
Social Media Optimization Tips for Lead Generation

Making It...
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One of the best ways to generate leads online is through social media marketing. Use these tips to create an effective strategy that will help you build your list and drive traffic to your content.

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Sign up with an Email Marketing Provider.

These companies will provide the opt-in forms, connections between your platform and email forms as well as a database that will be used to store your leads (also known as an audience or email list). Choose from companies like [aWeber](#), [Mailchimp](#), [Constant Contact](#), [ConvertKit](#) and there are many more.



Create a Lead Generation Landing Page.

One of the first things you should do when optimizing your social media pages for leads is to create an opt-in form that you place on

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a lead generation [landing page](#). On your landing page, it's important to tell people what they receive (the benefits) when they sign up. You might want to offer a [lead magnet](#) to encourage more people to sign up.

This is one of the ways you can build an audience of engaged, ready to buy people who can't wait to receive your content. You can follow up by sending them valuable information and tools they can use to accomplish their goals. We use [Thrive Leads](#) to create opt-in forms and [Thrive Architect](#) to build landing pages on our site.

Include Calls to Action.

It's important to direct visitors through the buying process. If you're trying to demonstrate something, it's also important to guide them through your process. And as you're guiding, give them the next steps. It's also important to include calls to action (CTAs) that stand out, in every social media post and every page of your site. These CTAs will help visitors easily navigate through your site, finding solutions to their challenges, which results in more leads and sales.



Add Links to Other Pages.

If you have a blog or website, you should also link to other pages within your site. This helps people who click through your social media posts to visit your site, find what they were looking for as quickly as possible. It also gives search engines more data to index and rank your site higher.

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Add a Link to Your Lead Generation Landing Page to Your Profiles.

When was the last time you updated your social media profiles and “about me” sections? Visit each profile and add a link to your lead generation landing page so that people who find you on social media can sign up.

Promote Your Lead Generation Landing Page.

If you’re not sure where to start with optimizing your social media pages for leads, here is a recap to help you out:

1. Make sure you have a clear call to action (CTA).
2. Include a link to your lead generation landing page.
3. Add relevant hashtags to your social media posts.
4. Create an account on Facebook, Twitter, LinkedIn, TikTok, etc.
5. Share your content across multiple platforms.
6. Be consistent.
7. Don’t forget to use images and short videos!
8. Keep track of your results.
9. Repeat often.

10. Use social media tools like [Tailwind](#) to help you automate posting and get more done in less time. Learn more about [automating social media](#) and how Tailwind works.

Learn More.

You can get more tips and detailed information about each of these steps and be notified when we post new content by [signing up](#) on our blog.

Visit our [list of resources](#) to learn more about the tools we use to run our business.



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- Write the link to your email opt-in landing page.
- What call to action will you include to your email list?
- Have you added internal links to other pages?
- List the social media profiles you've updated.
- How will you promote your email landing page?
- How often will you post using [Tailwind](#)?