

Online Marketing Secrets That Will Grow Your Local Business

**The One Missing Ingredient Small
Businesses Need to Get More Traffic,
Capture More Leads, and Convert More
Sales From the Internet...**

By Kyle Battis
NH Strategic Marketing

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to Get More Traffic Capture More Leads, and
Convert More Sales...**

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READER'S FEEDBACK

"He's got more tricks up his sleeve than a seasoned stage magician!"

"Kyle Battis has helped me close the gap between "Idea" and "Done" more times than I can count. I've relied on him over and over to help me bring my campaigns together, to help me drive traffic and test the effectiveness of my ads, and discover new opportunities to add revenue streams and strategic partnerships.

-Josh Burns

"I have Doubled My Business In the last year!"

"If it weren't for Kyle and NH Strategic Marketing, I am sure I would be nowhere near as successful as I am today. In the last year I have DOUBLED my business! My wife could not stay home and raise our son.

-Geoff Neupert

If You Are In Business, It's a Safe Bet You Want More Traffic To Your Website, More Leads, More Sales, and More Profit

There is a massive shift occurring right now and businesses that recognize this change and take action will thrive – those that do not will go the way of the dinosaurs.



Old school advertising like Yellow Pages ads and Newspaper ads are growing less and less effective every passing day. Perhaps you have tried advertising in one of these places and saw lackluster results.

Perhaps you have also heard that you need a website so you built one yourself or a web design company build one for you.

The problem is most small business owners have outdated websites that are missing a crucial ingredient that render their sites utterly useless.

The online landscape has changed and continues to grow and evolve every single day. It is moving incredibly fast and most small business owners are overwhelmed with everything they 'should' be doing to market their business.

The fact of the matter is that most business owners are too busy running their business and serving their customers to even think about spending time working on their website. Perhaps you can relate?

It gets worse too as there are some big changes happening that will affect your business.

Some startling Mobile statistics you need to be aware...

- There are nearly six billion mobile phone accounts worldwide and by 2015 there will be an estimated 15 billion devices connected to the internet.
- 91% of Americans have Mobile Phones
- Mobile advertising has a 10 TIMES HIGHER click through rate than online advertising
- 8 Trillion text messages were sent worldwide in 2012 and mobile marketing will only continue to grow in importance
- Mobile traffic has a 6 times HIGHER purchase intent than online traffic

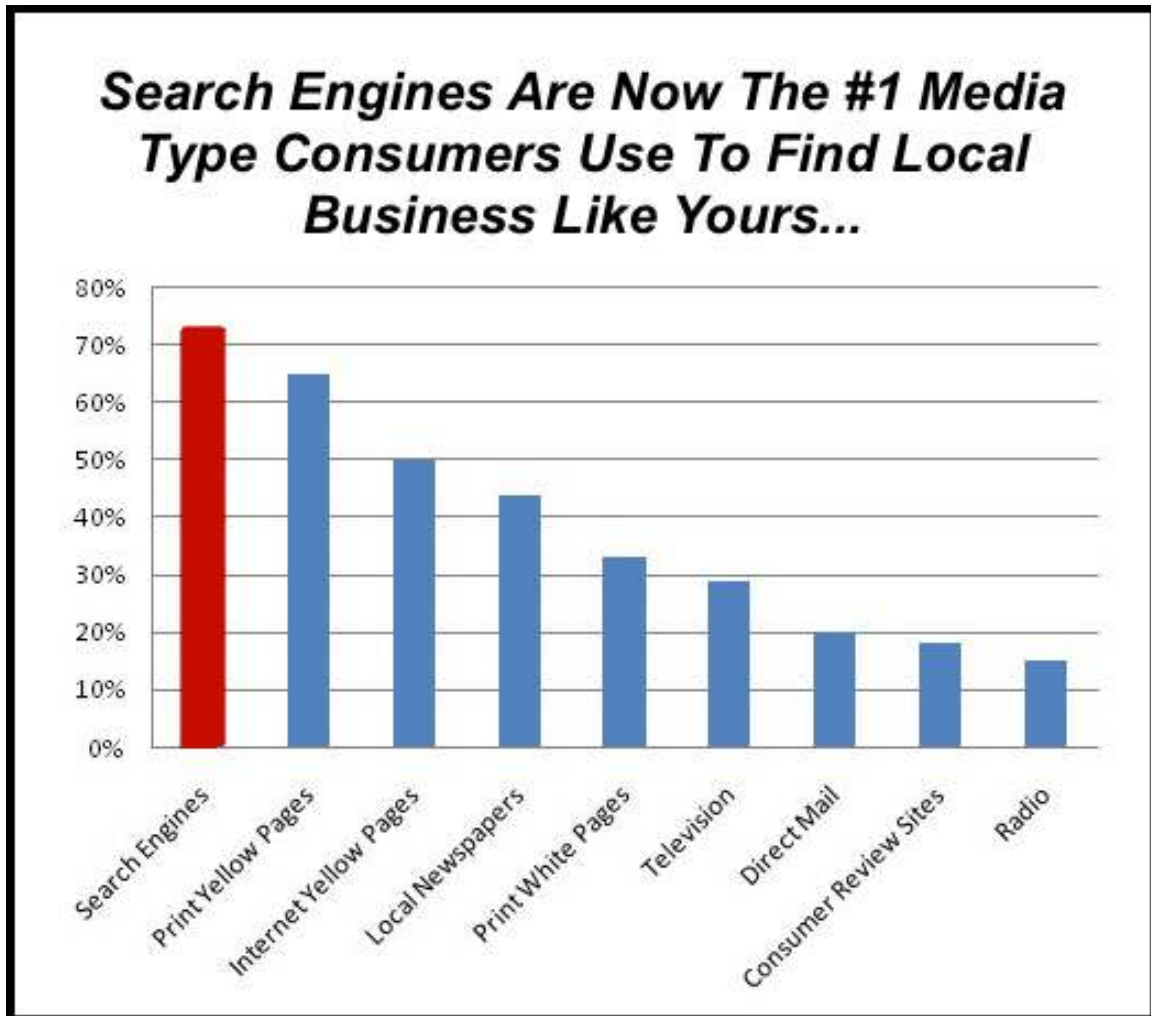


Chances are people are searching for you and your business on their mobile phones right now. More than likely your website is not optimized for Mobile devices. (Did you know that its possible to program your website so that a special Mobile-compatible version of your website is displayed when people search for you on their Mobile phone?). If your site can't do this you could be missing out an a LOT of new leads and leaking money from your website.

It gets worse too....

“But I Am a Local Business, Are People Really Looking For My Business Online?”

You better believe it my friend. I have a few things to show you in order to drive that point home. First, take a look at this chart showing how consumers find local businesses:



Now, consider these statistics....

- *63% of Americans have substituted the internet and local search for phone books*
- *Yellow Page usage has dropped 55% since 1999 and continues to do so by 4% every year*
- **More than 30% of ALL internet searches are local and include the location in the search**

- According to Yahoo 92% of all business searchers start looking online, either at home or on their mobile phones
- 97% of consumers use online searches when researching products or services.
- *73% of online activity is related to local content*
- *82% of local searches result in an in-store visit, phone call, or purchase*
- Facebook and Twitter have a combined member base of over 1.5 Billion users and growing
- *The site ranked at the top of search results gets 42% of all clicks*

But here is the problem...

- Only 44% of small businesses actually have a website at all
- Even worse 50% of small businesses spend under 10% of their marketing budget on Online Marketing

Most business owners don't even realize just how much business they are losing because they are not aware just how important marketing online has become. One of my mentors who has built a personal fortune of over \$100,000,000 told me,

“What you don't see will kill your business.”

