

LifeHealthPRO

50 best ways to generate leads: 31-40

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38. Create a strong call to action.

There are many lead generation techniques available today, from SEO to [social](#), from landing pages to email. All of the approaches have pros and cons and need to be evaluated by the business in relation to the audience to which they market.

Regardless of the technique, one common thread can significantly increase the response rate of a campaign: a strong call to action. Customers are bombarded with marketing messages, so marketers are competing for the “eyes” of their customers to stop and take notice of their message. A strong call to action gets the eyes of the customer. Whether the call to action is a special offer or the ability to download an e-book, it has been proven over the years to be a central theme to great lead generation. Providing value to the customer through good content, supported by a strong call to action will increase the results of every lead generation campaign.

— *John McGee, chief executive officer, [OptiFiNow](#)*