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**MARKETING
TIPS & TRICKS**

to get more
customers
online

In the perfect world,

getting every prospect to become a customer would be a snap. From the second consumers go online to look for your types of products or services, they would always discover your business, visit your website, contact you, and choose to become your customer. But that's not reality.

While it's not realistic to think that every prospect will become a customer, employing best practices helps you get the most from your digital marketing. In this ebook you'll learn 25 simple online marketing tips and tricks you can implement today to attract and convert more leads into customers.

“How Can I Get More Leads?”

Most businesses haven't taken the time to study the journey consumers take to become customers making it difficult to spot where they might be losing prospects along the way. This journey can often be complex, but we've broken it down into three stages of the sales funnel. The top of the funnel is where many consumers look online for products and services like yours and discover you. Some of those consumers move to the middle of the funnel where they visit your website, contact you, and become leads. And at the bottom of the funnel a few of those leads choose to become your customer.



Business is competitive today, so it's not realistic to think that every prospect will become a customer. In other words, some “leaks” in your sales funnel are inevitable. But there are many leaks that you can keep from happening just by following marketing and business best practices. Here's a list 25 tips and tricks that can help you minimize leaks in your marketing and help you get more customers online.



Get More Visitors

1. Claim and optimize your business listing on Google+ Local.

If you haven't claimed your Google+ Local listing, you're throwing away a golden opportunity to appear on page one of local search results and making it difficult for consumers to find you. Take advantage of your Google+ Local page, as it fuels results in Google Maps. Also, once you claim your page, make sure to fill it with useful information, like your phone number, website, and images, to help persuade consumers to contact you.

2. Claim and manage your business listings on local directories and review sites.

There are many other local directories and review sites that consumers pay attention to when searching for a local business. If your business isn't listed there, you may lose customers to competitors that are. Claim your business pages on the sites relevant to your business and geographic location, and optimize them with your website URL, physical address or service area, hours of operation, contact information, and images to get consumers' interest.

50%



of business owners have seen wrong information, which causes consumer frustration, on their business listings.¹

3. Include your phone number and website on your offline advertising.

If you are spending money on offline advertising and not including important information like your phone number and website, you miss the chance to convert prospects into leads. Consumers may not take the extra steps to find this information and contact you, so make sure you provide them with what they need to move from a prospect to a lead. Better yet, use a tracking phone number in offline advertising so you can track the effectiveness of these ads at driving calls.

4. Advertise on all major search engines, not just Google.

Although Google may be the primary search engine for many consumers, Bing and Yahoo! are popular as well with over a third of searches. If you don't run search ads on Bing and Yahoo!, you are losing the consumers who use these sites to competitors who are advertising there. Make sure this doesn't happen by advertising on all major search engines.

35%
of Internet users use Bing or Yahoo! to search online.²



5. Always bid on your business name in your search advertising campaigns.

Your competitors are likely to run ads on your business name. That means when consumers search for your business by name they will see your competitor's ad before yours and may visit their site instead. Don't let this happen. Instead, advertise on your own business name, including variations and misspellings, in order to help you show up first and get more visitors.

6. Monitor and optimize search campaigns with keywords that drive the most ROI.

If you run search ads with keywords that don't drive results, you will sacrifice money, time, and potential customers. Use an advertising service that will help you identify the keywords driving the most leads so you can optimize your budget around those keywords to drive better results.

7. Set up and manage your business social media pages and respond to your audience.

More consumers are connecting with local businesses on social media sites like Facebook, Twitter, Google+, Pinterest, LinkedIn, and YouTube. If you aren't using these places to engage with consumers, you are missing out on opportunities to build loyalty and drive awareness with prospects that value a business' social media presence. Plus, by promoting your content across these social sharing sites, you can help boost your ranking on organic search results.

Consumers expect businesses on social media to monitor and respond to questions and comments and will notice your interaction when researching you online. If you don't respond to or acknowledge comments (especially the negative ones) on your social media pages you may miss the chance to win repeat business and new business. Establish a plan to monitor and follow up in a timely manner so your fans and followers know you care and so you don't lose potential business.

42%
of consumers
who contact a
brand on social
media expect a
response within
an hour.³



8. Create relevant content on your website, blog, and social media pages.

Search engine optimization (SEO) can help your website gain visibility in search engine results when people search locally for your brand, products, or services. If your business website doesn't appear in organic search, consumers can't find you. So don't miss out on getting more visitors – help your website get found in search. How? Create informative, useful content such as product descriptions, company information, helpful videos, and more on your core pages. Plus, populate your blog and social media pages with interesting articles, tips, infographics, and other content that people will want to see and share. Make sure you optimize your site's content and metadata with relevant product and service, geographic, and business keywords so search engines can quickly index and surface your pages.

