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FAST IMPLEMENTATION GUIDE

Get More Customers, Clients Or Patients Every Month And Grow Your Business To The Next Level

Discover How To Rid Your Business Of Ineffective Marketing And Put Maximum Profit In Your Pocket With A Consistent Flow Of New Customers Every Month.

By Michael Angrave & Lee Hancock

go websites



Q) What's the biggest problem that business owners face when looking to do online marketing?

The sheer amount of overwhelming and confusing advice provided by so-called 'experts'.

Q) And what do you do when you're overwhelmed and confused?

Nothing. You stay the same.

Q) And what happens when you do nothing or stay the same?

You don't get the flow of new customers that you need to grow your business.

Q) And what happens when you don't get the new customers you need to grow your business?

You are losing money every single day!

It's our mission to make sure that you don't lose money with bad or ineffective marketing!

I'm going to share with you exactly how you too can implement this 10-step process to bring in a **ripe and ready** flow of new customers that:

- ✓ *pay the right price*
- ✓ *buy repeatedly*
- ✓ *refer their friends and family*



Taylor Pickering

This system has helped plumbing and heating specialists, **Taylor Pickering**, to **more than 5 times increase the number of new customers** they were receiving previously from their marketing and in turn create enough business to justify hiring 3 new engineers to keep up with their new found demand.

This system also helped **Queen Street Apartments**, who own and operate 224 high-end apartments in Leicester, to turnaround the misfortune of having 56 empty apartments and missing out on lost rent to the tune of £403,200 every single year.

After implementing the Local Marketing System, they were not only able to capture all of the lost rent revenue by reaching **100% occupancy rate (AND a waiting list)**, they were also able to get rid of almost £10,000 a year worth of ineffective advertising and ultimately sell the business in 2016 for a significant 8-figure sum.



Queen Street Apartments

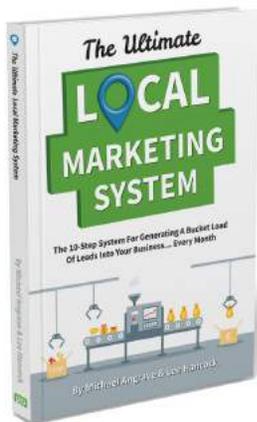


Armco Direct

Finally, another long-standing customer, **Armco Direct**, who was already getting excellent marketing results, made the life-changing transition to the Local Marketing System in 2018.

They were able to **double the number of enquiries they received in comparison to the same time period in the previous year, within just 67 days** of putting the campaign live. The **net profit** (and that's not revenue) generated from this campaign has now surpassed over 10 times what has been invested.

This is also the very same system we've used here at Go Websites to grow our business from a stuffy little back room business to the award-winning agency which was crowned winner of the **2018 SBS Award by BBC Dragon's Den star Theo Paphitis**.



Lee Hancock and Michael Angrave 2018 SBS Award Winners With BBC Dragon's Den star Theo Paphitis

We've also published two separate **Amazon 5-star rated books** and have been proudly featured as leading Internet experts by Capital FM radio.



But this isn't about us and what we've achieved, it's about **YOU and YOUR GOALS IN LIFE.**

The examples I've shared are just the tip of the iceberg as we've proven this system can be used by ANY business that is looking to attract and keep more local customers than ever before.

To put it simply...

If your potential customers search for a local supplier of the services you offer, then this system is not only likely to work, it's **100% guaranteed** to work AND at a **faster pace than you might ever have imagined.**

What's The NO.1 BIGGEST Challenge Which Stops Local Businesses Growing?

-  It's **NOT** building a good team
-  It's **NOT** building good systems
-  It's **CERTAINLY NOT** having the knowledge and experience in what they do
-  It **IS** the simple necessity for more customers

More introductions to customers, clients or patients who are the **right kind of people** for their business, can be generated at an **affordable price** and come through on a **regular basis**.

We hear over and over again...

"If I speak with a prospect I'm fine, I just need to get more of them"

82% Of Local Businesses In 2018 Reported That Their Marketing Wasn't Working As Well As It Used To Before OR As Well As They Knew It Could

According to Survey Monkey, the vast majority of business owners are **not happy** with the way they currently generate new business and are facing worrying problems in their company.

Symptoms can look like...

