

451 MARKETING | THE LEADER IN NEW MEDIA COMMUNICATIONS



How to Drive More Leads to Your Website

Background

Many people mistakenly think their website should primarily serve as an “online brochure.” They consider websites to be vehicles for branding that offer little else besides company information and they only think of changing their websites when they feel like implementing a new design.

This above statement couldn't be more incorrect. Effective websites these days are engines that drive leads and/or new business to your organization. They help to get your business in front of more people through search engines, and they convert more prospects into leads and customers.

To accomplish this task, people need to worry less about design and more about their website's content and calls to action. A good search (and social) optimized website should be built for capturing leads and converting them to new business.

This document will give you the necessary steps to take to drive more leads to and through your website.

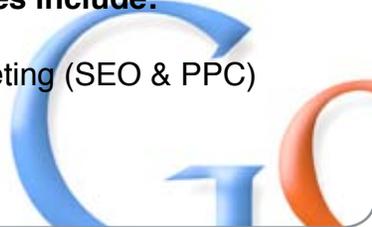
Step 1: Change Your Marketing Strategy

For over 50 years in the US, marketers have tried to push out marketing messages to the masses hoping to connect with those in need of their goods or services. As consumers have become inundated with these push marketing messages or “interruption based” marketing techniques, these approaches have become less effective and more often than not, annoying. Over the past several years, new technologies have allowed consumers to filter out traditional (unwanted) advertising and sales techniques. For example: Caller ID, TiVo/DVR, satellite radio, and spam filters.

Interruption-based marketing techniques are simply no longer effective. Today, the most prosperous companies sell their products and services online utilizing “non-interruption based” marketing techniques. Also called pull marketing, this extremely effective approach connects companies like yours with prospects when THEY need you, and yields a much higher return on investment than outdated push marketing tactics.

Non-interruption based marketing techniques include:

Search Engine Marketing (SEO & PPC)
Blogging
Social Media



Interruption based marketing techniques include:

Television/Radio Ads
Direct Mail
Email Blasts
Cold Calling



Step 2: Turn Your Website into a Lead/Sales Engine

Begin by assessing your website and asking yourself the following questions:

- Does the website drive significant leads to us?
- How much traffic does our website have? Does it meet our goals?
- How many new customers do we obtain from our website per month?
- How many ways can prospects or visitors provide us with their information? What value do we give them in exchange for it? Whitepapers? Demos? Are our lead-capture forms too long?
- Does our website focus more on our company, or on solving the business problems of our potential customers? What is more important to our customers?
- What changes can we implement to meet our goals and capture more leads online?
- Have we set conversion goals in our analytics software? Are we meeting those goals?
- How are we ranking in search engines for our key terms? Who is beating us out with our terms and why? What other terms might be advantageous to explore?
- What is our PPC spend doing for us? How can our website help us spend less and convert more?

Once you have completed this exercise, focus on the results that you want to achieve.

Look for ways to implement changes to your website and create a search marketing strategy that helps you achieve the results you want (Be careful not to lose any existing assets when you make these changes - eg, inbound links to pages, content, etc).

Next, look for ways to contribute content on an ongoing basis to your website. The more content you add to your website that addresses how to solve your customers' business problems (or how your product does so), the more likely prospects will find you through search. One easy way to do this is by implementing a Blog to your website and setting a schedule for your team to regularly add content. Another great reason to add a Blog to your website is that it can allow open conversation with your customers. After you have implemented a Blog, look for ways that you can open "opt-in" marketing channels with your customers. This can be done easily by implementing RSS feeds, email alerts systems, or by directing people to join any social media channels that your company may be engaged in (Twitter, Facebook, LinkedIn). You might also consider adding a section on your website that lists resources that are helpful to your customers or prospects. This will keep them coming back and possibly bookmarking and even sharing your website with others (don't forget to add a "share this" button to the pages of your website!).

After you have implemented the above and start seeing an uptick in traffic, you need to reevaluate your conversions. Traffic means nothing if you can not convert! Are you hitting your conversion goals? Have you tried different forms of testing (different landing pages, different forms, etc.)?

