

3 Simple Lead Generation Strategies to Boost Your Business

READ THIS FIRST

The purpose of this e-book is to talk about three very effective lead generation marketing strategies. But I don't want you to simply read these pages and say, "Okay, cool," and just move on. These methods, when done *consistently* and *intentionally*, on a daily and weekly basis, are very effective in bringing you more leads and increasing your sales. Although, much of this content is about Internet Marketing, there are other strategies that are just as important for successful lead generation.

For over a decade I was an Internet Marketing consultant and I taught all the ins and outs, what works, what doesn't work, how much a person should pay-per-click, how to track your visitors, etc. I have helped my clients draw more visitors to their website and generate a significant amount of paying customers. There are so many facets of Internet Marketing and I will cover some of the more popular topics in this e-book.

When you are finished reading, I encourage you to check out the Free Resources on the last page. I would also love to talk to you about what marketing challenges you are facing in your business and help you develop a plan to generate more leads and increase your cash flow. You can e-mail me at coaching@stuartcoaching.com.

If you know anyone who could benefit from this e-book, share it with them now! Send them a link to www.stuartcoaching.com and tell them to get their free copy of ***3 Simple Lead Generation Strategies to Boost Your Business.***

Your friend and coach,

Stuart Briscar

Internet Marketing

Ten years ago it was almost like pulling teeth trying to convince businesses that they needed to get a website. And a few years ago it was trying to get businesses to understand the importance of internet marketing and the impact it can have on their business. Now, business owners are flocking to internet marketing because they have seen the value it has. One of the best parts about marketing on the internet is that it can pretty much be automated!

There is so much information that can be shared about internet marketing, but I am going to try to keep it simple and practical.

Search Engine Optimization (SEO)

Pretty much anyone with a website has heard about SEO by now. They're told they need it to get to the top of Google search results and while it is good and effective, this isn't where you need to be focusing most of your efforts.

SEO is basically enhancing your website to prove to search engines that your content is useful and relevant. It involves tweaking your title tags and keywords and throwing some of those keywords and phrases into your content. It also has to do with how many people are sharing your website with others. Social interaction has started becoming more important when it comes to search results.

Do SEO for your website and for your blog and make adjustments based on your analytics results, but don't dwell on it. You can definitely have a successful website with even basic SEO. It may even be a good idea to speak with an internet marketing consultant to see where your website can improve.

Blogging

Blogging isn't for everyone and it's also not necessary for a successful internet marketing campaign, but it sure doesn't hurt! Blogging gives you the opportunity to share with your visitors your thoughts on what is going on in your industry. It's also a great opportunity to draw new traffic to your website.

If you own a flower shop you can blog about the best seasonal flowers or you can make a Top 10 list about the best Valentine's Day gifts. If you own a car maintenance shop you can talk about the

importance of regular maintenance or the difference between conventional motor oil and fully synthetic motor oil. There are many strategies that I can show you to help you develop content for your blog.

Blogging is also great for SEO. If your blog has unique and useful information that people will be interested in sharing with others then search engines are going to love it. If you are going to be blogging, you need to blog at least once a week to stay relevant with search engines and so your visitors know you're still relevant.

If you don't care about writing blogs or if you don't have time to write blogs, there are plenty of people who will write them for you on whatever topic you want and for a pretty reasonable price too!

Landing Pages

How effective is your website? Are you encouraging people to opt-in to your mailing list or to buy your product? Are you directing your website traffic to where you need them to go?

