LEAD GENERATION SECRETS FOR THE LOCAL BUSINESS

CLICK ME!

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Introduction

Lead generation websites are ideally suited to the small local business owners as it doesn't require selling any products online, and doesn't take an immense amount of time like other forms of online marketing do.

It is based on generating online leads through targeted Internet marketing tactics and then turning those leads into new customers.
The strategy is to get leads online and monetize offline. Lead generation websites cost next to nothing to create and business owners don't have to continually be adding or changing the content displayed on them. There is nothing to lose, and everything to gain.

BUILD A BUSINESS ON INTERNET SEARCH

This is a search related Ad
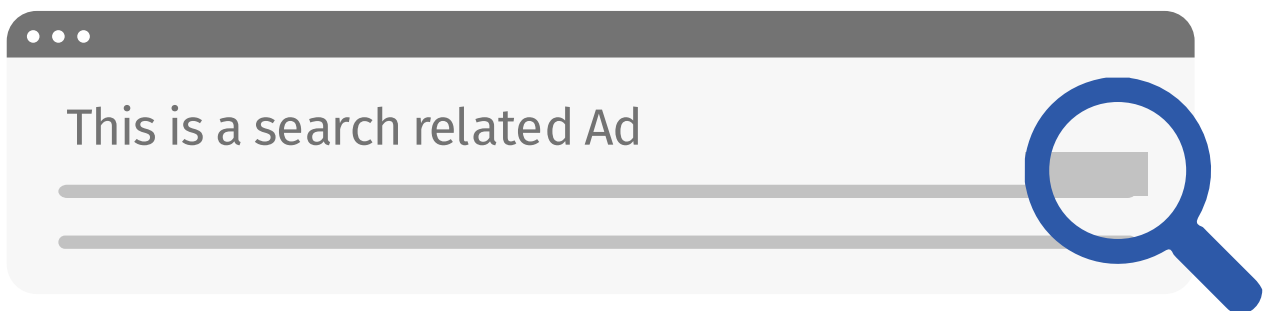
More and more people are using search engines like Google to find local services and products. And a lead generation website provides an opportunity to capitalize on this trend that's not going to slow down any time soon.

When was the last time you looked through the Yellow Pages for a commercial cleaning company, wedding venue, Lasik eye surgery clinic or hydroponic garden systems in your local area? Local search is the fastest growing element of Internet search as more and more people are turning to Google to find instant answers. How often do you hear "I just Googled it"? Local search are terms such as "Seattle driving schools", "Sydney boat hire", "Boston wedding venues" and "Manchester widget makers".

With so many people Googling search terms every single day, the search engine handles a massive amount of queries. Every second, Google receives 40,000 search queries and delivers relevant results back to the user. This means that every single day, Google receives 3.5 billion searches for a total of 1.2 trillion searches per year throughout the entire world.

The statistics for local search is even more impressive. Of all searches made, 50% of them are made on a mobile device and one-third of those are local searches. Local searches don't always have to include the name of the location in the search query either. 50% of local searches made on mobile devices include the terms "near me" or "close by". This will be the trend for the foreseeable future as people are turning to search engines to find local products and services. This translates into an unbelievable opportunity for business owners who can capitalize on this trend.
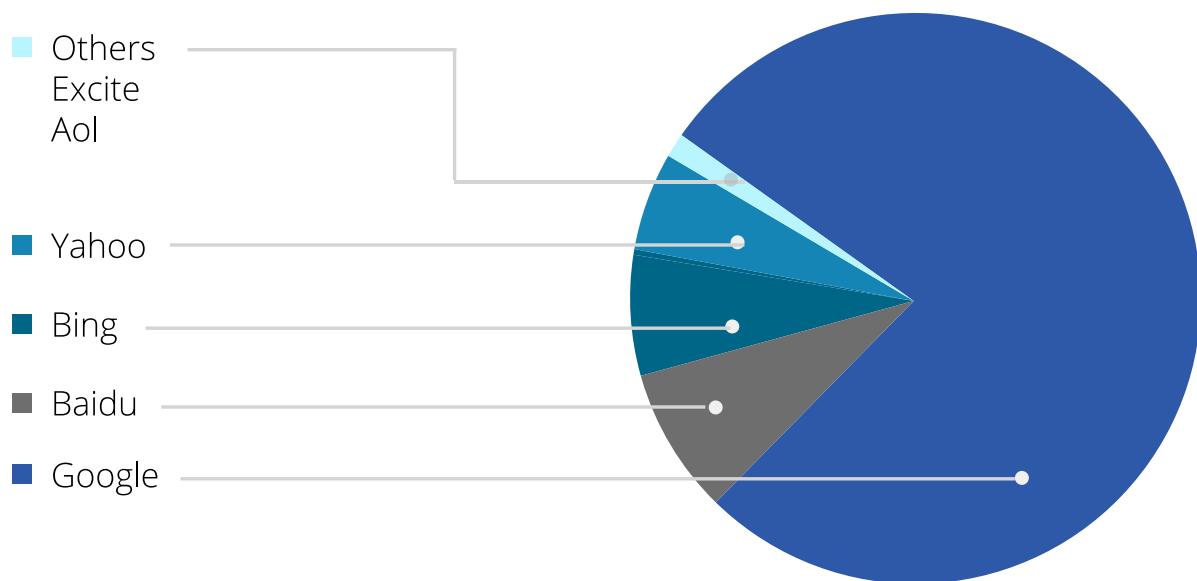
SOURCE: http://www.smartinsights.com/search-engine-marketing/search-engine-statistics/

When using local search, business owners don't have to sell physical or digital products on the Internet. They simply have to provide a way for customers to find them and their product.

ONLINE TRENDS

When using local search, business owners don't have to sell physical or digital products on the Internet. They simply have to provide a way for customers to find them and their product.

- ✓ 50% of consumers that perform a local search on their smartphone visit a store within that same day. The same is true for 34% of customers that perform a search on their computer or tablet (Hubspot)

- ✓ 78% of local searches result in offline searches (Media Genesis)

- ✓ 46% of all searches made on Google are local

- ✓ Consumers even want local search results customized. 67% of smartphone users stated they wanted their searches customized to their city or zip code while 72% of computer and tablet users said the same. Meanwhile, 61% of smartphone users wanted searches customized to their immediate surroundings and 70% of computer or tablet users would also like local searches to be customized to their surroundings. (Google)

- ✓ When using local listings, 68% of consumers were to found to have used the 'get directions' or 'call' buttons within a mobile ad (CH Consulting Group)

- ✓ 86% of users look up the location of a business using Google Maps (Chat Meter)

Local search, and as a result, local lead generation is often overlooked.

How does Local Online Lead Generation work?

All businesses are looking for more customers. It doesn't matter if it is the shop around the corner or a multi-billion dollar company. Large businesses spend a fortune on marketing and employ expensive marketing consultancies to help them attract prospects through brand building, direct marketing campaigns and online lead generation. Small and medium businesses in your area don't have that same luxury, but they face the same challenge. The formula for business stays the same, irrespective of the market or size.

Sales in all businesses are a product of the number of prospects that they have and how well they can "convert" or sell to them.

Sales = Prospects x Conversion Rate

This is the business formula that applies to all businesses, large or small, and is quite a simple equation.

Prospects (leads) x Conversion rate result in buying customers. Sales revenue from these customers is a result of the converted customers x the number of times they buy from us in a given period and the average value of the sale. Profit, in turn, is a result of the sales revenue x the profit margins of the business.

The Business Formula drives local online leads. All businesses are actively seeking new prospects and this report will show you how to generate leads for your business online. It uses proven Internet marketing techniques and applies them to conventional business.

Lead Generation Website Benefits

✓ You are building a valuable business asset, your prospect list. And at the end of it all, you own the data and the prospect lists.

✓ You are in a win-win relationship with your customer. You are not selling them something that they don't want.

✓ It requires a minimal upfront investment and you are in complete control of your expenses.

✓ You won't be selling them anything on your website, just getting their details. Conversion rates are 25 times that of product sales websites.

