



Online Marketing Strategies for Lead Generation & Conversions

10 Low-Cost, High-Yielding Ways to Generate & Close More Leads Online

LEAD GENERATION LIKE YOU'VE NEVER SEEN BEFORE!

You're likely here because you're not getting the number of leads, or the quality of leads, you want to grow your business.

Well— take some comfort in the fact that you're not alone. In fact, 63% of marketers say generating traffic and leads is their top challenge.

Lucky for you, we're here to help.

Let's explore what lead generation strategies we'll be reviewing in this ebook:

Contents

Shift from Outbound to Inbound Marketing

Optimize for Search Engines (SEO)

Build Powerful Pillar Pages & Topic Clusters

Create Valuable, Gated Content

Educate by Consistently Blogging

Strategize Enticing Call-to-Action Driven Conversion Funnels

Develop Automated Lead Nurturing Campaigns

Adopt Conversational Marketing

Be More Active on the Right Social Media

Perform Research Studies & Grow

Ready to reel in some big fish?

Let's go!

LEAD GENERATION STRATEGY #1

SHIFT FROM OUTBOUND TO INBOUND MARKETING

Do you think there's anyone who actually likes being bothered by intrusive advertisements all day long?

Not really.

That's why over the past decade, every single industry has observed a shift in the way customers react to ads.

Outbound marketing is the older, "traditional" form of marketing— which many people have come to disdain. It's where a company initiates conversation by sending "out" messages to audiences through:

- Radio advertisements
- Unsolicited phone calls or emails
- Paper flyers, brochures or magazine ads
- Television commercials
- Outdoor billboards, etc.

This is when a company desperately tries to broadcast how awesome their product or service is to anyone around— typically when you're not even looking for what they have to offer.

Outbound efforts are often very broadly targeted and make it hard to track results, yet, many organizations still invest a large portion of their marketing budgets on this less profitable marketing technique.

Inbound marketing is quite the opposite. Instead of pining after prospects who may or may not be good leads, inbound marketing focuses on creating content so useful, clients find you when they need you.

It's information that helps users who are actively seeking their answers and choosing to explore what you have to offer on their own accord, using marketing tactics that are strategically passive and highly targeted such as:

- Blogging and guest posting
- Opt-in email marketing
- Improving SEO, etc.
- Creating content offers (like this one you downloaded!)

It's all about serving up the right information to help the right user, earning their trust as a reliable source for answering their questions and naturally leading them through the buyer's journey.

Some of the major differences between outbound and inbound marketing are:

- Outbound is company-focused, while inbound is consumer-focused.
- Outbound interrupts, while inbound helps solve a problem.
- Outbound talks at the consumer, while inbound is interactive.
- Outbound can yield quick results, while inbound is a process.

Take Action!

- ✓ Look at what outbound marketing tactics your business is using and brainstorm ways to switch from traditional methods to more customer-focused, helpful delivery.
- ✓ Continue reading on to discover how blogging, email automation and other lead generation strategies relate to inbound marketing.

Helpful Articles to Help You Adopt Inbound Marketing

[What Is Inbound Marketing?](#)

[4 Differences Between Traditional Marketing and Inbound Marketing Campaigns](#)

[HubSpot Inbound Marketing Tutorials](#)

[Inbound Marketing Strategies for Small Businesses](#)

[How Inbound Marketing Can Help Increase Retail Sales](#)

Ready to learn more? Check out our [Beginner's Guide to Inbound Marketing](#).

LEAD GENERATION STRATEGY #2

OPTIMIZE FOR SEARCH ENGINES

Having trouble [appearing on the first page of Google](#) search results?

Search engine optimization (SEO) is exactly what it sounds like: optimizing your website to perform better on search engines, or rather, show up online when people search for your product or service.

Essentially, SEO is a free way to get leads online.

If your website is optimized well enough to rank on the first page of search engines like Google or Bing, those organic results function as unpaid online advertisements for your business. Actually, for many companies, [over 40% of revenue is capture by organic traffic](#).

There are two places you can optimize your online presence:

- **On-site** - On your own website and subdomains.
- **Off-site** - Anywhere else on the internet you're mentioned, such as social media, online business listing, citation platforms, industry websites, etc.

On-site SEO involves optimizing elements on your website or subdomains, such as making improvements to your title tags, images, metadata, site speed, outbound links, keywords, etc.

