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Nota di contenuto	Table of Contents; Foreword; Introduction; About This Book; Conventions Used in This Book; Foolish Assumptions; Icons Used in This Book; How This Book Is Organized; Beyond the Book; Where to Go from Here; Part I: Getting Started with Lead Generation; Chapter 1: Beginning Your Lead Generation Journey; Growing Your Business; Tying It All Together; Chapter 2: Identifying Your Leads; Defining Your Leads; Defining Your Sales Funnel; Chapter 3: Setting Your Lead Generation Goals; Defining Your Key Metrics; Crafting Your Road Map; Building a Business Case; Aligning Your Sales and Marketing Teams Chapter 4: Choosing the Right TechnologyDefining Your Options; Discovering Customer Relationship Management (CRM); Looking into Marketing Automation; Exploring Email Service Providers (ESP); Investigating Social Media Tracking Tools; Looking at Social Media Management Tools; Discovering Website Tracking Tools; Making the Right Choice; Chapter 5: Building a Rock-Star Team; Identifying Who You Need for Success; Recognizing the Right Traits for Success; Looking at Recruiting Options; Part II: Connecting Inbound Marketing and Lead Generation; Chapter 6: Generating Leads with Content

## Marketing

Exploring ContentDelving into Content Planning; Doing More with Less in Your Content Marketing; Defining Content's Relationship with Other Lead Generation Efforts; Chapter 7: Putting Your Best Foot Forward with Your Website; Exploring Website Usability and Design; Creating Calls-to-Action (CTAs) That Convert; Developing Landing Pages That Work; Chapter 8: Humanizing Your Brand with a Blog; Inspiring Readers with Your Blog Content; Creating Clear Conversion Goals; Leveraging Social Sharing; Handling Commenting on Your Blog; Identifying a Guest Blogging Network

Creating an Internal Blogging ProgramChapter 9: Creating Lasting Relationships Through Social Media; Sharing on Social Media; Getting the Most out of Facebook; Leveraging Twitter; Engaging Through LinkedIn; Building Your Google+ Presence; Getting Visual with Pinterest; Attracting Attention with SlideShare; Chapter 10: Getting Found Through Search Engine Optimization; Maximizing Different Traffic Sources; Knowing Your Search Engines; Making the Most out of Google Algorithm Updates; Choosing Your Keywords; Perfecting On-Page SEO; Utilizing Links in a Natural Way

Defining Your SEO Measurements and AnalyticsPart III: Linking Outbound Marketing with Lead Generation; Chapter 11: Helping Buyers Find You with Pay-Per-Click Ads; Getting Started; Creating Your Ad Copy; Tracking Your Ad Performance; Chapter 12: Casting a Wide Net with Content Syndication; Accomplishing Your Goals with Content Syndication; Implementing Non-Paid Content Syndication; Chapter 13: Targeting with a Personal Touch Through Direct Mail; Making Direct Mail Work for You; Focusing on Creative Execution; Having an Integrated Approach

Chapter 14: Seizing the Opportunity to Connect Through Events

### Sommario/riassunto

Learn how to get your message heard above the online noise The buying process is greatly changed. With the Internet, the buyer is in charge. If your product is going to compete, you need to master 21st century lead generation, and this book shows you how. It's packed with effective strategies for inbound and outbound marketing tactics that will generate leads in today's market. You'll learn the basics of lead generation, inbound and outbound marketing, lead nurturing, ways to track ROI, and how to score leads to know when one is ""hot"". Follow the steps to create your own personal