Examples of Companies Doing a Great Job Using the Web

Hollister Inc. (www.hollisterstaff.com)

Founded in 1988, Hollister Inc. is a leading, woman-owned, full-service staffing firm that is passionate about filling Massachusetts' employment opportunities with top-tier talent. Based and home-grown in the Greater Boston area, Hollister is well positioned to see the Massachusetts job market from both sides. However, recognizing a shift in how their prospective employer clients and job seekers were connecting, the firm identified a need to drive more leads through their website. When the firm first engaged our agency for help, Hollister had a number of issues with their website that prohibited them from driving prospects to and through their website. These issues included:

- Website was not optimized for Search
- Website possessed no strong “calls to action”
- Website not optimized for Social Media
- Website was not engaging their clients effectively

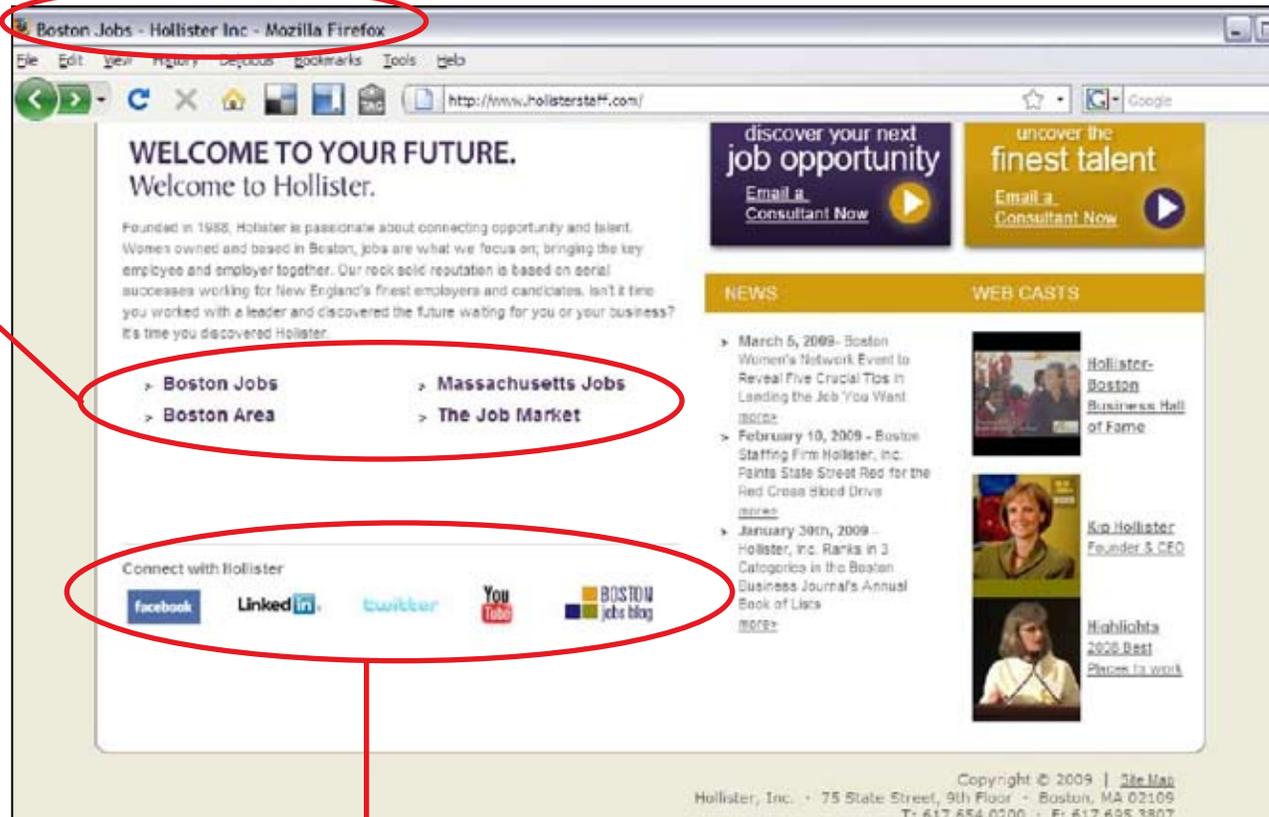
By walking Hollister through many of the same questions we discussed in this article, we identified the ways to overcome their website's challenges. We first optimized their website for Search, dramatically increasing their traffic from search engines. To capitalize on this new traffic, we implemented strong “calls to action” on their homepage (see below) and sub-pages to reel in visitors and capture their contact information. Further, on behalf of the company, we created pages on Facebook and LinkedIn, a branded channel on YouTube, a Twitter feed and a “Jobs Blog” to allow their company to better engage their prospects and drive leads to their business through the web. We have also implemented these same social media icons on their homepage (see next page) so that they can continue to build these channels with their prospective clients and job seekers.