There are countless ways your website could be losing you money every day. Besides not being mobile-compatible you could be missing out on capturing leads – leads that could be turned into customers and profit for your business. This 'silent business killer' is at work every day and most business owners are completely unaware of just how bad it is.

I will reveal more later about how vitally important capturing leads is and exactly how one simple tweak to your website can patch up that profit-leak for you – ***you won't want to miss that.***

**What Does This Mean For You
As a Small Business Owner?**

The number one ranked site in Google gets 42% of searched traffic. Are you getting this business, or is your competition? 39% of internet users report being unable to find a particular known business online, so even your current customers may be looking online for you in vain.

If almost 75% of your potential customers are using Google to find you, yet your business is invisible to them, your customers are buying from your competitors instead of you every month. The good news is that by optimizing your online presence for local search results, you can easily tap into a huge resource of new customers who are already searching for you.

How Important Is Marketing Online To Your Local Business?

Internet marketing is one of the most important types of marketing you can utilize as a small business owner, and one of the least expensive; yet many small businesses are not using this vital resource nearly to the extent they should.



Since the majority of small businesses owners are not leveraging the power of local search marketing in their advertising campaigns, your business will be at a tremendous advantage over your local competitors. You will be seen as the “expert” in your city for your products and services, ensuring consistent businesses growth for years to come.

With a little work, you can easily dominate your local market online, increasing your customer volume each month, without the hassle and expense of pricey radio & TV ads, billboards, or other “traditional” means of advertising.

Moving on...

Meeting Your Customers Where They Are At The Real Secret To Attracting More Leads For Your Business...

I was recently speaking with a restaurant owner who had a slow down in his business and wanted to do something to get a bump. One day, along came a Radio Ad salesman offering to help him get more business so he invested \$7,000 with hopes that this would be the key to solving his problems.

The radio ads ran and he had absolutely no idea if it helped or not. He had some good days and some bad days still but he had absolutely no idea if it helped or not.

Sadly this is a story I have heard from the mouth's of countless small business owners in many forms (they hoped the Yellow page ad they bought would help, they hoped the website they built would do it, they hoped the TV spot they paid for would do it, they hoped – they hoped – they hoped...).

Where Your Customers Are Today

The reason Yellow Page ads and newspaper advertising don't work as well as they used to is quite simple – your customers are no longer there anymore.

They have 'migrated' and moved on greener pastures.

You need to be where your customers are every day

They are looking for you Online and on their mobile phones.

91% of Americans have mobile phones. Over 50% of them have phones with internet capability and are searching online.

They do it every day and are searching for local businesses just like yours.

Have you ever opened up your computer or mobile phone and searched from a restaurant in a town you were visiting?



For example, take a look at how many thousands of searches per month are done for these Local keyword phrases:

Download ▾		View as text ▾		Sorted by Relevance ▾		Columns ▾	
<input type="checkbox"/>		✓ Save all		Search terms (1)		1 - 1 of 1 ▾	
Keyword	Competition	Global Monthly Searches [?]	Local Monthly Searches [?]				
<input type="checkbox"/> concord nh restaurants ▾	Low	4,400	4,400				
<input type="checkbox"/>		✓ Save all		Keyword ideas (100)		1 - 50 of 100 ▾	
Keyword	Competition	Global Monthly Searches [?]	Local Monthly Searches [?]				
<input type="checkbox"/> concord restaurants nh ▾	Low	4,400	4,400				
<input type="checkbox"/> concord nh restaurant ▾	Low	5,400	<u>5,400</u>				
<input type="checkbox"/> new hampshire restaurants ▾	Low	74,000	60,500				
<input type="checkbox"/> concord nh restaurants yelp ▾	Low	28	28				
<input type="checkbox"/> restaurants in new hampshire ▾	Low	74,000	<u>60,500</u>				
<input type="checkbox"/> restaurants near concord nh ▾	Low	73	73				
<input type="checkbox"/> concord restaurants ▾	Low	22,200	18,100				
<input type="checkbox"/> concord ma restaurants ▾	Low	2,900	2,900				
<input type="checkbox"/> nh restaurants ▾	Low	90,500	<u>90,500</u>				
<input type="checkbox"/> restaurant concord nh ▾	Low	5,400	5,400				
<input type="checkbox"/> restaurants in concord nh ▾	Low	4,400	4,400				
<input type="checkbox"/> concord nc restaurants ▾	Low	3,600	3,600				
<input type="checkbox"/> restaurants in concord new hampshire ▾	Low	4,400	4,400				
<input type="checkbox"/> best restaurants in new hampshire ▾	Low	3,600	2,900				
<input type="checkbox"/> restaurants concord nh ▾	Low	4,400	4,400				

Staggering isn't it?

5,400 people per month searched for **“Concord, NH Restaurant”!**

60,500 people per month searched for **“Restaurants in New Hampshire”!**

90,500 people per month searched for **“NH restaurants!”**

Chances are your business is missing out on the amazing amounts of web traffic for these local keyword search terms.

Just imagine how many more New leads your business could be generating IF you were ranking for these “Money Keywords.”

People searching for your business is just a piece of the puzzle my friend – there are far more who don’t even know you exist but they are looking...

Just having a web site set optimized for certain local keyword terms isn’t enough anymore.

Marketing online isn’t an option anymore – *it’s a requirement.*

It’s where your prospects and customers are searching to find businesses they can trust to buy products or services or get their problems solved.

Marketing online is no longer just about having a web site where people come to find your business.

It’s about going where they are online and setting-up tables in those locations.

The good news is that only 26% of small businesses have invested any time or effort in marketing their business online.

There is still time to get your business established online before it’s too late...



One Simple Step You Can Do Right Now – Ensure Your GOOGLE + Local Business Page Is Live

Google+ is a fairly recent innovation by the folks at Google that helps you attract new customers and build deeper relationships with current ones, by making it easier to connect to the more than a billion people who search on Google every day and by making all the marketing you do with Google even better.

Websites that have a Google +1 Button on their site get 3.5 times the traffic than websites without.

Over 1 Million businesses and brand pages were created the first 6 months Google opened up this new feature. It is now over 400 Million businesses and growing fast. Having a Google Plus Business Page has been proven to yield a 5-10% click through increase for socially enhanced ads.



You absolutely need to have a Google Plus Business page set up for your business.

Here are some simple instructions from Google to help you get this page up and running!

About Page:

<http://www.google.com/+business/>

Get Started Page:

<http://www.google.com/+business/get-started.html>

Being Found In Google Is Important But There Are Other Key Places You Need To Get Found As Well

Some more statistics to share...

Did you know 97% of consumers use online searches when researching products or services? 78% of consumers trust recommendations from family and friends posted online to help them make a better decision (that's why its crucially-important to monitor your reputation online and be actively involved in making sure people are saying great things about you!). Only 14% of online searchers actually trust ads.

The new “Word of mouth” is online social media like Facebook and Twitter

Facebook and Twitter have 1.5 BILLION members combined and this number is growing each and every day. The average Facebook user is spending about an hour a day on



Facebook! Those members are seeking and making recommendations for products, services, and experiences for friends and followers.

The average Facebook user has about 234 friends – imagine the reach you can have over your market if your happy customers are posting great things about you and your business online.

There are lots of other interactive social sites out there like Yelp.com, TripAdvisor.com, UrbanSpoon.com, AngiesList.com etc. Depending on your market you absolutely MUST be paying attention to the conversation happening about YOUR business in these places. The more positive reviews you can rack up the better.

You must understand your customers now have a voice and they are using these social sharing tools more and more everyday. If you treat them wrong they will tell the world about it so its even more important every day to be outstanding in your business.

