

# 31 Ways to Drive Qualified Prospects to Your Website



Think of this as a prioritized checklist of ideas for building breadcrumb trails to your website. Start with the low-hanging fruit, then move into content hubs, and then start searching for OPP's (other people's properties) to approach.

## Low-Hanging Fruit

*Leverage your own properties, such as your website and social media accounts.*

## Website and Email Opportunities

- Sidebar opt-in form
- Resources page
- Email signature block

## Social Media Opportunities

- LinkedIn 3/2/1 three to five times per week.
- Contribute to LinkedIn, Facebook and other groups
- Put a link in your Twitter bio
- Put a link in your LinkedIn profile description
- Add your lead magnet to your LinkedIn publications section
- Create header shots of your lead magnet cover
- Add the lead magnet cover image to your Facebook business page header
- Promote on social media
- Make a "pinned" tweet
- Create and share images for "quotables"

## Content Hubs

*Publish articles that include a CTA for your lead magnet.*

- LinkedIn Publisher
- Medium
- Other content hubs

## Other People's Properties

*Identify where your audience congregates. Eventually pitch the property owners, as applicable.*

- Publications
- Industry blogs
- Podcasts
- Forums
- Associations
- Twitter lists
- Facebook groups
- LinkedIn groups
- Community sites
- Meetups

## Public Speaking

- Presentations
- Panel discussions
- Put your lead magnet offer on your business card
- Webinars (as a guest presenter)

## Paid Ads

- Place ad in industry or association newsletter (promote your lead magnet rather than your services)