- ▶ *Customers are harder to get*
- ▶ *It's harder to close deals*
- ▶ *Growth is slowing if not going backwards*
- ▶ *It feels like the only option is to spend more money*

There Are 3 Problems Which Are Stopping Your Marketing From Working As Well As It Should



PROBLEM #1: Media Which Used To Work Isn't Working Any More

What works well for a period can gradually become ineffective. Things which used to work in recent years are not generating the return they used to if any at all.

For example...

- ▶ **Yellow Pages or Yell.com** – don't work because people have cut out the middleman and go straight to search engines
- ▶ **Telesales and cold calling** – don't work because people don't answer their phones to numbers they don't recognise
- ▶ **Newspapers and magazines** – don't work because they have the lowest readership levels all of time
- ▶ **Promotions and campaigns** – don't work because they are time and energy draining and don't bring in regular cash
- ▶ **Doing nothing (or 'hope' marketing)** – doesn't work because it's not predictable or scalable



PROBLEM #2: Your Customers Are Evolving

Aside from the disruption brought about by Brexit and the economy, there are a number of critical changes to the way that your customers are buying.

Your customers are:

- ▶ Better educated regarding your products and services
- ▶ Spending more time researching
- ▶ Spending more time shopping around
- ▶ Taking longer to make a final decision
- ▶ Less loyal to individual companies



PROBLEM #3: Online Marketing Is Getting VERY Competitive

More and more local businesses are turning to online marketing to attract new customers. However, deciding which platforms, strategies and advice you can trust has become a minefield.



With more competition, advertising costs are driven upwards, which **squeezes your ability to generate profit.**

Even if you're already marketing online, many previously profitable campaigns are creeping up in cost, whilst on the other hand performing worse.

With Problems Like These, It Can Feel Like You're Pouring Your Hard-Earned Profits Down The Drain.

So What Does It Take To Be One Of The 'Lucky' Ones?

- ➔ Who **ARE** generating a consistent flow of leads into their business each and every month.
- ➔ Who **ARE** attracting the right customers that pay their prices, stick around and refer their friends.
- ➔ Who **ARE** generating enough leads to feed a hungry sales team.
- ➔ Who **ARE** posting record profits month after month.
- ➔ Who **AREN'T** concerned about even the slightest wobble caused by Brexit because they are self-sustaining in terms of getting new customers.
- ➔ Who **DO** know exactly how much every single pound they spend on marketing generates in return.
- ➔ Who **ARE** taking back control over their business and using it to properly provide for their lives and their family's lives in the way they always knew it could.
- ➔ AND... who **ARE** achieving this, NOT in their future hopes and dreams, but today in real life.



Some 'lucky' business owners seem to be getting this working without worry

Well, I've got good news.

It's not about luck at all.

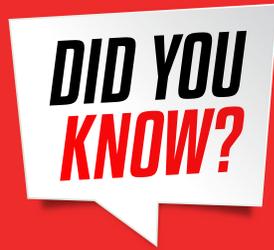
It's about waking up from the slumber of mundane, generic marketing and point-blank refusing to keep walking around like a lifeless **marketing zombie** like everyone else is doing as we speak.

STOP settling for...

- ❌ average results in your marketing
- ❌ average results in your business and

✘ average results in your life

Thankfully... It's not as hard as you might be thinking right now.



The Vast Majority (97%) Of Website Visitors Won't Go On To Submit A Sales Enquiry, Lead Or Phone Call?

Let's assume that people find your 'traditional' website via search engines, social media, links from other websites, emails or 'offline' marketing.

Some of these people will submit an enquiry or phone call.

However, in reality, most will just leave **without taking any action at all**. A typical local business website has a conversion rate (which is the percentage of people that complete an action such as filling out a form) of just 3%. This means a vast 97% of people that land on your website will, in fact, leave without taking any action whatsoever.

They may leave because:

- ▶ *They're still doing research*
- ▶ *They need more time to decide*
- ▶ *They're not ready yet*
- ▶ *They haven't got the budget yet.*
- ▶ *They're not sure if they can trust you*
- ▶ *They're still comparing competitors*

No matter what the visitor's intention was, or whether they plan to come back in the future, there are now a million and one other things that will be competing for their attention and money.

Will they ever come back? Statistically speaking, no.

And here's why...