Good enough doesn't cut it in the new Internet Revolution....

Hopefully you can see that having a social media presence is absolutely essential but that's not enough by itself either. There is a BIG and powerful tool you must be taking advantage of these days and that is VIDEO.

Your Customers Are Watching Video Online and You Need To Be There...

Did you know that You Tube is now the world's 2nd largest search engine?

26 Billion online videos are viewed per month in the US alone.

YouTube gets 800,000,000 visitors a month who watch more than 4 billion hours of videos each month! Your customers are going to look for videos to answer their questions, show them how to do something, or review a product or business.



Another startling statistic...

YouTube traffic tripled from Mobile devices in the year 2011! More than 20% of YouTube views come from Mobile Devices...



Question: Do you have Video content available in the over 17 high-traffic video directories online?

It may surprise you but there are hundreds of online video submission directories and You Tube is just one of them! You Tube is the BIGGEST but you can still get a lot of

traffic by posting your videos to the 17 largest online video directories.

Video Is a BIG Opportunity for You and Your Business!

I want to share a secret with you...

You can quickly and quite easily take over the front page of Google and beat out your competitors with Video. When someone opens up their web browser to search for an answer to their problem they type in certain “keywords” and Google gives them answers.

For example, if I wanted to find a Concord NH dry cleaner to clean my and dry clean my shirt I might open up Google and type in **‘Concord NH Drycleaner.’**

Makes sense right?

Now, here is where it gets interesting.

This is happening way more than you even realize and most businesses are not consciously ranking for the keywords that they should be ranking for.

This is where the BIG opportunity comes in for you.

Check this out.

The screenshot below was taken literally DAYS after I posted this video on You Tube.

It’s showing up on the first page of Google for that keyword phrase.

Granted, not many people are searching for this particular keyword BUT hopefully you can see how this can help your business. You want to be showing up where your customers are searching.

If you are not there you are losing out on new potential customers.

Google

nh strategic marketing

Web Images Maps Shopping Videos More Search tools

20 personal results. 2,080,000 other results.

Ad related to nh strategic marketing ⓘ

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Harbour Light designs **strategic marketing** plans for businesses in **NH** - from web site design, graphic logo, brand identity to stationary and letterhead.

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Our proprietary **marketing** systems are designed in such a way that you won't have to lift a finger to start generating (and converting), low cost leads into ...

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Concord, New Hampshire - Director Of Marketing

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Dec 12, 2012

NH Strategic Marketing is now open for business. In this short video President Kyle Battis says why he and his ...

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Why We Started **NH Strategic Marketing** (With A Cameo Appearance from Noble the English Bulldog Wearing a 'Cone of Shame'). Hello New Hampshire, This is ...

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NH Strategic Marketing. 2 likes · 0 talking about this.

Imagine if your business had top-rated videos showing up on the first page of Google for your Money Keywords – how would that change things?

By properly *Titling, Describing, and Tagging* the videos that you upload to You Tube and the 16 other video directories you can quickly and deftly knock your competitors out of the top spots on the first page of Google.

This one tactic could get you 10 times more leads each and every day!

The screen shot above is from just one of the 17 video directories – wait until you see what happens when we use our special Traffic software and upload it automatically to the 16 other directories!

If you want to learn more about this powerful tactic visit www.NHStrategicMarketing.com or call our offices at (530)-451-6476 and I can tell you more.

Whether You Know It Or Not Your Prospects & Customers ARE Using Social Media – The Startling Trend With Mobile Marketing!

91% of Americans have Mobile phones and over half of them are “Smart phones” that have internet capability!

90% of those text messages are read within ONE MINUTE of having received them.

If your business does not have a plan for using Mobile phone Marketing then you are in trouble my friend.



If you're spending money on Yellow Page ads and Newspaper Ads then you may be in for a shock.

24 of the 25 largest newspapers experienced Record Declines in circulation in the past year as more and more of their old customers are now getting news from their phones and mobile internet devices. According to Yahoo!

92% of all business searchers start looking online, either at home or on their mobile phones.

Marketing Online isn't an option anymore my friend – it's a Requirement!

It's where your prospects and customers are searching to find business they can trust to buy products or services or get their problems solved.

Marketing online is no longer just about having a website where people come to find your business...

Its about going **where THEY are online** and setting -up 'tables' in those locations that will lead them back to your business.

The good news is that only about 26% of small businesses have invested ANY time or effort in marketing their business online so there is still time for you and your business to get established before it's too late.

You want to be respected and trusted authority and a yellow page ad isn't going to get it done for you.



Hockey great Wayne Gretsky once said: "A good hockey player plays where the puck is. ***A GREAT hockey player plays where the puck is going to be.***"



My friend, the Internet Revolution is happening RIGHT NOW and gone are they days where a Yellow Page ad and the occasional ad in the newspaper is enough to pull in leads and customers.

Stick with that plan and you will be out of business in no time.

It won't work anymore because your customers are no longer there in force as much as they used to be.

You have to be showing up on Facebook, on Google +, on Twitter, on YouTube and the 16 other video directories, on Yelp, Angie's List, Trip Advisor and more!

These are the Social hangouts your customers are frequenting and if you want to grow your business using the internet then this is where you must set up shop.

Let's dig in deeper...

How To Set Up Your Business So That You Can Pull In Leads From The Internet and Convert Them Into Happy Customers Who Come Back Again and Again

There is an 8 Step 'Perfect Customer' process we recommend our small businesses implement in order to grow their businesses and make more money.

Before I get to that I first want to address something you may be thinking. Its quite possible that at this point you are feeling like this a a LOT of information to digest - most of which you don't really have the time or energy to learn much less implement.

Don't worry my friend, stick with me and before this report is done I will show you how to get all of this done for you by trusted experts.

Alright, back to learning how to implement this...

The Three Step Quickstart

Step 1. Get out there and get found

Step 2. Engage

Step 3. Follow Up

Let me explain each further...

Step 1. Get out there and get found

We have already established that your prospects and customers are spending lots of time on the internet and if you want to get their business you have to first get out there and help them to discover you right?

Google is important to show up in but there are about 50 other key places you need to get found in as well (I can tell you more about that later).

First, some VERY important tips about getting your information out on the internet so your prospects and customers can discover you.

The most important thing to remember that it is Not "Set it and forget." You need to keep your information Fresh.

Allow me to explain...

Internet Search Engines, Directories, and Social Media are like Big Grocery Stores.

There's a "sell by" date on almost every piece of information out there. Understand that Google always, always, always wants to deliver the most Fresh and Relevant information to the people on the other end searching for it.

If you're not delivering something NEW on a regular basis, you're going to get knocked off the shelf by someone else who is.

Keep that in mind and heed my advice and you will be showing up in the search engines!

Step 2: Engage

Once your prospects and customers find your information online, you need to Engage with them on THEIR terms – not yours.

You want to 'capture' them and get them to follow you on Twitter, friend you on Facebook, and Subscribe to your YouTube channel.

You then want to start offering more insightful information, expert perspective, recommendations, news, coupons, membership privileges and more.

You want to "nurture," build relationships, earn their trust so that you can eventually earn their business.

Step 3: Follow Up

You want to continue to engage and follow up with them using multiple forms of communication when possible.

Continue to provide valuable information and continue to make offers that might be of interest to them so they go from being a prospect to being a customer.

Did you know it costs 6 to 7 times LESS to get an existing customer to buy from you than it is to get a New customer to buy from you?