✓ You can respond to your customer according to their exact needs, because they will have informed you of what they are on the lead generation website

✓ It can all be automated, sending the contact information filled in by the lead directly to your contact list

✓ All of the leads will be highly qualified, as they came looking for you, not the other way around.

The Simple Strategy

Most business owners have a basic strategy in place. The challenge that they have is that there are so many products launched every day that promise the holy grail to traffic and riches. Many business owners find that they will jump between ideas and concepts and not make money with any one of them.

This report is much simpler. It simply includes the different ways small business owners can use a lead generation website to get new leads that don't even have to be found – they'll find you! That really is the strategy, plain and simple. Of course, you'll need to learn how to get traffic to that website so that people can fill out the forms and give you their contact information. But in the end, it's really just about creating a new website to get leads, or revamping your current one to tailor it towards generating leads instead of just selling to your current customers, and any potential leads that may be out there.

It really is that simple.

Create a Lead Generation Website

Your lead generation website will be the most important tool you have at your fingertips for turning prospects into customers. As you'll see later on this report, there are many ways you can get more visitors to your website, but if you don't convert these visitors to leads, all the work you've done to get that traffic to your site is pointless. So before you worry about traffic, you have to have a dynamite website that will actually convert that traffic into leads for your business; and your business simply will not grow.
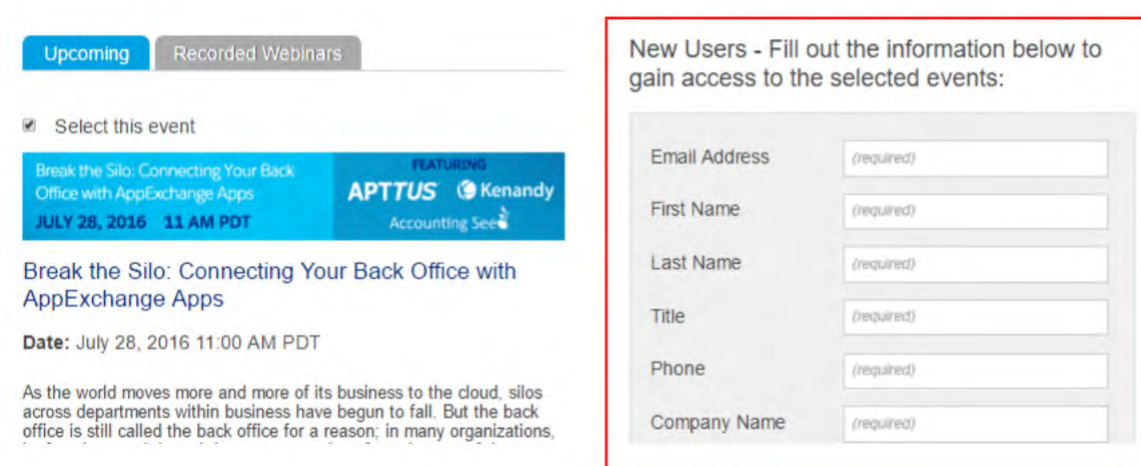
Consider what your website currently looks like. If you're a small local business, it probably provides very basic contact information, a few sections on the services or products you offer, and a little bit about how your business got started. Those are all great things to have on a website and every website should have them. But, those alone will not generate leads. And while customers may be able to learn more about your company with this type of site, it won't stand out in the crowd and it won't get your business more leads.

In order to do that, you need to make sure your website has a couple things that will encourage lead generation. Firstly, there are two types of lead generation pages or websites you can use: those that offer a free

report or checklist, or those that offer a coupon. In each of these cases, you're offering potential customers something that's of value to them that they will gladly hand over their contact information (essentially giving you a lead) in exchange for the free offer.

But, before we get into those free offers, there are first a couple of things every single lead generation website needs to have. These include forms, form scraping tools that will take the information from that form and automatically move it to your database of contacts, calls to action, and popup forms.

LEAD GENERATION FORMS

Even more importantly, a lead generation form allows customers to opt in, which is so extremely important for lead generation. When people opt in, they willingly hand over their information and they actively show an interest in your business.

They won't mind that you contact them at a later time because they've already given you the tools you need to do so.

There are several tools available that will help you create a form and embed it into your website. These include Contact Form 7 which can be found at: https://contactform7.com/, JetPack found at: https://jetpack.com/, and Google Forms at: https://docs.google.com/forms/u/0/, to name just a few.

These forms can and should be placed on your landing page so that when visitors get to that page from your various online marketing strategies, it's one of the first things they see. And so that filling them out is one of the first things they do. Again, in order to get this information, you have to give potential customers something of value.

Most forms are very short, asking for just the visitor's name, phone number and email address. These forms can work very effectively, as most people don't want to spend a great deal of time on filling out a form – even when they are getting something of value. However, that doesn't mean you can't include longer forms on your landing page. In fact, longer forms can work very well to generate higher quality leads than a simple short form. This can work very well for some businesses.

A FORM SCRAPING TOOL

Forms are great, but they're not going to provide you with what you need if that information gets lost in cyberspace somewhere. Or if you're so busy running your business that your email Inbox is simply becoming overloaded with the names of potential leads that you don't have time to even look at them. Not to mention that it can be overwhelming. What you need is a form scraping tool.

A form scraping tool will do just that – it will scrape that form, taking all of the information that's been collected, and place it into your contact database. There are many you can use including Mozenda at www.mozenda. com, Import.io at https://www.import.io, or Webhose.io at https://webhose.io.

POP-UPS

Yes, pop-ups have become to be known as a somewhat annoying element of the web, but business owners can use them to their advantage when they enter into it with a good strategy. Pop-ups can work to welcome leads to the site and in fact, a form can even be embedded into them. They can also be used to thank a person for visiting your website just as they're about to leave, or if they abandon a shopping cart.

If they're about to leave your website, you can also include a pop-up with a call to action to ask them if they would like to call or email for more information.
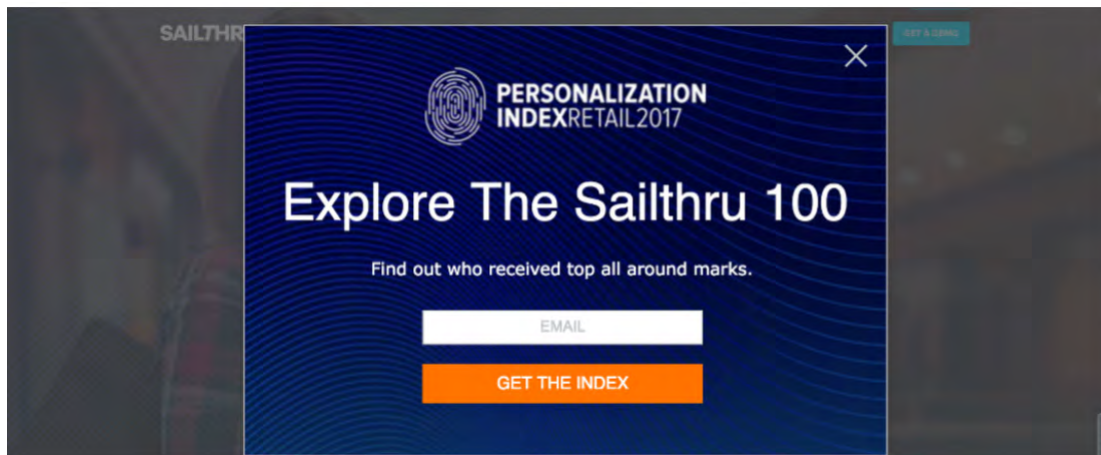
It's important to not overcrowd your website with pop-ups, and certainly don't have them on every page, as they will become annoying to potential leads. But use them right, and you'll use them well.

CALLS TO ACTION

Every lead generation website needs to have at least one call to action. A call to action is when you tell the lead what you want them to do next, so you have to sort that out before actually creating your call to action. Do you want them to email you? Do you want them to call you? While these two have similarities, there are also some very real differences. The one you choose will depend on what type of interaction you want to have with the lead.

Calls to action (a CTA) that are either an email button or a call button can both be placed on your website, and both of them will also allow the lead to contact you directly. When they contact you, both of these types of CTAs will help you learn more about the lead and build them into a new customer. But they are different, and customers will respond to them differently – as will you.

