

Your Lead Capture Cheat Sheet

As marketers, lead generation is arguably the most crucial part of our job. Not to mention, it's crucial to the success of our business as a whole! So why do we revert to our old ways when it comes to lead capture—like lengthy forms and unclear “what’s in it for them” statements? It’s time to think differently about capturing leads, and there are a few major trends that are pointing us in the right direction.



Trends Driving Change: Conversational Marketing

Conversational marketing capitalizes on our human nature to converse rather than fill out a form. Using chatbots on a variety of channels, you can gather relevant information about a prospect in a way that seems natural to them, and then further personalize your recommendations and cater to them based on the things you learn about them.



6x increase on number of clicks compared with email¹



9 out of 10 would like the option to message a business¹



4-5x more likely to convert than other lead sources¹

Trends Driving Change: Progressive Profiling

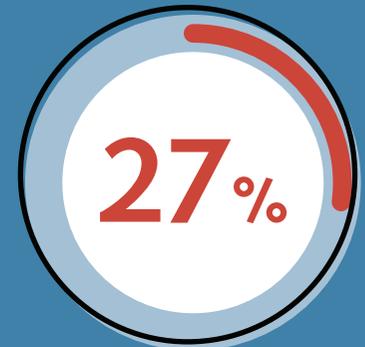
Customers are more form adverse than ever, which means you'll lose out on qualified leads if you gate content behind a dozen form fields. Progressive profiling is all about collecting only the information you need at the time you need it, and customizing dynamic forms to populate based on what you already know about that prospect.



increase in form submissions²



increase in marketing qualified leads²

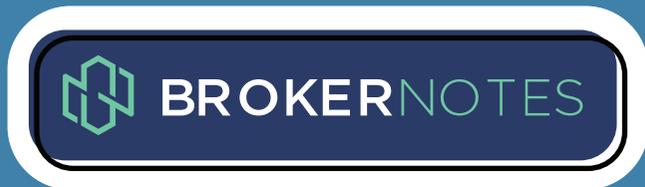


increase in sales opportunities²

Trends Driving Change:

Forms that Don't Look Like Forms

Brands are moving away from traditional form fields and opting for a more interactive (and personalized!) lead capture experience. Consider using items like drop down menus, sliders, scales, and clickable cards to make the experience a little more natural and less daunting.



saw a **46% increase** in form completions³



form converts at **26%**¹

Trends Driving Change: Progressive Web Apps

Many B2C brands are implementing new mobile technologies like Progressive Web Apps (PWAs) to increase form completions and conversions. And, PWAs can be saved to a user's home screen, which means easy re-access to your brand.



increased conversions by **97%**⁴



increased loyalty program registrations via the web by **65%**⁴



53% of guests opted in for post-event communications⁴

Trends Driving Change:

B2B vs B2C? Doesn't Matter!

Whether you're selling to a business or direct-to-consumer, let's remember one important thing: you're dealing with humans. And not all humans are ready to buy from you in that very moment! So make sure that no matter how or why you're capturing their information, you're making sure that you're adding value to their experience and earning their trust.



Nurtured leads produce **20%** more sales opportunities⁵



increase in leads when increased landing pages from 10-15 (more personalization)⁵



of website visitors are **not ready** to purchase⁵

Let's Do It Right

So, where are all of these trends pointing us? Towards the right way to earn our prospect's trust, and ultimately increase their chances of doing business with us!

The Wrong Way

Use their submission as blanket consent to spam them

Ask for all of their information up front

Make them manually enter all of their information

Expect that they'll see the value in giving you their information and offer it willingly

Let leads sit idle without an automated follow up

The Right Way

Only send what you say you'll send

Only ask for what you need in that moment – likely it'll just be name and email

Enable them to use autofill, or SSO to quickly create a profile

Make sure you clearly state what this form does for them (Will they get a piece of content? Will a sales rep reach out to schedule a demo?)

Follow up promptly with whatever you promised

¹<https://www.revenueriver.co/thecuttingedge/conversational-marketing-statistics-you-need-to-know>

²<https://magneticcreative.com/progressive-profiling/>

³<https://www.ventureharbour.com/high-converting-lead-generation-forms/>

⁴<https://jumplead.com/research/lead-generation-statistics>

⁵<https://www.lumavate.com/resources/a-marketers-guide-to-progressive-web-apps/>