There's a BIG Mistake That Your Web Designer Is Making That Is Damaging Your Business

The problem is in the name. A web designer. The majority of people think the most important

skill required to design a website today is a good eye for graphic design and the ability to make things look pretty.

When it comes to designing websites, almost every web designer follows the exact same process. They focus on the look of the website, latest fashions, trends, mood boards and styles which they can use.

I know this... because I used to be one.

But it's not their fault, it's just what they've been taught.

However, then they get YOU focused on the design by asking questions like, "what styles and colours do you like?" or "Can you provide a list of websites that you like the look of?".

By this point, you're now trawling your competitors' websites and effectively 'copying' the bits you like. It might include the style, layout, navigation, writing style, offers etc.



Web designers spend more time following trends and less time knowing what actually attracts paying customers.

But DON'T FORGET, that 82% of local business websites aren't getting any success. Before you know it, you've paid heavily (in either time or money) to build a website based completely around design, not marketing, not sales and certainly not around getting more customers.

What If Every Marketing Agency You've Used Wasn't Working In Your Best Interest?

When Lee and I started our business, we used to operate like any other agency. We offered similar services, followed a similar process and ultimately got similar results.

Whilst by industry standards, we've always been above average. We always had and **still do have** many extremely happy customers from that period.

However, there was one slight problem.

It's so crazy... I'm almost ashamed to admit it!

But this realisation didn't hit us right away.

In fact, it didn't hit us in the first few months...

Or years.

It took over a decade of working in the industry to realise that when it came to measuring success, **we weren't on the same page as our customers.**

Even more worrying for you is that neither is anyone else in the industry.

Let me explain...

- ▶ The end goal for a **web designer** is to make a strikingly beautiful and fancy website that everyone likes the look of.
- ▶ The end goal for a **search engine optimiser** is to get your website up the rankings in Google
- ▶ The **social media company** is looking to get more followers, likes and engagement
- ▶ The **Google Ads company** is looking to get more clicks at a cheaper price

However, you, the customer...

... just wants **more customers of your own!**

Whilst many of the things I've just mentioned are certainly important steps, it actually means nobody is held to account for the job of getting more customers.

Nobody except you!

Even though you're paying them handsomely for this one single outcome.



The eureka moment of realising this finally got us motoring on the right path.

In Fact, This One Simple Question Unlocked A Secret Door To A World Of Success

And where things got really interesting was when we asked this one simple question...

“If we only got paid when the customer gets their ideal end-result, how would we deliver our product?”

This question, allowed us to turn on the lights in a previously dark room and finally see eye to eye with business owners like you, with a shared vision of success.

Whereas before we were thinking “Can we guarantee this will work?”

The question shifted to “How can we guarantee this will work?”

What would our product look like, if we had to **100% GUARANTEE** it would be able to attract a significant flood of new customers into ANY local business?

Calling on years of real-life ‘in the trenches’ experience of working with customers like **Nike, Kuoni, Leicester City Football Club, Dickinson & Morris, Fast Diet, Samworth Brothers, JLL**, through to the smallest local businesses who had just got started.



We were able to develop a formulaic approach to only do ‘what works’ and in-turn identify the 10 profit accelerators which form **The Ultimate Local Marketing System**.

These 10 profit accelerators can be overlayed on to any local business and used to construct a single system which gets to work on making you money... **Fast!**

You Too Can Systematically Use The 10 Profit Accelerators To Grow Your Business Quickly



Every good business uses systems and processes, whether they are well-thought-out, structured and written down or they are stored in the owners head and passed on verbally.

So why is it then that most businesses seem to miss this very fact when addressing their sales and marketing?

It’s time to stop thinking about your marketing in terms of individual and unconnected random components that have no bearing on each other, and more about a series of interconnected cogs that **when they turn together can shift mountains**.

Helping your business to go from getting lukewarm results to dominating your market and generating a consistent flow of **new customers** from your website.

It all starts with...

