DALLAS MEDIA

The Onlinee Marketing Guide For Local Business

@ Internet Marketing For Local Businesses

HOW LEAD NURTURING CAN BOOST YOUR SALES 🛒

HOW TO CREATE COMPELLING ⚙CONTENT WITHOUT WRITING A WORD

THE 5 MOST COMMON SOCIAL MEDIA 👎 MISTAKES BUSINESSES MAKE (AND HOW TO FIX THEM)

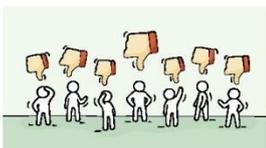## DESIGNED TO CONVERT WHY HAVING A CONTACT PAGE ISN'T ENOUGH

Contents

It would be wonderful if all you needed to do to make a sale was to collect a lead's name and email address and send them one email. Unfortunately, that's not the way marketing works. If that's all you're doing to turn leads into customers, then you're probably not making many sales. The solution is labor intensive but worth the effort. Nurturing the leads you get can help to build trust, overcome objections, and close deals.

No business can afford to ignore social media. Regardless of your industry, the chances are good that a majority of your customers are active on one or more social media platforms. If you can engage with them there, you can build customer loyalty and grow your business. However, if you're going to use social media to market your business, it's important to do it in the right way and avoid making the same mistakes.

One of the hardest things about creating content, whether it's for your website, email list, or social media accounts, is finding time to write it. For people who aren't particularly comfortable writing, even the thought of sitting down to write a blog post can be a daunting one. Fortunately, you don't have to be a great writer – or even write at all – in order to create compelling content that will interest, engage, and inform your customers. Here's four ways how.

When it comes to using your website to generate leads, are you doing enough? Some companies put a form on their contact page and call it a day, but that's the bare minimum and is unlikely, on its own, to get you many leads. Think of all of the most-trafficked pages on your site as lead generators. You should be encouraging visitors to subscribe to your list. Fortunately, it's relatively easy to revamp your website with lead generation in mind.

Welcome To Our Magazine

Thanks for checking out our November 2016 issue of Dallas Media Magazine, your online marketing resource guide for small business. Each month we will be covering topics that resonate with local businesses just like yours.

Our goal is simple. We want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your business online.

It doesn't matter if you're are just starting out, or an established business owner in your local community, you can always benefit from increasing your brand's visibility online.

To your Success,

Robert Corrotto
Publisher

BROUGHT TO YOU BY

www.DallasMediaCorp.com   We help small businesses connect with more customers online.

If you want to build your business, you need to market, it's that simple. But you can lose thousands of dollars if you don't know what you are doing. So we urge you to take action with some of the strategies we recommend.

For a more "hands off" approach, we offer affordable solutions and can deliver results. We hope you enjoy this issue of Dallas Media Magazine. Feel free to reach out to us anytime.

HOW LEAD NURTURING CAN BOOST YOUR SALES

It would be wonderful if all you needed to do to make a sale was to collect a lead's name and email address and send them one email. Unfortunately, that's not the way marketing works. If that's all you're doing to turn leads into customers, then you're probably not making many sales.

The solution is more labor intensive but worth the effort. Nurturing the leads you get can help to build trust, overcome objections, and close deals.

Why is Lead Nurturing Necessary?

Let's start by talking about why lead nurturing should be an integral part of your marketing strategy:

» In any industry, at least 50% of the leads that come in are not yet ready – for whatever reason – to make a purchase.

» In the absence of lead nurturing, the majority of your leads will never become customers.

» **Companies who engage in lead nurturing generate 50% more sales than those who do not, and they spend less doing it.**

In other words, lead nurturing helps to do two important things at once. It increases your sales, and it also decreases your overhead. Nurturing leads might seem like a lot of work, but it doesn't have to be expensive. Its primary goal is to build relationships with leads so that when the time comes for them to make a buying decision, the choice is an easy one.

Lead Nurturing Methods to Try

Now that you understand why lead nurturing is important, let's look at some specific techniques you can use to turn the new leads you get into paying customers.

