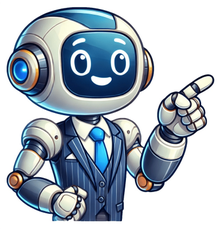
Click to prove you're human



After years of working with moving companies, weve come to the conclusion that successful moving companies show strong qualities in these 3 core areas: acquiring leads, selling their services, and providing great service. Any fault in one of these can drastically keep movers from being successful.In this article, were going to focus on how to get leads for your moving company and the many areas you can generate leads to keep your moving company strong and thriving. One thing to remember about generating moving leads is that there is no one place to get your leads. Its important to diversify your attempts and be everywhere you possibly can.Having a steady supply of moving leads is one of the most important parts of having a successful moving business. Here are 17 ways to get leads for your moving company.1. Get Your Branding In LineYour branding is something to establish when you first start your business, but if youre an older company its never too late to bulk it up.Your brand image is very important, especially in the moving industry because often times your marketing and advertising messages may not always reach those who need moving services at that current moment. If you have a good brand image, people who see your message or interact with your company when they dont specifically need services are more likely to remember you when its time they do need services.Youll be surprised with the number of direct leads you get in the long-term from people whove seen your trucks, your clean cut crews in uniform, stumbled across your facebook page, have your business card, visited your website, or see your email etc.Your brand is a subtle but major component in the final decision consumers make on which moving company to contact.2. MailersMailers are a pillar marketing tactic when it comes to getting leads for your moving company.A good mailers campaign involves acquiring the data of people whose homes go up for sale in your community and sending them an advertisement postcard for your moving services.Mailers have been getting leads for moving companies for years and years and are still working very well to this day.In order to get the listings of people whose homes are for sale as well as those who go pending, connect with a company like USA Home Listings or Just Listed Mailers. These companies supply you with the list data of people you need to target for your mailers campaign. They even have the ability to filter out the home value and specific counties or zip codes so you can further target the right people.A good mailers system first involves having a good postcard. You may want to test your postcards to see which ones get the most leads. Heres how to design your postcard for your moving company.A good send schedule you can use for your mailers is to send twice (a week apart) as soon as the home goes up for sale, and twice (a week apart) as soon as a home goes pending.3. Pay Per ClickPay per click options like Google Ads and Bing Ads are a great way to get moving leads. These are the ads you see above the organic search results that are clearly marked ad. The great thing about paying for this kind of search traffic is that you can target certain keywords people are searching. Doing this allows you to show up when someone is searching specifically for movers in your area.The one thing about pay per click is that the success of a campaign relies heavily on your websites ability to convert the click into a lead. This requires flexibility with your website and the ability to track and test certain campaigns. The more you track and test your pay per click campaigns the more you can drive the cost per conversion down.4. SEOSEO is another strong source of moving leads. SEO involves optimizing your moving companys website to show up in the organic results on Google when someone searches for movers in their area.SEO is not always straightforward and can get expensive if you decide to hire a company. But, this higher risk marketing approach has major benefits when it comes to getting leads for your moving company.Showing up organically on the first page of Google when someone searches for movers in their area is hands down the best place you can be to get leads for your moving company.If you feel that SEO might be too much of a risk or too much money if youre going to hire a company, consider going with the smallest package at first. You at least want to be found when people are searching for the name of your company. If you know absolutely nothing about websites or basic SEO, ask your SEO company about their less expensive options. Dont just cross it off the list if its too expensive.Here are some marketing and advertising services for moverswho provide service specifically for the moving industry.5. Local SEOWhen referring to Local SEO, we mean showing up in the local maps section on Google. Being here is another great place to be to get moving leads for your moving company.Local SEO results show up higher than organic results and get more attention for certain search queries than the organic search results. It also has a call button where people can either quickly call you or visit your website. These results usually get more clicks on mobile devices.The only downside to only doing Local SEO is that if you have one location, you can only show up where that location is unless you have multiple physical locations. Whereas regular SEO for organic search results you can create as many city landing pages as you like.Heres a great video on setting up your Google my business listing to get higher ranking on the local maps section.6. Google Guarantee / Google Local Service AdsGoogle Guarantee or Google Local Services Ads are the listings at the very top of certain search results where the consumer can only directly call your company.Google is starting to heavily monetize search queries when someone searches for certain services, and this is one way theyre doing it.To get set up with Google Local Services, youre required to go through a screening process with Google before youre able to show up. When you get accepted by Google, they have you set a budget and you pay per call.Were currently working