Off-site SEO involves optimizing all your online resources other than your domain(s). Whether it's building out your company's Facebook profile, managing your Google My Business page or [actively seeking reviews](#), there are many ways you can influence your search rankings beyond optimizing your personal website.

Take Action!

- ✔ Run your URL through GTmetrix to analyze your site's speed and make a list of things to be optimized.
- ✔ Use Google Analytics or your CRM to see how people are finding you. Look for organic traffic and analyze where your sources are currently coming from.
- ✔ Determine your keywords and weave them into your content. Our Keyword Research Workbook can help you do that!
- ✔ Don't rely on paid search advertising, but once you develop some bomb-ass content, it can't hurt to send some traffic to high performing pages.
- ✔ Keep reading this guide to learn more about pillar pages, blogging and other ways you can improve your SEO.

Helpful Articles to Improve Your SEO

[8 Reasons Your Business Doesn't Appear on the First Page of Google Search](#)

[6 SEO Tools to Optimize Like a Boss](#)

[How to Get Your Business on Google's Right Sidebar "Knowledge Graph"](#)

[Take Control of Your Local Rankings with 3 On-Site SEO Best Practices](#)

[3 Ways To Use SEO Keyword Strategy To Optimize Your Site](#)

New to all this search engine optimization stuff? We recommend you download and read our [Beginner's Guide to Local SEO](#) to get started.

If you do know a thing or two about SEO and want to up your ranking game, check out [The Best Google Ranking Casserole](#) cookbook for 8 "ingredients" to land page one results.

LEAD GENERATION STRATEGY #3

BUILD POWERFUL PILLAR PAGES & TOPIC CLUSTERS

Remember when your content strategy involved scraping through Google Adwords Keyword Planner for a yet-to-be-discovered target, checking up on your [competitor's rankings](#) and writing post after post with different long tail keywords?

Oh, wait. You're still doing that. And you should be— but, you must also be aware of how the SEO game is changing. Many marketers are making a switch from relying on keywords for search results to focusing on this thing called [topic clusters](#).

Topic clusters are a group of separate pieces of content, all comprised of “subtopics” that support one overarching, broad topic. This big papa topic is often called the pillar page.

Let's discover the difference between the two:

- **Pillar pages** are likely your service or product pages, the end game, the topic you direct all your content generation efforts and topic clusters around.
- **Topic clusters** are groups of blog posts, content offers, infographics or any form of content that supports your broader topic pillar page.

Pillar pages are arguably one of the most important parts of your website, for your product or service pages, they are your ultimate sales tools. All your efforts go into strengthening your pillars, or these foundational pages.

Topic clusters for your service pages could be anything about your industry. For example, if you sell marketing services, your topic cluster for your SEO pillar page could be blogs about ranking on Google, keyword research, etc. Clusters on your website crawl tool could talk about site speed, image optimization, etc.

The secret here is **interlinking**. Having links from your subtopics to your main topic page show search engines that these pieces of content complement the pillar page, and ultimately, these links drive more traffic to your pillar.

Traffic and interaction helps you rank, and ranking helps you get found.

Therefore, topic clusters and pillar pages create a broad network of ways for searchers to find you, request more information and become a fresh online lead.

Take Action!

- ✔ Call a team meeting to compile a list of your most foundational pages and the biggest topics in your industry.
- ✔ Conduct a mini content audit to see which blog posts, content offers and additional materials support your established or planned pillars.
- ✔ Compare metrics. How well are your current pages performing? Vamp up the high traffic ones with some of the tips in this ebook.
- ✔ Modify your content marketing strategy to support each topic, coming up with a list of 15 new subtopics to write about next quarter!

Helpful Articles to Improve Your SEO

[What's a Pillar Page? \(SEO Powerhouses for Your Content Marketing Strategy\)](#)

[5 Pillar Page Examples to Get You Started With Your Own](#)

[Topic Clusters: The Next Evolution of SEO](#)

LEAD GENERATION STRATEGY #4

CREATE VALUABLE, GATED CONTENT

You create all this awesome content online, but you publicly post it all! That's great that you're helping your audience, but some things shouldn't be given away for free.

A **content offer** is a piece of content— typically an ebook (like this!), PDF or some other form of information— that a searcher finds so valuable, they're willing to give up a little personal information to receive it.

The content typically lies behind a “gated” page, requiring a user to first fill out a form before accessing a thank you page to download the offer.

