

# Get More Online Customers/Clients

By Matt Mc Dermott

<http://www.MoreThanSEO.com>

[info@morethanseo.com](mailto:info@morethanseo.com)

# Your “Big Picture” Goals

- Get consistent new prospects who either are looking for your business or were given referrals about you online
- Be the most TRUSTED, RELEVANT, and AUTHORITATIVE business in your niche
- Build big lists of people which are responsive
- Facilitate word-of-mouth marketing
- Keeping everything simple for all parties

# The “Upward Spiral”

- People love your business so much that they refer you in the real world
- People love your business so much that they endorse/refer you to their online friends
- The referred people love your business so much that they refer you to THEIR friends
- Proceeds are used to invest in other marketing
- You appear for all relevant search engine terms

# Start With 4 Philosophies

- Get in front of “hyper-targeted” prospects with no “sharing” or “community”-type of marketing
- Get in front of “lukewarm” possible prospects with creative, entertaining, or informative content
- Paid advertising where prospects spend time
- Specialty online marketing: events, mobile, coupons, etc.

# # 1: Hyper-Targeted Prospects

- They are looking for your business \*\*\*
- Search engines are primary way to go for these people
- You need: keyword research, link building, consistent content and information
- \*\*\* Must be considered by the search engines to be AUTHORITATIVE, RELEVANT AND TRUSTWORTHY (A.R.T.)

# Examples:

- Rank on first page in Google for a phrase which shows interest and has “quantified” demand
- Google Places and Yahoo Maps (for local prospects)
- “Less active” social media: articles, Web 2.0 sites, press releases, YouTube videos
- Local business directories: Yelp, CitySearch, etc.

# # 2: Lukewarm Prospects

- You want to be endorsed by others to these prospects – SOCIAL PROOF \*\*\*
- They are not looking for you right now, even if they are qualified
- You want to get their contact information in order to offer your “calls to action” so that they can act when ready
- You must be trustworthy, consistent, and TRANSPARENT with these customers

# More On Lukewarm Prospects

- You can use Facebook, Twitter, MySpace, forums, podcasts, and more video here
- You must give away good content to build trust
- Your content must be informative and/or entertaining
- You can share your expertise to build reputation
- You can share useful resources (e.g. tips, government websites, warnings, news, etc.)



# Examples:

- Facebook, Twitter, MySpace, forums, podcasts, shared videos, free e-books
- Survey your audience and give them what they want. This increases “rapport” with lukewarm prospects
- Invitations to low-cost or free events
- Open Q&A sessions (online or in real world)
- Webinars
- Photos/videos of fun events with customers

# # 3: Paid Advertising

- Go where your prospective customers are spending time AND are likely to take your “call to action”
- If possible, set up some sort of tracking for your paid advertising
- Must get return on investment (ROI) quickly
- Capture contact information if you can (e-mail, cell phone number, physical address, etc.)

# Examples:

- Google AdWords Search Network
- Google AdWords Display Network
- Similar services on MSN, Yahoo, etc.
- Forum advertising
- Affiliate marketing (commission sales)
- “CPA” marketing
- E-zine advertising
- Social network ads (e.g. Facebook ads)
- Paid press releases

# # 4: Specialty Online Marketing

- Mobile marketing campaigns (be smart with this) \*\*\*
- Online classified ads
- Event directory marketing
- Paid spots on local business directories
- Location-based marketing (e.g. FourSquare)
- Social shopping sites
- Niche forums and social networks (e.g. city-specific or interest-specific)

# Fundamentals For All Marketing

- \*\* Keyword research (all forms) because you need to know what is going on in your market \*\*
- Keyword research is important even for social media, mobile, and specialty campaigns
- \*\* Discover which online properties your prospective customers TRUST
- \*\* Build lists (customers, lukewarm, paid ad respondents) for surveys, specials, tips, and new product/service announcements

# Fundamentals - Continued

- Get “social proof” however you can: reviews, video testimonials, text testimonials, eBay ratings, Amazon “star” ratings, etc. – for TRUST
- Discover your prospect's “pains & passions” such as price, longstanding problem (emotional or in real world)
- Understand their core values and “deeper” emotions
- Build systems to let people feel special

# Know Thyself As A Marketer

Business owners cover the spectrum from

- Being able only to “hard sell” and give nothing away for free
- Loving helping others by giving tips, advice, etc.
- Liking their customers but are shy or reserved
- Disliking their customers and look at new customers with indifference
- Being charismatic and influential

# Know Your Resources

- Time: how much per day to market
- \$\$: for outsourcing, paid advertising, technology investments, etc.
- Technology: to what do you have access
- Willingness: to create good content, to distribute helpful content, to study, etc.
- Tolerance for risk: how much time/\$\$ before you see a ROI or cut your losses



# Know Your Numbers

- How much time/\$ does it take you to get a new customer
- Your average pre-tax profitability per new customer
- Your break-even points (multiple levels)
- Your conversion rates (phone call to sale, first-time web visitor to sale, etc.)
- Any results from tracking, split-testing, etc.