closely with a company using these Google Local Service Ads and theyve expressed how much they like how trackable it is, as well as having the ability to quickly turn off and on the ads when they start to get busy with requests in the office.7. Utilize Your Moving TrucksDont forget that your moving trucks are rolling billboards. Here are a few things you can do to utilize your branded moving trucks to reach your community and eventually get more leads for your business.When a large local event is happening where large amounts of the community gather, like a local concert, find a place to legally park your truck so attendees can see your truck as they walk by or attend the event.Find a local freeway or high trafficked road and again, find a place to legally park your truck so your community can see it. Consider making deals with the businesses or landowners to park your trucks during certain high trafficked times of the day.Dont let your trucks sit in the lot all day if theyre not being used during the day. Figure out where you can legally take your trucks in the community to get a lot of viewers.Wherever you decide to take your trucks, make sure its legal and theyre in spots where there is a lot of traffic from people in your community.Keep doing it. You may not see immediate benefit from doing this kind of advertising and you might decide to get lazy and stop doing it. Dont make that mistake, keep doing it and keep growing your brand within the community you serve.Take a lot of pictures and videos of your trucks, especially if youre moving a nice large home, and use them on your website, Facebook, and other marketing material.Give back to your community and provide simple free services that use your moving truck. You can then take pictures of what youre doing and share them on social media.8. Email Marketing To Previous Customers & Referral ContactsThe easiest leads to book are previous customers and referrals. For the most part, there is no competition because these moving leads have either had a report with your company in the past or theyve had a personal recommendation from someone who has used you. They are almost already set on using your services when they call.The best way to maximize your repeat and referral business is by providing excellent services, then by email marketing on a monthly basis to keep in touch. By doing this, youll begin to grow your repeat and referral business.Also, keeping touch via email with real estate professionals, property managers, home lenders etc. is a great way to stay in front of mind and continue receiving those referral leads.Check out this article on 10 Email Marketing Tips For Movers so you have a full understanding of how to do it right and maximize your efforts.9. Buying Moving Leads From ProvidersBuying moving leads from moving leads providers can be a good way to get business if you have a great sales system. Often times moving leads are sold to many moving companies and you are competing for their business. This can especially be tough if the consumer is price driven.Many companies have success with moving leads, and many dont and it may all be determined on the location you live in, and your sales system. In any case, if you need business its worth a shot to try buying moving leads from moving leads providers.Here is a list of moving leads providers to check out.10. Network With Realtors & Those Involved In The Home Buying ProcessNetworking with real estate professionals and other professionals involved in the home buying / renting process like lenders, home inspectors and property managers are a great way to get referral leads for your moving company.You can network with these people online on Facebook, LinkedIn, and through email marketing. You can also network with these people at real estate events.You can also consider when hiring a salesperson, to hire someone who already has contacts in the real estate industry. Instead of hiring based on what they know in sales, consider hiring based on who they know. This can go a long way into getting more leads from real estate professionals.Heres another way you can begin to acquire more moving leads from real estate professionals: 11. Network With Your Community OnlineNetworking with your community online often involves finding community Facebook Groups and simply being social with everyone. If people know what you do and that you have a moving company, all you really have to do is stay social within the groups and you can get leads.Go into Facebook and search at the top for your city. Then click on groups to find the groups. Simply join a group and introduce yourself. Tell them what you do and if anybody needs help with anything related to the community that you can help answer their questions. Something like:Hello, I just want to introduce myself to this group. My name is John with Johns Moving Company in the local area. Ive been part of this community for over 25 years and have gotten to know many new residents as well as those whove been a part of this community for generations. If you have any questions regarding the community like which neighborhoods are safe or what my favorite ice cream shop is just let me know And of course if you have any moving related questions Im definitely here for you all. Have a great day!Do this for a few groups in your area and youll be surprised how many people are simply interested in what your favorite ice cream shop is! These kind of small engagements are the key to networking and these small connections ultimately turn into moving leads for your moving company.When doing this method. DO NOT just promote your services. This comes off very spam-like and these kinds of messages go over the heads of consumers very quickly. Be helpful and just be a person, those are the kinds of messages that stick.Check out this podcast from the Grow Your Moving Company Podcast explaining how to use social media in the moving industry.More episodes from the Grow Your Moving Company Podcast12. Network With Other Moving CompaniesYou may see other moving companies only as competitors, but often times you can swap business back and forth with each other. There could be many times where a moving company cant serve their lead. Sometimes its