LEAD SCORING

It stands to reason that if you want to get the biggest possible bang for your buck, you should spend the majority of your time nurturing leads who are highly likely to buy from you. But how can you tell? Here are some metrics you can use to determine the viability of a lead:

» Basic demographic information such as age, gender, education level, and so on can help you determine if a potential lead matches your typical customer persona.

» For B2B companies, looking at a lead's company – including their business model, revenue, and products – can help you determine if they are a good fit for your product or service.

» Online behavior can be a good predictor of a customer's intent to purchase. A lead who scans your content for information but doesn't engage with you in any way should be scored lower than someone who registers for your website or downloads gated content.

You should develop your own scoring system based on your business's needs and criteria. Once you have assigned a score, you can decide which nurturing activities make the most sense for the leads on your list.

EMAIL NURTURING

Email marketing is still one of the best ways to grow your business. It's affordable and extremely versatile, and you can manage it easily using autoresponder software.

After you have scored your leads, you can use the information from the scoring process to segment your list and send out targeted emails based on what you have learned. For example, if you know that the purchasing manager for a large company is interested in a particular product you sell, you can send that person a series of emails designed to teach them about your product, reassure them about its value, and overcome any objections they might have to buying it.

If you do it properly, each email you send should move your lead a little closer to making a purchase. Research shows that personalized emails are more effective than generic ones, so consider using your lead's first name to build trust.

SOCIAL MEDIA NURTURING

Another tool you can use to nurture leads and turn them into customers is social media. Here are some things that can help you make the most of your social media contacts:

» Remember that social media is a two-way street. You can't post content and then ignore it. Instead, share content that is relevant and useful to your followers, and then engage with them when they ask questions or make comments. The more you respond, the easier it will be for your followers to believe that you care about them. Caring builds trust, and trust makes sales.

» Use social media tracking tools to figure out which content engages your followers. Not every piece of content you share will be a winner. If you want your social content to help you make sales, you should track each piece of content's performance and then use what you learn to guide your social media strategy going forward.

» Remarket to leads on social media. Facebook and other social media sites offer remarketing options that can help you reach out to people who have visited your website without subscribing to your list as well as those who have abandoned shopping carts.

These are all easy things to do and they can make a big difference in your sales.

WEBSITE NURTURING

What do your leads see when they return to your website? If they're seeing the exact same content they saw the first time around, then you're missing out. Instead of having a static website that fails to nurture leads, think about using smart programming that tailors itself to individual customers.

One way to do that is to use calls to action that are specifically tailored to a visitor's behavior on your site. For example, a visitor who previously downloaded a free eBook should not see the call to action they responded to earlier. Instead, you should use cookies to identify customers and then present them with a new call to action that will bring them one step further into your sales funnel. A customer who already signed up for your list might be enticed by a call to action that asks them to register for your site or sign up for a free consultation.

These three nurturing options can help you take even the most reluctant leads and turn them into paying customers. At each step along the way, you can build trust, overcome objections, and help your leads make the decision you want them to make.