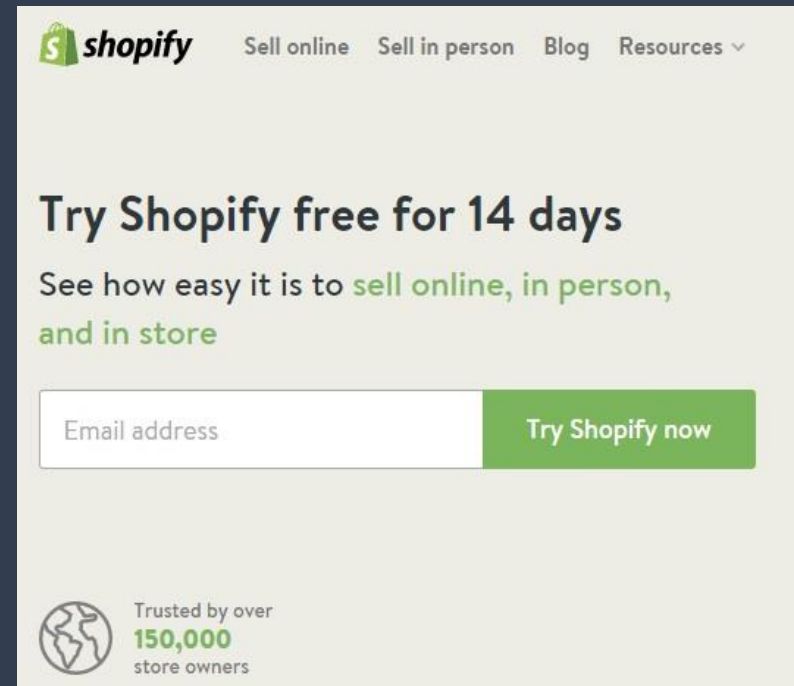
Optimizing landing pages has become a huge deal over the past few years. It has helped many businesses exponentially grow their mailing list, connect with their customers, and increase their sales.

Shopify is an example of a company that is always testing and optimizing their landing page to get the best results. Let's look at an example to see what an effective landing page looks like.

First, they have a bold headline that draws you in: **“Try Shopify free for 14 days – See how easy it is to sell online, in person, and in store.”**

They are offering their service for free for 14 days and they are letting you know as soon as you open their page. And right below the headline, all they are asking for is your e-mail address. They are giving you a risk-free and a super simple way to start selling your products online.

Another thing they have going for them is they mention **Trusted by over 150,000 store owners**. Testimonials are always a powerful way to build trust among prospective customers.

A screenshot of the Shopify landing page. At the top, the Shopify logo is on the left, and navigation links "Sell online", "Sell in person", "Blog", and "Resources" with a dropdown arrow are on the right. The main headline reads "Try Shopify free for 14 days". Below it, a sub-headline says "See how easy it is to sell online, in person, and in store", with "sell online, in person, and in store" in green. A form with an "Email address" input field and a green "Try Shopify now" button is centered. At the bottom left is a globe icon, and to its right, text says "Trusted by over 150,000 store owners", with "150,000" in green.

Make sure your pages are drawing customers in and guiding them to the information they need. It's also important to draw attention to a place where they can opt-in to your newsletter or mailing list. Growing your mailing list can be huge in increasing leads and growing your sales.

E-mail Marketing

Speaking of mailing list, e-mail marketing is one of the best ways to get new leads and increase sales through the internet. All you have to do is give people a reason to give you their e-mail address. You can offer them an e-book, coupons, or even tips and suggestions relating to your product. Most people don't mind giving up their e-mail address if there is something in it for them.

A great benefit of e-mail marketing is there are systems out there for a great price that will automate your e-mail marketing campaign. When someone signs up for your mailing list they go into a database and you can tell the system to automatically send them an e-mail in two days to follow-up with them. You can pretty much set any parameter you want with as many follow-up e-mails as you want. It's a very effective tool to keep connected with your leads and encourage them to buy your product or service. I am currently using [GetResponse.com](https://www.getresponse.com) but there are several other similar service you can try for yourself.

Facebook Ads

Facebook Ads is a relatively cheap method to advertise to thousands and even millions of people. I have had many successful campaigns using Facebook to advertise a product, discount, or page.

In my experience, I will say that local service industries (e.g. doctors, massage therapists, car mechanics) tend to get the best results, but that doesn't mean other businesses won't do well. Anyone can have a successful advertising campaign and there are really only a few tactics that are needed.

Here is an example of a post that I ran as an ad I to promote my first e-book. Your ad doesn't have to be exactly like this, but you can definitely use it as a guide.



The most important part is the *image*. Studies show that a smiling woman and a smiling man get great responses. Also, showing the product that you are selling can help. In this particular ad I did not show a picture of my e-book, but that is something I have experimented with.

The next important aspect is the top copy. Hook people in with what you are offering, how they can get that awesomeness from you and why they need it now.