Calls to action that ask the lead to email your business can be very effective and will take very little time away from you and your business. After all, when an email arrives in your Inbox, you can view and reply to it whenever it is convenient for you. Of course, you don't want to lose the lead's interest and so you should respond to it within 24 hours, but at what point during that 24 hours is completely up to you
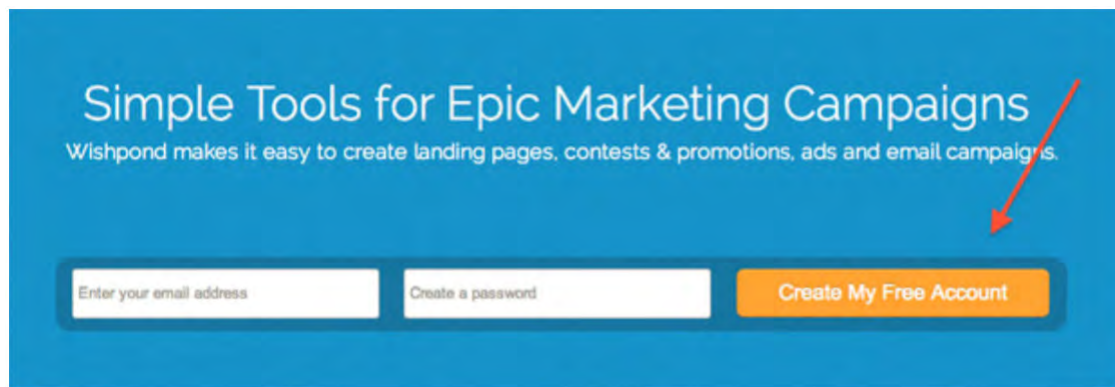
This less invasive call to action can also be seen as beneficial to a lead. No one wants to be sold to all the time, and when some leads see that they'll have to call you, they may become intimated and less sure that they want to take the action after all.

But email calls to action also have their difficulties. Most customers and leads find businesses on their smartphones today and while they've become very user-friendly, it's still much more cumbersome and awkward to type out an email message on them than it is on a desktop or laptop.

This can be especially useful for small local businesses to keep in mind, as the leads that might be looking for them might be right outside the door on their smartphone; and a simple phone call could work more effectively than sending an email in this instance.

But calls to action that ask a lead to call them directly can also be more effective for another reason. While you may have to take a quick moment from running your business the second the lead calls and is ready to speak to you, this also gives you a chance to actually talk to your lead.

During this conversation you can expand on the information they've found on your website and you'll be able to start building that relationship that's the backbone of all business/customer interactions. When you have a lead on the phone, they'll begin to trust you more than the competition, and it gives you your first opportunity to actually sell to them. That's something that an email waiting in your Inbox simply can't deliver.

Truthfully, most businesses will want to use a combination of both email and direct calls in their call to actions. And the best lead generation websites have multiple calls to action throughout the site so you can switch it up, perhaps asking them to email on the landing page but then on the contact page encouraging them to call you on the phone. Either way, both should be clickable buttons so that leads won't have to write down a phone number or an email address when they're already on a mobile device. It's much easier for them to simply click on a clickable button that will automatically perform the action they want to take, and that you want them to take.

Switching up your calls to action with different actions will also help you see which one is working better for your business. You may find that customers just aren't calling you but that you're getting several emails. Or you might find that leads coming through to your Inbox aren't actually converting into a new customer, so you may choose to go with direct calls alone.

Two Types of Lead Generation Websites

So once you understand the basic elements that go into a lead generation website, you then need to decide which type of lead generation website you want to have. There are two – the report/checklist lead generation website or the coupon lead generation website. The type you choose will depend largely on what type of business you have.

REPORT/CHECKLIST LEAD GENERATION WEBSITE
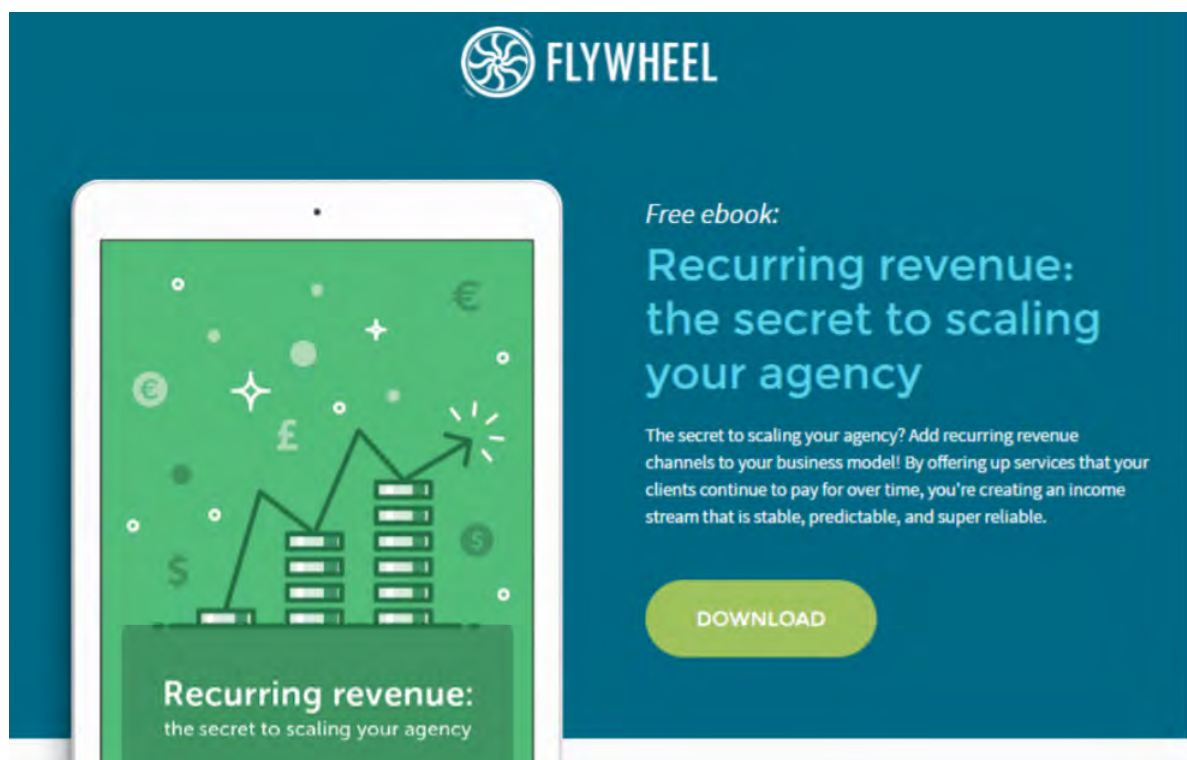
So how can a report or checklist help you with your lead generation website? How does giving anything away for free actually help you in your business?

Think of free reports or checklists as being the new business card – they are that good at promotion. In fact, they're better.

In fact, they're better. When you have a free report that you just give away, you can insert your URL and links to some of your best products or services.

This is what makes free reports so great for professional-based services such as financial planners, real estate agents, tax advisors, and more! When your business' contact details are contained within a free report, they're just as good as a business card, but you can't lose them, potential leads can't accidentally throw them away, and you're furthering the reach of your promotion.

Even more, potential customers can hardly say no to something they're going to get for free. The key to making these reports being impossible to turn down is that they must offer something of value. So, if you're a real estate agent, give leads a free report telling them what to look for in a real estate agent. If your business is online marketing, tell them everything they can do to promote their own online marketing.

Yes, that's right. Tell them absolutely everything they need to know – the things you do for a living and that essentially, you know they can do on their own. But then highlight how much time it takes, how much technical knowledge is required, and then use the end of the report to explain how at the end of the day, it's going to be easier to just hire someone to do it rather than go about it on their own while they're still trying to run their business.

By doing this, you're giving away the secrets of your business (which aren't really a secret at all after a quick Google search). You're giving them something of value for nothing. And that's something no potential lead will be able to resist. In order to get it, all they have to do is provide you with their contact details that can then be used to contact them, and gain their business.