The 5 Most Common Social Media Blunders Businesses Make
(and How to Fix Them)
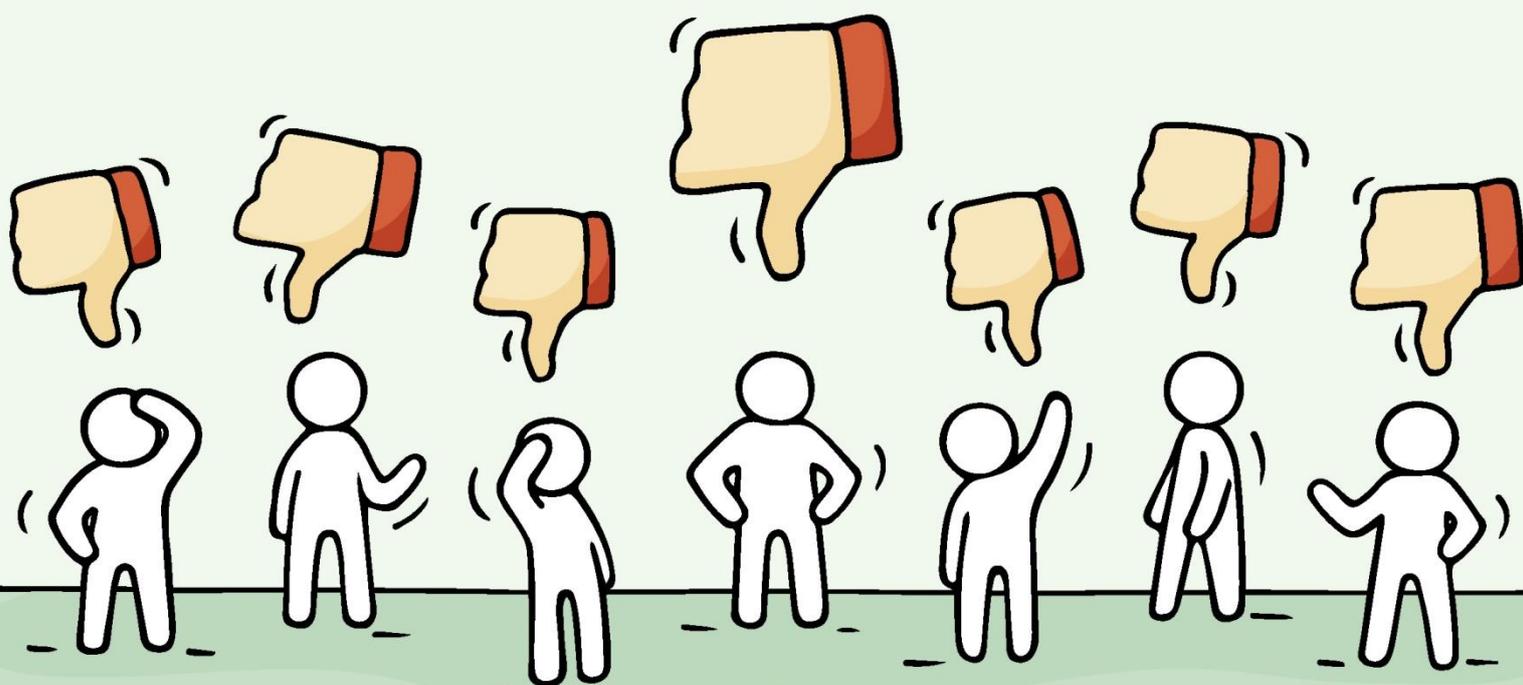
No business can afford to ignore social media. Regardless of your industry, the chances are good that a majority of your customers are active on one or more social media platforms. If you can engage with them there, you can build customer loyalty and grow your business.

However, if you're going to use social media to market your business, it's important to do it in the right way. Many business owners end up making crucial mistakes in their social media marketing. With that in mind, here are five of the most common social media mistakes – and some ideas about how to fix them.

Mistake #1:
Using too many platforms

There are a lot of social media sites to choose from, and you might be tempted to think that the best strategy is to use all of them on the theory that you'll be more likely to find your customers than you would if you stuck to just using one or two. The reverse is actually true. It's important to remember the social aspect of social media. If you're going to use a site, you have to be engaged and post regularly.

> **You can't expect people to follow you if you don't make an effort - and in inactive account is worse than having no account at all."**

The Fix:
Pick one or two platforms and fully engage

Instead of trying to be all things to all people, do some research about your customer base and learn which platforms they are most likely to use. There's no point in spending a lot of time on Snapchat if few of your customers are there. Pick two, or at most three, of the sites that you think will yield you the highest returns. Deactivate any other accounts you have and put your energy into building a following on the sites you have chosen.

Mistake #2:
Failing to post consistently

One of the biggest mistakes companies make on social media is forgetting that sites like Facebook and Twitter are meant to be social, first and foremost. The algorithms used by Facebook and Twitter mean that not everybody will see the content you post. Inconsistent posting will decrease the number of people who see your content and cause you to lose followers.

The Fix:
Make a social media schedule and stick to it

The best way to keep your social media posting consistent is to create a posting schedule and stick to it. You can use community events like Throwback Thursday and work around them to decide what to share and when to share it. Using a social media management tool like Facebook's post scheduler or Hootsuite can help you do all of your scheduling at once so that you don't have to interrupt your day to post content.