Anyone who requests a download instantly becomes a new online lead in the website's CRM system.

The amount and type of information users are willing to share on the form is largely dependent on two things:

- **Their stage in the buyer's journey.** The buyer's journey has three stages: awareness, consideration and decision. Sometimes people call users in these stages top of the funnel, middle of the funnel and bottom of the funnel leads.
- **What you already know about them.** Now, we know this ebook is about lead generation— but if someone is already entered your system as a lead, you can still gain more information to help nurture them through the sales funnel.

Typically, companies make content offers for different stages of the buyer's journey. For example, this leads ebook is a middle of the funnel (MOFU) offer targeted towards those considering ways to solve their problem (generating more leads!).

A softer TOFU offer might be about what lead generation is and how to get started gathering new customers, while a BOFU blog post could encourage others to reach out to us for inbound marketing services.

The further along the buyer's journey a lead is in, the more valuable the content typically is, and therefore, the more information you can ask for in return. That's why middle and bottom of the funnel offers can help turn a soft lead into a higher qualified target.

We have a wide variety of ebooks on our site, and since you're already a lead, don't be afraid to [download a few more offers on Impulse Creative](#) for ideas on how you could lay out your own content offer.

Take Action!

- ✔ Are there things you want to write about that are really in-depth? If you start to go over 2,000 words, turn that beefy post into a comprehensive content offer.
- ✔ Assemble your team and discuss what valuable offers you could compile to attract users to your website. Think of some big questions they have and in what ways you can be the "master" of that topic.
- ✔ Get creative. Content offers don't all have to be written PDFs; you could gate an interactive web page, presentation, infographic and more.
- ✔ Not all content needs to be gated, in fact, consider making an easy to use tool that's almost too good to be true. Users could love your free offers so much, it'll build enough trust to try your paid services.

Helpful Articles to Create Dynamite Content Offers

[How to Create Marketing Offers That Don't Fall Flat](#)

[How to Create Content for Every Stage of the Buyer's Journey](#)

[Should You Be Gating Your Content Offers?](#)

[13 Awesome Landing Pages to Steal From](#)

[11 Ways to Create Bomb-ass Content Worth Watching, Rewatching & Sharing](#)

LEAD GENERATION STRATEGY #5

EDUCATE BY CONSISTENTLY BLOGGING

Blogging: it's really a simple concept. Write about relevant topics in your industry that answer potential customers questions and searchers will find you.

Not only will they find you, they'll likely poke around if you spark their interest. In fact, when done efficiently, blogging is a sure-fire way to generate more leads online.

Oftentimes, users will give you their precious information in exchange for your helpful content or be more likely to follow your brand if you consistently offer them solutions to their problems.

It's no wonder HubSpot found that marketers who prioritize blogging are [13 times more likely to achieve a positive ROI on their efforts](#).

So how often should you blog, how long should each post be and what topics should you talk about? Well, this is all going to depend on your industry, your company's personal goals and your audience.

But here are some average stats to give you an idea:

- **1,890 words.** That's the [average content length](#) of articles that typically appear on Google's first page results.
- **1-3% keyword density.** Remember that "[semantic](#)" search terms can help you avoid keyword stuffing.
- **3-4 posts a week.** Again, this depends on your goals, but if your top priority is ranking on search engines, this study found that [companies who pushed out 16 monthly posts or more saw almost 3.5 times more traffic](#) than those who posted less than four times.

Take Action!

- ✔ Focus on your audience and come up with a list of topics that interest each of your personas. [Don't know your buyer personas?](#) Here's some quick ways to [determine who your audience is](#) and determine their [wants and pain points](#).
- ✔ Add images whenever possible. This study claims [blog articles with images get 94% more views](#) than those who do not include visuals to support their content.
- ✔ Thanks to Google's RankBrain algorithm update, the search engine is smart enough to understand a searcher's intent. That means it's not fooled by keyword stuffing and uses semantic keywords as cues, so up your SEO game by developing a sound keyword strategy to support your blogging goals.

Helpful Articles to Blog like a Beast

[Make your Blog into a Search Engine Magnet!](#)

[5 Benefits of Guest Blogging](#)

[11 Strategies for Attention Grabbing Blog Titles](#)

[How Much Time Should You Spend on Blog Titles?](#)

[6 Free Sources for Finding Engaging Blog Images](#)

[5 Ways To Generate Fresh Blog Post Ideas](#)

Haven't really blogged a lot for your company? That's okay. Check out our [Beginners Guide To Blogging For Business](#).

