



Lead Generation Strategies for Local Businesses

LOCAL LEAD GENERATION PLAYBOOK

Local Lead Generation Playbook

Local businesses are in a high-stakes competition for new customers with an increasing ecommerce presence offering many of the products and services they offer in-store. At the same time, many are still fighting for what little market space is left after mega-stores, and national brands have set up shop locally.

Local lead generation strategies work to create a highly targeted base of prospects you and your sales team can nurture and transform into customers and clients. While you may have several moving parts in your marketing machine, local lead generation strategies put your business in front of your specific market so you can get to work winning them over.

Local businesses need leads to make sales, so it's crucial to embrace new digital marketing strategies to generate new sales.



69%

69% of marketers say converting leads is their top priority.

(Hubspot)

WHAT IS A LEAD?

A lead is any person who indicates interest in a company's product or service, and they are the fuel your marketing efforts.

TYPES OF LEADS

Marketing Qualified Lead (MQL)

People who've engaged with your marketing efforts but aren't ready to receive a sales call. An example of a Marketing Qualified Lead is someone who fills out a form on an offer or to download a lead magnet.

Sales Qualified Lead (SQL)

People who've taken actions that directly indicate their interest in becoming a paying customer. For example someone who fills out a form to ask a question about your product or service.

Product Qualified Lead (PQL)

People who've used your product and taken actions that indicate interest in becoming a paying customer. This type of lead exists with businesses that offer a limited version or free trial of their product or service.

Service Qualified Lead

Customers who've indicated to your service team that they're interested in upgrading from whether they are on a free trial or lower-tiered plan.

LEAD vs. PROSPECT

The single biggest difference between prospects and leads is their engagement; leads are characterized by one-way communication, while prospects are characterized by two-way communication.

A lead has reached out to a company – through a form or sign-up – and provided their information.

- Matt Leap

WHAT IS A LEAD GENERATION?

Lead generation is the process of attracting and converting a new prospect into someone who has indicated interest in your product or service. Basically, you are identifying potential customers.

Local lead generation strategies are specifically engineered to get in front of and attract local clients. To do that, the first and most important factor for generating local leads is to master local SEO and ensure your website is ranking high organically in search results for your area and type of business.

HOW DO YOU QUALIFY A LEAD?

You qualify a lead by gathering enough information from people in your audience to uncover those people with an interest in your products and services. Use the contact information they provide to nurture the lead.

Ways you can capture Leads:

- WEBSITE OPT-IN FORMS
- WEB PAGE CONTENT
- BLOG CONTENT
- CONTENT UPGRADES
- SOCIAL MEDIA
- DISCOUNTS/PROMO CODES
- WEBINARS/COURSES
- VIDEOS
- PPC ADS
- INFOGRAPHICS
- EBOOKS
- NETWORKING EVENTS
- DEMO/FREE TRIAL

Once you've determined an interest in your business, the lead generation process converts visitors into leads for your sales team.

LOCAL LEAD GENERATION STRATEGIES

Every business has to gain exposure to new potential clients and customers to grow. The ways of accessing new customers have changed, and while a handful of old-school tactics still might work on a small scale, online local lead generation provide unseen effectiveness in growing the audience and customer base of any business.

There's no one-size-fits-all local lead generation campaign. You will need to be clear on what your business is about, how it's different, and what you are hoping to accomplish to pick before picking which strategies to use in your local lead generation campaigns.



68%

***68% of
businesses
report
struggling
with lead
generation.***

(CSO Insights)

Figure out where your clients hang out and do a deep dive into the lead generation strategies that work there to create a local plan that continuously feeds new leads into your business.

LOCAL LEAD GENERATION STRATEGIES

CONTENT & BLOGGING

Don't stress over creating books worth of content to start blogging. Keep things simple in the beginning and write down the ten most frequent questions your customers ask you. Then think about the questions they should be asking you to enable them to make better purchasing decisions. Write down the answers, and you have 10+ blog posts.