# Competition

- How many exist in the physical world?
- How many exist in the online world (search engines, social media, forums, etc.)?
- How smart is your competition in the online world (search engines, social media, etc.)?
- Is your competition doing well with social proof?
- Do they appear to be intelligent marketers?
- \*\* Where are the “gaps” in their efforts? \*\*

# Social Media Fundamentals:

- Transparent, no hype!
- Have respect
- Verify before posting
- Reward people
- Keep things easy & simple to do
- Be quick & flexible
- Focus on community
- Promise what you can deliver
- Preserve reputation
- Build trust
- Invite, share, etc.
- “Nano” market

# Actions If Prospects Are Local:

- Keyword research \*\*\*
- On-page SEO
- Maps and Google Places
- Local business directories
- Classified ads
- “Citations” on other sites \*\*
- Local authority sites  
(Chamber, .gov, etc.)
- Pay-per-click
- Local-specific forums
- Press releases
- Some photo/video sharing
- Twitter
- Facebook
- MySpace's geo-targeting
- Event calendars
- Some blogging
- Get reviews

# Actions If Prospects Are National

- Keyword research \*\*\*\*\*
- On-page SEO tags
- Heavier emphasis on blogs & content syndication
- Link building networks
- Article directory content
- Web 2.0 pages
- Niche-specific forums
- Heavier emphasis on social media w/ making you an expert
- List building \*\*\*
- Recruiting affiliates
- Podcasts
- More videos + syndication
- Mobile
- Pay-per-click + other paid ads

# Syndicating Content

Get your content out far & wide once published with “ancillary” tools and “viral marketing” such as:

- Pinging the content + any RSS feeds
- Social bookmarking
- RSS syndication
- Blog directories, Podcast directories, video syndication
- Post links to content on social networks, forums, Twitter, e-mail lists, your blog(s), e-book directories, etc.
- Have others endorse your content and send out \*\*\*

# Your Requests: # 1 Blogs

- Use Wordpress blogs hosted on your own web hosting package & domain name
- Why? Plug-ins + syndication capability
- Wordpress allows you to syndicate content automatically in up to 7 different ways once you create the “infrastructure”
- Also allows you to “post-date” content so you can give away tips & other content over months

# Your Requests # 2: YouTube

- Always offer helpful and/or entertaining content
- Content should be “evergreen” – still helpful or entertaining years down the road!
- Do keyword research \*\*\*
- Use keywords in title/description/tags + send traffic to video to rank well within YouTube AND possibly in Google's main results as well!
- Have clear, simple call to action + link \*\*\*



# Your Requests # 3: Conversions

- Have your contact information “above the fold”
- Phone number and/or contact form is easy to find and read
- Fast-loading website + mobile-friendly
- Give them incentive to join your newsletter, visit your store, call you, etc.
- Have easy-to-follow directions for location visits
- Emphasize pains/passions and why you are the solution
- Unnecessary information removed or near bottom of page
- Ideally, some sort of social proof easy to find & verify

# Your Requests # 4: Facebook

(applies to niche social networks as well)

- Fan page set up with all of your info easy to read
- Feed your blog, Twitter, and other information to it
- Have your personal Facebook friends “Like” it
- Post good, helpful and/or entertaining content to it
- Interact by posting comments and “like” button other people's comments
- Join local (or niche) groups on Facebook
- Treat social media like a “party” – be the “cool” person at the party
- Be trustworthy and a “good member of the community”
- Update your status frequently
- Link to your other web properties (blog, site, etc.)
- Pay for ads to join page

# Facebook - Continued

- Buy traffic from other sources to your Facebook page
- Use Facebook's chat feature to communicate w/ fans
- Showcase the fun aspects of your company
- Use Facebook events to invite people + link to your Facebook page on other event calendars
- Survey your audience
- 10:1 ratio – 10 pieces of helpful/entertaining content to one marketing post \*\*\*
- Use Facebook Connect and Facebook Insights
- \*\* Become friends on Facebook with those who can influence your “lukewarm” prospects
- Contests & fun promotions
- Promote others to get reciprocity \*\*\*

# Thank You

If you need any help with your online marketing strategy, keyword research, or first-step actions then please feel free to contact me:

Matt Mc Dermott

[info@morethanseo.com](mailto:info@morethanseo.com)

(214) 335-5348

<http://www.MoreThanSEO.com>