Mistake #3:
Overly Self Promotional your followers

Social media is meant to be fun. Nobody follows a company on Facebook or Pinterest because they want to be spammed with an endless stream of sales pitches – yet a lot of companies make the mistake of doing exactly that. Your social media followers will quickly tire of being hammered with aggressive marketing material.

The Fix:
Follow the 80/20 rule

The 80/20 rule is simple to follow. What the rule says is that 80% of the content you post should be informative and entertaining, with no direct marketing pitch included. The other 20% can include direct marketing, calls to action, and so on. In other words, four out of every five things you share on social media should be posted with the idea that they will be interesting to your followers – without any agenda on your part other than to keep your name in front of them.

Mistake #4:
Not engaging with your followers

The people who follow you on social media want to interact with you. If they had no interest in you or your company, they wouldn't be following you in the first place. However, some businesses make the mistake of thinking that they don't need to respond to comments or share any content other than their own. The result is a disengaged following of people who think you don't care about them.

The Fix:
Embrace the give and take of social media

One of the best things about using social media to market your business is that it gives you the opportunity to turn your customers into brand ambassadors. You can't do that if you don't incentivize them to talk about you and your products. The answer is to follow influencers in your niche or industry and share their content when it's relevant to your followers. It's also a good idea to think of your social media accounts as part of your customer service department. When your followers ask questions or make comments, reply to them and help them as much as you can. Even the people who don't comment will see that you are engaged and care about your customers. Your responses will help build customer loyalty.

Mistake #5:
## Not tracking and testing your marketing campaigns

When it comes to marketing on social media, it's not enough to post content and look at the number of likes you get as proof that a campaign is effective. If you do that, the chances are good that the majority of your content is simply not engaging your customers – and if you keep posting similar content, you may end up losing them.

These five mistakes are common, but you don't to make them. Using the fixes provided here, you can fine-tune your social media campaigns and get the engagement and revenue you want.