because their calendars are full or the lead is moving long distance etc. Many movers would like to still help out the lead by referring them to another credited mover.Consider connecting with other movers in your area and give them a referral fee if you book the job.13. Network With Storage FacilitiesStorage facilities always have people moving in and out. You can easily walk into any storage facility in your area and speak with the manager, introduce yourself and your company, and ultimately ask for referrals. You can also give a small referral fee to those who refer your services.With these kinds of referral targets, be sure that every month or two, you take a day to visit your referral contacts and thank them for their referrals and maybe show up with some donuts, baked goods, coffee gift cards or whatever.Ifyou dont have the time to visit, still do something. At least send them a nice email or give them a call. Always maintain your relationships with your referral contacts by doing things like this.14. Network With Apartment ComplexesSimilar to the storage facilities, apartment complexes always have people moving in and out. You can easily walk into the rental office and speak with the manager and ask for referrals. Again, you can give a small referral fee. Once again, make sure youre touching in every month or so to maintain the relationships you have.15. Facebook Advertising & RetargetingThe moving business & retargeting are a perfect match for each other, heres why:The relocation process, from selling a home to moving into a new one, can last several months. If you have retargeting set up on your website, your moving company will remain seen throughout a prospects entire process, beginning to end.Retargeting happens through Google Ads, which display on millions of other peoples websites, and through Facebook Ads, which display within Facebook & Instagram.By adding certain code to your website (which Google & Facebook give you) and setting up Retargeting campaigns in Google Adwords & Facebook, when somebody lands on your website, a cookie is placed in their browser, and they start seeing your ads on all websites that display Google ads, Facebook, and Instagram.16. YelpMany movers have mixed feelings about Yelp. On one hand, many movers will never pay for Yelp ads since they feel they have too much control over the reputation of their business.At the same time, many movers get a lot of moving leads from Yelp by paying for their services. However you feel about Yelp, it makes sense to at least give them a try and see how it works for you.In any case, its our opinion to use Yelp and not let them use you. Heres what we mean.17. Try New Things Other Movers ArentJust because other movers arent doing certain marketing tactics to generate leads, doesnt mean they dont work. In fact, being places where other movers arent, gives you a competitive edge. Take the risks if you feel like your vision can work out and dont hesitate just because other moving companies arent doing the same thing.Sure, its important to know what sources of moving leads work, but dont put all of your eggs in that same basket as other movers. Follow your intuition in your company and if you have a certain vision that will bring you moving leads and you feel like it will work, by all means, try it out and track your results.A steady stream of leads is the backbone of a healthy moving business. But that doesnt mean its easy. According to our latest benchmark report, more than half (56%) of moving companies struggle to execute and optimize their marketing. Even among those with a well-oiled lead gen process, many still fail to make more than three follow ups with incoming leads.To consistently grow the number of leads for your moving company, you need a clear plan of action, backed by a solid understanding of which leads and lead providers make the most sense for your business.In this blog, well cover the tried-and-true lead sources for modern moving businesses, plus effective new strategies you might not have considered yet. Best ways to generate moving company leadsReferralsPay-per-click (PPC) advertisingListing sites and home services appsThird-party lead providersCommunity eventsPartnershipsSearch engine optimization (SEO)Content marketingVideo marketingMailersTruck wraps & fleet brandingLocal Facebook (a.k.a. Meta) groupsTop sources of moving company leads in 2024In 2024, 40% of moving company owners are focusing on improving their marketing initiatives with search engine optimization (SEO), paid advertising, and word-of-mouth marketing named as their top three priorities this year.But those are far from your only options. Today, there are endless ways to boost your moving business through a combination of traditional and emerging lead gen tactics.Lets dive into some of the top moving company lead sources today, including exactly what each one has to offer.1. ReferralsWhen it comes to generating moving leads, nothing beats a classic.The reality is, as a moving company, your number one goal is to create raving fans so that you get more repeat and referral customers, says Louis Massaro, Founder & CEO of Moving Mastery. And we couldnt agree more.In an age where digital lead sources are popping up overnight, data shows that 25% of a moving companys business still comes from word-of-mouth referrals. And those referrals are often much better quality.In a recent episode of the Grow Your Moving Company podcast, CEO at 2 College Brothers Wade Swikle shared his thoughts on the power of personal relationships for keeping your business strong in any market.Everybodys just pouring their money into the same lead sources trying to outbid one another, which drives the cost of those marketing sources up. It also reduces margins because youre having to compete on price a lot more, said Wade. So a lot of it comes down to your personal relationships.To ramp up your referrals, start by getting your entire team on the same page about your number one objective: to create raving fans for your moving business.Once the team is dialed in, focus on creating and/or scaling your referral incentives and partner programs.2. Pay-per-click (PPC) advertisingIf 25% of your business comes from referrals, 75% has to come