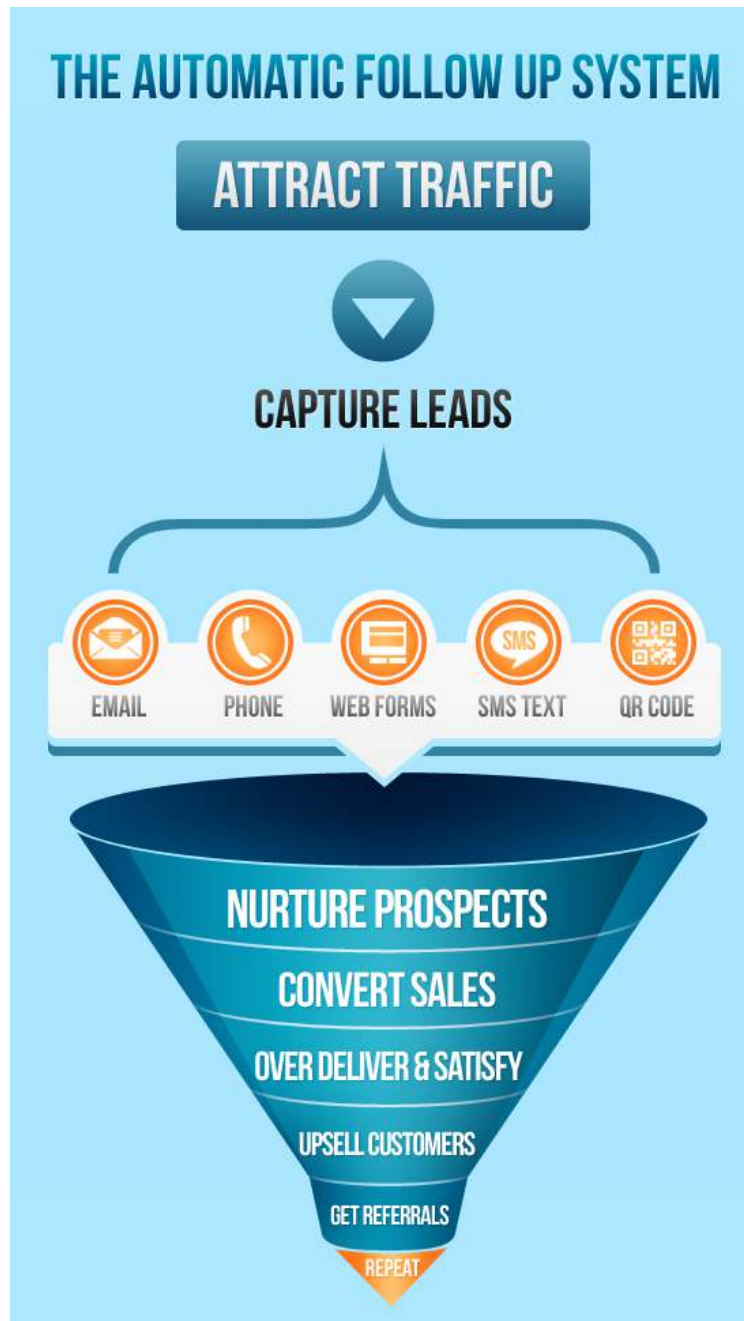
The quickest way to start tapping into the power of Mobile Marketing is using Follow up Text Messages when your prospects and customers engage with you.

Did you know you can have technology automatically send a Text message to anyone who Opts in for more information about your business?

You can also automatically leave them a voicemail message on their phone with a Pre-recorded message from you!

Imagine the follow up power of those two tactics combined?

Introducing The Automatic Follow Up System and the 8 Step Perfect Customer Process



Let's Breakdown The 8 Step Perfect Customer Process

Here are the 8 steps if the Automatic Follow Up System and Perfect Customer Process:

1. Attract Traffic

2. Capture Leads
3. Nurture Prospects
4. Convert Sales
5. Over Deliver & Satisfy
6. Upsell Customers
7. Get Referrals
8. Wash, Rinse, Repeat

Let's dig deeper into each item and give some ideas on how you might incorporate them into your business.

Step 1. Attract Traffic

The first step in the process is to attract traffic to your business by meeting your prospects and customers where they spend time on the internet.

There are many, many ways that you can attract people to your business and here are just a few.

- You can publish great content
- You can create Videos and post them on YouTube and the 16 other video Directories
- You can share a Free Report that has information of interest to your prospects
- You can publish Blog posts
- You can buy Online ads from Facebook, Google, Bing and many other places
- You can put out Press Releases that give you Publicity
- You can conduct Facebook Contests
- You can invest in Print magazine or Print Publication Advertisements



- And More!

The key thing is that you want to increase your Traffic to your website BUT its critical that you have a system that captures leads in place before doing any “Traffic Attraction” method (more about that next).

A quick note...

I have been in charge of \$150,000/Month Online Advertising budgets and we would never have invested that money unless we had a proven marketing process that turned those leads into customers.

That is why having an Automatic Follow Up System in place is so crucial.

You need a replicatable and 100% predictable process that transforms leads into customers.

Which brings us to our next step....

Step 2. Capture Leads

The next step in the process is to encourage leads to sign up to receive information about your business.

Think about it this way. ..

When you attract people to your webpage you next want to entice them to exchange their contact information with you in exchange for something of value.



Choosing the Right “Bait” To Capture Your Leads

You want to choose the right “Bait” that will attract your ideal customers.

Let me give you some examples that may help illustrate what I mean. Here are four examples to give you an idea of what you could offer.



1. “Taco’s R Us” - A local Taco Restaurant may offer a “Free Taco and Coupon Book” to entice leads to fork over their contact information.

2. “Pearly Whites Dentist Office” - A local Dentist Office may offer a “Free Consumer Awareness Guide” that educates and informs the prospect all about the different Dental offices in their area and why they are a great option.

3. NH Water Experts - A New Hampshire Water Purification company may decide to offer a Free Guide entitled “7 Things You Must Know About Your Well Water” that educates the consumer about the dangers of unfiltered water and how to fix it.

4. Pure Relaxation Day Spa – A local day spa decides to offer a “Free Facial Treatment” in order to capture leads for their business.

The bottom line is that you want to create some Bait that entices your ideal prospects and customers to exchange their contact information for something they find valuable.



5. FREE Pizza For a Year – There is an excellent pizza place in Concord, NH called Checkmate Pizza that has some excellent marketing (www.Checkmate.com). Their bait to capture people is to offer “Free Pizza For A Year!” The ‘contest model is a great way to entice prospects

and customers to opt in to your list.

Check out their add on their site they use to get people to opt in:



Our team at NH Strategic Marketing can help you determine what the best "Bait" is for your business.

**Once You Have The Bait Its
Time To Look
At How We Use That Bait
To CAPTURE Leads
For Your Business...**

There are many different ways to capture leads for your business.

Let me give you some examples that you may have seen before.



1. Perhaps you have been to a restaurant that offered coupons if you fill out that little slip of paper included with your Bill.
2. Maybe you have entered your name and email address on a business's website to get on a 'News and Updates' list.
3. Perhaps you have been to a concert at a Music Venue and saw a way you can send a Text message with your phone to a short phone number along with a keyword to get put on the "Insider's Club" for that concert venue.

The one thing that all of the examples above have in common is that they are CAPTURING the information of their lead so they can follow up with them (more about how important is follow up is in a minute).

The Five Ways To Capture Leads In The Automatic Follow Up System...

There are lots of different methods to capture leads into your marketing funnel and with the 'Automatic Follow-Up System' software we use at NH Strategic Marketing there are five main ways to capture leads.