75%
of searchers
don't scroll past
page one of the
search results.⁴



9. Get More Customer Reviews.

Every business loves getting great reviews from happy customers. But, sometimes you should avoid directly asking for online reviews. In fact, Yelp specifically encourages businesses to simply create awareness of their Yelp pages rather than asking customers to write reviews on the site.

When it comes to getting positive reviews, try the following tactics:

- Place a Yelp badge on your website that links to your Yelp listing.
- Send follow-up surveys and include one of the following phrases in your messaging: “Check us out on Yelp!” or “Happy with our service? Then please consider leaving us a review on Yelp.”
- Send a follow-up email within 24 hours and include links that direct your audience to review sites.
- **NEVER** pay for or offer gifts in exchange for a good review.
- **NEVER** ask someone to post a fake review about you or a competitor.

90%
of consumers
reported that a
positive review
online influenced
their decision
to purchase.⁵



10. Use search and site retargeting to remind interested consumers about you.

Search retargeting pinpoints people who have shown purchase intent by searching for keywords related to your business. Then, this technology shows your display ad to those consumers based on their search terms, from broad keywords related to your products and services (like “types of braces”) to specific trademarked terms that show purchase intent (like “Invisalign prices”). This means you can get your brand in front of searchers to drive awareness and potentially visits.

Site retargeting identifies consumers who have recently visited your website and shown consideration for your products or services. Then, it continues to retarget them with your display ad as they surf other sites across the Web. By showing your ad repeatedly over time, site retargeting reinforces your brand and encourages your prospects to return to your website.

70%
of website
visitors who are
retargeted with
display ads are
more likely to
convert on your
website.⁶






Capture More Contacts

11. Engage visitors with a beautiful website.

If a consumer visits your website and sees unsightly, unprofessional, or outdated design, they may leave your site without even seeing if your business is right for them. Invest in a well-designed website that suits your brand and gets visitors to stay, learn about you, and contact you.

85%  **of consumers will leave a website if it is poorly designed.⁷**

12. Include key information and a CTA on your website.

Consumers visit business websites to find information they need to help them make a purchasing decision, and if they can't find that information quickly, they will leave. Make sure your website includes pricing, product availability, hours of operation, and any other key pieces of information that will help your visitor choose you over a competitor. Provide a call to action (CTA) that gives people an incentive to call you. For example, "Call for a free quote," and "Book your appointment today," are two CTAs you might use.

Also, make it easy for your visitor to contact you! Your phone number should be included at the top of every web page and your home page should include a Web form that a visitor can fill out and submit if they choose. Live chat can also help you engage visitors and quickly capture their contact information.

50%  **of potential sales are lost because consumers can't find information they are looking for on a business' website.⁸**

49%  **of SMB websites do not list a phone number on the home page.⁹**

13. Ensure your website is mobile friendly and features click-to-call functionality.

If your site is not optimized for mobile, visitors will have trouble finding the information they're looking for. Consumers searching on their smartphones will now receive an alert from Google if the link they're given in a search result directs them to a homepage rather than to the real indexed page found in a search result. To ensure your visitors can get the information they need, make sure that your homepage as well as all your other website pages are optimized to be viewed on a smartphone. A responsive web design is the best way to accomplish this.

In addition, ensure your mobile site displays properly for your visitors. For instance, Flash animation will not show up on iOS devices like iPhones and iPads. Also, simplify your site's navigation (a lot of menus may be difficult to operate with a fingertip) and enable a click-to-call phone number, not one embedded in an image so consumers can call you with one touch. These updates will help you make sure you don't lose interested mobile visitors to a bad experience.

45%
of consumers
looking for local
products or
services search for
them via a mobile
device first.¹⁰



14. Use landing pages to boost conversions from your online ads.

When your online ads drive to a page that doesn't relate directly to the ad, visitors will have to search for that information themselves and may give up quickly. Your ads should always drive visitors to a specific landing page – like a product page or special offer page – with consistent messaging and a clear call to action that drives them to contact you.

15. Check that all phone numbers, email addresses, and Web forms are active.

A prospect can't do business with you if they reach an out-of-service phone number, an email address that bounces back, or a Web form that's broken. You should frequently check to make sure that your contact methods are working so that you don't leak valuable leads.