So how will you gain all this business? It's all about the promotion that comes with giving away free reports. Offering a free report is an easy way to get more people to take notice of your business, and the products and services that you offer, without paying any advertising costs.

Every single person that downloads (or is emailed) that free report, they'll see your business name and your website's address, because they'll be distributed subtly within the free report. This is one of the best strategies out there to increase traffic, without really spending a dime.

When you give away free reports, there's a good chance that those reports will be shared – or at least the link that other people can use to get the same free report that they did. When potential leads find that report useful, they'll share it, especially among their business contacts and networks. They'll share it, and the people they share it with will share it with even more people. This is very little effort that's been placed into the report, but there's a good chance that it will go viral.

So, apart from brand promotion and free advertising, what other benefits can your lead generation website get from offering a free report?

LIST BUILDING
Every time someone downloads your free list, or signs up to get it, they'll need to provide you with their email list and other contact details in order to get it. Once you have their email address you can send them not just the free report, but also updates about your business, new promotions you're holding, information about affiliate products, and even more. As long as you're not taking a super salesy approach, you can continue to send them more information – and subtly promote your business – as long as you have and they continue to opt-in.

INCREASE YOUR OPT-IN LIST
Whatever opt-in list you may have, whether it's subscribing to your newsletter, or a list of customers that want to hear about the latest promotion, a free report will help you get there. As long as you're writing about a topic that appeals to people, and that gets an audience of people that want to learn more about your subject, your opt-in list will grow, and offering a free report as a first step is a good way to help get that started.

TRAFFIC AND LEAD GENERATION

Once people realize that you have something valuable to say after download-ing your free report, there's a good chance that they're going to become regu-lar readers and visitors of your website and blog. Once that happens, they're likely going to share that content which will only bring in more readers, and more potential leads. All of that from just offering one free report to one per-son!

TESTIMONIALS

If there's one thing that consumers love, it's testimonials. The only better thing than trying something yourself and knowing you love it is hearing from someone else that's tried it and loved it. This goes along with the traffic generation idea that free reports bring. People will download your free report and then hopefully, hop onto Facebook and Twitter and tell other people how much they loved it! Maybe they'll even email your company directly just to tell you how much they loved your free report. However they choose to spread the word, you'll not only benefit from those testimonials, but you can actually use them on your website. This will give your website, and thereby you, more credibility. And if there's one thing consumers look for in any business, it's credibility.

Don't want to write a whole report outlining your business and the most important aspects of it? Just create a checklist. A checklist is a much more succinct and compact version of a report. Moving companies are a great example of businesses that have checklists. Just search for 'moving checklist' and you'll see. They outline what needs to be done 6 months before a move, one month before a move, and then each subsequent week after that. At times they also include what to look for in a moving company, and what questions to ask when hiring them.

Think about how you can use that in your own business. If you're a plumbing company, you can create a checklist outlining what customers need to do before the plumber comes (such as remove everything from a bathroom). If you're a financial planner, you can create a checklist of all the things a person will need for their financial planner, or the tools they'll need to do their own financial planning.

The list is really endless as to what you can do with a checklist and consumers will love them just as much as they'll love a free report.

COUPON LEAD GENERATION SITE

With as many benefits that come from offering free reports to your potential customers and your leads, some businesses just won't find that they benefit from them as much as others. Owners of service-based business- es such as auto repair shops, disc jockeys, snow removal and lawn care may find that they're better served by offering a coupon rather than a free report.

And no matter the business, every consumer out there loves getting things for free or at a discount, which means that everyone loves getting coupons. So anyone can incorporate a coupon giveaway on their site. But, no business should ever just give away a coupon without thinking about why they're doing so, why a customer would use it, or what value it brings. To really make the most out of your coupon lead generation site, you need some tips on how to best offer coupons.

✔ Let the coupon find the visitor, not the other way around. You have approximately 15 seconds to grab the attention of visitors to your website, so make sure you don't make them waste this time by searching for a coupon. Instead, let the coupon find them. This can be done with a pop-up when someone is leaving the site, when they've abandoned their cart, at the checkout, or with a banner in the header or footer of your website.

✔ Offer coupons that are relevant. If visitors have come across your page, it's likely because there's something there that interests them, so you could make your coupon relevant by making the coupon relevant to what's on that page. Or, you could make the coupon relevant by making it a complementary offer. So if the page is for landscaping services, you could offer a coupon when they order the service but then offer them a certain discount on their next order or request.

✓ Customize coupons! No lead wants to feel as though you're just offering them something because you offer it to everyone that stumbles upon your site. So, customize your coupons and make different coupons for different leads. You can do this by offering a first-time customer coupon, or by offering return customers certain coupons depending on if it's their second, third, or even fourth time visiting your website. You can also include a coupon code to offer different users different things. For instance, if your Facebook video ad includes a coupon code, have the user enter that code the next time they're on your website and when they do, they get a specialized coupon made just for them.

✓ Make sure coupons are persistent, relevant, and actionable. Sometimes, no matter how attractive the offer, leads will still dismiss a coupon. When they do this, it's important to keep it at the front of their mind. Post reminders at the top of the website so they can learn the value of it, even if they dismissed it at first. Also make sure that the coupon has a clear call to action. Something such as, "Don't miss out!" or "Click to save 10% now!" sends a clear message as to the action you want them to take.

✓ Beware of coupon fatigue. When someone visits your site a few times, they come to expect that the same coupon will be offered. And this can cause coupon fatigue. Because they know that exact coupon will be offered, it becomes tiresome and they eventually begin to ignore the coupon, no matter how great it is. Business owners need to understand this, and to do everything they can to combat it. They can do that by changing the coupon once a month or so, changing the location of the coupon, and by changing the message – including the call to action – that's included with the coupon.

✓ Make it urgent. Have you ever noticed that when you've received a coupon it has an expiry date on it? There's a reason for this. You might think it's because the business owner doesn't want to extend that offer inevitably, and perhaps that's true to some extent. But what's even more true is that business owners know that by attaching that expiry date, they've created a sense of urgency. They've made you think that if you don't use it right this second, you'll be missing out, and so you use it right away. You can do this, too, just by adding a simple expiry date onto the coupon.

✔ Ask for something in return. The whole point of offering a coupon is so that you can gain a lead, so why would you just give it away? Before they can collect their coupon, make it so that they have to give you their email address, their name, their phone number possibly, and other contact information. This is the whole point of including coupons within your lead generation website, so don't forget to ask for it!

✔ Convert your new leads. Of course, even when people offer their contact information in exchange for a coupon, not everyone will use it – and that's okay. After all, you've already gotten everything you need for that new lead in the form of their email address and other contact information. So use it! If you find they haven't called, or otherwise converted into a new customer, email them. Tell them about what you have to offer, remind them about the coupon that they didn't use, and offer them another one. Even better, see if there's a time you can set up a phone conversation so that you can sell yourself, and your business, even more. And even when the coupon has been redeemed, still send that email! Ask them how they enjoyed it, if they're interested in another and of course, if there's a time you can set up a phone call to chat more and further your chances of turning that lead into a brand new customer!

With just a few easy steps, it's incredibly easy to turn those leads into new customers just by the simple act of offering them a coupon. Make your leads feel important (because they are!), create a sense of urgency, and collect those all-important email addresses and you'll see your list of leads grow and grow by the day!

RESOURCES
https://contactform7.com/
https://jetpack.com/
https://docs.google.com/forms/u/0/
www.mozenda.com
https://webhose.io
https://www.import.io

How to Get Traffic to Your Lead Generation Site

In order to get traffic to your site, you must be aware of the key elements of your campaigns, including who your target audience should be, what keywords you should use, and the budget you should set. If you don't know these elements yet, there's no need to panic. You will figure that out as you actually begin to build your campaigns.

Building PPC (pay per click) campaigns is a great way to not only capitalize on your lead generation site it's also a great way to find out these fundamentals of any campaign. You'll then be able to take those fundamentals and use them in any and all future campaigns you embark on. You'll learn about PPC, along with SEO and joint venture partners, in the section below. First, and most importantly, we'll focus on PPC.