Here they are:

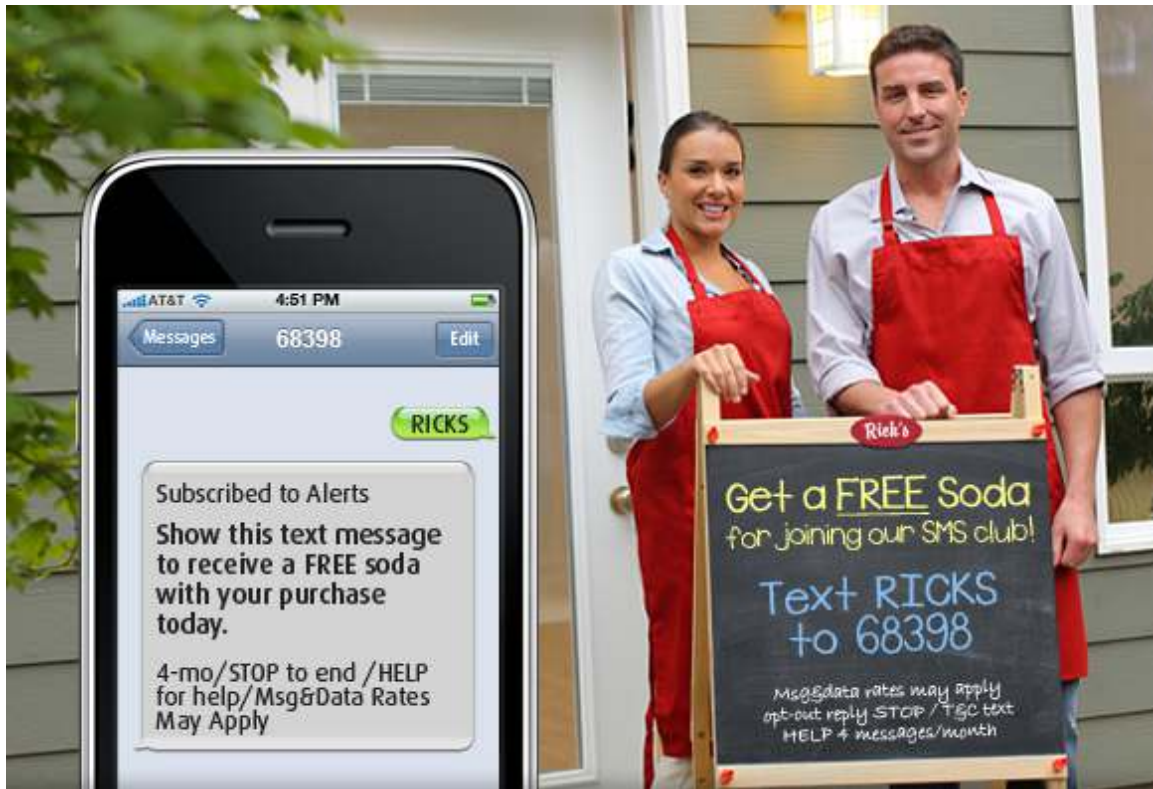


1. Email – First and foremost you can have your leads send an email that captures their information and subscribes them to your follow up sequence.

2. Phone – Another powerful method is to have your prospects call a phone number and leave a voicemail with their name and email address. The Automatic Follow Up System software we use will automatically transcribe that prospect's information and add them to your Marketing Sequence.

Powerful eh?

3. Web Forms on your site – This is a method you have likely seen before. You can create a web form that gets placed on your website that captures your prospect's Name, email and possibly phone number.



4. SMS Text – This is a really, really powerful method to capture your prospect's information. The real reason it is so powerful is

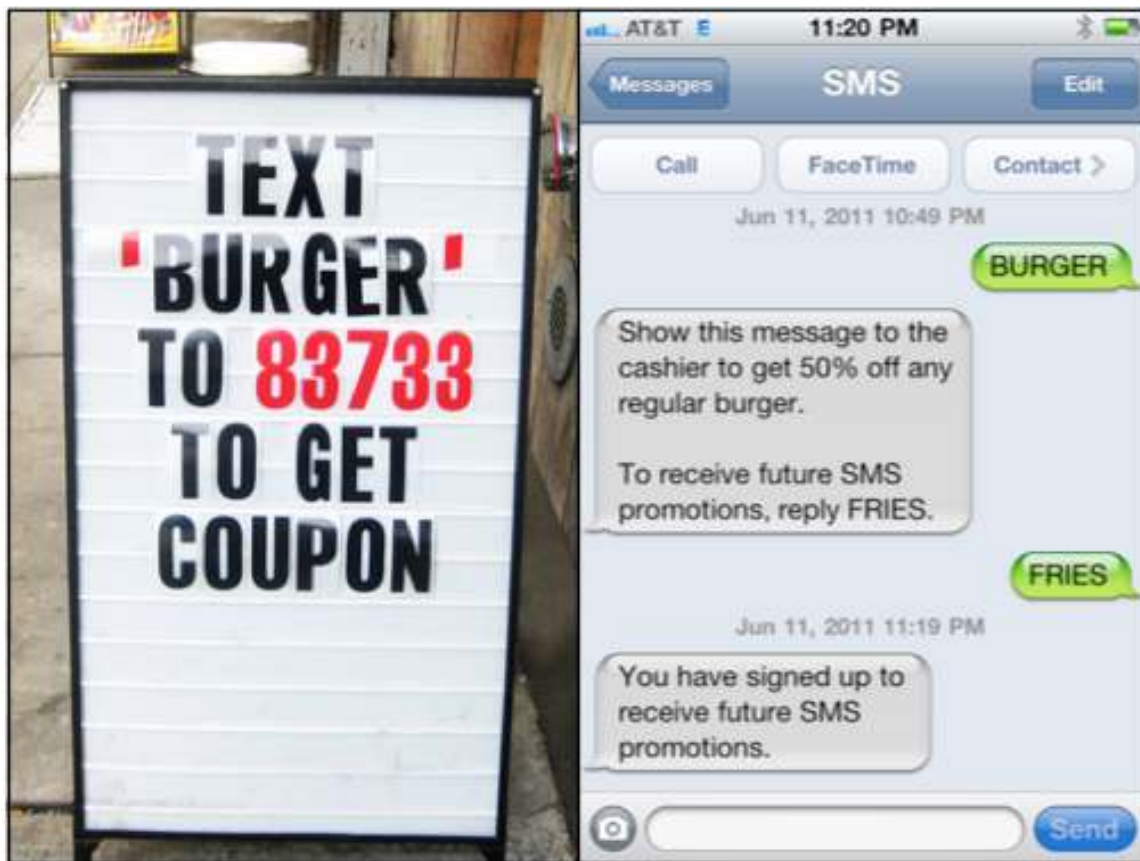
because of the startling statistics I shared with you earlier about Mobile phone usage. 91% of Americans have a Mobile phone and 100% of those cell phone owners have one on them all the time!

Here is how it works: You give the prospect a Short Code phone number and instruct them to send a text message with their name and email address along with a Keyword and they will be subscribed.

This is great capture method for Print ads, Street Signs, Posters, to have on your business cards, to use in Radio ads, while speaking with groups at seminars or events, or even while talking with a prospect one on one when you are at a trade show or anywhere.

You can walk them through the process and get them captured with this amazingly-powerful method!

Here is another example from a restaurant



An example from my business:



“Send a text message to **58885** with the word Strategic, your full name, and your email address and I will show you how you can use Automatic Follow Up Marketing in your business!”

Go ahead and try that on your phone and you can see how it works!



NHStrategic
Marketing.com

5. QR Code – Our 5th capture method is to have your prospects scan a QR code with their smart phone. QR Codes (abbreviated from Quick Response Code) have become more and more widely used by savvy business owners.