Customer Attraction

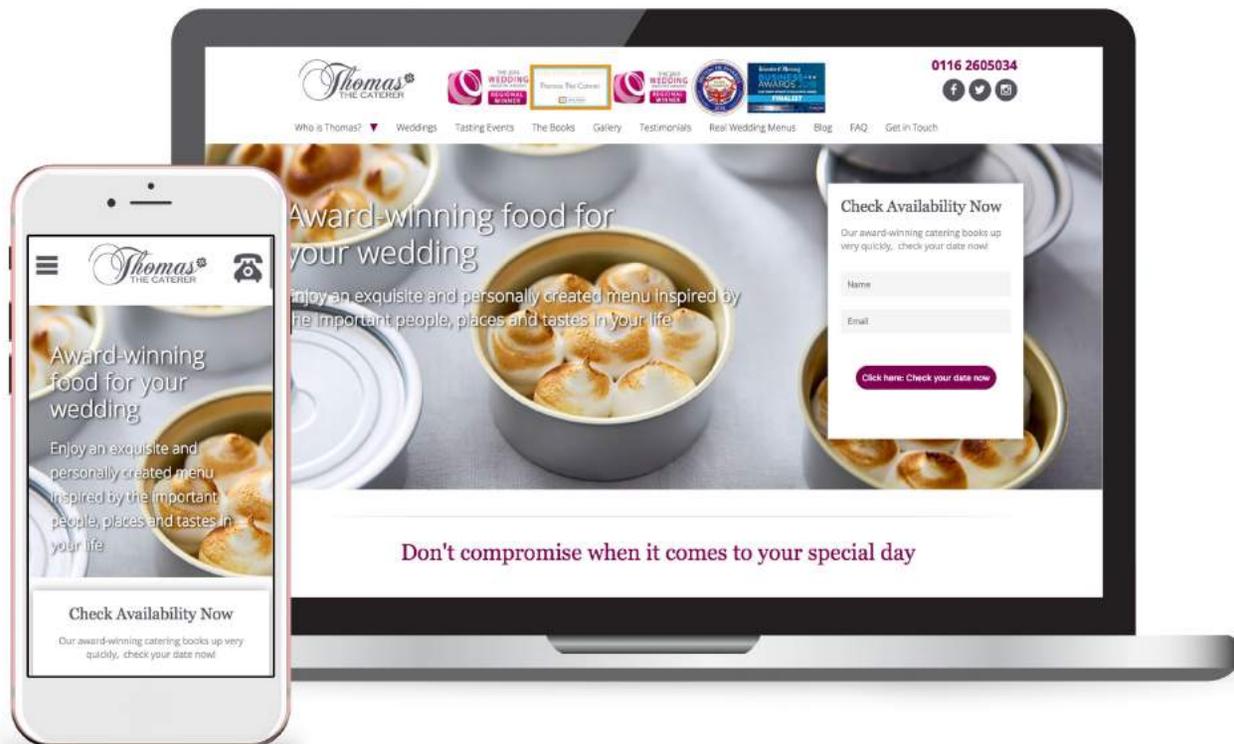
Profit Accelerator #1: Your Message

This is about knowing exactly who you are trying to attract and knowing just what 'message' you want to say to them. This might seem obvious now, but it's almost always overlooked by most people when they are building their website.

A quick experiment.

You have just 3 seconds to take a look at the following website. And tell me:

- ▶ What do they do?
- ▶ Who do they do it for?
- ▶ What makes them different?



How did you answer the above questions? Was it by looking at the logo? Was it by looking at the design or colour scheme?

Or was it by **quickly reading the headline?**

Let this be a valuable lesson as to how important your page headline is, or more accurately,

how important the 'message' you choose to say in your headline is.

It might be your only chance to get their attention.

What makes you different? What gets you noticed over everyone else? More importantly, what's 'in it' for your customer if they choose to do business with you?

Having a convincing answer to these questions is called a **unique selling proposition** or a **USP**.

Think for a moment...

There's actually *only one* way to get the very best answer to these questions. It's to know your target customer better than they know themselves. What do they desire? What do they like? What do they dislike? What frustrates them? Even to the degree that they accuse you of reading their mind.

Armed with this insight you should be able to create a business and a message which stands out like a sore thumb and to which they are **magnetically attracted**.

Being bold, brave and not afraid to go away from what everybody else is doing can help.