The Fix:
Use Facebook metrics and other tools to optimize your campaigns

When you share content, boost a post, or create an ad on social media, you get a great deal of information about how customers see and interact with what you share. If you want your campaigns to be effective, you must use that information to help guide your social media policy going forward. For example, if you notice that the videos you create and share on social media get twice as much engagement as other forms of content, it makes sense to reallocate funds from your budget so you can produce more video content. You should also be split testing your campaigns to make sure that they are working the way you want them to. If you do these things, you can grow your following – and your business.
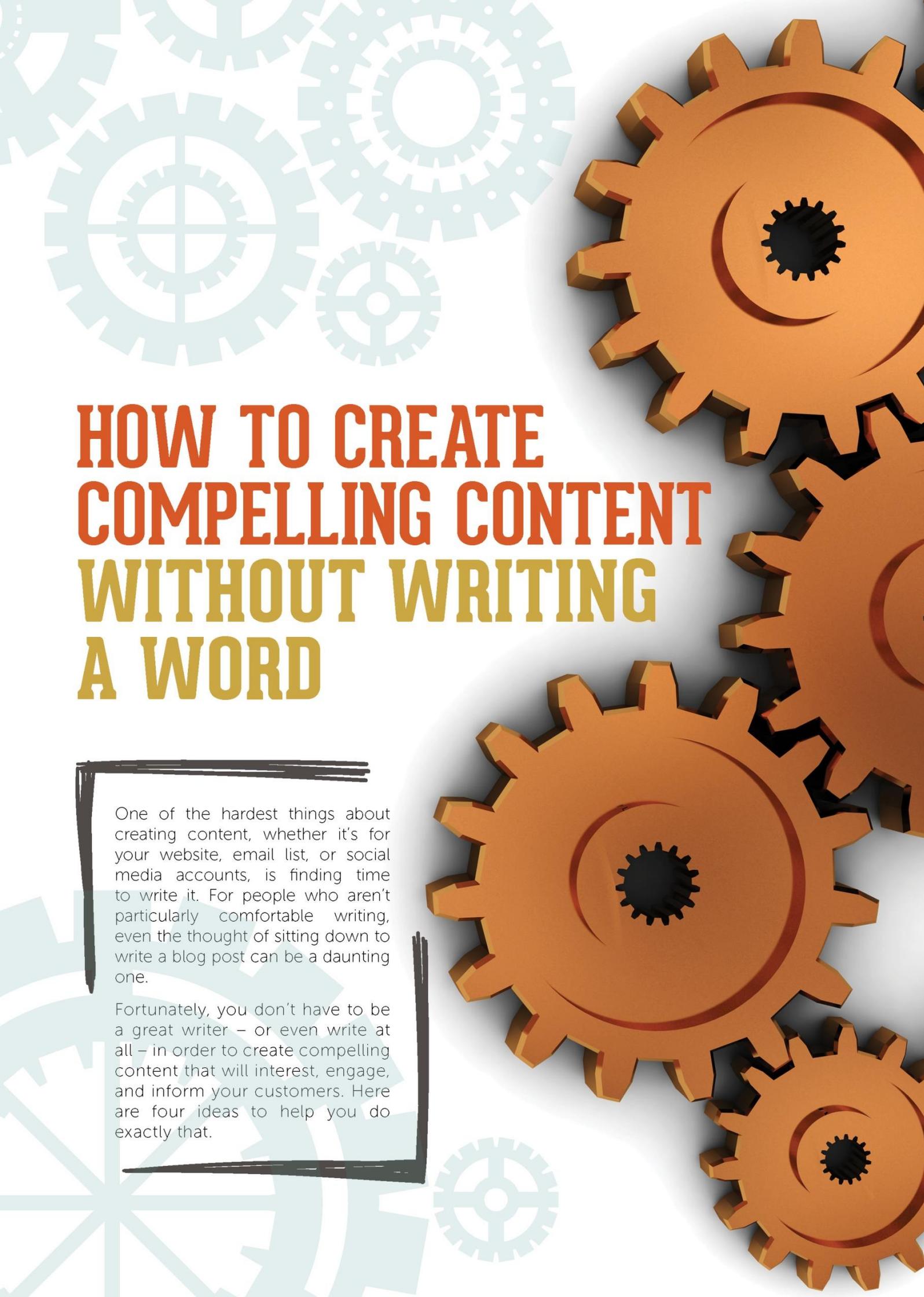
HOW TO CREATE COMPELLING CONTENT WITHOUT WRITING A WORD

One of the hardest things about creating content, whether it's for your website, email list, or social media accounts, is finding time to write it. For people who aren't particularly comfortable writing, even the thought of sitting down to write a blog post can be a daunting one.

Fortunately, you don't have to be a great writer – or even write at all – in order to create compelling content that will interest, engage, and inform your customers. Here are four ideas to help you do exactly that.

VIDEO CONTENT

Videos are one of the most popular forms of online content. A well-made video is more likely to be viewed and shared than written content, and YouTube is one of the most highly-trafficked websites in the world. Some ideas for video content that you can create without writing include:

» Product demonstration videos that show potential customers what your product does and how it can help make their lives better

» Interviews with you or some other person of interest to your followers

» Comparisons of your product with one of your competitors' products

» Q & A videos where you answer questions from your followers

» A quick tips video where you share information relevant to people who are interested your industry or niche

» A behind-the-scenes tour of your factory or office

As long as you are speaking about a topic that you know well, you don't need to write a script beforehand. Some of these ideas – such as the Q & A video or product demonstration – could even been done as live videos on Facebook or Periscope.

GRAPHICAL CONTENT

Like videos, graphic content is extremely popular with internet users of all ages. The proliferation of social media sites such as Pinterest, Instagram, and Snapchat has made it easier than ever to share graphic content with your followers. Here are some suggestions to get you started:

» Create (or pay someone to create) an infographic that illustrates some key information about your industry. A well-designed infographic can convey a great deal of information in a way that is easy to digest and share with others.

» Hire a photographer or share your own photos with your followers. The key is to find images that don't look like stock photos. Try taking pictures of your business, or take pictures of your employees in action doing what they do best. Or even a passion they have outside of work.