from somewhere else. Thats where pay-per-click (PPC) advertising has a big role to play.PPC ads like Google AdWords is one of the most straightforward forms of lead generation you place sponsored ads in strategic positions on search engine results pages (SERPs), or other digital platforms, and pay only when a potential customer clicks on your ad (hence the name, "pay-per-click").Today, 73% of moving company owners are running paid ads, with Google (96%), Yelp (61%), and Angi (27%) as their top three channels.The great thing about paid ads is that they tend to be more science than art. You typically know exactly how much to put in to get the number of leads you want.The only problem? It will cost you.With PPC strategies like Google Local Services ads becoming increasingly popular, the cost of paid ads is on the rise with the average small business spending between $9,000 and $10,000 per month on this lead source alone.Despite being in a very competitive and very expensive city in California (like, $119 cost per conversion expensive), Founder at Tradesmen Digital Marketing Matthew Miller generated 72 leads in just 20 days for their moving business client by taking a laser-focused approach to Google Ads.So what made it work so well? According to Matthew, the success of their campaign came down to a combination of the right keywords (movers near me worked like a dream in their market!), an anti click-fraud bidding strategy, and a strong focus on optimizing for top-performing locations.Some cities are just not worth bidding on. They're just far too expensive and there's already numerous competitors in that market. It's better just to go with the more profitable cities and try and get a lower cost per click there, explains Matthew. With a 34%+ conversion rate, he knows what hes talking about.3. Listing sites and home services appsMarketplaces, home services apps, and business listing sites like Thumbtack, Billy.com, and even Craigslist, can still be a great source of free or low-cost leads in 2024.But it can take some trial and error to figure out which ones best fit your business.Here are some of the most popular sites and apps to consider:AngiTaskrabbitThumbtackBilly.comZimmberHandyHoney HomesJobberBarkServiceMarketUrban Company (previously UrbanClap)HousejoyMr RightBecause these sites focus on connecting customers with local professionals, many of them will let you list your business for free.But with the low barrier to entry and a variety of local businesses to compete with, you may need to pay for premium access in order to boost your visibility and access more leads.4. Third-party lead providersIn 2024, a balanced lead gen diet usually includes some mix of third-party lead providers.If youre like most movers, youre probably already using one or more of the following providers. The real question is, how well are you converting these leads?Here are some of the top third-party lead providers:MoveMatcherTopLeadsPROMovingLeads.comEquate MediaMoving.comMovers.comUSA Home ListingsmoveBuddhaIRELOHomeBulletin.netMoveit.ca (Canada only)While it can be tempting to put a bunch of leads on your business card and call it a day, experts like Louis Massaro know that success with third-party leads is all about having a system.You may have to call more of them to get them to convert, but theyre profitable, says Louis. If you have the systems and processes in place to actually make the dials and you know what to say, it can definitely be a profitable source of business. 5. Community eventsYou may be in business for yourself, but youre not in business by yourself.When it comes to organically increasing your lead count, theres simply no replacement for your community. And building strong relationships through local events is a great way to show you care.With more than two in five consumers (45%) saying theyre more likely to buy from a brand that gives to charity, moving companies like Sunshine Movers and NorthStar Moving are winning with their communities just by giving back.NorthStars annual Lets Send Hunger Packing food drive raises funds and delivers food donations to local food banks, while leaders like Blake Fitzpatrick, Owner & CEO at Sunshine Movers, focus on a variety of event opportunities, from kids karate events to VIP golf outings.No matter how you choose to approach it, make sure your events are aligned with your teams values. I feel very strongly about giving back to the community, said Blake in a recent episode of the Preferred Shore Real Estate Podcast.Whether its volunteering your services to help local schools and charities, or something as simple as sponsoring your neighborhood softball team, events are a powerful way to connect with your community. And for many movers, they also happen to be a high-impact lead gen lever.6. PartnershipsThe right partnerships can be a boon to any moving business. And they dont have to be limited to real estate professionals.According to our annual benchmark report, the top three referral marketing partners for moving company owners are: real estate agents (83%), property managers (7%), and move managers (6%).But honestly, skys the limit. Any local business that supports people in making a move has the potential to be a great referral partner.Here are a few potential partners to consider:Relocation specialistsApartment complexesHome improvement storesStorage unit complexesJunk removal companiesAs with every other lead source, youll need a strong system in place to make the most of your partnerships. After all, no one wants to pass over a lead that wont even hear back from you.Lets take Blake Fitzpatrick of Sunshine Movers for example. Every time a house goes on the market, Blake sends an automated email to the leads from his real estate referral partners laying out all the details of the professional associations hes a part of and special discount packages available to agents clients.This works for three main reasons: its immediate, credible, and it makes the potential customer feel special.The amount of responses I get from that, it's amazing, says Blake. Its the only out-of-the-box marketing we do and it works really well. Blake and his team have been known to get up to 50 responses per day from these automated emails