SETTING UP A PAY PER CLICK CAMPAIGN

Over the years, Google AdWords has become the gold standard for PPC campaigns. Google AdWords is fairly inexpensive, as you bid on the keywords you choose and you can bid as much or as little as you'd like. It's also the most likely to get seen by your customers because today, Google no longer places organic search results at the top of the page. It used to be that Google ads were to the right of the page (where few, if anyone would look) with the best organic results being delivered at the top of the results.

Enter February 2016, when Google made a major overhaul to how search results, and ads, were displayed. Now when making a search on Google, users will first see the ads delivered by Google AdWords, then three local listings for businesses when appropriate, and only then do they start to get into the organic search results. Sometimes, these search results appear below the fold of the page, meaning that users have to scroll in order to see them.

Of course Google did this so they would be able to capitalize on the revenue they were making from their AdWords campaigns. But it's also something businesses should take advantage of. Because when they run a successful AdWords campaign, users will see their ad before seeing anything else on the page.

There are many reasons every business should have an AdWords campaign set up and running at all times. Of course, we've already talked a little bit about how it's inexpensive due to the bidding system, but businesses also only pay for the ad when a user clicks on it. And when a user clicks on it, today's statistics show that user is likely to go to the business, or at least call it, and make a purchase. So the ad essentially pays for itself. In fact, it's been shown that the return on Google AdWords is over 300%. What current advertising campaign are you using that can give you those returns?

Now that you're convinced as to why you should be using Google AdWords, let's see how it's done.

STEP ONE – SIGN UP

Enter the address for Google AdWords: https://adwords.google.com/home/. Once there, click on the "START NOW" button.

STEP TWO - **EMAIL ADDRESS AND PERSONALIZED TIPS**

Enter your email address as well as the address of your website. Here Google will also ask you to check a box stating that you would like personalized tips and recommendations to improve your ad, or if you would not like to receive them. Beginners are strongly recommended to take these tips; they can be invaluable.

STEP THREE – **REVIEW THE DASHBOARD AND BEGIN CAMPAIGN**

You'll now be taken to a screen that can seem overwhelming, especially for your first AdWords campaign. Don't be intimidated. This is simply your AdWords dashboard and you'll come to understand what all of it means in time. For now, all you need to worry about is the red button that says, "+CAMPAIGN". This will allow you to start setting up your new campaign.

STEP FOUR – SELECTING YOUR AD OF CHOICE

Once you've selected the 'Campaign' button, it will bring up a pop-up box of options for you.

Select Network with Display Select. This option will make sure your ad runs across search results, as well as across the entire Google Display Network. Google says that this is the best opportunity to reach the most customers; and they're right.

Search Network Only. Selecting this option will mean that your ad will only appear across Google search and its search partners, which are non-Google websites.

Display Network only. This option will ensure that your ad displays only on Google's network, and their partner websites.

Shopping. This is the best option to use for e-commerce websites and physical brick and mortar stores that want to advertise online. This option is not recommended for those creating a lead generation page.

Video. These ads will appear on YouTube, often in front of the video that users wish to see.

Universal app campaign. Choosing this option will ensure that your ad runs across all ad platforms including search, display and YouTube. This option can become quite complicated as well as expensive so it's recommended you simply choose the first option, 'Search network with display select'

for your first couple of campaigns, at least until you get your feet wet using AdWords.

STEP 5 – SELECTING CAMPAIGN SETTINGS

Here is where you'll create certain details for your campaign, such as the name of the campaign. You'll also be able to change other details you've already selected, such as the type of ad you want to run, and where you'd like it to run.

STEP 6 – SELECT AD EXTENSIONS

Without this option, you'd end up with an ad that's a simple headline and then a couple of lines of text. When using this option however, the choices open up so much more. You'll be able to display a map indicating your business location, which isn't necessary for lead generation pages, but you can also a click-to-call phone number, which might prove to be very useful for potential customers you're trying to reach. You can also connect +1s from your Google Plus page to your ad and vice versa, and you can include your business' seller ratings.

STEP 7 – CREATE AD GROUPS

Ad groups allow you to group your ads according to keywords. Keywords are the words or phrases users will enter into the search engine when they are looking for your product or your page. There will be more on this later but to begin, simply use keywords you think users will use.

If you have different leads for different uses and different customers, this is where you group the ads according to the different keywords customers will use when trying to find leads. This will then cause them to come across your lead generation page in the search results.

For those who just can't seem to come up with any keywords on their own, Google has made it easy with their Keyword Planner Tool. This can be found within AdWords by simply clicking on "Tools". If you'd like to do this before you even begin to set up your ad in AdWords, you can reach it by visiting this website: https://adwords.google.com/home/tools/keyword-planner/.

STEP 8 – CREATE YOUR AD
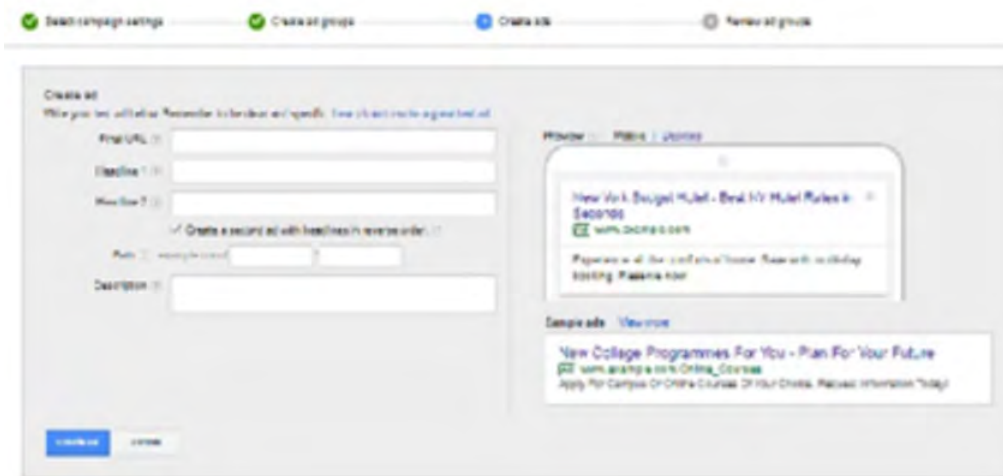
This is where you'll begin actually creating your ad. Google will provide several text boxes that will allow you to enter the URL for your lead generation page, along with two different headlines and the body of your ad.
You don't have a lot of space here, just 25 characters for the title of the ad and just 35 characters for the description, so choose wisely. As you type in the text you want to use, Google will give you a preview on the right-hand side of what your ad will look like.

STEP 9 – REVIEW YOUR AD
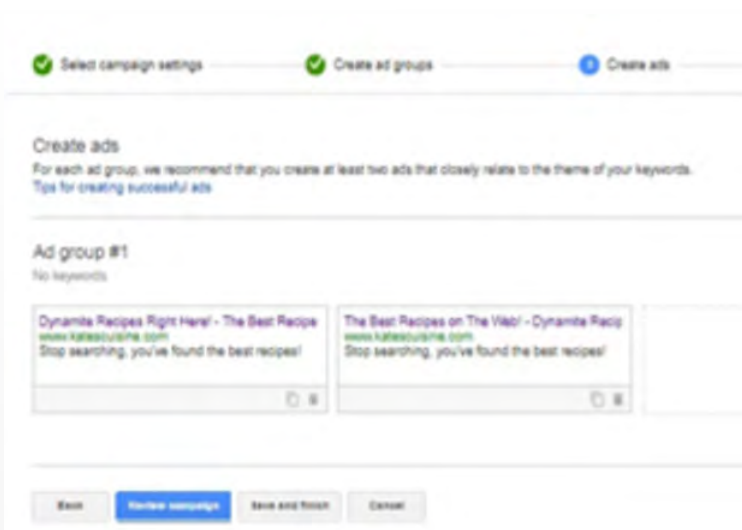
Although Google provided a preview of your ad in the last step, this step will show you the two versions of your ad that will run.

