

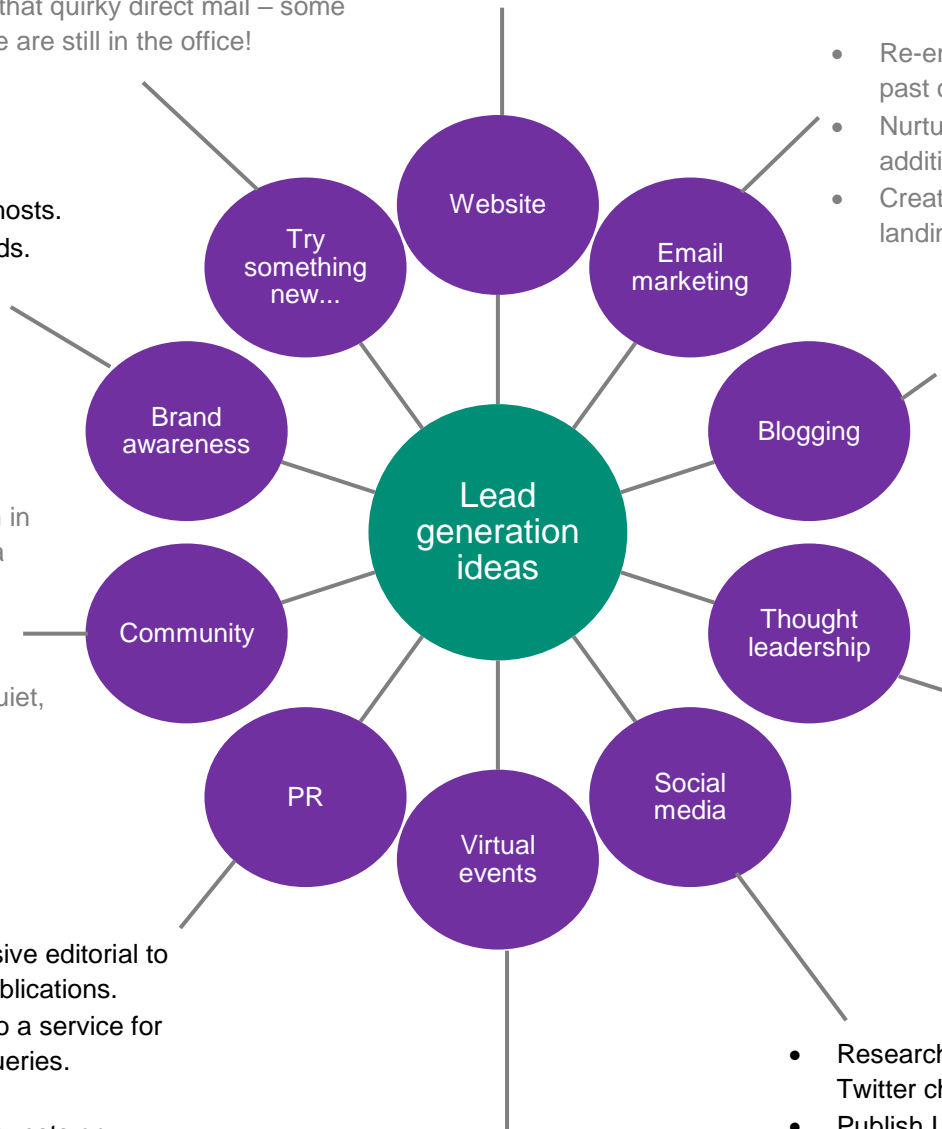
## Dinky Doc: lead generation ideas...

- Try your hand at pay-per-click – either through AdWords or social platforms.
- Advertise in print.
- Send that quirky direct mail – some people are still in the office!

- Tweak your messaging based on the changing market conditions.
- Check your SEO is fully optimised – add some longtail keywords.
- Focus on a link building strategy.

- Re-engagement campaign for past clients/prospects.
- Nurture new connections with additional tips and ideas.
- Create dedicated campaign landing pages.

- Pitch to podcast hosts.
- Enter some awards.
- Sign up for sponsorship.



- Create help centre content for users.
- Write an actual FAQ section.
- Publish tactical blogs written for specific keywords to boost your SEO.

- Create a campaign in collaboration with a partner.
- Ask clients for introductions.
- If billable work is quiet, do some pro bono work to 'pay it forward'.

- Interview the team, customers, partners...etc.
- Gate white papers for better lead qualification.
- Use case studies to showcase what your clients are doing.

- Pitch exclusive editorial to your key publications.
- Subscribe to a service for journalist queries.
- Search for #JournoRequests on social media.

- Re-spin a white paper and present it as a webinar.
- Invite some clients/prospects to a roundtable and write up the discussion points into a guide.
- Host an open 'coffee & chat' session to share your skills, knowledge and experience.

- Research and participate in Twitter chats.
- Publish LinkedIn articles from your subject matter experts.
- Take another look at Facebook groups (really!) – they're becoming what LinkedIn groups used to be.