The third part is the call-to-action. I used the text “*Click Here to Start Growing Your Business*”. This lets them know that all they need to do to start growing their business is to click on the ad. And of course Facebook allowed me to add the little Download button. It can also say things like “*Shop*” and “*Get Offer*”.

If you would like more information about running Facebook ads including how to select your audience, your budget, and your campaign length, just shoot me an e-mail at coaching@stuartcoaching.com.

Video

The promotion of products and services with video on the internet has become very widely used. One of the main reasons is because it's free! If you have a camera on your phone then you can record a video and upload it to Youtube or Facebook. You can use whatever camcorder you want, but I've seen effective videos with people just using the cell phone or laptop cameras.

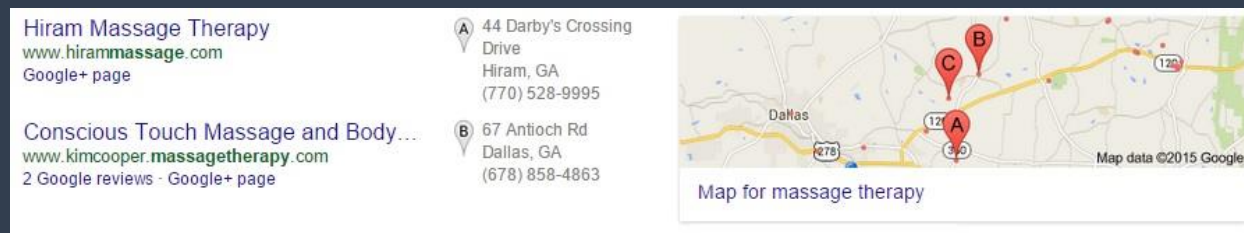
Not all of your videos have to be an advertisement though. For example, if I owned a car maintenance shop, I might post a video about the importance of getting an oil change and maybe even show an example of what happens to a vehicle when the oil isn't changed regularly. This video educates your customers and offers them an opportunity to connect with your business to make their car run smoother and more efficient.

It's also important to note that you should keep your videos no longer than 3 minutes. People get pretty distracted while on the internet so you need to hook them in and get to the point quickly.

Google Business

This is a commonly overlooked tool, but it can be such an awesome tool to promote your business—and it's free! This strategy alone can boost the number of new clients for a local business. Look at the example below:

If I search for local massage therapists, Google will list businesses near me with their website, contact information, and driving directions. All of this information is free to the business. All they need is a Google Business account.



If you don't have a Google Business account, stop reading and [set one up now](#). This is probably the easiest and cheapest way to promote your business through Google.

Referral Marketing

Most people like to seek the opinions of others about a product or service before they try it. This is why we use apps such as Urbanspoon and Fandango to read reviews before we spend our time and money on something. This is also why Amazon.com will show you “Users who bought this also bought this”—to let you know that other people like you enjoy similar products and you should too.



Referral marketing is a free and simple way to generate more leads for your business. Basically, all you need to do is ask people you know—friends, family, current and previous customers—if they know anyone who could benefit from your product and service.

If we are being honest, if your current and previous customers like your product, there is no reason they shouldn't be offering you referrals. I hope you just had an “Aha!” moment and realize how true this is. If you like something, why wouldn't you tell others? The main reason your customers aren't giving you referrals is because you haven't ask. Most people would gladly tell their friends about your business if

you just asked them or enabled them. One way to make it easier is that when a customer buys something from you, offer them a coupon to give to their friend.

Network Marketing

Networking is a marketing strategy geared toward generating leads in a non-invasive, relationship-building kind of way. It's not about selling your product as much as it is about generating leads for your business. Networking also helps you build influence and rapport in your community. People don't like to be taken advantage of so when you are consistently attending networking events people start to trust you and believe that you're not just trying to sell them something.

Attend the Right Events

The best networking events are the ones that have your target market or that have people who are connected to your target audience. If you own a hair salon, don't go to a Revlon event expecting to generate leads because chances are, everyone there also owns a hair salon.

The biggest event of the year is always the Business Expo. Most towns or counties have one so go to the Chamber of Commerce website for your surrounding areas and find out when their business expo is. For those of you who are Business-to-Business, the business expo probably has much of your

target market. For those of you who are Business-to-Consumer, the business expo is a great opportunity to get referrals.