You can use QR Codes in your Brochures, on your business cards, in your Direct Mail pieces and use them to motivate your prospect and customers to take action.



By getting your audience to scan the QR Code with their Smart Phone you can capture their

contact info and automatically follow up with them. You can also use them for a quick and effortless increase in sales.

Beyond mere convenience to the consumer, the importance of this capability is that it increases the chance that contact with the advertisement will convert to a sale

It's a powerful marketing tool you can't afford not to use.

Here is a Demo QR Code that you can scan with your Smart Phone:



(Scan this and see what happens)

There you have it! There are 5 powerful ways to capture leads into your marketing funnel! The next step in the 8 Step Perfect Customer sequence is to nurture these prospects and leads that we just captured!

Lets carry on....

Step 3: Nurture Prospects

The next step after you have captured your prospects and turned them into Leads is to deliver a consistent, valuable nurture campaign with automated, personalized follow-up messages.



Follow Up and Nurture The Relationship With Your Leads – The “Guy Walks Into A Bar” Example...

Imagine a young bachelor walking into a Bar looking for an attractive single young lady.

He walks in, looks around the room, spots a beautiful girl at the bar. He pops his collar, sprays some Mint spray in his mouth, swaggers her way and bellies up to the bar next to her.



He leans over and says, “*Hey, wanna get Married?*”

What are the chances of that lovely young lady saying Yes?

Exactly,

No chance at all.

Relationships don’t start that way!

A more believable scenario could be buying that young lady a drink...

Asking some questions about her... The young lady asking some questions about him...

Back and forth, give and take.

Over time and multiple “dates” they start to “Know, Like, and Trust” each other!

That is how a Relationship is formed!

As a business owner you want to have your Automatic Marketing System follow up with your leads to:

- Provide Valuable Information for Free
- Build Trust
- Build Credibility
- Show Your Value
- Show Social Proof via Testimonials and Customer Feedback
- Help Them Solve Their Problems
- Share Your personality and let the prospect get to know you!



Using modern technology like Email Autoresponders, Automated phone messages, Blogs, Webinars, and Videos you can automate the relationship building process!

The goal is to make the selling process a non-issue because by the time they show up at the door of your business they already ‘know, like, and trust’ you and just want to give you money!

Cool or cool? ;-)

And that brings us to....

Step 4: Convert Sales

Now its time to covert prospects into customers with an effective lead management strategy.

Studies and experience have shown that it takes at least 7 or so follow up messages or “touches” to convert a prospect into a customer.

Well, I am afraid its not that easy these days and more effort is required.

The “7 Touches” number is outdated information and in this day and age the number is probably closer to 10-14 touches/contacts before someone buys.

The reason being is that the Average American is exposed to over 10,000 marketing messages in a given day!

You need to cut through the clutter and follow up

The BEST Sales People in the world don't even follow up as much as they should so most business owners don't follow up as much as they should as consistently as they should either.

Here's a startling statistic for you:

81% of Sales happen after 5 contacts!

Are you following up that much? If not you are potentially losing out on an enormous amount of business.

Perhaps you can relate to this story...



The Wedding Photographer Comes Clean About Follow Up...



Today I spoke with a Wedding Photographer who gets thousands of dollars for every wedding she photographs. She admitted to me that she spent a lot of money and had run ads in Wedding Journals.

She had dozens and dozens of would-be Brides contact her to

learn more about her and her services.

Here's the thing: She only followed up with a fraction of them! She said she was so bad at following up with her leads that she simply left dozens of her potential customers get absolutely NO response.

She admitted she was leaving potentially Tens of Thousands of Dollars On The Table by Not Following Up and Nurturing Those Leads

This is not an uncommon scenario I have encountered speaking with small business owners of all sizes.

They all know that they should be following up more but because their follow up process isn't structured and automated it doesn't happen every single time the way it should.

As a result their sales conversion numbers are also not where they want them to be...

That is why our team highly recommends that businesses have "Automatic Follow Up Systems" in place that systematically and predictably convert prospects into customers.

Delivering a predictable sales process each and every time is the key to your business turning more of your prospects into customers!

Cross Channel Follow-Up – How To Boost Your Conversions Dramatically

Multiple Follow Up Methods, One Result...

The system we personally use at NH Strategic Marketing's is a 'Cross Channel' Automatic Follow Up Sequence (AFS) that has one ultimate goal – turning your prospects into clients.

Once you have them in your system, you must follow up in multiple media to convert that Prospect into a Customer.

AFS makes this happen in ways that are far more effective than you could ever be on your own. You save time and money in order to make more time and money.



SMS Broadcasting

Whether on a moments notice or as part of a carefully crafted campaign, you can send out an SMS text broadcast to all or part of your campaign subscribers list.

Having a slow night at the restaurant? Send out a Special offer to your

local prospects and customers. I know of a Taco Restaurant that started building a list by offering a “Free Taco” to anyone who filled out a form giving the restaurant their name and mobile phone number.

For this Taco Restaurant, historically business was Really, Really slow on days that it was raining or snowing.

Here is what they did...

They would send a SMS text message to the people on their List on those ‘slow days’ offering a Free Appetizer to the first 20 people to come in.

The end result – what used to be their “slow days” became the busiest days in their restaurant! This completely changed their business!!

Looking to run a special offer to your contacts – this software will allow you to quickly and easily send out a Text message and create money out of thin air.

Cool or cool? ;-)

Let’s look at how these SMS texts can be sent to your contacts.

Broadcast or Schedule In Advance

These broadcasts can be scheduled for delivery at a specific date and time or for immediate release. You can receive replies to your SMS broadcasts that initiate a virtual texting conversation!

Due to the incredibly high open rates for text messaging, there is absolutely no better way to follow up with your customers and get them to follow through on your offers.

A change in schedule notification, an offer deadline reminder, or a last minute promotion to help increase business are all great uses for a SMS

broadcast. You'll love this feature and soon find it indispensable to your marketing.

Let's look at another way to follow up...



Direct to Voice Mail Broadcast

Connecting with your customers with your own voice has a powerful impact when the message is received with open ears. Sending your messages to customers for them to hear at their convenience is the most effective way to market your business.

AFS provides you with tool to record or upload new voice messages and schedule them to be sent directly to your customers mobile voicemail inbox!

(The system automatically determines if the number is a cellular or landline number so that only mobile phones will receive the message.) Since 91% of all mobile phone users keep their phone within 1 meter of their physical location 24/7, you will have high open rates for your voicemail message.

The voice messages can be sent immediately or scheduled as needed. This is a highly effective method of following up when done the AFS way.



Email Broadcast

Connecting with your customers via email (such as a weekly email newsletter) has a history of being very effective in getting your promotions and notifications into their hands. The question is how to make it better! Smartly built and filtered campaign lists means you send targeted and personalized emails to your customers. Marketing products and services that they are looking for will greatly increase your open rates and drive sales.

AFS gives you a very easy to use and highly configurable method to send out your email broadcasts. Using our editor you can insert graphics, flash content, links and much more. Email blasts can be as simple or as detailed as you desire and our servers are optimized so that the emails are not automatically rejected by service providers as spam. Remember, Easy, Fast and Effective are the keys to all of the features of AFS!



Direct Mail

Direct mail is alive and well and remarkably effective in the right hands – yours! AFS provides these important resources so you really can have everything all in one place.

Use Postcards for thank-you's and reminders, and send professional letters to move your sales process forward. Mailing coupons, special offers, sales letters, and other 'touches' can dramatically drive more sales for your business.