LEAD GENERATION STRATEGY #6

STRATEGIZE ENTICING CALL-TO-ACTION DRIVEN CONVERSION FUNNELS

Have you ever found a few answers on one webpage, but had to dig around for further support?

That site probably didn't have a call-to-action within its content.

A call-to-action (CTA) is typically a button, or some sort of clickable element, that invites a viewer to take a next step, oftentimes, offering more content to support the piece the viewer just consumed.

They're typically found at the end of blog posts or pillar pages and lead visitors to a landing page to collect information in exchange for a content offer.

CTAs are essential to gathering new leads, because they begin to direct clickers through the sales funnel and start nurturing them through the buyer's journey.

CTAs should direct leads deeper down into the appropriate funnel:

- **Top of the funnel (TOFU).** Top of the funnel CTAs are there to help the viewer, not sell your brand or offerings, and to coax them towards another offer deeper in the funnel.
- **Middle of the funnel (MOFU).** Middle of the funnel CTAs get more specific, focusing in on a specific problem and begin to establish your company as a trusted source for quality solutions.
- **Bottom of the funnel (BOFU).** Bottom of the funnel CTAs don't necessarily direct leads to more content; instead, they aim to secure your company some face-time with the prospect, with the ultimate goal of closing a new customer.

TOFU CTAs are typically found at the end of blog post. The searcher knows nothing about your company, and they likely don't care; they just need answers. After they read all the way through your content, TOFUs typically ask a viewer to download a "beginners" or broad-level offer to support their needs.

MOFU CTAs still aim to educate through blogs or other pages, but they also start [positioning your company as the solution to the lead's challenges](#). More advanced or specific content entices these kind of leads. It's okay at this stage to start weaving in your services into the content so they start to consider how you could help.

BOFU CTAs typically focus on requesting an audit, evaluation or assessment. At this point, the lead probably already views you as a trusted resource and are weighing their options for a final sale. Directly interaction with your company can qualify them as a customer or not.

No matter what part of the funnel a user is in, if you naturally fulfill their needs time and time again, they'll come to see you are a trusted source and, hopefully, turn to you as their end-all solution.

Take Action!

- ✔ Use a strong, commanding action verb to prompt action. "Click here" anchor text has no place in CTAs. Have an ecommerce site? Try words like "shop, order, etc." Coaxing them through the sales funnel to a next step offer? Try words like "request, download, etc."
- ✔ Play on clicker's [fear of missing out](#). Adding a limited amount of time to an offer or saying things like "while supplies last!" can elicit urgency and prompt someone to act in the moment.
- ✔ Use your CRM and smart content to tailor your CTAs to your lead's information. One [HubSpot study](#) boasted a 42% higher view-to-submission rate when using a targeted CTA compared to a generic one.
- ✔ Personalize your CTAs around your [brand's tone of voice](#). For example, you could say "Get our Leads eBook" or you could say "Leads Suck? Download Your Personalized eBook Today!"

Helpful Articles to Conceptualize CTAs & Funnels

[The Psychology Behind a Great CTA](#)

[5 Mistakes You Can't Afford to Make With Your CTAs](#)

[Easy Ways to Increase Your Website Lead Conversion](#)

LEAD GENERATION STRATEGY #7

DEVELOP AUTOMATED LEAD NURTURING CAMPAIGNS

Let's be real: following up with leads can be a royal pain. You may feel like you're begging them to buy and they might think you're harassing them.

You have to build and earn trust with your prospects to form viable leads. That's where **lead nurturing** comes into play.

Lead nurturing is the process of developing relationships with users at every stage of the sales funnel and all parts of the buyer's journey.

But why do you need to kiss-up to leads? They opted in, so shouldn't they be interested? Well, not necessarily.

You might be shocked to learn that [79% of marketing leads never convert into sales](#), mostly because after marketers get a lead's information, they don't always use it to its full potential.

You must "nurture" the relationships by supplying relevant, personalized content that helps solve their problems, naturally building trust as the source for their answers. It's a slow but steady sprint to conversion— but if you're the one offering water bottles along the way to the finish line, they might remember you later.

