

"YOUR INBOUND MARKETING CHECKLIST"

SEARCH VISIBILITY

Google's algorithm is no longer 'keyword centric'. Your approach to SEO must change with it.

Have you set up the content and internal linking structure of your site around the TOPICS that your audience is looking for?

ADWORDS STRATEGY

Are you testing (and testing!) your ads to see WHICH angle pulls the most profitable fish?

EASY ACTION STEPS

- Is there a clear explanation of how people can find out more?
- Is your phone number easy to find?
- Is the enquiry form easy to find?

Keep it simple - remember if you confuse 'em, you lose 'em.

FIRST STEPS

Is there a clear explanation of how people can find out more no (or low) obligation?

FOLLOW-UP SYSTEM

Use Marketing Automation

CREDIBILITY/TRUST

Can you send case studies or testimonials to have others speak on your behalf?

ADD VALUE

Don't send a quote — with the emphasis on price.

Send a PROPOSAL — with the emphasis on VALUE.

PLAN AHEAD

Have you set a system in place to make SURE you ask for referrals?

“To get the best bang from your marketing buck, you need a well-structured sales funnel to take prospects from being mildly interested... to engaged... to becoming a paying CUSTOMER.”

ATTRACT

This is where you "cast the net" to reach out to potential customers and bring them to your website

CONTENT FOR YOUR BUYER PERSONAS

Do you have clearly defined Buyer Persona's? Remember, they aren't 'prospects' — they are PEOPLE. Google wants your content to meet their needs.

ON PAGE BEHAVIOUR

Are you tracking WHERE people do (and don't!) click to optimise for more conversions?

CONVERT

Your "hot" prospects will make an enquiry. But what about the others? How will you maintain the connection so YOU get the business when they are ready to buy?

You need content that will engage your potential buyers through the 3-step Buyer's Journey:

- Step 1. Awareness
- Step 2. Consideration
- Step 3. Decision

GET PEOPLE ENGAGED

Is there an incentive for people to give you their email so you can begin a dialogue?

- Download a free e-Book.
- Use a free Solution Finder
- Download a white paper
- Download a brochure or fact sheet
- Get a free estimate

GET TO KNOW YOUR POTENTIAL BUYERS

Don't just rely on a 'traffic graph' in Google Analytics. Use Smart Forms so you can learn who they are and what they want and what they want so you can help them to find the answers they are looking for.

\$\$ CLOSE \$\$

Think about the customer experience. Remember, it costs FIVE times as much to attract a NEW customer as it does to keep an EXISTING one.

SOLVE PROBLEMS

Do you ask questions and really LISTEN to your customers? Do you understand their problems, and the solution they REALLY want from you?

STEP BY STEP

If the purchase is significant, can it be bought in stages to make it more affordable?

DELIGHT

Plan for referrals from the start. Tell your new customers that you intend to impress them so that they will be happy to tell their friends and send more work your way.

BE SPECIFIC WITH YOUR CALL TO ACTION

Have you asked for a specific number, "can you recommend me to two friends", rather than "can you recommend me to anyone"?

The end-game is to improve your numbers. If you currently convert 2 out of every 10 enquiries into a sale, building that to 4 out of 10 will double your revenue — often with very little expense to achieve it. Talk to us. We'll find where opportunity is being lost, and show you how to get more customers, who spend more, more often.