**Search Engine
Optimization
(SEO)**



Strong Calls To Action

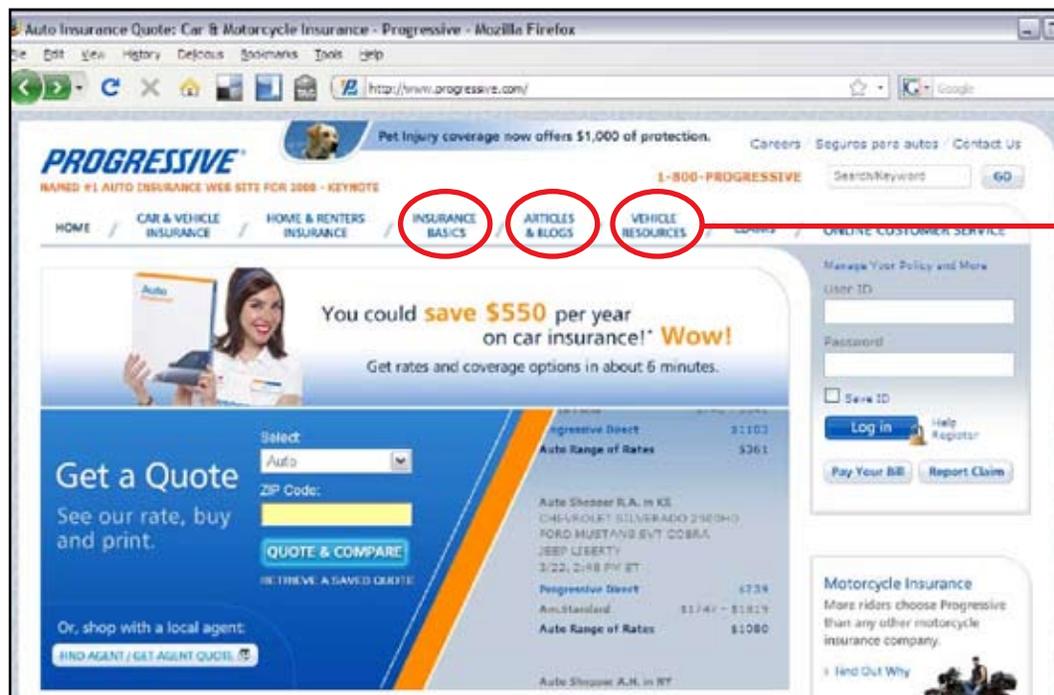
Search Engine Optimization (SEO)



Social Media Optimized

Progressive (www.progressive.com)