Don't settle for any service that doesn't give you necessary, time-tested tools like these!

Let's move on to show you how you can use these multiple Automatic Follow Up methods to convert your prospects to customers.

Getting The First Sale – Make Them An Offer They Can' Refuse

Every business is different but one common thread runs through all of our businesses. To convert a prospect into a customer we need an offer

they can't refuse – an Irresistible Offer.

Here are some thoughts to consider on how you can make your offer very irresistible to your prospects. Getting your prospect to make the jump to becoming a customer comes down to having a killer irresistible offer.

Some of the key elements you want in your offer to prospects are:

- **A 10X Value Proposition** – Getting a prospect to take the plunge to become a customer requires the customer to see the value in what you are offering and be comfortable giving you their hard-earned money. Even if you use fancy sales tactics in order to get a customer, you will end up with a very dissatisfied customer if your product sucks.

I personally like to set up my offers so that I deliver 10 Times the value for the money I am asking. You want your potential customer to be so impressed with the value you are offering for the product or service that they are happy to invest their money. You want raving fans who will love your product and be excited to tell everyone they know about how great you are! (more on this later!).

- **Trust** – If they prospect sees the value in your offer then the next step is for them to TRUST and BELIEVE that you will actually be able to deliver the goods. It doesn't matter if the prospect wants what you are selling if they don't believe you at all.

There are plenty of situations where the offer '*looks too good to be true*' and people don't buy because they don't believe or trust the person selling (think shady salesman that you don't trust or believe!). Don't be the shady salesman and instead aim to be the trusted Go-To business in your market.



- **WIIFM?** – Everyone’s favorite Radio Station is “WIIFM!” That stands for “**W**hat’s **I**n **I**t **F**or **M**e?” This is the question your prospect is always asking and you need to have a great answer!

You want to answer your Prospect’s question in a clear, concise manner that they can understand. A couple great examples from the past are Dominos Pizza and FedEx.

Domino’s Pizza original promise: “Pizza hot and fresh to your door in 30 minutes or less or its Free!” - That is a powerful promise that answers the question What’s In it for the prospect and clearly describes what it is Dominos does.

Another example...

FedEx: “When it Absolutely, Positively has to be there overnight.” This is one heck of a promise that helped launch FedEx.

Think about how you can create an offer that your prospects simply can't say No to. Figure out how you can create a 10X Value Proposition, create Trust and Believability, and answer the question "What's In It For Me?" and you will be well on your way to converting that prospect into a valued customer.

Don't make a sale to make a sale, instead make a sale to get a customer for life...

The best businesses in the world don't just make a sale for the sake of 'making a sale.' They instead look to make a sale in order to get a Customer and **keep that customer for life.**

The quickest path to increasing the frequency of purchases is by making it as easy as possible for your existing customers to do business with you repeatedly.

Another way to look at this is providing additional customer value – and ultimately building customer loyalty. If you make it easier for customers to buy from you, relative to your competition, then you will continue to win their business. This, of course, assumes your products or services are comparable or superior to your competitors (a position you should continually strive for).

Before even talking about customer loyalty programs, here are a few areas to consider improving first and foremost:

- Responsiveness to requests, calls, emails
- Accessibility to the customer's primary contact
- Consistency in offering
- Follow-up and follow-through on meetings
- Accurate and timely billing.

It is 6-7 times more expensive to get a new customer than it is to sell to existing customers. Your immediate goal should be to get that first time

buyer in your business to come back and buy again as quickly as possible.

This is vital to the health of your business...

Here are FIVE examples of businesses and how they get first time buyers to become repeat customers.

1. Membership Rewards -

Some businesses use 'Membership Programs' where you pay a monthly or yearly membership to be part of their membership.

There is a great restaurant in Concord, NH called 'O's' and they have a Rewards Program that their restaurant visitors can enroll in.



Check it out here:

<http://magicfoodsrestaurantgroup.com/home/member-rewards/>

This entitles you to perks, insider benefits, and more.

Here is another amazing example that may surprise you - *"The Monthly Pizza Program!"*...

I also know of an upscale Pizza place in Canada called "Diana's Gourmet Pizzeria" and she offers the chance for customers to enroll in a high-ticket Membership program for her gourmet pizzas!

Take a look of this screenshot from one of her Newsletters:

<input type="checkbox"/>	Please sign me up for the \$30/month Silver Membership, which includes Diana's Rewards program, \$30 in Gift Certificates and Member Bonus Certificates for a FREE frozen Panzerotti every month AND a FREE appetizer of my choice every month. <u>Good Value</u>
<input type="checkbox"/>	Please sign me up for the \$50/month Gold Membership, which includes Diana's Rewards program, \$50 in Gift Certificates and Member Bonus Certificates for 2 FREE frozen Panzerotties every month AND 2 FREE appetizers of my choice every month. <u>Better Value</u>
<input type="checkbox"/>	Please sign me up for the \$100/month Platinum Membership, which includes Diana's Rewards program, \$100 in Gift Certificates and Member Bonus Certificates for 4 FREE frozen Panzerotties every month AND 4 FREE appetizers of my choice every month. <u>Best Value</u>

\$30/Month, \$50/month, and even a \$100/month continuity program auto-billed each and every month! Amazing!

Most restaurants would never think of such a tactic but she has successfully implemented an extremely profitable Continuity Model for her business.

Q: How could you implement such a program in your business?

2. Buyer's Club - Another similar application is a 'Buyer's Rewards Club' to keep customers coming back again and again. I am part of this for Staples and Best Buy and I get special coupons and 'cash back' for being part of their rewards program.

3. The Bar "Regular" Tactic - Some Bar owners I know have told me that if they get that first time customer to their bar to buy again within a two week period that customer will be very likely to be a 'regular' customer that comes back again and again.

(In fact one bar I go to I bought a special Mug that has my name on it that entitles me to special treatment and not have to pay Cover charge.)



One of my favorite local Coffee Shop/Bars *'True Brew Barista'* In Concord, NH Offers Special Mugs To Their Customers Entitling them to Discounts and Special Privileges

Another example,

4. The 'Punch Card' Program - I have a local sandwich shop in town that has a 'Punch Card' and they punch a card every time you buy a sandwich. Get ten punches and your eleventh sandwich is Free.

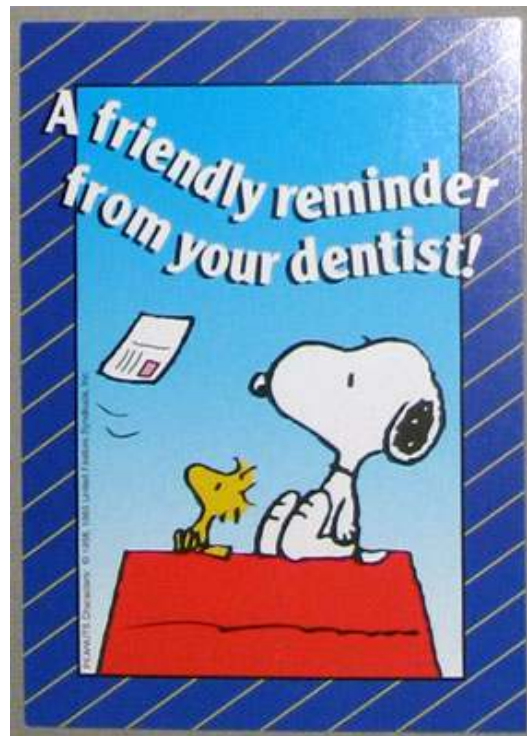
I have seen Coffee Shops, Car Washes, and a wide variety of businesses use this powerful tactic.

This keeps customers coming back again and again!