Lead nurturing helps foster better conversions, but learning about and marketing to each lead is time consuming. That's why you need an automated process for managing "campaigns."

Here are some steps you can take to develop a profound lead nurturing system:

- **Adopt a powerful CRM.** A customer relationship management (CRM) can help you create workflows and email campaigns to promote lead generation. It'll organize information around your contacts and put total nurturing control at your fingertips.
- **Automate workflows.** These workflows are triggered based on an action, like requesting a download, and automatically push additional actions to occur as a result of an action, like sending a follow-up email three days after the download is requested.
- **Develop drip emails.** Your lead nurturing campaign should include follow-up emails that "drip" to leads every few days. As the emails progress, they evolve throughout the stage of the sales funnel and buyer's journey, triggering different events to happen when an email is opened, a CTA is clicked, a download happens, etc. The best part? Tracking the whole campaign's success through your CRM.

Take Action!

- ✔ When writing emails, make sure you're following best practice tips like adding personalization tokens such as the person's name or a unique signature, optimizing the subject line, being concise, embedding image and integrating strategic CTAs.
- ✔ Consider using [SMART forms and CTAs](#) that recognize the returning user and automatically tailor information towards them.
- ✔ Although it may be tempting to send a lead a bunch of different options, stick to one CTA per email or other communication. It'll be less likely to overwhelm them and help you focus on one goal, like driving everyone to the same landing page.
- ✔ Getting new online leads is awesome, but don't forget to create nurturing campaigns for your long-standing customers too. These evangelists love and support your brand, so delighting them can keep them happy and encourage them to promote you!

Helpful Articles to Make Remarkable Nurturing Campaigns

[8 Email Subject Lines to Help You Follow Up with a Dead Lead](#)

[Easy Ways to Increase Your Website Lead Conversion](#)

[Stop Sabotaging Your Email Conversions: 7 Subject Line Blunders](#)

Feeling a little overwhelmed about this whole idea of "campaigns?" Download your own [Handy Tool Kit for Launching & Measuring a Remarkable Campaign](#) to get started.

LEAD GENERATION STRATEGY #8

ADOPT CONVERSATIONAL MARKETING

We spend a lot of time encouraging prospects to reach out, saying “email us, call us, visit our office, etc.” But sometimes a person wants answers fast, at their own convenience— and a delayed response time could mean a lost opportunity.

In steps [conversational marketing](#).

Conversational marketing is about implementing features on your website to elicit instant communication.

This is often accomplished through a live chat feature, where users can engage with someone on your team (or a really smart bot) right away, when they’re in the moment on your website. They receive real-time answers to their questions and your company makes a quick connection and establishes reliability.

Here’s some ways conversational marketing can foster more online leads:

- **Hyper-targeted conversations.** These conversations are focused on a visitor’s specific problem and begin to build a relationship, on the spot.
- **“Micro messages” are quick.** Instead of a lengthy email or phone call, these messages achieve quick wins, saving your company and the user time.
- **Instant problem-solver status.** You have the chance to instantly establish your company as the searcher’s source for their answers.

In our busy world, not every company can have a real person waiting around to answers questions, so automation and artificial intelligence (AI) become powerful solutions.

Chatbots can be used to get the conversation going, and then to pass off to an actual person. A five-minute response time for an email is awesome, but when someone is sitting on your site using live chat, they want a response in seconds. This could be an unreasonable request for busy works, but not for bots.

Bots and real live chatter workers can ask visitors to fill out forms and ask for personal information to help solve problems, generating tons of leads.

Take Action!

- ✔ Consider using human-like chatbots for quick responses, setting up meetings and answering common questions.
- ✔ Do your research and pick the right platform. There are tons of live chat platforms such as HubSpot, Chatfuel, Drift, Twilio Studio, etc. Learn more about [the right one for your business](#).
- ✔ Pick the members of your team who are “on call” during business hours to answer user’s questions. Encourage them to download the software on both their computer and mobile phone for quick response time.
- ✔ Map out your various buyer’s journeys and role play the conversation. You have to prepare paths to send chatters down to effectively close them. Download your own [Conversational Marketing Template](#) to get started.