- ▶ *The accountant whose customers are wary of hiring her because they fear the hourly price will spiral out of control, might introduce fixed fees.*
- ▶ *The builder whose customer fears the project will take longer than quoted, might guarantee the job will be completed by the agreed deadline with the promise of compensation for every day it runs late.*
- ▶ *The plumber whose customer is frustrated that they have to take time off work and wait in all day, might introduce hourly windows for call out slots that are stuck to like clockwork.*



Magnetically attract your ideal customers by understanding their exact needs

Make An Irresistible Offer Which Your Prospect CAN'T Refuse

Now you've got your prospects attention, the next most important part of your message is what we call the 'offer'. By this we mean... *What is the compelling reason for them to give you their contact information?*

Another huge mistake which many business owners make is not giving their visitor a good enough reason to get in touch.

The average website will have a 'contact us' page where they can make an enquiry. The problem with this approach is that you are leaving your prospect to make the first move. You are hoping that they will already know each of the ways you might be able to help them.

This is wrong. It's your duty to know what they need next and offer this clearly and easily.

This should be something that helps them take the next logical step in the journey to resolving their problem or discovering some valuable information they might be seeking. This 'asset' is called a lead magnet.

Lead magnets are usually free as this will help to reduce the friction in someone taking the next step.

Examples of a lead generation magnet could be:

- ▶ *A free assessment*
- ▶ *A free consultation*
- ▶ *A free guided tour or viewing*
- ▶ *A free trial*
- ▶ *A free sample*
- ▶ *A free brochure*
- ▶ *A free book*
- ▶ *A free audio CD or mp3*
- ▶ *A free taster session*
- ▶ *A buyer's guide*
- ▶ *A checklist*
- ▶ *A scorecard*
- ▶ *A coupon pack*
- ▶ *A gift card or gift voucher*
- ▶ *A training video*

Aligning your sales message and business with what your customers actually want, then making an irresistible offer to start helping them will unlock your ability to be able to attract new prospects into your business.

Profit Accelerator #2. Lead Generation Website

It's important to keep one thing right at the forefront of your mind. Whilst all of your competitors are building their website based pretty much on copying any other website they like the look of, the aim of your website is quite simply to get the contact details of as many potential customers as possible and in the very quickest amount of time.

In order to do this, there are 8 principles which need to be adhered to at all times.

1: Your sales message must be the main focus of the page and the first thing the viewer sees

Make sure the page **headline** grabs the attention of your ideal customer by communicating your unique selling proposition.

Focus on selling the benefits your product brings, not just the features.

Make sure it offers your **lead generation magnet** clearly and regularly through every page.

How to get **at least double** the number of local leads in 90 days or less, 100% guaranteed

Excellent reviews and world-class communication, giving you a marketing system you can rely on, without any stress or hassle guaranteed!

[Get Your FREE Book Now](#)

A great headline can capture your reader's attention better than anything else on your website

2: Use proof beyond all reasonable doubt

In the court of law, there's a well-known phrase which states the defendant should only be prosecuted if there is 'evidence beyond all reasonable doubt'. It's exactly the same with marketing. Don't leave any doubt in your prospects mind that you are the best person to help them.

- ▶ Use **real photos** of **real people** to act as photographic evidence to back up each key point of your sales message
- ▶ Use **testimonials**, **video testimonials** and **reviews** all over your website. If you have 150, put all 150 on your website, not just the best 3
- ▶ Show examples of **real work** in the form of case studies
- ▶ Use **guarantees** to backup your claims
- ▶ Display all of your **awards**, **accreditations**, **qualifications** or anything else that helps to demonstrate your **expertise and authority**



3: Always encourage the next step

People love to be **guided**, **told what to do** or **pointed in the right direction**. Don't leave your visitors to find their own way.

You have a duty to act as a leader and help each and every potential customer. You should do this all throughout your website by using **buttons**, **arrows** and **contact forms** to always direct to the next step.



[Click Here To Get More Info](#)

4: Get them to take action right away

When you're looking to increase the number of leads your business receives, don't underestimate the importance of this principle. Getting someone to **take action now** rather than put off the decision for another time.

This can be done effectively using **time-sensitive offers** and other naturally scarce resources that may be in short supply, like **limited stock, time** or **availability**.



5: Build pages for a dual-readership path

I'm going to let you into a little secret here about your website visitors. They procrastinate, they have short attention spans and they all act in different ways. That's because they're human! Understanding this can be an extraordinary advantage and a necessity if you're serious about attracting more customers.

Some people will land on your page and read everything, whilst others will **scan read the page** first before deciding whether to read it or not. A dual readership path means your page can adequately cater for both types.