» Create clever memes to share with your followers. While a lot of internet memes are silly, it's possible to create one that is highly relevant to your customers.

The key with sharing graphic content is to vary what you share. You can and should curate content from other sources, including industry leaders and publications as well as creating your own original content.

CUSTOMER-GENERATED CONTENT

One of the easiest and most cost-effective ways to get great content to share with your followers is to get them to create it themselves. That might sound impossible, but you have probably noticed other companies using this strategy. The key is to give your followers a compelling reason to create content and send it to you, and then do a good job of choosing the best content to share with all of your followers. Here are some things you can do to get your followers to do the work of creating content for you.

» Host a contest or giveaway and ask your customers to do one of the following as a way of entering the contest:

» Write a short article about why they like your product or service

» Take a photograph of themselves using your product in a unique way

» Film a short video of themselves or someone else using your product

» Photoshop an image to include your product or logo

There are endless possibilities. The idea of winning a free product is often enough to get people to go to great lengths, and you might be surprised by how creative your followers can be.

» Participate in social media community events like Throwback Thursday and ask users to share photos of themselves or memories. If you can find a way to tie the event to your product, so much the better. For example, a company that sells cooking supplies might ask people to share their worst cooking disasters and then re-share the most compelling or entertaining entries.

Use these ideas as a starting point, but don't be afraid to branch out and be creative. There are hundreds of things you can do to prompt your customers to do your content creation for you.

POLLS AND SURVEYS

When it comes to marketing, there are few things more valuable than customer research. After all, when you know who your customers are and what they want, it becomes relatively easy to target them with marketing content that will appeal to them. You need to do exactly that if you want to turn casual visitors into leads, and leads into customers.

It's very easy, both with social media sites and email autoresponders, to conduct surveys and polls that can help you gather information. A well-constructed poll can be entertaining to your followers and extremely helpful to you.

If you want to create a poll or survey, think about the information you want to collect and design your inquiry appropriately. For example, you might decide that you want to know how your customers are most likely to use your product. That information

can help you with advertising in the future because you can use it to target your social media ads and other marketing campaigns.

The polls you create should be brief and easy to take. Social media is a great place to do one question polls that customers can answer quickly. If you use email or put a survey on your website, you can ask multiple questions or even encourage written responses. How you do it will depend on the type and depth of information you hope to gather.

These four options can help you create interesting and valuable content on a regular basis without having to do any significant amount of writing. You may need to write a few words here or there to introduce a video or infographic, but for the most part, you can focus your attention elsewhere and let your non-verbal content do the work for you.

DESIGNED TO CONVERT

WHY HAVING A CONTACT PAGE ISN'T ENOUGH ANYMORE

When it comes to using your website to generate leads, are you doing enough? Some companies put a form on their contact page and call it a day, but that's the bare minimum and is unlikely, on its own, to get you many leads.

The solution is to think of all of the most-trafficked pages on your site as lead generators. After all, you don't have much control over which page a potential lead sees first, but you can and should be doing what you can to encourage visitors to your site to subscribe to your list. Fortunately, it's relatively easy to revamp your website with lead generation in mind.

STEP #1:

IDENTIFY YOUR MOST POPULAR PAGES

The first step is to identify the pages on your website that get the most traffic. You likely have several tools at your disposal that can help you to accomplish this goal. The first – and one that most people have – is Google Analytics. To check your site's traffic, all you need to do is sign in and click "Content Optimization." Then choose "Content Performance" to see your page views, and "Top Content" to look at the top pages and content on your site. If you use a content management tool, you can review your site analytics on that, too.

STEP #2:

DESIGN A LEAD MAGNET FOR EACH OF YOUR MOST POPULAR PAGES

The next step is to think about which lead magnets are most likely to incentivize visitors to each page to sign up for your list. Visitors to your Home page might be interested in a tip sheet related to your industry, while people who visit your About Us page might rather see a free eBook or report that's relevant to a specific product or service you offer.

It's important not to use the same lead magnet on all pages. You don't want visitors who click on more than one page to see the same offer and call to action as they did on other pages.