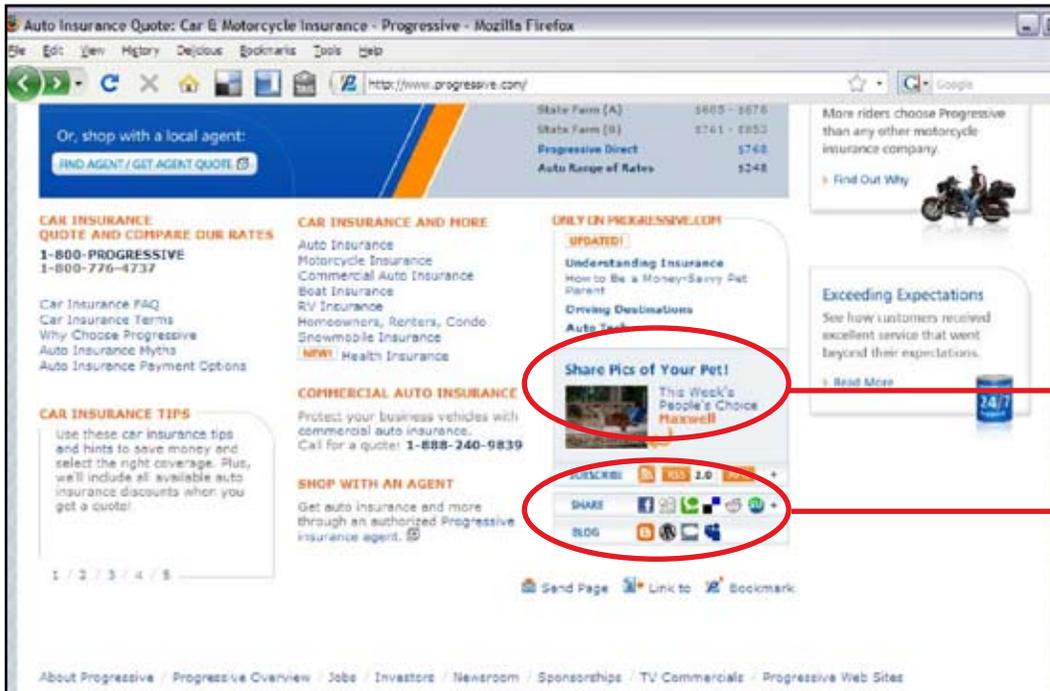
Another great company that has launched online initiatives in line with our advice is Progressive. The company has developed a website where consumers can find valuable content like Vehicle Resources (driving safety, weather tips, road conditions), Insurance Basics, Links to Articles and Blogs, and Instant Quotes. They also let their prospective customers talk instantly with an agent through live chat, connect with the company through social media channels, bookmark and share the website, and upload personal pet pictures (yes, they do sell pet insurance). All of these tools are very strong “calls to action”, and of course – visitors find them all through Search because the website is completely optimized for search engines (which dovetails nicely with a healthy amount of Pay-Per-Click advertising).



The screenshot shows the Progressive website home page. The navigation menu at the top includes: HOME, CAR & VEHICLE INSURANCE, HOME & RENTERS INSURANCE, INSURANCE BASICS, ARTICLES & BLOGS, and VEHICLE RESOURCES. The 'INSURANCE BASICS', 'ARTICLES & BLOGS', and 'VEHICLE RESOURCES' links are circled in red. A red line extends from these circles to the right, pointing towards the text 'Tools for Prospects'. The main content area features a large banner with a woman holding a tablet, stating 'You could save \$550 per year on car insurance! Wow!'. Below this is a 'Get a Quote' section with a dropdown menu set to 'Auto', a ZIP code field, and a 'QUOTE & COMPARE' button. To the right, there is a 'Manage Your Policy and More' section with fields for User ID and Password, and buttons for 'Log in', 'Pay Your Bill', and 'Report Claim'. At the bottom, there is a 'Motorcycle Insurance' section.

Tools for Prospects

Progressive Home Page: Top



User Generated Content

Social Media Optimized

Progressive Home Page: Bottom

Next Steps For You

Here are some immediate actions you can take to drive more leads to and through your website.

Free SEO Analysis

<http://www.451marketing.com/Free-SEO-Analysis.html>

Free Search Engine Optimization analysis of your website. Get a customized report of how your website is performing in search.

Free SMO Analysis

<http://www.451marketing.com/Free-SMO-Analysis.html>

Free Social Media Optimization analysis of your website. Get a customized report of how your website is performing in social media.

451 Heat

<http://www.451heat.wordpress.com>

Blog about online marketing and digital marketing strategies.

For Further Help

Contact an inbound marketing specialist at strategy@451marketing.com

451 MARKETING

21 School Street, 3rd Floor

Boston, MA 02108

617-259-1605

www.451marketing.com