The ads will be virtually identical with the only difference being that one ad will show with your headlines exactly as you typed them (Headline One with Headline Two following) and the other ad will flip them around (Headline Two with Headline One following). At this point you can 'Save and finish' your ad, or you can go bk and make changes if necessary.

STEP 10 – REVIEW YOUR CAMPAIGN
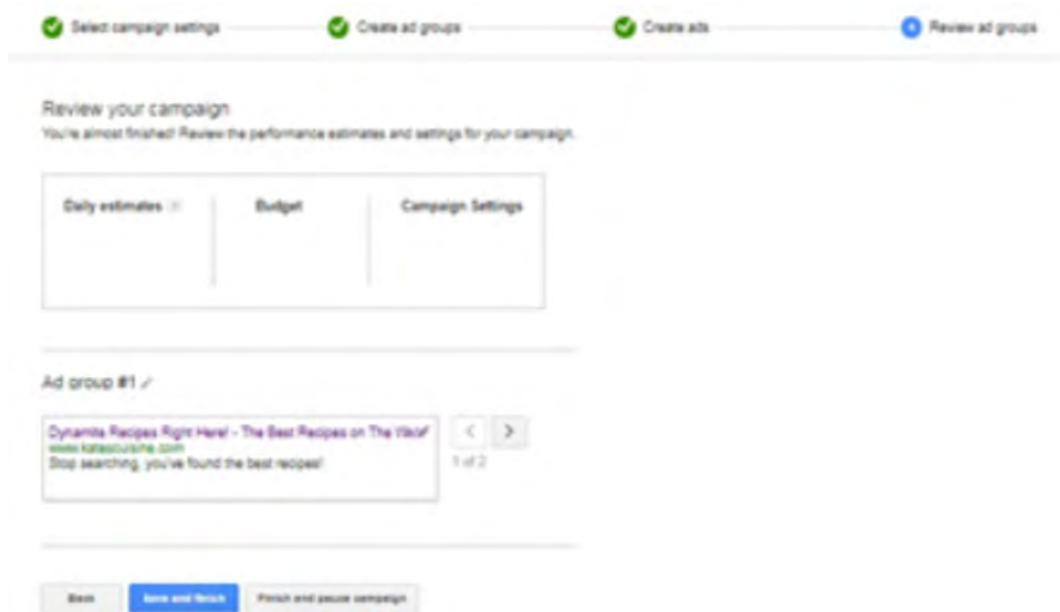
So in the last step you reviewed your ad, but in this step you'll review your entire campaign. This includes not only your ad and what it will look like but also the daily estimates, the budget you've set, and other campaign settings. You can change them if you wish, or you can 'Save and finish' to complete your campaign.

In addition to using AdWords through your AdWords dashboard alone, you can also download AdWords Editor at: https://www.google.com/intl/en-US/adwordseditor/.

This is a free download that will allow you to manage all of your ad campaigns offline and all at once, and then simply upload them to AdWords.

This is also where page owners can really hone in on a particular audience, which is especially useful to local small business owners as they can choose a location, a demographic, and more.

PPC campaigns have many benefits for owners of lead generation pages, making them the preferred choice. Other types of advertising can take months, and sometimes up to a year, before they are effective. SEO (search engine optimization) for instance, takes a very long time because Google has to first identify the website – something that on its own can take months, especially when the website is brand new – and then its robots need to identify the keywords that are on that page. This takes time, as they often need to see that the website is consistently placing relevant keywords and phrases on the page.

SEO will also only deliver organic search results to the first page of Google and as mentioned, these organic results will never appear at the top of the page. Google prioritizes PPC ads first, then local search listings that have a place in Google My Business, and then and only then, the organic search results.

Every website should incorporate SEO tactics, but this should never be the sole source of advertising when trying to make it onto Google's first page of search results; and never ever when the aim is to get your link to appear at the top of the page.

Pay Per Click with Facebook Video Ads
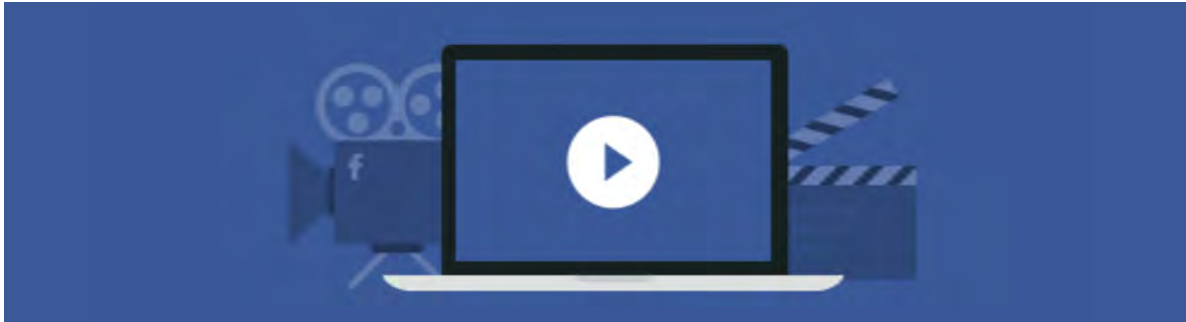
Google AdWords is the most popular type of pay per click program out there, but it's not the only one. It's not even the only one that will get you the results you're after. Facebook video ads are also considered a pay per click form of advertising, and one that won't only be very effective, but that will also strike a chord with your customers and prospects.

Facebook videos are just like normal ads, but with a video component. You'll still be able to use all of the targeting options that Facebook provides, but that target audience will love them even more because studies have proven that social media users simply find videos more engaging, more interesting, and they're more likely to click on them. That's only going to grow, as it's estimated that 75% of mobile traffic will be users watching videos by the year 2020. Facebook has estimated that video ads have a reach of 135% more than regular ads, and in the past year, there has been an increase of 65% videos that have been viewed. Maybe most astoundingly, Facebook also estimates that near 10 billion video views are counted each and every day.

Facebook videos can be displayed either in the Newsfeed or in the righthand sidebar. And, Facebook ads can also be displayed in Instagram if you choose, too. A lot of business owners and website owners see the creation of videos to be something tedious and not very profitable, which actually makes Facebook ads an even better choice for your lead generation page. Because there are so few people taking advantage of them, yours will stand out even more and you'll have less competition when creating them.

So, now that you know how effective Facebook ads are, you probably want to know how to do it!

STEP ONE: CREATE A VIDEO

Creating a video is the obvious first step in making a Facebook video ad. After all, without a video, you don't have a video ad. But what might not be as obvious, is that the video needs to be captivating. It needs to be interesting and compel your audience to watch the video you've worked so hard to create. Remember, there is a lot of stuff going on inside of Facebook every day, so your video ad needs to stand out among all the other noise.

It's important not to worry about the actual production of the video.There's no need to run out and buy special lights or a special camcorder. In fact, if you own a smartphone that's able to record video, that's likely all you're going to need. In fact, this could actually work in your favor. People love videos that are authentic and relatable, and when they see that you're a person just like them, it will instantly make you more likeable, and make people want to watch your videos even more.

When creating videos, there are several types you can try. The first type of video is one that displays content. These videos educate the audience, especially when they have a problem they need help solving. With lead generation websites, that problem is usually that they don't have enough leads. And you're just the person to tell them how to get them – and where to go to find a multitude of leads they just haven't found yet.

If you can create videos that also solve another problem for them, you won't come across as just someone who wants to sell something, you'll also become the authority on the subject and someone they can trust. And when they trust you, they're more likely to buy something from you. Another type of video you can create, and one that's best for those that don't want to actually appear or speak on camera, are testimonials.

Testimonials are great for Facebook video ads because it shows your target audience that other people have tried your product and that they really benefited from it.

Lastly, people love getting an inside look to someone's life and feeling as though they're right there with them. For this reason, story videos make great Facebook video ads. You can show target audiences what a typical day is like for you or how you got started in the business that you're in.

Tell the story of how you had children who were at home with you all day and you wanted to find more time to be with them. Tell them about how you were tired of working for someone else and you wanted to be your own boss. As long as you're telling a story that's relevant to your business, these make great Facebook video ads.