STEP #3:
DESIGN YOUR PAGES WITH LEAD GENERATION IN MIND

While you don't want to overwhelm visitors to your page with repeated calls to action, you do want to be sure that they understand the value of each page they visit as quickly as possible. Here are some things to keep in mind:

» Every page on your site must load quickly. Web users are an impatient bunch and people are likely to bounce away from your page if it takes more than a few seconds to load – or loads improperly.

» Your pages should be optimized for mobile users. That means it must be easy to read and navigate. Buttons should be large enough that users can click them accurately.

» The content on your page should be set up to grab readers' attention. Studies show that people who view content online often do so in an F-shaped pattern. That means that their eyes travel horizontally across the page once or twice, and then scan down the left-hand side of the page.

» Place your calls to action strategically. A good place for the first CTA on a page is on the top right-hand side of the page. That way it will catch your readers' eyes when they make their first scan across the top of the page.

Using careful design can help to encourage visitors to fill out your lead form.

STEP #4:
MAKE YOUR CALLS TO ACTION IMPOSSIBLE TO MISS

When it comes to creating calls to action, you don't want to be too subtle. If your CTA blends into the rest of the page, people will miss it. Here are some suggestions to make yours stand out:

» Pick a contrasting color for your CTA. A good rule of thumb is to use a complementary color. (Complementary colors are those that stand opposite one another on a standard color wheel, such as blue/orange, red/green, and yellow/purple.)

» Isolate your CTA on the page. You can put your CTA in the middle of other content, but if you do, leave some white space around it. You may also want to consider putting a box or circle around it, or placing an arrow on the page that points to it.

» Use strong, inviting language in your CTA, and focus on the benefits that users will get if they download your content and sign up for your list. A lot of sites use affirmative language, such as "Yes, I want to increase my profits!"

These tips will help draw attention to your CTAs and encourage people to take the action you want them to take.

STEP #5:

USE SMART CALLS TO ACTION

One of the most exciting things about web design is that it allows you to tailor your content to the person visiting your site. In other words, by using cookies, you can ensure that a person who has visited your site before sees calls to action that appeal directly to their interests or previous purchases. Just as personalized emails have a higher open rate than those that aren't personalized, the same is true of targeted web content.

To implement this suggestion effectively, you'll have to come up with different offers that relate to the most likely behavior of people who visit your site. The idea is to make it seem like a natural thing for users to take the next step into your sales funnel.

STEP #6:

DO WHAT YOU CAN TO OVERCOME YOUR CUSTOMERS' OBJECTIONS

Smart marketers know that every product or pitch, no matter how polished, is going to run into customer objections. Visitors to your page are likely to be at least a little reluctant to hand over their email address to you. One way to overcome those objections is to provide some evidence that you can be trusted. For example:

» You can post customer testimonials or links to your page on crowd review sites such as Yelp. Reading what other people have to say about your company provides social proof of your merit.

» Include trust marks such as awards and citations on your page. If customers see that you have won industry awards, they are more likely to trust you.

When visitors to your site believe what you say, they are far more likely to turn into viable leads.

HOW TO SELL

SHOW BENEFITS

OVERCOME OBJECTIONS

ASK FOR THE SALE

STEP #7:

TEST AND TWEAK YOUR PAGES TO OPTIMIZE THEM

The final step is to review your results and test each page on your site until it's converting at the highest rate possible. You should be split testing every element of your page, including the headlines, colors, fonts, graphics, and calls to action.

Every time you run a test, you should update your page based on the results. By the time you're done testing, you'll have a series of high-converting pages that bring leads to you every day.

These seven steps take some time to complete, but the work you put in now will pay for itself in new leads, customers, and sales.

WAS YOUR LAST ONLINE MARKETING CAMPAIGN
SHOCKINGLY BAD?

WE'VE BEEN THERE.

And we know how to help. No matter what your current situation

Contact us today to schedule a free 1 on 1 strategy session. We'll show you exactly how to generate more leads and sales online. These sessions fill up fast so don't miss out.

Get the conversation started today by going to:

WWW.DALLASMEDIACORP.COM