



## How to Turn Your Website into a Lead-Generation Machine: Get the Tips, Tricks and Tools You Need to Know

### **Ken Horst**

*President & Founder  
Digital Marketing Wingman  
Digital Marketing Training & Coaching,*

My name is Ken Horst and I have been active in digital marketing since 1995 when I was hired as the Director of Sales and Marketing for an IT training company. At the end of 1996 we had double sales from the previous year going from \$2.5 million to just over \$5 million in sales.

Since that time, I have owned over a dozen websites, a telemarketing call center that provided lead generation services for small business, worked for one of the top content marketing agencies in the world and spent 3 years as the VP of Digital Marketing for a company that had 6 brands spread across 5 states and 29 locations.

In that role, I built and managed a team of 8 very talented and specialized digital marketers and was responsible for a \$7 million dollar a year digital marketing budget which included managing a \$4 million a year paid search budget which included Google AdWords, Yahoo and Bing Search, Paid Facebook and LinkedIn campaigns and more.

### **Proven Results include:**

- 352% Increase in unique visitor traffic to company blog - year over year.
- 107% increase in unique organic visitors to company website in one year.
- 712% Increase in social media traffic to company blog - year over year.
- 72% Increase in non-branded traffic to company website.
- 18% Increase in leads from paid search while keeping cost per lead 37% below budget.
- 100% growth in sales in one year for IT Training company.
- 500% Increase in leads generated on company blog.
- Started and grew 3 Twitter accounts to over 20,000 engaged followers in less than 4 months.
- 377% increase in website visitor traffic from social media referrals.