Helpful Articles to Get Started with Conversational Marketing

[What Is Conversational Marketing? Definition, Best Practices & Strategy](#)

[Conversational Marketing: The Key to Doubling Your Business](#)

[Conversational Marketing: How a Messaging Strategy Will Grow Your Business](#)

[Why Live Chat Converts Inquiries to Sales Faster](#)

[The Biggest Benefits of AI Customer Support](#)

LEAD GENERATION STRATEGY #9

BE MORE ACTIVE ON THE RIGHT SOCIAL MEDIA

Most business have social media accounts, but are they really leveraging it to their full potential?

The average American spends just over two hours per day on social media. That's a large window of time to be in front of the eyes of your prized prospects.

So what is the best social media for your business? Well, it certainly depends on if you're B2B or B2C, your industry, goals and your audience, but for the most part— a few platforms rule the marketing game.

Check out these six top platforms and discover how they could help your company:

- **Facebook.** This platform is an obvious staple for any corporation. As the largest trafficked social media platform, there's no argument that it's valuable.
- **Twitter.** Customer service through Twitter rules, making it easy for instant responses to questions and feedback.
- **Instagram.** Create unique, high-quality content (stock photos have no place here), and be sure to use hashtags for broader reach.
- **LinkedIn.** If you are B2B, LinkedIn is your network. It's a great place to promote services and build an active professional audience.
- **Pinterest.** Much like Instagram, if you have a visual product, this is a great network for you. If you are in ecommerce, Pinterest is a must.
- **YouTube.** This video platform is owned by Google and can help you rank and get more traffic. Prioritize developing an active YouTube marketing strategy by sharing helpful, interactive information for your audience.

Take Action!

- ✔ Share links on social media that direct users to gated content. Driving your audience right to your landing page puts them in the perfect place to fill out a form and give you their info.
- ✔ Run a contest, and make the users enter by filling out a form.
- ✔ If you have the budget, run some ads on popular networks like Facebook and Instagram.
- ✔ Do a live stream video or webinar where you can ask watchers to perform some action or engage in a way that creates new leads.
- ✔ Reuse content across all platforms whenever possible, but create new messaging around it each time.

Helpful Articles for Leveraging Social Media

[8 Simple Ways to Generate Leads With Social Media](#)

[Which Social Media Platforms Should My Business Be On?](#)

[How to Get more from Social Media Marketing](#)

[Digital Marketing Versus Social Media: What's the Difference?](#)

[Market Better Product Launches with Social Media](#)

[How to Master Facebook's Algorithm](#)

[Humanize your Brand with Social Media](#)

Want to enhance your online presence with social?
Download our [Social Media for Business](#) ebook!

LEAD GENERATION STRATEGY #10

PERFORM RESEARCH STUDIES & GROW

The best marketers are often those who continue to learn throughout their careers, actively seeking ways to improve their strategies, optimize their website and please their audience.

What you need is some tried-and-true **corrigibility**.

Dictionary.com defines corrigible as “subject to being revised, improved, or made more accurate.”

What are ways that you could revise or improve your marketing tactics to authentically encourage greater lead generation?

The entire foundation of [Growth-Driven Design \(GDD\)](#) is just that— constantly making incremental improvements to your website to better serve your users and grow your business. GDD’s continuous improvement phase involves identifying high-impact items that require change and knocking each off your to-do list. What you need to do is figure out that list and get crackin’.

Take Action!

- ✓ Install user behavior tracking software like Lucky Orange onto your website to see how people are interacting with your pages. Are people getting to your landing pages and dropping off without clicking the CTA? Check the heatmaps to see where they’re scrolling and clicking and adjust your layout and content accordingly.
- ✓ Survey various samples of your target personas by asking them to come in and review your new webpage or website. Encourage honest feedback and use their input to make improvements.
- ✓ Subscribe to the Impulse Creative Blog to stay up-to-date on the latest marketing trends, insights and news!
- ✓ Use the lead generation tactics from this ebook to open more conversion windows— right away.

Helpful Articles to Keep Developing & Growing

[Growth-Driven Design](#)

[What is Responsive Website Design and Why Does it Matter?](#)

[How Improving Your Website’s User Experience Might Just Increase Conversion Rates](#)

LET'S START CONVERTING MORE LEADS!

Not sure you want to do this all yourself?

That's okay. We offer a special website audit, just for you! We'll look at the way you're currently generating online leads and offer personalized advice for explosive lead generation.

Simply head over to [Impulse Creative](#) to learn more. Use the Live Chat feature on our website or click on the button below to ask about your personalized website audit.

[Request Your Audit Today!](#)