

Internet Marketing Success *Blueprint*

5 *Essential Building
Blocks To Attracting
More Leads and Making
More Sales Online*

1

Attract Qualified Visitors

- First and foremost, make sure you have a clear objective for what your site is truly trying to accomplish. Who is your target market? What do you want them to do when they come to your site?
- Once your objective is clear, make sure you have a properly designed website to best meet the need your business serves in alignment with your objective.
- Next, utilize a set of strategies that work hand-in-hand with each other to create a strong presence online to drive customers your way through things such as search engine optimization (SEO), Pay-Per-Click advertising (PPC), Social Media, and Blogging and other content creation.

2

Convert Visitors Into Leads

- Once you are attracting qualified traffic, it is time to put a system in place that helps move the more qualified visitors along in the buying process by creating effective landing pages with calls-to-action that give them access to additional relevant content such as whitepapers, ebooks, webinars, video, and other creative mediums in exchange for their basic contact information.
- Once leads are generated, utilize a contact management system to keep track of these leads in order to know the current status of each and when they were last interacted with.
- Depending on the various follow-up responses to these leads, implement a lead scoring system so that your sales team can determine which leads are the most sales-ready.

3

Turn Leads Into Customers

- Using what you know about this level of content from step two and your target market, create an automated follow-up process so leads are quickly attended to through the use of an email auto-responder.
- With the lead scoring system created in Step 2, follow up with more sales-ready leads with a personal phone message or email, if possible.
- Utilize a customer relationship management system to provide on-going customer service to ensure customer satisfaction and a continued relationship after the purchase.

4

Create Customers From Customers

- Provide an unforgettable customer experience through personalization that can be easily reproduced for every customer.
- Go the extra mile to create a genuine brand loyalty that customers will gladly tell others about.
- Make customers feel like they are truly cared about and taken care of not just as customers, but individuals.

5

Observe, Optimize, and Adapt

- Measure, analyze, and interpret analytics to understand every aspect of the buying process for continuous optimization and adaption to changes in customer behaviors.
- Know what's working, what isn't, and where new opportunities lay that didn't exist before.
- Learn what your customers are saying by understanding their behaviors and motivations behind them.