

WebFire Presents: Wednesday Marketing Webinars

5 Different Kinds of Leads and How to Best Get and Use Them



Welcome to WebFire's Wednesday Webinars!

Every Wednesday at 2 pm EST, We'll Host a
Live Training and/or Q&A Call for Our
Members



If you're here or registered for the series, you'll get a reminder each week so you don't forget, but if you can't make one, we'll have the recordings in the members area within a day of any of the calls under the "Training" tab on the left side navigation bar.



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Now let's move onto our training for this week all about different kinds of leads and how to get and use them...



Overview for Today

- 5 Different Types of Leads and How to Get and Use Them
- Examples of WebFire Tools to Help
- Q&A
- Cash Giveaway



5 Different Types of Leads

- Different types of leads:
 - Buyers
 - Potential Prospects
 - Influencers
 - Potential leads for paid ads
 - Potential Partners
- Key Tip: Don't just look for buyers, as often times there can be a TON more money in the other leads!



Buyer Leads

- These are leads where the person is clearly about to be a buyer for either something you sell or something very similar to what you sell.
- For instance, someone saying that they're looking to buy a diamond ring and asking questions on where to get the best deals online is a great buyer for a diamond seller or an affiliate of one.
- Or someone looking for a review of a product / service related to one you sell is also a great buyer lead, as they're on the cusp of buying.
- Take time to find these leads (even using WebFire tools like Real Time Lead Finder, Q&A Lead Tool, Ranked Lead Finder, Tweet Lead Finder, etc.) and reply to them in a non-spammy way offering value first and foremost (examples).



Potential Prospect Leads

- These are leads where the person is asking a question related to your niche but not necessarily one that is directly related to buying a specific product / service (but could very well be).
- For instance, someone asking if there's really much of a difference between an excellent and a very good cut in a diamond isn't necessarily asking where to buy one, but it's a good indicator that they're interested in getting one.
- Or someone asking what the best way to lose weight fast is a good prospect for a weight loss product, even though they're not necessarily indicating that they're a buyer.
- The key here is to find prospect leads and leave replies on places like forums, blogs, Q&A sites, etc. where it's highly likely that your responses will be seen by lots of others instead of just the one prospect (you can use the same tools as the prior leads). (Examples)
- You can also take it to the next level by creating content, videos, etc. answering specific questions in your niche that have a good chance of getting ranked so you can lead these prospects to you as well (examples).



Influencer Leads

- These are leads where someone has a big following or a big audience (like well known blogs in your niche, social media accounts with lots of followers, videos with lots of views, etc.).
- You can find these leads using tools like WebFire's Guest Blog Tool or Tweet Lead Finder (examples).
- Then reach out to these leads directly and offer to do guest blog posts, offer free products / services for them to review, or even offer to pay them to mention your product / service.
- There's plenty of examples of this being done on a small as well as a huge scale (in some cases worth hundreds of millions of dollars). (Examples)



Potential Ad Spot Leads

- These are leads where you find sites and such that would be great for paid ads that can reach a lot of people (often times very cheaply).
- You can find these leads using tools like WebFire's Competition Backlink Tool or even the Guest Blog Tool (examples).
- For instance, using the Competition Backlink Tool, you can see where your competitors are getting their traffic from, and then reach out to them instantly to inquire about paid ads and such knowing that if your competition is using them to get traffic, they're probably a good bet that they could help you too.
- It's not always as sexy as a lead asking to buy something from you, but some of these leads can turn into TONS of buyers when used well.



Potential Partner Leads

- These are leads where you find individuals, sites, or other businesses that you could potentially partner with in one way, shape, or form.
- Often times one of the best ways to do this is to offer to white label your products / services for them while giving them a massive cut of the sale all while handling all the support and other hard work. (Extra tips and examples here...).
- You can even use tools like the Competition Backlink Tool to reach out to competitors and their traffic sources to see if they'd be interested in such a deal.
- They don't always have to be direct competition (like a web design firm vs. SEO firm – examples).
- Potential partner leads that have huge market share can make a TON of money for you! In fact, one good deal can make an entire business all by itself, yet it's one of the least utilized lead types out there!
- Pro Tip: The more work you ask them to do, the less likely you'll get a deal done (same with the less of a cut you offer them).



More Examples in WebFire



Any other questions???

(cash giveaway
right after) (Extended Q&A)



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