

LAUNCH A PROFITABLE LEAD-GENERATING WEBSITE



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Launch a Profitable Lead-Generating Website



Topics We'll Cover Today

- What is a lead-generating website?
- Goals of lead-generating websites
- Examples of lead-generating websites
- Components of lead-generating websites
- Making money from lead-generating websites
- Building your website with Brilliant Directories

Who is this webinar for?

- Websites with professional/business members
- Anyone who wants to make money from their membership or business directory website
- Websites whose visitors want to contact or do business with its professional members

What is a Lead-Generating Website?



A lead-generating website is:

A website that purposefully attracts website visitors in order to capture information such as their name, email, and phone number via web forms and other types of calls-to-action.



Who does the lead-generation model work best for?

If you are the company *who will service the needs* of the captured leads, then you will make money by selling your products and services directly to the leads.

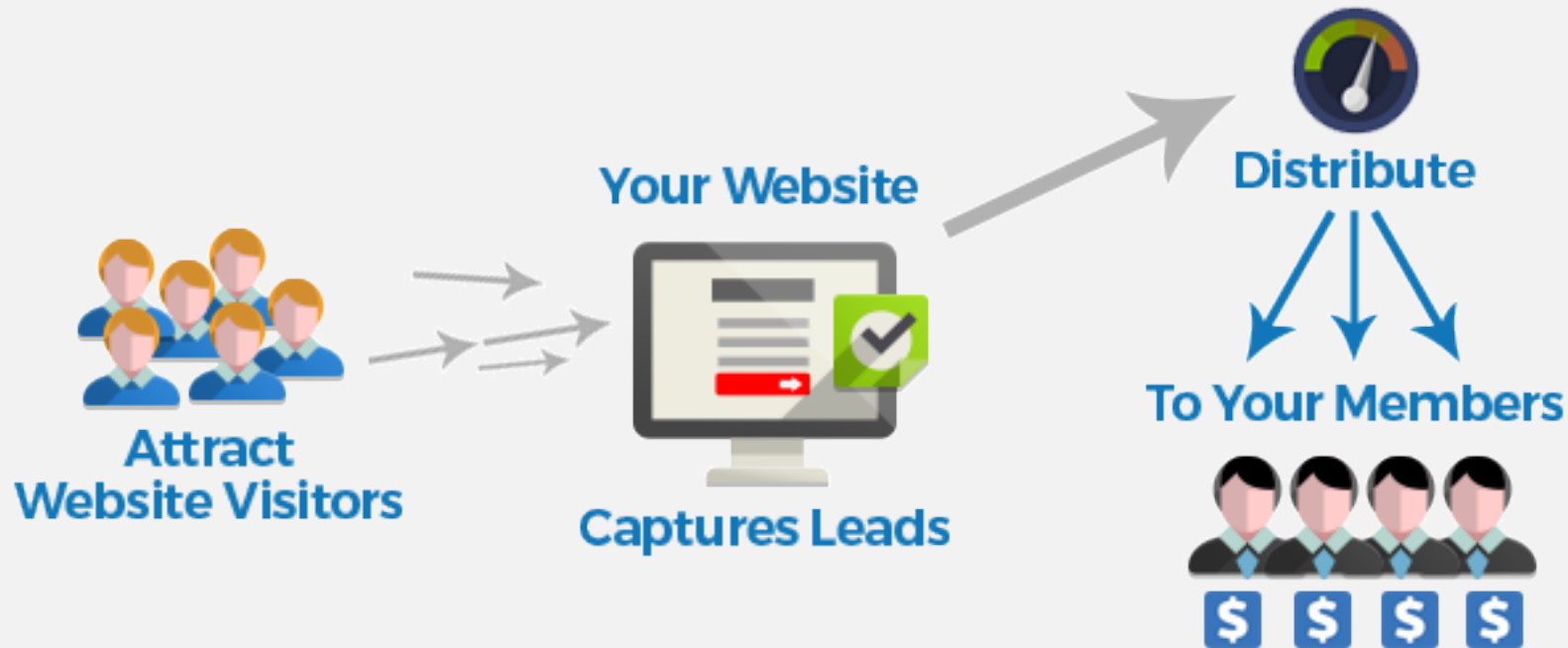


Let's Take it a Step Further...