Whatever style and type of video you choose, always remember that things won't go seamlessly the first time around. You'll need to test and try, and test and try again, and repeat that process possibly several times before you find something that works. Just because it didn't work the first time doesn't mean it won't work at all.

STEP TWO: START GETTING YOUR VIDEO ON FACEBOOK
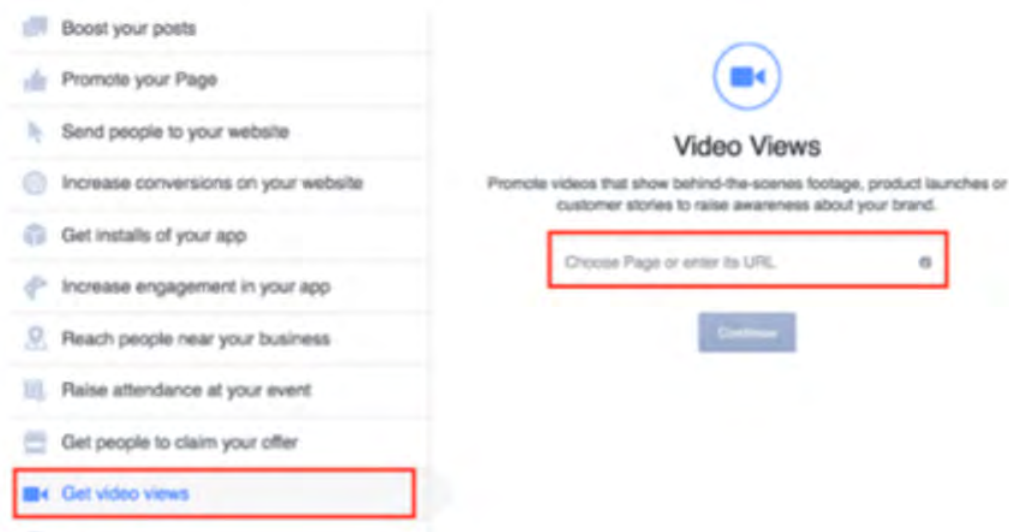
Congratulations! You have your first video and you're ready to distribute it to the world! To begin, head on over to https://www.facebook.com/ads/manager/creation.

A pop-up menu will come up giving you several options. Choose "Get video views". From here you can choose your Facebook page.

STEP THREE: CHOOSE A TARGET AUDIENCE FOR YOUR CAMPAIGN

If you've already gone ahead with a Google AdWords campaign, you probably already have a good idea of who your target audience is. If not, you might want to consider who your ideal buyer is before you create your Facebook ad so you can create an ad tailored to them.

This can help you determine what they like, what they're looking for, and what will keep them watching and/or clicking on your ad.

If you don't know where to start when thinking about your ideal buyer consider where they are located, what their age is, and what their interests are. If you're really struggling to come up with ideas for your video ad, Facebook has an Audience Insights tool that will help you come up with targeting ideas.

STEP FOUR: SET A BUDGET

Unfortunately, Facebook video ads cost just like any other type of advertising does, but it can be much cheaper than other forms of advertising.

You can even choose how you want to pay for your video ads. In fact, it's possible to only be charged for an ad if a viewer watches it for longer than 10 seconds. You can also choose the 'Daily Unique Reach' option, in which people will only see your ad once a day.

You can also choose the CPM form of paying for your Facebook video ads, which will charge you for the number of impressions, or the number of times people are given the opportunity to watch your ad, rather the number of times they actually do.

When choosing this option, you can also set a manual bid which will let you input just how much you want to spend on your ad depending on the amount of people that watch it or see it. But for beginners, it's most recommended that the 'Automatic' option is chosen.

When choosing a manual bid, beginners are recommended to start their bid at just $0.05 until they can determine how effective their video is and how well it's being received by audiences.

It's important to note that with Facebook ads, when the CPM option is chosen, website owners and business owners will also be able to choose whether or not their videos have auto-play, where they play whether or not someone chooses to watch them or not.

STEP FIVE: UPLOAD YOUR VIDEO AND CHOOSE A THUMBNAIL

Facebook will now give you some options and some guidelines for your video.

These will include the format that it must be (a .MOV or .MP4 file), the aspect ratio you need to follow, the length of it, and the resolution. It will also allow you to choose 3-7 images if you wish, to create a slideshow.

It's also within this area that you can choose images for your video thumbnail. Here you'll see a tab for 'Custom Image' which will allow you to start the video with compelling text, if you choose..

STEP SIX: WRITE THE TEXT FOR YOUR AD

Add an Account

Text

Want the inside scoop on how Facebook Ads Work? –
here's a 'behind the curtains' peek on how the experts do
it.

Website URL

nellpatel.com

Display link

nellpatel.com

Headline

Facebook Video Ads Guide

News Feed Link Description

Let me show you how Facebook Video Ads work. Learn
more now. Want the inside scoop on how Facebook Ads
Work? – here's a 'behind the curtains' peek on how the
experts do it.

Call to Action

Download

Even though it's a video ad, you'll still need to write some text for it. This text will appear above the ad as well as on a person's phone or computer at the bottom when they click on your ad (or when it begins auto-play). You'll also need to enter the website URL, the display link you would like to accompany your video, a headline, and a call to action

It's here that you'll also be able to add an account if you wish. Clicking this button will allow you to also run the video ad on Instagram, but it may appear differently there. Instagram video ads tend to auto-play, even if you haven't chosen that option; and they need to be substantially shorter than Facebook video ads.

STEP SEVEN: PREVIEW YOUR AD

Now all that's left to do is preview your ad and make sure you're happy with it. This is an example of how it will look on a desktop News-feed:

And this is how it will look like in a mobile Newsfeed:

STEP EIGHT: PLACE YOUR ORDER
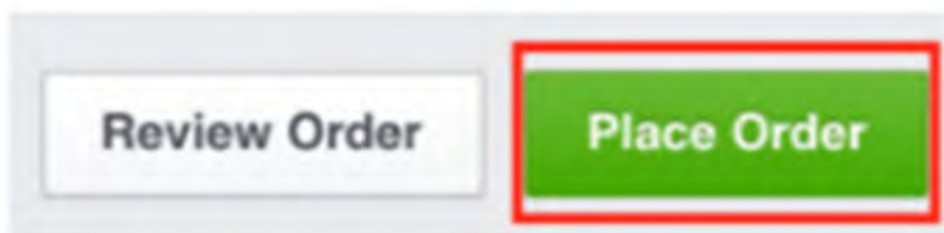
All that's left to do now is place your order to make it official, and wait for Facebook to review your video. When reviewing they'll make sure the content of the video is appropriate and that you've followed their guidelines. Once approved, you might start seeing your video ad appear on Facebook and Instagram!

Implementing the Best Practices of SEO

Implementing SEO practices is vital for any website, but there are a lot of them and they can take a lot of time not just to work, but to actually implement. The best practices for SEO, that will help any business climb to the top of the page in Google and other search engines include:

Creating a Google My Business listing. To start, business owners should head on over to www.google.com/business. This will begin the signup process and just like AdWords, users will be prompted every step of the way. Business owners can choose to enter as much or as little information as they'd like, but the more information there is, the more relevant Google will find the listing to be. Local small business owners must have a Google My Business profile if they want to make full use of online advertising.

Perform keyword research. You will likely already have some of these after creating your first PPC campaign and in fact, your PPC campaign will help you find these keywords using tools such as the Google Keyword Planner tool. The most important part of this step when using it for SEO is to write them down and keep a running list of keywords. You will likely come up with many more as you continue marketing your business, and they will need to be implemented on your home page, your landing page, and all other pages of your website. Having this handy list that can be referred to will make that process easier.

Customize your keywords. Performing keyword research is great, and having a list of the ones you want to use are even better. But truthfully, the keywords you'll get in your search will be very general. For instance, a plumbing company will likely have keywords that include 'plumbing', 'plumber services', and 'bathroom plumbing' to name just a few. But in order to really capitalize on these keywords, you need to customize them.

