

Internet Marketing Lead Generation Strategies

READ THIS FIRST

The purpose of this e-book is to talk about very effective lead generation internet 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?

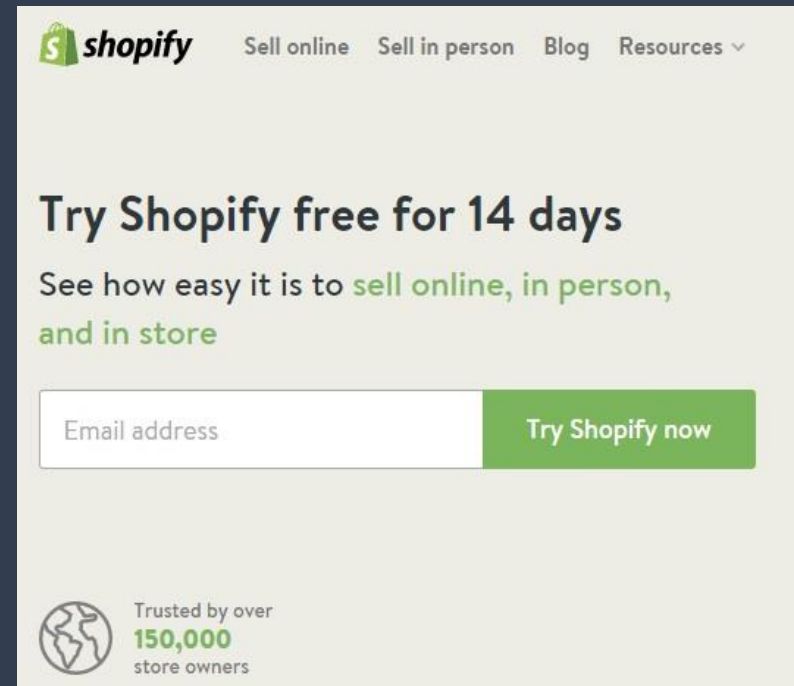
Optimizing landing pages has become a huge deal over the past few years. It has helped many businesses exponentially grow their mailing list, connect with their customers, and increase their sales.

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 a text input labeled "Email address" and a green button labeled "Try Shopify now" is centered. At the bottom left is a globe icon, and to its right, the text "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.

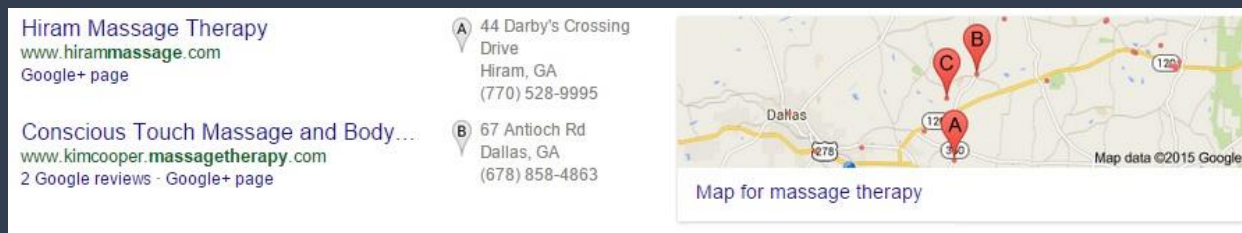
Not all of your videos have to be an advertisement though. For example, if I owned a car maintenance shop, I might post a video about the importance of getting an oil change and maybe even show an example of what happens to a vehicle when the oil isn't changed regularly. This video educates your customers 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.

FREE 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, you can e-mail me at coaching@stuartcoaching.com.

Because you downloaded this e-book, I am offering you a free 30-minute lead generation strategy session where we will discuss your biggest challenges of your business and how you can get more leads and attract more clients within 60 days without spending a ton of money on advertising and without cold calling. You can claim your free strategy session by filling out the form on our website: <http://www.stuartcoaching.com/business-coaching-programs.html>

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

The following tools were discussed throughout this eBook:

- Action Priority Worksheet
- SMART Goal Setting Worksheet