That is ten more web pages where you can have your business name, address, phone number, and links to your products and services pages. Include a way to collect lead information in exchange for a lead magnet with useful information or discount code or coupon they can get for opting in to create a lead generation platform that is working for you 24/7.

Content is an effective way to guide users to opt-in offers and landing pages.

Typically, you create content like blog posts and lead magnets to provide visitors with useful, free information. You can include CTAs anywhere in your content — inline, bottom-of-post, in the hero, or even on the side panel.

To be effective, you'll need to ensure local search optimization is applied to every blog post. **Here's a quick Local SEO checklist for your blog posts:**

1. *Title, Headers, Meta Description, and URL should include target keywords (& local identifier when it makes sense)*
2. *Use bullet points and useful outbound links to trusted sites wherever applicable.*
3. *Use relevant pictures and embedded videos that help explain your post better and tag them with target keywords and local identifiers.*
4. *Include business address, phone number, driving directions, and link to service and product pages.*

A blog gives you a chance to demonstrate your expertise, and the more you delight customers, the more likely they are to click your call-to-action and jump into the lead column. Plus, it gives you content to post on social media that links back to your website and can be shared grow your audience.

LOCAL LEAD GENERATION STRATEGIES

GOOGLE ADS

When talking about lead generation strategies, you'll use PPC (pay-per-click) tools like Google Ads - the ads on search engine result pages (SERPs). Google gets 3.5 billion searches a day, and with Google Ads you pay to appear at the top of search engine queries and map results.

That's prime real estate for any ad campaign, with PPC campaigns you can increase website visits, calls, and store visits while generating leads. And that's why cost per lead is here is often a lot more than social media lead generation tactics.

Just the facts...

- Google Ads results receive **65%** of the clicks that started with buying keywords, while organic results only receive 35 percent (*Craig McConnel*)
- **63%** of people said they'd click on a Google ad (Search Engine Land)
- On average, **41%** of clicks go to the top 3 paid ads on the search results page. (*Wordstream*)
- For high commercial intent searches (someone looking to buy a product) paid ads get **65%** of all clicks. (*Wordstream*)
- The average click-through rate for an ad in the first position is almost **8%**. An average click-through rate is **2%**. (*AccuraCast*)
- PPC visitors are **50%** more likely to purchase something than organic visitors. (*Unbounce*)

Additionally, the effectiveness of your PPC campaign relies heavily on a seamless user flow, as well as your budget, target keywords, and a few other factors. If you want to convert leads into sales, be sure that your landing page and offer match exactly what is promised in the ad, and that the action you want users to take is crystal clear.

Even with quick results, this lead generation tactic can prove to be a testing ground for people not familiar with PPC management. But many local businesses believe they are worth the effort and costs because you will receive leads that have a high intent due to it being based on search parameters you set, such as keywords and location.

LOCAL LEAD GENERATION STRATEGIES

SOCIAL MEDIA

Social media business accounts allow you to target ads to people within your local area based on criteria such as location, age, sex, interests, and much more. And social media platforms make it easy to guide your followers to take action, from the swipe up option on Instagram stories to Facebook bio links.

PPC ads on social media are considered “interrupt marketing,” and this is how they differ from paying for ads on Google. Where Google Ads will show for people already searching for the types of products and services you provide, people on social media are actively searching to make a purchase, so you will need enticing ads, copy, and offers to entice them to click on your ad.



66%

Even with only six hours a week spent on social media, 66% of marketers found it brought new leads.

(HubSpot)

While social media is usually used for top-of-the-funnel marketing, it can still be a helpful and low-cost source for lead generation. The key is using social media strategically for lead generation.

LOCAL LEAD GENERATION STRATEGIES

SOCIAL MEDIA

FACEBOOK



With its hyper-targeting ad capabilities, Facebook is one of the best ways for local businesses to find potential customers in their area and eyes on their offers.

Facebook Lead Ads let you run an ad with a conversion objective and send anyone who clicks to a Facebook landing page where they can opt-in.