A great test is to see if you can still get the gist of your message when you read only the elements of the page which attract the most attention. These include **headlines, images, captions, lists, videos** and anything else which **stands out from normal 'paragraph' text**.

*How To Double Your Leads In Just 90 Days,
Without Any Stress, 100% Guaranteed*

If you're looking to grow your business to the next level with a steady stream of customers, clients or patients coming through each month, we have just the solution.

100% Money Back Guarantee

- ✓ Attract more customers from the web than ever before
- ✓ Up and running within just 4 weeks
- ✓ 'Double your sales leads' money-back guarantee
- ✓ Fully supported with monthly performance improvement

6: People are attracted to what they are familiar with

People naturally look for things they **know**, **like** or **recognise**. Use language that your customers are likely to understand, not jargon.

If you're targeting different physical locations, use photos from those areas and local telephone numbers to get the best response.



7: Speed kills



A fast website will help to avoid missing out on new customers due to frustrating page load times

The faster that someone can get to their result, the better. Ensure that the visitor can achieve their goal in the minimum amount of time.

This also includes investing to ensure that your website loads **under 3 seconds**. Any longer than this and you will start to notice a drop off in the number of new sales enquiries.

8: Build for mobile phones first

On average more people now access the internet through a mobile device. Make sure that your website works great on mobiles **as a priority**, not an afterthought. Make use of the features of the phone like 'click to call' for making phone calls.



Buyer-Ready Traffic

Finding People Who Are Ready And Waiting To Give You Money Requires The Right Website Traffic

The next phase we move into is getting more people or traffic to your lead generation website. Whilst you might be keen to get as much as you possibly can, it's important to note that **not all traffic is equal** when it comes to getting more customers.

Imagine being able to pinpoint a carefully selected audience of people who are:

- ▶ *currently looking for a company who does exactly what you do*
- ▶ *they need that company right now*
- ▶ *they don't already have a supplier in mind*

This is what we call **buyer-ready traffic** as they have the highest probability of turning into a paying customer.

They're not searching for a particular business, or to answer a question, or to learn how to do a job for themselves. They have *taken time out of their day* to look for a company to help them.



Using Search Engines To Find The Best Buyers

The good news is that your buyers are already identifying themselves. They go to search engines and enter phrases that will result in a page full of companies to choose from. The words they type are called keywords, so choose them carefully.

Choosing buyer-ready keywords combined with the area in which your local business operates is the single most important way to get ready-to-buy traffic into your local marketing system. Examples of these keywords could include:

- ▶ *web design Leicester*
- ▶ *boiler installation Nottingham*

- ▶ chartered surveyor London
- ▶ wedding venue Warwickshire

Some of these keywords will be immediately obvious, but some won't, which is why it's important not to rush your research.

You can find out how many times each keyword is searched for each month in the UK using **Google Keyword Planner** and how these search volumes are growing or shrinking using **Google Trends**.

Is Your Business Dominating The Search Results Pages?

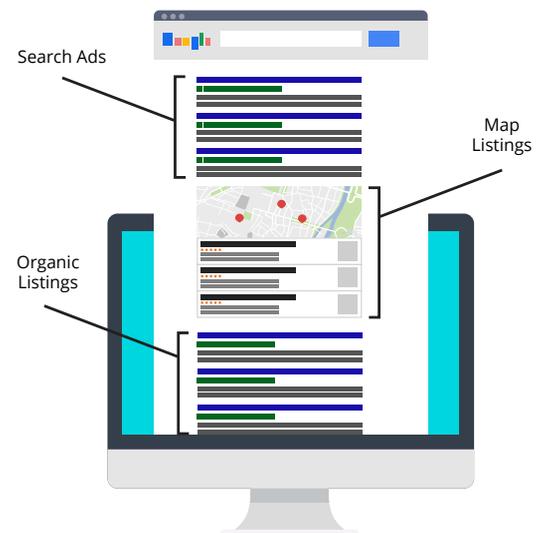
There are three main positions your local business can appear in search engines:

1. *the ads at the top and bottom of the page*
2. *the map listings*
3. *the 10 organic (or natural) results underneath*

Whilst it might be tempting to make assumptions of which one is most effective based on your own personal preference, the bottom line is that each of these positions will work at generating buyer-ready traffic.