alone.7. Search engine optimization (SEO)In the roaring 2020s, its all about owning as much real estate as possible on Google. And as a local moving business, Google Maps is the beachfront dream home you need.Today, a whopping 70% of buying decisions are made just from Google Maps. Not only that, local SEO leads have shown a 14.6% close rate compared to 1.7% for traditional marketing.The data is clear. The right SEO strategy can help you create a steady stream of inbound leads for a fraction of the cost of paid ads. But with everything from reviews to on-page SEO and backlinking to think about, it can be hard to know where to start.If you havent already, SEO experts like Travis Weathers, CEO at Rotate Digital, recommend setting up your Google Business Profile as the very first (and most critical) step in your SEO strategy.Once youre live on Google Maps, focus on keeping your profile updated with lots of positive customer reviews, photos and images. You can use free tools like Brightlocal to find out how well you rank, then work to expand your reach by targeting keywords in a specific location.8. Content marketingSpeaking of expanding your reach, content marketing is one of the most promising emerging lead gen channels for moving companies.After all, every area has its quirks. Moving to Tampa looks a lot different than moving to New York yet both prospects have a long list of questions around how to plan a stress-free move. Content is a great way to answer those questions while building trust and boosting your SEO as a byproduct.For example, this comprehensive Moving to Florida Guide by Mover Junction is easy to navigate and tells the reader everything they need to know about relocating to the area, including detailed information on cost of living, taxes, schools, and even a list of pros and cons.Localized moving guides are a great way to connect with qualified prospects actively looking to learn more about moving to your area. But why stop there?According to data from HubSpot, interactive content, behind-the-scenes content, and content that reflects a brands values are among the top trends to watch. Experiment with different formats to find out what works best with your audience.9. Video marketingIn 2024, you cant talk about social, SEO, and content marketing without talking about video.Today, 88% of marketers say video has helped increase user understanding of their product or service, with YouTube the most used platform (90%), followed by Facebook (86%), then Instagram (79%) and finally LinkedIn (76%).But even in the TikTok era, effective video marketing isnt just about social media. Here are just a few of the many video formats you can try:TutorialsBehind-the-scenesCase studies and testimonialsGet to know the teamBlooper reelsIndustry hot takesWhatever channels or formats you choose, keep in mind that video is also great for creating snackable content. These are small, easily digestible pieces of information that help you connect with your audience quickly.For example, the team at Two Men and a Truck created a YouTube shorts series called We Can Handle That featuring real insights from their crew on topics like handling granite countertops and even whole house elevators.With help from editing tools like Descript, you can make it easy to scale your content without having to shell out for a professional video editor.10. MailersIn a world where we buy groceries, pay bills and talk to friends all online, direct mail is actually one of the few things that cuts through the noise.But with such a low conversion rate, is it really worth your time? The short answer is yes.In a recent conversation with Mark Sextro of FMAdata.com, COO at Wayfinder Moving Services Brian Hasson ran some important back-of-the-napkin math on mailers.Marks seen movers book $17K jobs off of one postcard. But hell be the first to tell you that you need to have the right systems in place.Its all about timing. You want to get it to the prospect when theyre like, Ok, I've just listed my house for sale, I know I'm gonna need a mover. Maybe it goes on the refrigerator or desk by their computer. Even though you might not be looking at a postcard as an advertisement or a marketing piece, you're helping them say, Ok, I know this moving company. Let me let me pull them up online, Mark explains.With the right piece of direct mail delivered at the right moment in the customer journey, mailers can elevate your entire lead strategy.11. Truck wraps and fleet brandingWhat could be better than a fleet of rolling billboards catching the eye of passing motorists and pedestrians?Your fleet of moving trucks is more than a collection of vehicles it's an opportunity to build your brand and attract new moving leads.To turn every trip into a lead-generating journey, be sure to display your brand, contact numbers, website, and a compelling call-to-action (CTA). Companies like Wrap Guys and KickCharge Creative offer excellent branding solutions, including high-quality, durable wraps that can withstand all weather conditions.You can even go the extra step and strategically park your branded vehicles in areas with high footfall or traffic for more local exposure at a low cost. Simply identify the hotspots in your target markets and park your moving trucks there during peak hours.If youre already involved in local parades or community events, use your branded fleet to reinforce your advertising strategy.12. Local Facebook (aka. Meta) groupsLove em or hate em, local Facebook groups are still a goldmine of potential moving leads.Our recent survey of over 400 movers found that the top social media platforms used are Facebook/Meta (92%), Instagram (66%), and LinkedIn (37%).Despite competition from other platforms, people spend the most time on Facebook groups, leading to endless engagement opportunities with qualified leads.Of course, no matter where you are on social, the golden rule still applies: always offer plenty of helpful advice before pitching any of your own services.Offer deals, ask engaging questions, and monitor Facebook groups with AI social media tools to take advantage of any relevant conversations around moving and relocating.13. Social media marketingSocial media isnt just for sharing its for engaging. But