It's easy to find your people with Facebook's audience selection and optimization tools, but filling out forms can be difficult on mobile when your ad catches their eye. Pre-populated forms mean people can submit their contact information with ease, even on the small screen.

Facebook Lead Ads make the lead generation process easy. People can simply tap your ad and a form pops up—it's already pre-populated with their Facebook contact information and ready to be sent directly to you. Facebook also has let's you put a call-to-action button at the top of your Facebook Page, helping you send Facebook followers directly to your website.

AND... Your lead ads can run across both Facebook and Instagram as long as your ads follow Instagram's design requirements.

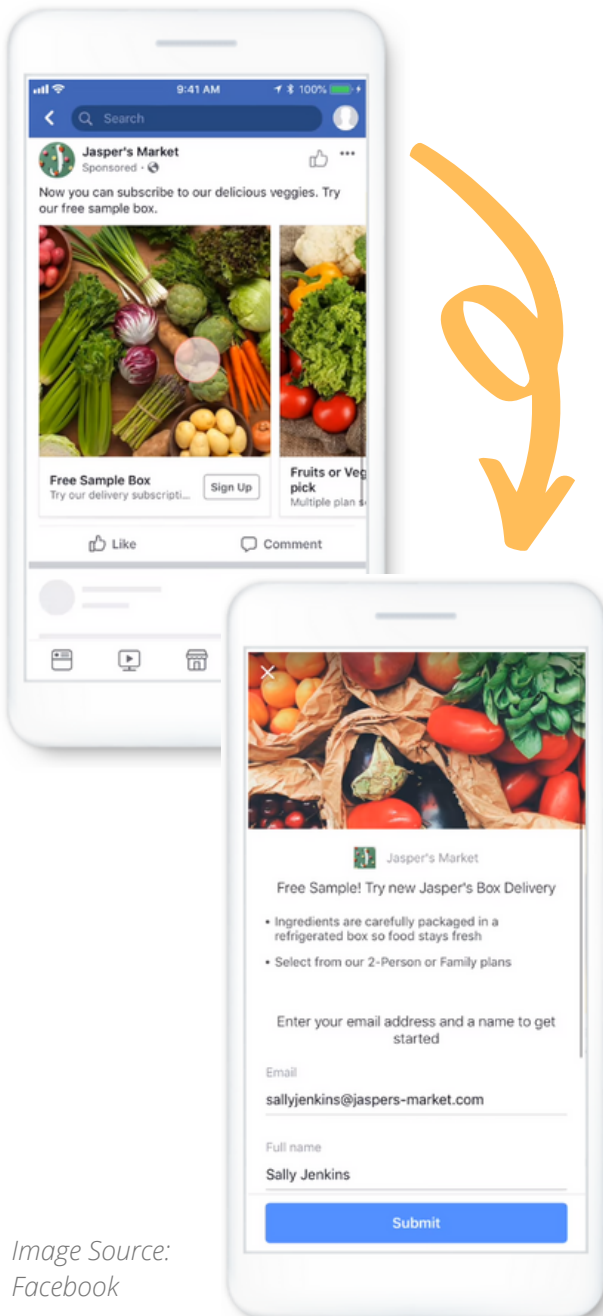


Image Source:
Facebook

LOCAL LEAD GENERATION STRATEGIES

SOCIAL MEDIA

INSTAGRAM

Instagram states that at least 200 million Instagrammers visit at least one business profile each day. And, 60% of people say they discover new products on Instagram.



Image Source: Freepik

Geotagging occurs when you tag your location in a social post. When you check-in at a location, you're geotagging. You probably already ask your customers to check-in at your location if you're using Instagram, but most businesses are missing out on are the benefits of geotagging your own content.

With Instagram, you can geotag posts, stories, and hashtags. Adding your location makes it easier for people to find you, but it also helps your content show up in more searches. According to Simply Measured, posts with a location tagged in it received 79% more engagement than those without any.