In order to build maximum trust and to truly dominate for your chosen keywords, then **you'll need to appear in all three.**

This can be done by employing the next 3 profit accelerators.



Profit Accelerator #3: Google Ads

Your website will need to appear in the top 3 or 4 paid ad positions in Google when a person types in your chosen buyer-ready keywords and areas.

Whilst some people do scroll past these paid ads, they appear at the very top of the page and will be the **first thing that all of your potential buyers will see**. They will appear within minutes of your campaign going live and will start pouring buyer-ready traffic into your Local Marketing System quickly.

Not everyone clicks on the ads at the top of the results page and for this we have...

Profit Accelerator #4: Search Engine Optimisation (or SEO)

This stage is about building your website's position in the natural (organic) search results which appear underneath the map listings.

Whilst SEO can take longer to get results, the benefits are worth their weight in gold. Having your website appear in high positions on the 1st page of Google will drive **more buyer-ready traffic than ever before** with at least 65% of people clicking an organic result.

The next method of getting buyer-ready traffic is using..

Profit Accelerator #5: Blogging

Whilst profit accelerator 3 and 4 are used to attract the majority of your buyer-ready traffic through your main keywords, there is an opportunity to attract a further stream of buyers who search for **less obvious keywords**.

This could include people who search for:

- ▶ **Micro areas** - *smaller towns and villages that you cover, but are not based in. If your primary area is Leicestershire, micro areas may include districts of Groby, Wigston, Coalville, or any number of other places.*
- ▶ **Niche markets** - *where buyers are looking for products or services specifically targeting a niche market like a commercial plumber, disabled airport taxis, children's hairdresser etc.*
- ▶ **Sub-products** - *where buyers are looking for a specific sub-service of the main product such as flat roofing, security fencing, van servicing etc.*

Blogging involves creating a new page of content specifically written around the chosen subject and keywords. This page can then be published on your website.

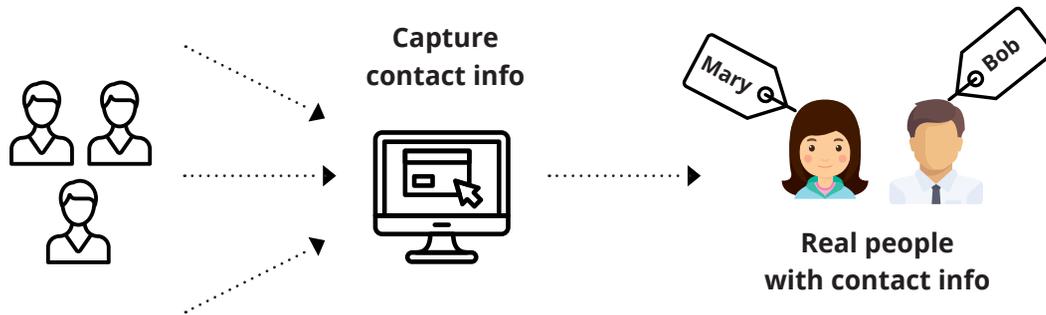
Whilst the volume of buyer-ready traffic from these keywords is smaller, the amount of competition for these people **is far less too**. Also, with the subject of the page being so specific, these pages also *tend to convert highly too*.

Over time, and as the number of posts grow, the combined number of buyers it brings in can add a **significant and regular stream of new customers coming into your business**.

How To Easily Identify Your Ideal Customers

The purpose of getting buyer-ready traffic is to compel as many people as possible to demonstrate their interest in your 'offer' by giving you their contact details.

We're taking 'faceless' and 'nameless' traffic and turning them into **real people with names and contact information**, that you can start to build a relationship with.



We already know that the majority of people who land on a page won't leave their details, so this leaves a large pool who have *shown interest in the service you offer*, but for some reason didn't get any further.

Just because a prospect didn't take action today, it doesn't mean they're not going to take action EVER.

In fact, put yourself in this situation and think of a purchase you've made recently, did you immediately decide to buy the very first time you interacted with the company or product?

The majority of people don't.