Lead Distribution Networks



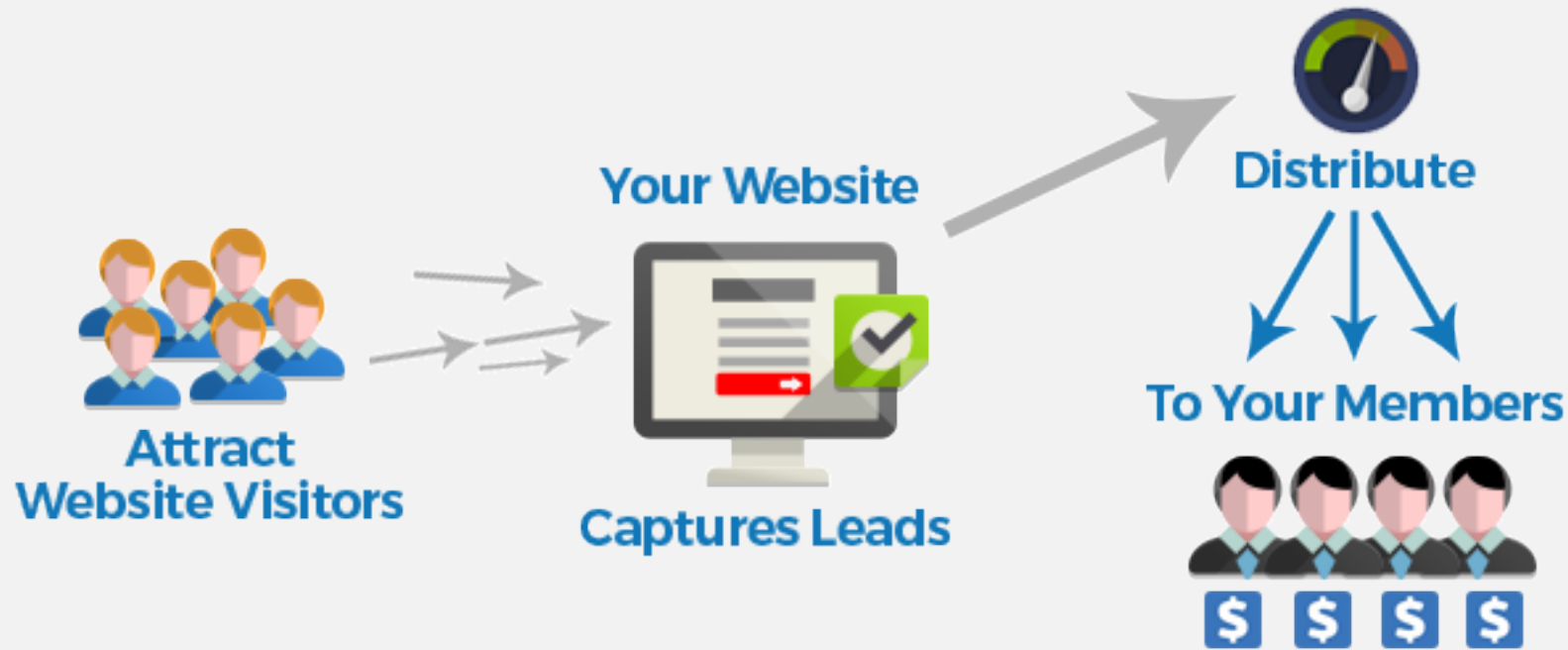
What is a lead distribution network?



1. Attract
2. Capture
3. Distribute
4. Get Paid

Who does the lead distribution model work best for?

Websites with a database of professional members who are able to service the needs of captured leads, can make money by selling leads to their members.



Popular Lead Distribution Networks

Angie's list.

 *Thumbtack*

 **Home**Advisor

I-800-DENTIST.

Multi-million dollar websites utilizing strategies and technology concepts explained in this presentation.

4 Pillars of Lead Distribution Networks

1. Database of professional/business members
2. Ability to capture leads from website visitors
3. Ability to automatically distribute leads to members
4. Ability for members to purchase leads thru website

Once these 4 pillars are in place, you can focus on driving traffic to your website in order to generate revenue from lead sales.

Advantages of Lead Distribution Networks

- Easy to implement
- Low operating costs:
 - Traffic to website
 - Website development (inexpensive with Brilliant Directories)
 - Basic customer support
- Easy to scale / unlimited profit potential
- No physical products or services to provide

90% of websites built on
Brilliant Directories utilize the
Lead Distribution Model

Generating Revenue with Lead Distribution Networks



Generating Revenue with LDNs

- Charge professionals to join your network
- Charge general users to search your network
- Sell leads from visitors to professional members

***IMPORTANT:** You can allow people to register for free and only charge for leads.

Advanced Revenue Generation with LDNs

- Premium members get premium visibility
- Premium members get premium access to leads
- Charge members for premium visibility on website
- Different membership levels pay different lead prices

Learn more: www.BrilliantDirectories.com/leads

How much can you charge per lead?

Depends on:

- Your industry (more affluent industries can charge more)
- What your competitors charge
- The quality of your leads
- Supply and demand of your market/industry
- Branding, credibility, and perception of value

Goals of LDN Website Owners



Goals of LDN Website Owners

- Continually grow your member database
- Continually attract website visitors
- Convert website visitors into captured leads
- Keep members and website visitors happy

**Your success relies on
trust, credibility, and satisfaction**

Best Practices for Lead Generation Networks



How to Keep Your Network Happy

- Website must be easy to use
 - Brilliant Directories works great out of the box
- Members must receive quality leads
 - Consider moderating leads before distributing
 - If members receive “bad leads”, refund with ease
- Lead submitters should be contacted by members
 - Promptly match leads with members
 - Don't match a lead with too many members

Additional Best Practices

- Moderate leads – filter out “fake leads”
- Refund members who have bad experiences
 - Repeat business is key
- Keep lead capture forms brief
- Build strong relationships by calling leads and members as they join
- As you grow and generate revenue, consider hiring additional staff to keep things running smoothly

Things to Avoid



Avoid the Following

- Offer complicated membership levels
- Refuse to interact with your leads and members
- Sell a single lead to too many members
- Make your website difficult to navigate
- Being greedy by over-charging members
- Spend excessively before you turn a profit
- Try to replicate multi-million dollar websites

**Learn more about the Brilliant Directories
Lead Management Module**

www.BrilliantDirectories.com/leads

Advanced Lead Matching Capabilities

- Fully customizable lead capture form
- Auto-match leads based on location
- Auto-match leads based on category
- Customizable lead emails to members
- Priority lead distribution by membership level
- Admin notified when lead is purchased

Learn more: www.BrilliantDirectories.com/leads

Webinar Recap



Summary

- Lead-generating websites are great for single companies
- Lead Distribution Networks are great for websites with a database of professional members
- Utilize LDN strategies to generate revenue
- Keeping website members and visitors happy will encourage repeat business
- Follow LDN best practices

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