POST: When creating an Instagram post, use the Add Location button. When a user clicks on the location in your post they will be able to see the top results and recent posts that are in this location. This geo-tag also shows where your business is located on a map, how far it is from the user's phone.

STORY: After you record or upload your story, you can click the square face and the first button is Location.

HASHTAGS: Locational hashtags get more eyes on your content because this is how many people will find you in their general searches. Use city and industry-specific hashtags to target your local and highly interested audience.

LOCAL LEAD GENERATION STRATEGIES

SOCIAL MEDIA

TWITTER



Businesses that have Twitter Business accounts and use a “subscribe to our newsletter” CTA button on their profiles, while also using URL cards, make it easy for Twitter users to interact with their brands and increase the number of leads they generate from the platform.

Through a Twitter Business page, you are able to generate different calls to action where customers don't have to leave Twitter to sign up for your newsletter. According to Twitter, Twitter Business profile users increased their sales by 69% after customers started following them on Twitter.

Twitter ads let you reach specific audiences through local geo-targeting with granular targeting by state, 200 metros, and 12k postal codes.

You can create a tailored audience list in three ways:

- Using a list of email addresses or Twitter usernames
- Collect a list of people that have recently visited your website with Twitter's website tag
- Reach people who have taken a specific action on your app

Once you've uploaded your list of contacts, you can choose to either include or exclude them from your campaign targeting, depending on your remarketing strategy.

TWITTER AUDIENCE PLATFORM

Placements

Ad placements

- Profiles ⓘ
- Search results ⓘ
- Users' timelines ⓘ
- Twitter Audience Platform ⓘ

By checking the box above, you agree that your Twitter Ads may be placed on the Twitter Audience Platform, as described in the Twitter Ads Program Terms and Conditions. [Learn more](#)

- Full
- Full landscape
- Banner
- Native
- Medium rectangle

Ad categories

This is used by our supply partners within the Twitter Audience Platform to determine which Ads will show in their sites. This does not affect targeting. Choosing multiple categories will limit scale.

Excluded apps (optional) ⓘ

- Exclude your ad from certain apps

Website domain

Enter the top-level advertiser domain for your campaign in this format: "advertiser.com". Please note: This is not the landing page URL where users will be directed on ad click.

[Copy ad group](#)