in 2024, there are countless ways to drive engagement.From influencer marketing to contests and giveaways, you can get as creative as you want to connect with followers and win more leads. For example, Roadway Moving partnered with Isabel Tan to elevate their visibility with leads on Instagram.But perhaps one of the most direct and powerful ways to level up your social media marketing is to layer it into your existing process for collecting and promoting customer reviews.Nick Valentino, VP of Market Operations at Bellhop, is a big fan of combining the power of positive reviews with the magic of social media. He incentivizes customers to share their heartfelt shoutouts on social, creating a surround sound effect with his community of customers and referral partners.How SmartMoving helps you convert more leads in less timeAt the end of the day, you as the moving company owner need to be the best marketer in your business.Even with money to spend on an external agency, you need to know how each lead channel works, why it belongs in your lead mix, and what you can expect it to deliver in terms of ROI.Among the many surprising takeaways from our annual benchmark report, we found that one-third of movers currently invest 5% or less of their annual revenue into marketing. But with 42% actively looking to increase their marketing budgets this year, thats finally set to change.To stay ahead of the curve, a good benchmark is to invest roughly 10-12% of revenue back into your marketing and lead gen. But you need to be 100% sure youll be getting a solid return on those marketing dollars.SmartMovings marketing ROI reports make it easy with features that empower you to:View each marketing source by leads, jobs booked, booking percentage, amount that you spent vs. amount you madeTrack your profits for every channel so you can test campaigns and make adjustmentsSee which referral sources and lead providers are delivering the best leadsMaximize your ROI by reallocating your budget to your best performing channelsWith complete visibility into your sales and marketing performance, youll be able to quickly identify and maximize your top lead sources for a more profitable moving business.Convert more leads with SmartMovingWith all-in-one moving company software like SmartMoving, its easy to create a structured follow up process that ensures that the right communication always goes out at exactly the right time.You can get all leads flowing directly into one central system, and even offer a personalized portal for lead providers and affiliates so they can easily submit leads using a simple form.From there, SmartMoving can help you follow up faster with email and SMS templates for every step in the sales process, including automated task notifications for your team to make sure no lead gets left behind.Grow your entire moving business from one single software, built just for moving companies. Book your free SmartMoving demo today, or sign up to our blog for more resources and tips.Think about the last big ticket purchase you made. Did you find out about the business or product and then immediately become a customer? 61% of marketers say generating traffic and leads is their number one challenge. Table of contents What is lead generation?Lead generation is the process of capturing the contact information of potential customers for your business. It often takes multiple encounters with a business before a person becomes a customer, so with their contact information, you can initiate these encountersand make them impressionablethrough useful content.The idea is to build trust and stay top of mind so that eventually, when these hot leads are ready to buy, they choose you.Lead generation is especially important for businesses that involve:Big ticket purchases: real estate, financial services, solarHigh returns on new leads: law firmsSlower sales cycle: B2B SaaSEcommerce: coupons How to generate leads: The basicsEvery lead generation strategy is going to look different from business to business, but regardless, there are four fundamentals that apply across the board.1. OfferEvery lead generation strategy needs something that your prospective leads feel is worth exchanging their contact information foralso known as the lead magnet. In addition to being of value, make sure its also relevant to your products and services so that youre attracting quality leads.Examples of offers include:Content (reports, checklists, guides, cheat sheets)Free tools (calculators, graders, quizzes)NewslettersSwagFree trialsDemosFree consults The best offer will vary depending on the channel youre promoting it on (such as your website, search engines, or social media), the segment of your audience you are targeting, and their intent and mindset.2. Landing page and formYour landing page is the page the person lands on after clicking the call to action button for the offer. This page contains all of features and benefits of the offer, plus the form the user fills out to obtain it.Tips for your lead generation landing pages:Make sure the messaging is the same as the ad or piece of content leading to it.Keep form fields to a minimum.Test your forms to make sure they populate leads in your CRM.Use anything BUT submit as your CTA button language 3. Thank you pageThe thank you page is where the user lands after submitting their contact information. You achieve this by making the URL for the form submit button the thank you page.A good thank you page has the following qualities:Confirms for your potential customer that the transaction is complete.Thanks them for their interest in your business.Contains the offer such as a link to a PDF or the steps to obtain it (like check your inbox).Promotes a secondary offer.Tracks conversions.4. Tracking and CRMGenerating leads is only the first step. You need to follow up with them and nurture them so they become customers. If you have a small business, a spreadsheet may do. But even then, its hard to keep track of each individual leads journey. And this is important because you want to cater your communication to whichever stage theyre at, and whatever touchpoint brought them to your business. A customer relationship management (CRM) or lead management software can help