An Example of a VIP Punch Card

5. The Dental Reminder Program - I have been going to the same dentist for more than ten years but I only think about having a check up when I receive the six month check-up reminder postcard and phone call.



An Example of a Dental Reminder Postcard

In many businesses your customers would happily do more business with you they simply forget about you.

If you can help remind them that they should come in and spend some money with you many will happily do so!

Time to bring it back to you and your business my friend.

Q: What can you do in your business to encourage your first time customer to come back again and again?

Lets get back to our 8 Step Perfect Customer Process and talk about the next step in the sequence.

Step 5: Over Deliver & Satisfy

This is simple to say but as a business owner you need to deliver on what was promised - then go above and beyond to really wow your customers.

Gone are the days where you can simply just deliver on what you promised your customer – these days you need to OVERDELIVER and WOW your customers!



One of my mentors Keith Cunningham said, “You can’t just be good you have to be outstanding these days to have a great business.” To stand out in today’s market place you can’t just be ‘good’ you have to be outstanding!

Ask yourself how you can be outstanding.

Ask yourself how you can over deliver.

How you can WOW your customer.

Imagine if you had to get 100% of your business from repeat customers and referrals (more about that later). How would you change your business so that it was such a positive experience that your customer becomes a raving fan?

Step 6. Upsell Customers

Did you know there are only three ways to grow a business?

Here they are:

- 1. Increase the number of customers** – As my friend and business expert Mark Joyner says, getting more “eyeballs on the offer” (traffic) and increasing conversion rate (Convert prospects to customers) will give you more customers .



- 2. Have your customers buy more often** – As we talked about earlier getting a first time buyer to come back again and buy more often is a surefire way to grow your business.
- 3. Increase the average transaction value (AKA - UPSELL!)** – This is the point of Step 6 in 8-Step Perfect Customer process. Let's dig into this option to grow your business.

Your customers may be delighted to be offered the chance to buy

something better (an upsell) or something related (a cross-sell).

Think of McDonalds and the classic questions "Do you want fries with that?" and "Do you want to supersize it?, or "Do you want to go Big?"

It is said that about 30% of customers that are presented with an upsell will agree and that is extra profit on the transaction with very little additional work.

Ask your self how you can add more value to your customer during the transaction and present them with an opportunity to spend more to get that value.

Keep your eyes peeled and look around you for other examples of where an extra offer is made at the time of buying and see what you can learn and apply to your business.

Let's move on to the next critical step in the process.

Step 7. Get Referrals

This is an overlooked and huge opportunity most business owners completely miss the boat on.

Most of the methods to get more referrals are completely FREE and don't cost you a penny and you can get some of your best customers from referrals.

**Referrals should be the
lifblood of our business**

The goal here is to encourage referrals with a great customer and partner referral program...

- You Must ASK for the referral
- Must have a system for generating Referrals



Most business owners only get referrals by mistake but great businesses get referrals in a concise and systematic referral program.

One of my mentors Jay Abraham has identified 93 unique Referral systems that small businesses have successfully used to get their existing customers to refer New, highly qualified customers to do business with you.

There are so many ways to get your existing customers to Refer but start with setting up a structured way to ask your happy customers to refer their friends and contacts to your business.

You will be happy that you did!

Step 8. Rinse, Wash, Repeat

Step eight in the process is simple – Rinse, Wash, and Repeat. If you have implemented each of the previous 7 steps you have a business that is attracting traffic, capturing leads, nurturing prospects, converting prospects to customers, over delivering and satisfying, upselling customers, and getting referrals.

Now keep it going and repeat it, scale it bigger, and aim to constantly improve the individual steps and optimize your process...

- One small improvement of 5% more leads could transform your business.
- A slight adjustment to your Capture process could get you dramatically more leads every week.
- One tweak to your sales process that boosts



conversions by 1% could transform your entire business!

- By over delivering and satisfying your customers you can get more new customers to become Regular/Repeat customers!
- Playing around with delivering more value to your customers could increase the profitability of every transaction in a transformative way!
- Experimenting with the many ways to get more Referrals could create a steady stream of NEW highly-qualified customers that could feed your business for years to come!

I hope that you can see this 8 Step Perfect Customer process could hold a wide array of ideas that could improve your business. I often see some business really have some areas covered in this 8 Step process while others are missing out on some important things that could grow their business.

So let me ask you, how does your business do in each of the 8 Steps?

If you are missing some of these completely that is a really BIG opportunity for you to dramatically improve your business by shoring up that missing piece.

What Are The Keys To a Successful Online Marketing Program For Your Business?

The key is to get started now my friend and kudos to you for reading this far – you are already ahead of your competitors who likely are still not even aware of their problems.

Hopefully by now you realize that having a revised Marketing Strategy that includes online media is absolutely essential.

You need to integrate all of the elements so that they amplify each other. Search engines, Online Video, Social Media Mobile Marketing all work

together to pour people into the front end of your Automatic Follow Up System.

You Need this done without YOU having to do the work and the follow up...

Your focus should be on running your business and helping your customers.

That is why you got into business in the first place most likely right?

Your focus should NOT be on learning how to solve Google's Search Engine algorithm or any other techno gobbley gook.

It should be on running your business.

Here Are the Key Characteristics of the Plan You SHOULD Have In Place When Getting Your Business Ready For The Internet Revolution Happening Right Now:

- It should fit in perfectly with your Overall Business Strategy
- It should attract more traffic from the Internet
- It should capture those leads and put them in a proven Automatic Marketing Funnel that converts them into Customers
- It should be track able, quantified, and improved
- You should be able to know with 100% clarity if you spend money on advertising if those leads turn into customers
- It should be Scalable
- It should work 24-7 in a Predictable Manner
- It should remove complexity rather than add it
- It should treat your prospects and customers how you want them to be treated
- It should Include Multiple targeted, timely, relevant, personalized follow ups. Remember, 81% of Sales happen after 5 contacts!
- It shouldn't require more work from you...

The Next Step To Get Your Business Ready For The Internet Revolution

My hope for you is that if you have read this far that you have received some value out of this book. Hopefully you have read some information that will get you on the right track to *growing your business with smart online & mobile marketing*.

I am honored to have shared this information with you and my sincere hope is that it will help you small business grow and thrive while taking advantage of the massive of source of leads that the Internet can yield.

Here's What To Do Next

1. **Tell me what you think:** I would love to hear from you. If you got some value out of this Book I welcome your thoughts, questions and feedback. You can reach me at Kyle@NHStrategicMarketing.com (Yes, that is really my personal email address).
2. **Take action and get started** – This Internet Revolution is happening RIGHT NOW and I am very serious that you need to implement these tactics right now so your business doesn't get left behind. The sooner you start the better off you will be.
3. **Get FREE Video Training From Me** – My Team and I conduct weekly Webinar trainings for small businesses and we invite you to attend at no cost. I invite you to attend one of our Weekly Webinar presentations showing you how to incorporate this into your business.



**2 Ways To Secure Your Spot For My Next FREE
Webinar Training On How Grow Your Business
With Online Marketing:**

Option 1: Go to www.HelpMyNHBusiness.com and sign up for the next event

Option 2: Scan this QR Code:



You'll be happy that you attended one of these events as I will reveal how you can implement everything and MORE I mentioned in this book without having to do the work yourself!

Thank You

Thanks again for reading and I hope that you enjoyed the read and it gave you some ideas on how to incorporate Online Marketing into your business. I wish you the best of success!

Sincerely,

Kyle Battis



P.S. – If you got some value out of this book I would love to hear from you! Please send me an email to kyle@nhstrategicmarketing.com with your feedback and I may just reward you for taking action!