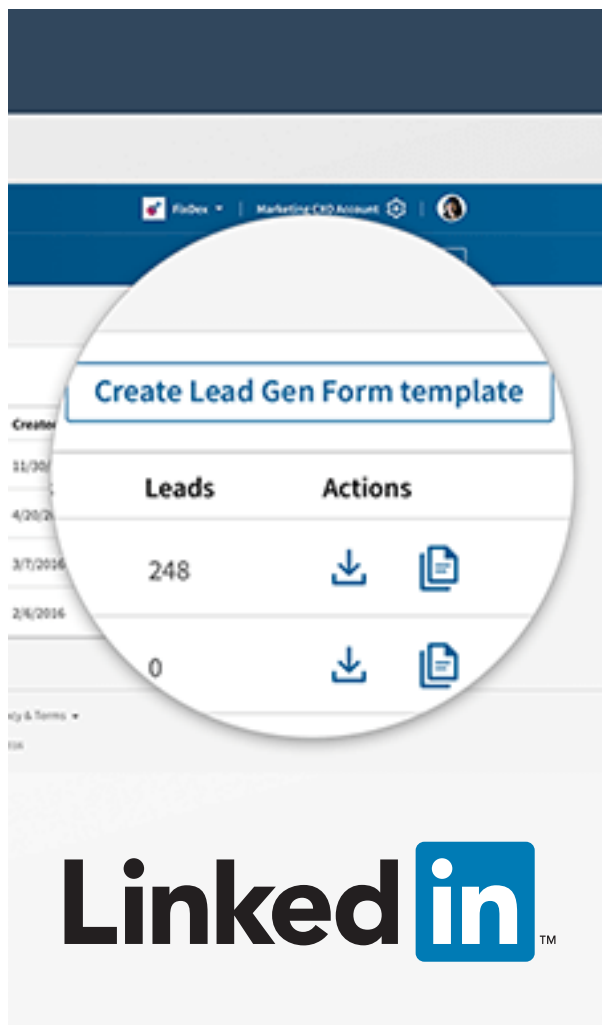
LOCAL LEAD GENERATION STRATEGIES

SOCIAL MEDIA

LINKEDIN



For B2B (business to business) lead generation, there is no better social media platform than LinkedIn. You can see professional demographic data to target the right people by job title, company, industry, seniority, and more.



Retarget website visitors, reach contacts, and build account-based marketing campaigns with Matched Audiences, a set of custom targeting options.

Create ads in the newsfeed, in messages, and on a desktop to capture leads and use sponsored content to promote company updates.

Use LinkedIn Lead Gen Forms to remove the main barrier to online conversion: forms that have to be filled out manually by prospects.

LinkedIn dominates lead generation with more than 80% of B2B leads generated through social media coming from it.
-Oktopost

Image Source: LinkedIn

When LinkedIn members click on your ad, their profile data automatically populates a form they can submit with one click. They'll save time and effort. You'll get more accurate and complete information about your leads.

LOCAL LEAD GENERATION STRATEGIES

PRODUCT TRIALS

You can break down a lot of barriers to a sale by offering trials of your product or service. People like free stuff, bundles, and huge discounts. And they are likely to share with others and leave reviews for what they've received if they like it.

Trials of your products or services not only let you test the market but also give you an opportunity to collect hot leads for your sales teams and guidance for future marketing. A market test will show you how consumers react to your product, your marketing, and your communication. And if someone is interested in a free trial, they are looking for something you can provide at cost with some persuasion.

Many studies have proven that customers are reluctant to switch brands unless they have a good reason to. Offering a risk-free trial, sample, or low-cost mini service can be a great way for prospects to try what you have to offer without having to make a commitment.



Deliver impactful, positive experiences, and you can convert a competitor's customers into your new leads. Obtaining new customers is far more difficult than keeping existing ones. Marketing to leads that have taken advantage of a trial or sample is more effective because they are more responsive to your campaigns and outreach than new prospects who have yet to encounter your brand.

Once a lead is using your product, you can entice them with additional offers or resources to encourage them to buy.

LOCAL LEAD GENERATION STRATEGIES

REFERRAL MARKETING

Referral marketing is a marketing tactic that makes use of recommendations and word of mouth to grow a business's customer base. You'll want to use your biggest fans to help spread the good word about your company for increased exposure to new audiences so you can generate more leads.

Referrals turn your satisfied customers into very convincing champions for your business. They've paid money for your product or service, and if they're happy enough to want to share it, that's a powerful selling point to others.

Leads from referrals are the most powerful type of lead generation because the positive word of mouth and trusted opinion of people and businesses we trust are very persuasive.



- **A word-of-mouth impression drives at least 5x more sales than a paid impression. (AnnexCloud)**
- **Customers acquired through word-of-mouth spend 2x more and make 2x as many referrals themselves. (Referral Candy)**
- **Referred leads convert 30% better and have a 16% higher lifetime value than leads acquired via other channels. (Invespcro)**
- **Half of Americans would pick word-of-mouth if they could only select one source for information on potential purchases. (ConvinceandConvert.com)**

Other businesses are just as eager as you are to get referrals, so creating a referral relationship usually isn't very difficult. Just be sure any company you give a referral to is a company that is reputable and shares your philosophy on how customers should be treated.

Local Lead Generation Playbook



Your lead generation strategy needs to be as dynamic as the people you're targeting. Create and test enticing and attractive offers, CTAs, landing pages, and lead generation forms - then promote them on multiple platforms.

If you are a local business, you should invest in generating high-quality leads that will maximize your chances of securing customers for your products and services.

Want to generate more qualified website leads and grow your business revenue? **Contact us today!**



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