you automate personalized and meaningful communication. How to generate leads with your websiteWhile there are many ways to generate leads for your business off your website, the majority of your leads will be captured on it. The idea is to optimize each page for lead generation and then drive relevant traffic to your site.Step #1: Optimize your website to generate leadsIdeally, every page on your website should provide an opportunity for a visitor to become a lead. This can be done in a tasteful way using a mix of strategies. For example:Anchor text: Plain old text links in the body copy of your pages can capture high-intent leads who are actually reading your content line by line.Buttons: Be sure to use active language and appropriate color contrast so they stand out.Embedded forms: Rather than always sending users to a landing page, you can embed one- or two-field forms right on a page of your site, such as at the bottom or side rail for a newsletter signup.Chatbots: Before connecting a user to a live person, you can use a chatbot to collect their information in case of disconnect. Or you can have a bot promoting an offer that captures the information and shares the offer all in that one chat.Popups: [Non-annoying] pop-ups are great for capturing leads. They can have a form embedded right in them or link to a landing page. Popup software that allows you to cater offers to particular blog categories and page targeting is ideal.Sticky widgets: Sidebars and bottom rails that persist no matter which page a user is on. Step #2: Match offer with intentKeep in mind that a visitors intent will be different on different pages of your site, so cater your offers accordingly.Homepage: Your homepage should have a prominent call to action for your main product or service above the fold, with secondary lead-generating offers below the fold. However, if you are a lead gen-focused business, your primary offer may be a lead-focused offer such as a free consult or trial.Contact us page: The only lead-generating offer on your contact us page should be a contact form. Rather than providing an email address, replace it with a form that will send a notification to your email.Products and services page: Be careful with your products and services pages. The main CTA on these pages should be to purchase the product or service, but you might want to use a live chat widget for those who may have questions before committing.Testimonials page. Your testimonials page will attract well-qualified traffic, but you may not want to interrupt their research process with other offers. You might leave a chat widget on this page or test out gating your success stories. Those who care enough to fill out a form to view the story are going to be highly interested in your business.Blog posts: Intent to buy on your blog is going to be lower than intent to learn. Your lead magnets on your blog posts should be lower-funnel, such as guides, checklists, or newsletter signups. Step #3: Drive traffic to your lead-generating websiteOnce your website is optimized to generate leads, now its time to optimize it to generate traffic. Not just any traffic, but qualified traffic. That is, visitors who are going to be most interested in your lead magnets. This means employing a combination of SEO and business promotion strategies, such as:Blog posting: Write high-quality blog posts containing information that your target audience is looking up online. Use keyword research tools to pick the best topics to target.Backlink building: Well-targeted content will get found on search engines, but earning backlinks to that content from other reputable sights will help it to rank higher and accumulate even more relevant traffic.Local SEO: Optimizing your listings and building local citations is a top lead generation strategy for local businesses. Prioritize your Google Business Profile and use our tips to optimize your listing. (And check how your listings look with this grader!)Social media: Social selling is a powerful lead generation tool! Post regularly with links to your blog posts. Engage with your current followers, share others content, using hashtags, and run contests. More followers = more traffic. Tips to generate B2B leads from LinkedIn here.Influencer collaborations: Partner with a popular influencer who has a large following in your market. Whether thats through a guest post, a video, or an AMA, this can help drive traffic from a relevant audience to your social channels and website.Newsletter emails: Send out interesting, informative, and useful emails with links to your website and landing pages. People on your email list are already leads for your business, but its important to keep them coming back to your site and engaging with other offers, so they can move further down the funnel and keep your business at the top of their minds.Paid traffic campaigns: Most ad platforms have some form of traffic objective that allows you to drive visitors to your site, but these platforms also tend to have lead gen or conversion objectives, which are going to be more useful. Well talk about those next. Free guide >> 25 Ways to Get More Traffic to Your WebsiteMore ways to generate leads onlineThe above strategy is essential for generating leads for your business, but it is more or less a passive approach: turn your website into a lead engine thats always working for you, and then send users there where they can basically choose their own adventure.This is essential, but here are some more lead generation ideas that are more active and targeted. Take a look:Run conversion campaignsRather than sending people to your website to just come across your lead magnets (like guides, checklists, and free tools), you can directly promote those offers using paid media campaigns through search, social, display, and YouTube ads. These are the conversion campaigns I talked about a little bit ago. Be sure to create dedicated landing pages for those offers, catered to that channel and that specific target audience.Why spend money to generate leads rather than customers? Because you can nurture these leads. And with the targeting capabilities of online advertising, you can capture highly qualified, highly nurturable leads.Experiment with