What Do You Do With Your Lead Generator?

The first thing you would do with your lead generator is to promote it on your website. You can carve out a section on the homepage that is promoting that Lead generator. You can also do pop-up ads.

I know pop-ups are very annoying But they get a higher click-through rate than Facebook addicts and there's then they are an efficient way to capture your potential clients or customers' email before they leave your side.

Tips on how to create a pop-up ad on your website

GIVE YOUR VISITORS TIME TO BROWSE.

- ▶ Give them around 10 seconds to look at your site.
- ▶ You can create an "intent to exit" pop-up.
  This type of pop-up happens when the visitor moves their mouse to click off your site.

KNOW THE RULES

Due to the search engine changing the rules contently, You can get penalized for them being too big and covering up to much of the site.

DON'T LET THEM CLOSE THE AD WITH AN X

- ▶ We have been trained to find the "X" when unwanted windows pop up. So one trick you can do to cause disruptions is to have them click on a sentence to close out the pop-up.

- ▶ The sentence can say something like "No thanks I do not want to save time learning how to create cocktails for my next event."

- ▶ See how that sentence is very specific. this would allow them to reconsider and puts value on what potential outcomes they might be missing out on.

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