering.

# 5. Test, Test, Test

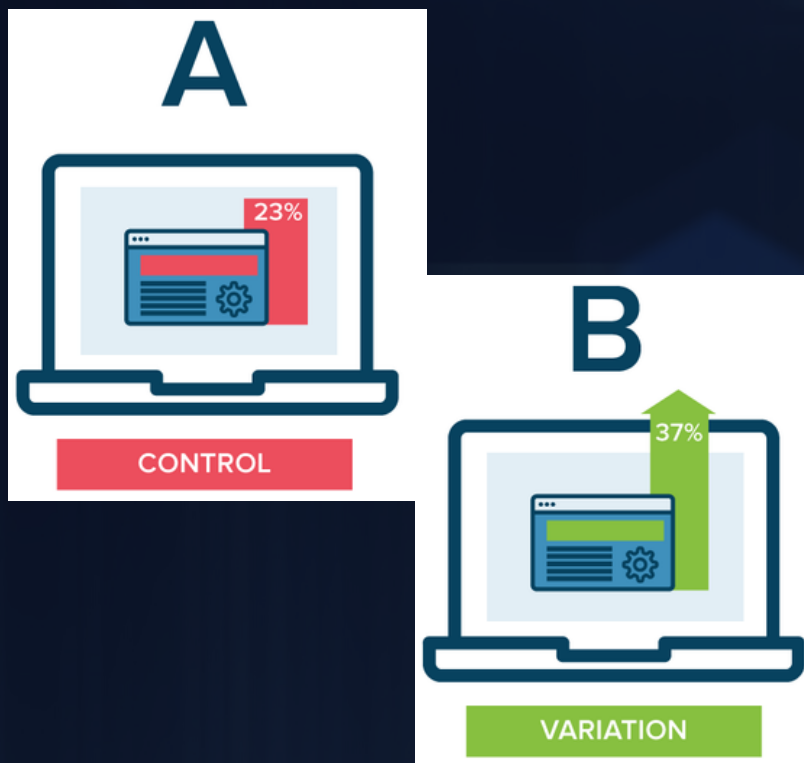
If you learn anything from this guide, the most important thing you should learn is to test, test, test. There is no way to improve if you never change anything, and it is impossible to understand what is and isn't working based on sending the same things over and over.

Every single part of your opt-in should be tested, and tested regularly. Have headline text on your opt-in form? Run a 50/50 test to compare data and see how different variations of your headlines can improve your conversion rate.

As you can see, there are plenty of methods and ways you can approach opt-in strategies, so there are a plethora of ways in which you can change ONE part of your copy (to reduce variables) and then test for which performs better. And don't forget, test only ONE change in your opt-in pages at a time! That way you can always know, for certain, the reason for an increase or decrease in conversions.

## Some key opt-in building blocks to test:

- Headlines
- CTA button
- Text
- Privacy Statement
- Images
- Number of fields for the user to fill out
- Colors
- Incentives offered





# Conclusion

Having a successful opt-in strategy is an integral part of any virtual business. With so many tools on the market, it is important to first understand what your business needs are, and how your opt-in strategy can target the right consumers and provide them with value so that they convert from potential clients, to clients that are ready and eager for your product, services or coaching 24/7, 365 days a year!

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Ted McGrath is a theater performer, speaker, and best selling author. He has created 5 household brands and made millions teaching Coaches, Speakers, and service based Business Owners how to turn their life story and life experience into a lucrative business that impacts millions and makes millions.

Ted brings a unique approach to coaching, speaking, transformation, and information marketing by combining his business/marketing strategies and his transformational skill set with his talent as a performer.

He has devoted his life to transformation, storytelling, and helping others share their true message with the world. What's your Message?