lead form adsMost ad platforms offer a lead form ad (Facebook offers lead ads, Google offers lead form extensions), which means that when a user clicks on the ad, they arent directed to a landing page on your site; instead, a form appears right on that platform. This lower-friction approach can be useful in generating higher volumes of leads than with landing page campaigns, but you do have to be mindful of lead quality with these. Heres an example of a lead form ad on Google.Host contests & giveawaysEveryone likes free stuff, so what better way to generate leads than by doing contests and giveaways? Just be sure to offer something relevant to your business, and to have a way of collecting contest entrant contact information. Otherwise, youre only gaining followers, not leads.While they may not immediately generate your highest quality leads, contests and giveaways help you to build an audience as well as brand affinity.Run referral programsEstablish a referral program with your existing customers. This is a great customer engagement strategy that will also bring new leads through the door. Related: Here are tips for generating leads on LinkedIn from the experts.More ways to generate leads offlineJust because your lead-generating powerhouses (your website, search engines, and social) are online does not mean that all of your strategies should take place there. Do not ignore these good old-fashioned offline marketing strategies for generating leads!Capitalize on eventsSponsor local events: Sponsor events that are applicable to your business, such as a bike shop sponsoring a local race. Include your contact information on your signage and swag, or set up a stand where interested prospects can interact with you and sign up for your newsletter.Attend industry events: Industry trade shows and networking events can connect you to a large number of new potential prospects that you can follow up with and nurture in the days and weeks afterward. Building relationships with other business owners and industry professionals can also help you in your lead generation effortsjust dont make that the goal of the relationship. Follow our networking strategies and tips for more on that front!Host your own events: Host events at your location or partner with a brick-and-mortar business if you dont have one. Think tutorials, seminars, free sessions, family fun nights. Have a signup sheet at the event for your email list or collect contact information for a giveaway that night.Try out print adsBreak through the online clutter by trying print ads in a local newspaper. To find the right publications for your print ads, consider the volume and frequency of distribution, the characteristics of its readers, and the cost. Contacting your business via a print ad or postcard may have a little more friction than an online CTA, but you may also find that the people who take the action despite the friction are high-quality leads.Send direct mailA well-designed and properly targeted postcard or care package can be a great way to stand out from your competitors. Just make sure you include a specific CTAto use a coupon in-store, to go to a specific landing page on your site, or to use a specific promo code. Image sourceGive out swagFree and useful items with your brand and contact information are a great way to reach leads for your business. Try sunglasses, frisbees, hats, drink koozies, pens, notepads, and more. You can hand out swag at your store, at special events, or use it for competition prizes. You can also use signs, flyers, and car wraps on your own properties.Reach out to local media outletsIf youre a small or local business, see what kind of levers you can pull within your community:Local radio ads: Similar to online ads, you can target by audience and even time of day.Local TV: Local news outlets regularly feature small businesses on their morning shows often for free! Reach out to local TV and radio stations and find out how to get on air.Local press: Have a story-worthy event or cause to talk about, a unique take on a current event, tips for your community, or just a cool founding story? Pitch to the press and see if you can get some PR, whether through a press release or feature story. Provide excellent customer serviceReferral programs are great and all, but the best referral you can get? From a customer who was just so dang pleased with the service you provided, that they took it upon themselves to recommend you to others. Provide products and services that are truly a cut above the rest, and youll find yourself attracting new leads organically.Final tips on generating leadsAs I mentioned earlier in this post, generating leads is only the first part of the equation. Proper lead management is the key to ensuring you turn those leads into customers. That said, here are some final tips for a solid lead generation process:Track everything: Use UTMs, campaign IDs, or other tracking methods so you can understand which offers are driving the most leads and which ones arent worth your time or money.Track conversion from lead to customer: Its important to note not only the offers that are generating the most leads, but also the offers that have the highest lead-to-customer conversion rate.Follow up with your leads: The whole point of lead generation is to turn them into customers for your business. This rarely happens on a first encounter, so be sure to follow up with your leads more than oncecatering your communication to the offer that led them to your business. How to generate leads, the big list:ReportsChecklistsGuidesCheat sheetsWebinarsNewslettersCalculatorsGradersQuizzesOther free toolsSwagFree trialsDemosConsultsCase studiesCoursesAnchor textButtonsEmbedded formsChatbotsSidebars and bottom railsBloggingBacklinksListingsSocial postingInfluencer collaborationsPaid conversion campaignsLead form adsContests and giveawaysReferral programsSponsor eventsAttend eventsHost eventsPrint adsDirect mailSwagCar wraps and signageRadio adsTV adsLocal pressCustomer service

Moving leads. Moving company lead generation. How to get more moving leads. How to generate your own leads. How to get leads for moving companies. 3 ways to generate leads. Getting moving leads. How to generate leads.