The best way to do that is to form them into long-tail keywords; that is, key-words that include anywhere from three to five words and that pinpoint your keyword and what you do. Adding the location is a great way to create long-tail keywords, as is including the words 'affordable', 'best', or 'reputable'.

Create title tags. A title tag is the title shown by Google and other search engines as the title of the webpage, and they also appear at the top of the browser. The search engine algorithms look to these to get an idea of what the page is about and so, they place a huge importance on them. Title tags need to be fewer than 55 characters, ideally should have the business' name clearly visible, include one primary keyword, and use that keyword at the be-ginning of the title tag.

Create meta descriptions. Just as there is a title tag for every page, there is also a meta description. This is the description in small print underneath a page's title when looking in the search results. And just like the title tag, the meta description is very important to the search engine's robots. These should also contain important keywords, be unique, and clearly state what the page is about.

Optimize images. Optimizing your text for SEO is a great way to get recog-nized by Google, but you also have to optimize your images – something many business and website owners don't think about. You can optimize your images by creating them as small as possible (without lessening the quality of it) and including the Alt Text code that accompanies every image posted. The search engines can't read images and so including this code helps Google understand what the image is and how relevant it is to the page.

Go mobile. More users view webpages on their mobile phones these days than ever, and it's a trend that's not going to slow down anytime soon. In 2016, Google made it pretty much mandatory that all websites are mo-bile-friendly and those that aren't are penalized with a lower search engine ranking. Of course, this is even more important for local small business owners that might have potential customers right next door searching for them, but for anyone that wants to be at the top of Google's page ranking, its impor-tance cannot be stressed enough.

Get reviews. Sure, Google loves reviews and will rank websites that have a lot of them higher. When your business name appears in those reviews, when a customer searches for your business (or your product or service) those reviews will likely be placed near the top of the page in the organic search results. But perhaps even more importantly, customers love reviews! And customers are searching for products and services before they buy them more than ever before. Without having any positive reviews about your company, there's a good chance that customers won't use your service but rather, use a competitor that does have positive online reviews.

Create social media profiles. Social media is huge in today's online world, and in the world of SEO, for a couple of reasons. The first is that, just like customers will search the web for positive online reviews, they'll likely also search social networks before a purchase so they can check out the company. Here they can get a brief description of the company and what other customers are saying about it. But, social media networks also have some of the highest rankings with Google and other search engines. That means that if you have a Facebook or Twitter profile (or any other of the numerous search engines), customers will be able to access you and your business, even when your website is not among the top page rank results in Google.

There is a lot that goes into SEO, and even more than what's been listed here. This is one of the reasons why it can take so long before business owners see their SEO efforts come to fruition. For business owners that want quick results that don't take as long and aren't nearly as in-depth, PPC is a much better option.

Joint Venture Partnerships

Joint venture partnerships are one of those lesser-known, or not as commonly thought of, partnerships that can greatly benefit businesses. A joint venture is when two businesses are similar, but not in competition with each other, and they decide to partner up on a joint venture. In the world of online advertising, they do this so they can provide each other with more advertising benefits than they'd be able to reap on their own. So, while one business is promoting your business, you also promote theirs. But why would any business do this?

The first reason businesses choose to joint venture with another business is because it's a form of advertising in which everyone brings something to the table; so both businesses benefit from it. And when you create a joint venture with another business, both businesses benefit from a target market that they may have missed in the past. This is because they're opening themselves and their business to the other business' target market – and that may be one that they've been missing.

When you do it, it can increase your traffic numbers, the amount of likes you're getting on Facebook, and the amount of followers you get on Twitter. This of course, doesn't just increase the traffic to your website, but also the amount of potential customers you will, in time, receive.
Lastly, joint venture partnerships simply bring two minds to the table instead of just one. When you joint venture with another person or another business, you both have a lot of strengths that you can bring to the table. When there are two minds working on a project, it's inevitably going to be better than when just one is.

So again, you know the benefits but how do you actually do it? There are a few ideas that could get you started and once you do, it's amazing how many more ideas will come to you.

✓ Partner on a workshop, teleseminar, or webinar. This should be on a topic that is of interest to the audience of both businesses and that will benefit both of them. When this piece is recorded, both businesses also have an instant information product for each of their websites.

✓ Recommend each other's newsletters or freebie offers. This is a type of advertising where you can just set it and forget it. When a new subscriber signs up your newsletter or free offer, they can be redirected a thank you page that also includes a partner's free offering or newsletter.

✓ You could also both go in together to create a product or offer a service to the same customers, but for different products or services. When it comes to lead generation pages, this is easier than ever as you can simply find other lead generation business owners and exchange or share the lists that you have for different companies, services, or products, and that are targeted towards the same people, but have very different purposes. For instance, if you have a landscaping lead generation page, and the joint venture partner has an interior design lead generation page, you could create a new list combining both pages and target two audiences at once. When doing it this way however, you need to be careful that all people on both lists have agreed to have their information shared.

In short, joint venture partnerships are a great way to get your name across the web in many more places. That in turn gives your business more exposure and when you do it the right way, you don't have to worry about your joint venture partner taking business away from you, because all they'll do is give! And you'll be giving to them in return. It really is a partnership, in which all parties help each other and bring some benefits to the table.

Resources
https://adwords.google.com/home/
https://adwords.google.com/home/tools/keyword-planner/
https://www.google.com/intl/en-US/adwordseditor/
www.google.com/business
https://www.facebook.com/ads/manager/creation

Other Types of Online Marketing Strategies

There are many different marketing strategies that can be used to get more traffic to your website and more potential customers to your business; lead generation is just one of these.

Content marketing is just one of these, and you'll begin to dabble in it if you offer free reports on your lead generation website. But content marketing goes so much further than that. This is a process of having new and fresh content on your site on a regular basis. Most often this is done by incorporating a blog onto the website and updating it regularly – at least three or four times a week. Content is very helpful and informative to readers, and is a great way to get the attention of Google and thereby get the attention of your customers and potential customers.

The problem most business owners find with content marketing is that it takes a great deal of time. And when you're busy running your business, it can be difficult to find the time to constantly be generating new and exciting content. Content writers can be hired to do this but again, while all business owners are constantly trying to find new customers, not all of them have the profit margins that allow for a portion of the budget to be directed to a freelancer.

Social media marketing is another form of online marketing that can be very effective and again, if you've created a Facebook video ad, you've already gotten a taste of this. But when a business owner really gets into social media marketing, they must have a thorough understanding of what type of content their customers and potential leads are looking for, how they can use it effectively to improve their customer service and brand equity, and as always, provide value to others. Social media marketing can do all of these things, but it requires an intricate knowledge and just like content marketing, it can take a great deal of time – not just to actually do it, but to learn how to do it, as well.

Affiliate marketing is similar to a joint venture partnership, but they do have their differences. With affiliate marketing, you can promote another company's product or service that's in relation to yours but not in competition with you. But there are two main differences between affiliate marketing and joint ventures. The first is that with affiliate marketing, the company that you're promoting won't necessarily promote you in return. Instead, for every sale that's attained through your website, you will receive a commission for it.

Just like joint ventures, affiliate marketing can take a great deal of time, and you have to find really great people to work with or it simply won't work. And that can sometimes be harder than it seems at first. Creating a lead generation website is much easier and can often be a "set it and forget it" strategy. Lastly, email marketing is another form of online marketing and while effective, it also brings with it all the time-consuming tasks of content marketing. Email marketing is sending out newsletters, flyers, promotions, and more through email – sending them directly to your customer. While you can use auto-responders that will actually send the emails out to all of your contacts, you still need to write the actual email, which can take time.

It's true; when it comes to online marketing there are many, many types you can try. Before embarking on any of those however, it's recommended you start by creating a lead generation website. Not only will it give you a taste of the others, and let you know what you like best and where your strengths lie, but it's also the easiest and quickest form of online marketing.

Solve Problems - Make an Impact - Change the World

Through leveraging the power of strategy, technology, and innovation, MFSB helps small business owners and entrepreneurs navigate a sea of options and possibilities to make the right decisions to produce results in their business that lead to sustainability, growth, and leadership. We plan on impacting 1MM businesses by 2050.

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