

SMALL BUSINESS ONLINE LEAD GENERATION

THE TOP 4 LOCAL
LEAD GENERATION
CHANNELS FOR FAST
RESULTS

LEAD GENERATION

LEADS



Small and local businesses often struggle to keep up with all the trends and updates in digital marketing and lead generation. Those who do keep up with the latest techniques can quickly gain the edge over competitors and gain a larger share of the market.

Lead generation is attracting and converting strangers and prospects into someone who has indicated interest in your

product or service. It's a way of warming up potential buyers and customers and getting them on the path to eventually make a purchase.

Learn more about the best way to add more online lead generation channels to your small business marketing and how to effectively target local leads online in a way that is measurable and repeatable.

FAST LEAD GENERATION CHANNELS

If you're trying to generate local leads for your small business, there are four channels you can leverage to get fast and steady results.

You use the same core lead generation concepts of national and global businesses, but apply specific parameters to target buyers in your local areas.

THE INABILITY TO GENERATE LEADS IS ONE OF THE BIGGEST STRUGGLES FOR BRICK AND MORTAR BUSINESS.

While Amazon rules ecommerce and Walmart dominates brick-and-mortar retail, many local and small businesses are struggle to compete. Local lead generation is where you can gain back customers in your area.

With effective local lead generation strategies your marketing and outreach is more targeted and puts your business in touch with your ideal customer base.

1. Local SEO

Mastering local seo is the most important strategy a small business can employ to quickly and consistently generate quality leads.

Local SEO is search engine optimization you do to your website and online content to increase your visibility online and drive more customers who are searching online (so everyone) to learn more and eventually purchase from your business.

LOCAL SEO CHECKLIST

GET MORE LEADS

LOCAL SEO CHECKLIST

As a business seeking local buyers, search engine optimization (SEO) is crucial to get in front of an audience that is actively looking online for the exact type of products and services you provide,

Use this quick list to check if you are doing the local SEO activities that increase your visibility online.

- 1. Optimize Google My Business listings*
- 2. Encourage and promote five-star reviews online*
- 3. Use SEO Titles, Descriptions, and URLs with local identifiers*
- 4. Get backlinks with continuous link building*
- 5. Ensure complete and accurate business listings across the internet*
- 6. Know how customers search so you pick right keywords*
- 7. Be mobile-friendly to engage most active searchers*

PPC (PAY-PER-CLICK)

2. PPC (Pay Per Click)

PPC, also known as pay-per-click advertising, is a great way of harness the power of the internet to find the exact audience that is looking for what you are selling.

No matter your industry, you can work under the assumption that your prospective customers are online. You can target these prospects with ads according to what they search to convert prospects into quality leads.

With PPC ads on platforms such as GoogleAds you don't need to set aside a huge chunk of your marketing budget because with pay-per-click ads you only pay when someone clicks on your ad. Set your budget ahead of time, cap it at a specific price, and you'll never spend more than you've budgeted for.



PPC (PAY-PER-CLICK)

LEAD GENERATION WITH GOOGLE ADS

When talking about lead generation strategies, you'll want to leverage Google Ads - the ads on search engine result pages (SERPs). Google gets 3.5 billion searches a day, and your ads can 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.

- ***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)***

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.

SOCIAL MEDIA LEADS

3. SOCIAL MEDIA LOCAL LEADS

Lead generation through social media is free (or very low cost) way to find leads.

Remember, lead generation is attracting and converting strangers and prospects into someone who has indicated interest in your product or service. Social media platforms are where consumers hang out to find things that are of interest to them. That makes it easy to target your ideal customer and find new customers.

When you hang out online where your customers spend time online and you can show them content and reviews that they like, it's easy to warm up potential buyers and get them on the path to eventually make a purchase.



FACEBOOK HYPER-TARGETING AD CAPABILITIES

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, and pre-populated forms mean people can submit their contact information with ease, even on the small screen.

200 MILLION INSTAGRAMMERS VISIT AT LEAST ONE BUSINESS PROFILE EACH DAY

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.

Use city and industry-specific locational hashtags to target your local and highly interested audience.

USING SOCIAL MEDIA FOR LEADS



USING SOCIAL MEDIA FOR LEADS



TWITTER BUSINESS ACCOUNTS INCREASE SALES WITH ADS

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.

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

LINKEDIN DOMINATES B2B LEAD GENERATION

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.

REVIEWS AND REFERRAL MARKETING



4. REVIEWS AND REFERRAL MARKETING

Referral marketing makes use of recommendations and word of mouth to grow your business. Leverage your biggest fans to spread the word about their awesome experience with your company for increased exposure to new audiences.

When new prospects see referrals and reviews from highly satisfied customers they see someone who has paid money for your product or service, and they are so pleased that they want to share it. That's a powerful selling point to others.

REFERRED LEADS CONVERT 30% BETTER AND HAVE A 16% HIGHER LIFETIME VALUE THAN LEADS ACQUIRED VIA OTHER CHANNELS. (INVESPCRO)

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.

TOP 4 LOCAL LEAD GENERATION CHANNELS FOR FAST RESULTS

Get more local leads with better lead channels.

Top 4 Local Lead Generations Channels

Local SEO | PPC | Social Media
Review & Referral Marketing

Small and local business can find great success with these strategies! Contact us for more information on how you can get started gathering high quality leads right now.

Contact us to find out how we can help your business generate more qualified online leads



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