Don't Sell Your Product

But remember, you aren't going to networking events to sell anything, you are simply building relationships and collecting business cards so you can contact them later. The moment you start trying to pitch people at a networking event, they shut down and you've lost your chance to build a great relationship.

The Follow-Up

After you have built your relationships and collected business cards, it's time to make a few phone calls and set an appointment. Make it a point to call your new contacts within three days or they might have forgotten who you are.

BONUS CONTENT

Just a couple more things I want to share with you.

Customer Service

Having excellent customer service is such an effective marketing strategy. If you want people to talk about your business, focus on the people.

One of the greatest examples of customer service done right is Chick-Fil-A. Everything they do is geared toward creating Raving Fans. They want to make sure that every guest on every visit gets to experience great food and great service. They even have a Vice President of Customer Experience whose job is to create the vision of what excellent customer service looks like.

The Customer Is Not Always Right

I know this sounds counter to what we are told, but I worked in food service for 12 years and let me tell you, sometimes customers are nuts. They don't always see the bigger pictures and they don't always have all the information. Living by the philosophy that the customer is always right can actually hurt your business. Let me share a little story...

Stacey has been waiting tables for 3 years while she attends college. She has become pretty proficient at her job. She knows the menu, she upsells to every table, and makes pretty decent tips.

One day, Stacey had a rough table. When Stacey tried to take their drink order they continued talking and ignored her. But Stacey didn't want to be rude so she gave them a couple more minutes to get the talking out of their system.

When Stacey brought out the food, a couple of the customers couldn't remember what they ordered and seemed confused when she placed the food in front of them. Stacey knew she had the orders right because she even repeated it back to them when they ordered.

At the end of the meal, two of the customers complained to the manager that Stacey was inattentive and got their orders wrong. The manager sided with the customers, gave them a refund, and berated Stacey for her bad service.

How would you feel if you were doing your job well then a customer complained about you and your boss took their side even though you did nothing wrong. You'd feel hurt and betrayed. You just got thrown under the bus! That's exactly how it feels when the customer is always right.

This philosophy also allows bullies and people who feel entitled to get anything they want. If they know they can work the system, then they are going to work the system. You don't have to accept every customer that walks into your door. If they are being rude and unruly then you don't need them. You want customers who are going to appreciate what you do and when you mess up they will forgive you.

If you want great customer service, start by appreciating your employees first. When you put your employees first and you share the vision that you have for great customer service, they will follow through. They will be happier and more motivated to do well because they feel taken care of.

Offer great customer service, accommodate customers when needed, but don't allow customers to call the shots. You're running a business, not a charity.

Be Pleasantly Surprising

Some people would say "under-promise and over-deliver," but that just makes it sound like you're setting a low bar. Here is my favorite example of being pleasantly surprised by a company:

I ordered some guitar strings and other accessories from an online company that I had not ordered from before. With my package came a small bag of candy. It had 3 or 4 pieces of candy with it. It was nothing elaborate, but I was so ecstatic! I love candy! Also, the day after I got my package I got a phone call from a sales rep asking if I got everything I needed in my package and if there was anything else he could help me with. I was blown away. First, candy and then a follow-up phone call. I was definitely pleasantly surprised. They are now my go-to company for when I need music gear.

I like the philosophy that “every guest is impressed”. One, it rhymes. Second, it helps me focus on what that looks like. Who is “every guest”? What do they look like? How old are they? What are their needs and wants? Next is the verb “is”. This implies action. What am I doing? Impressing. Impressing who? Every guest.

Finally, what does it look like to *impress* every guest? Is it offering live chat on a website? Is it shipping candy with their order? Is it following up to see if they need anything else?

In the Resource section, I have a little worksheet you can fill out that helps you define what Every Guest Is Impressed looks like to you.

RESOURCES

Throughout this eBook I have discussed many tools that I have available for you to use to help you grow your business using effective marketing strategies. If you have any questions about how to use these tools or if you would like to schedule a **free strategy session** to go over your discoveries from using these tools, you can e-mail me at coaching@stuartcoaching.com.

Please visit <http://www.stuartcoaching.com/resources/> to download your free tools.

The following tools were discussed throughout this eBook:

- Every Guest Is Impressed Worksheet
- Action Priority Worksheet
- SMART Goal Setting Worksheet