16. Offer additional contact methods, like email, Web forms, and live chat.

There are many times when consumers may not be able to call your business while visiting your website, like if they're at work or in a public area. If you don't offer alternative contact options like email, Web forms, and live chat then they will contact another business that does. Include these types of contact options on every page to ensure that you don't lose consumers who are interested in your business.

17. Answer your phone!

It's simple. If you spend time and effort getting consumers to find your business and call you, but you don't answer your phone, your efforts are wasted. Make sure you quickly answer every call, and when you can't answer the phone immediately, check your voicemail every hour and respond to messages promptly.

18. Call back new contacts within an hour.

Your staff and you can be busy, and sometimes a call has to go voicemail. But letting a voice mailbox fill up with calls that you never return is just as silly as forwarding all your calls to your competitor. Consumers are most likely to do business with the company that calls them back first. So, make sure your team calls each contact back within an hour to get more leads.

50%



of consumers will choose to do business with the company that calls them back first.¹¹

19. Personally reply to emails and Web form submissions within an hour.

When someone contacts you via email or Web form, you should follow up as if it were phone call – as soon as possible – so that they don't lose interest in your business. Ensure that you or someone on your staff checks emails and form submissions and replies within at least an hour.

Emailing a new contact within 20 minutes boosts conversion rates by 49%.¹²



20. *Collect contact information and pay extra attention to hot leads.*

If you don't collect contact information from prospects who contact you, you can't follow up with them while they are deciding which business to choose. Have your staff ask for their phone number and email address and store it in an organized system so that you can easily use it to follow up and drive more leads to choose you.

If a lead gets to the point where they are talking to you about product or service options, getting a quote, or setting up an appointment, chances are they are seriously interested in choosing to do business with you. If you don't follow up with these hot leads, you may miss a major opportunity to drive new business from people who are ready to buy now. Follow up regularly with phone calls or emails to make sure each hot lead knows you value them as a potential customer.

21. *Make a great impression when you follow up with prospects.*

When you are on the phone with a prospect, they should feel like their business matters more than anything to you – and it should – or else they may seek out a competitor. Make sure that your staff handles every phone call in a professional and helpful manner. Not only should they be able to answer common questions about your products or services, they should also have good sales skills like offering to set up an appointment and mentioning special offers to entice prospects to become customers.



Don't Leak Customers

22. Listen to incoming calls to gauge how your staff handles the phone.


Breakdowns in communication between your staff and prospects can be a major reason leads don't choose your business. Conversely, you may have certain employees who know exactly what to say over the phone to win over customers. By using call recording software to listen to your incoming calls, you can greatly improve the quality of a caller's experience, which will boost the chances they do business with you.

55%
of companies don't
respond to new
sales leads at all.¹³



23. Nurture leads that aren't yet ready to buy.

Some prospects may seek information from you but may not yet be ready to buy. However, if you don't stay in front of these contacts, they may forget about you or go with the company who follows up with them regularly. Nurture all of your leads by sending them emails containing product or service information, special discounts, or testimonials to keep these prospects interested in your business.

**Businesses that
nurture their
leads see up to
45%** 
**more in ROI than
those that don't.**¹⁴

24. Track the source of your leads to see what's working.

If you don't understand the buying journey of your typical customer, you can easily spend time, money, and effort on marketing tactics that don't perform very well for your business. One of the most effective ways to track which online marketing tactics your visitors used to find you is to use an integrated marketing system that combines online marketing, a conversion-optimized website, and lead tracking and reporting. This can help you seamlessly see where your leads are coming from without having to rely on disparate platforms, and can eliminate errors commonly associated with multiple processes and manual approaches.

25. Use lead source information to adjust your marketing tactics.

Monitoring which online advertising methods consistently bring you leads and customers will help you make more informed decisions about which marketing tactics are most effective for your business. And knowing how much each new customer is worth helps you determine your true ROI from each marketing source. Plus, having a clear picture of how effectively you're actually converting leads into new customers will help you take steps to improve your lead management process.

Learn how
lead conversion
software can
help you to turn
more leads into
customers.



Download the ebook reachlocal.com/leadstocustomers

SOURCES

1. **Search Engine Land**
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ABOUT US

At ReachLocal (NASDAQ:RLOC), our mission is help local businesses around the world get more customers. Our total digital marketing system helps local businesses get more leads, convert them into customers, and know their ROI. Through our global technology platform, a decade's worth of insights, and our team of experts, we help local businesses get more out of their marketing.

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