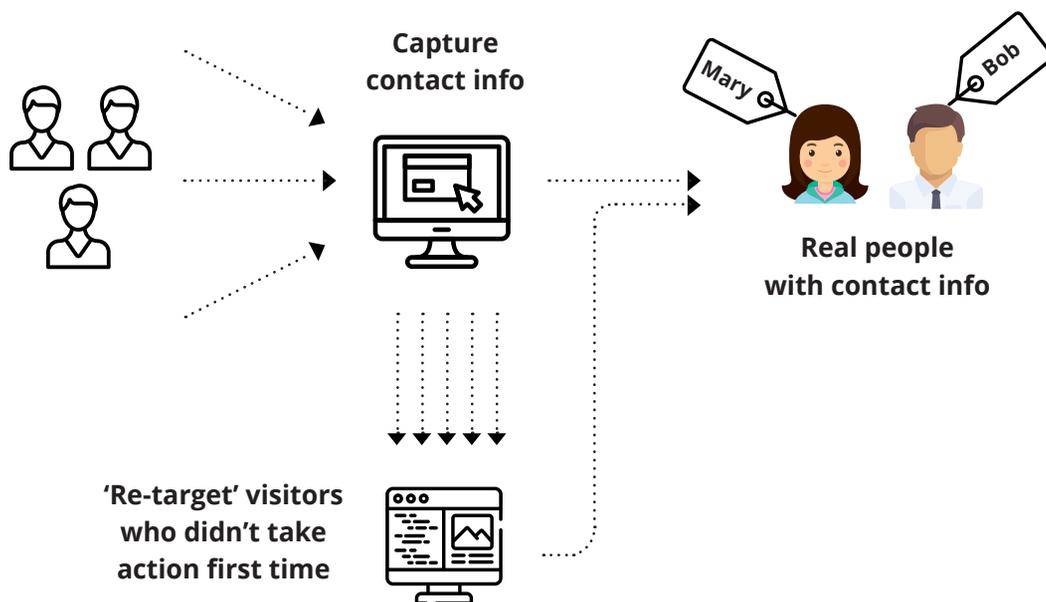
Re-Engagement

You Can Get A Second Bite At The Cherry With Re-Engagement

Important: The Go Websites approach gives you one big advantage; it buys you time. It means that if a conclusive buying decision isn't reached in the first few seconds (which it most likely won't be), then we still have a system in place to continue the sales process.

Whilst it might be nice to think that your website visitors are fully committed and prepared to make a fast and concise decision on your service, it's just not the case. An ever-increasing number of people **are taking longer to make decisions**.

If your only attempt at converting a website visitor into a lead is on the first time they land on your website, **you will be letting a worrying amount of money slip through your fingers**.



The next 2 profit accelerators of the Local Marketing System are all specifically focused on getting your business back in front of people who didn't take action first time around. This provides another chance to turn more of those faceless visitors **into actual real-life people**.

We'll start with...

Profit Accelerator #6. Facebook Ads

Facebook is the most used social network in the UK with millions of registered users. About 50% of these users **log into their account every single day**. Showing your adverts on

Facebook is an opportunity to reach people in the place they gather most.

Let's look at how this works.

When a visitor lands on your website, the Facebook tracking code will recognise **if they are currently logged in** (most people stay logged in at all times). It will then add them into a group called an 'audience' to which you can show your adverts.

When the visitor next goes on Facebook, they'll see your adverts directing them back to your website to carry on where they left off.

This isn't about using Facebook to find new customers, it's a clever opportunity to 're-target' people who **we already know are buyer-ready prospects** because they recently searched for your buyer keywords.

This works so well because you're only showing ads to people who are definitely interested. Furthermore, it's often only a small group, so you can afford to show your ads more intensely, making it feel like your business is literally '**everywhere they turn**'.

The more consistently they see your messages, the more they will begin to trust you over time.

It's a similar case with...



Profit Accelerator #7. Remarketing

Remarketing is a retargeting strategy offered by Google which allows you to show your adverts on millions of other websites across the internet.

These include some of the largest and most popular in the world such as leading **news sites, blogs** and **YouTube**. Showing your ads on these 'famous' websites has the added benefit of building your profile whilst, giving the impression that ads are '**following them around**' wherever they go.

We then move into the next phase of the Local Marketing System which is...

The Telegraph
HOME NEWS SPORT BUSINESS ALL SECTIONS

News
UK World Politics Science Education Health Brexit Royals Investigations Matt More

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*Ever get that feeling someone is following you?
Remarketing is proven to maximise lead capture*

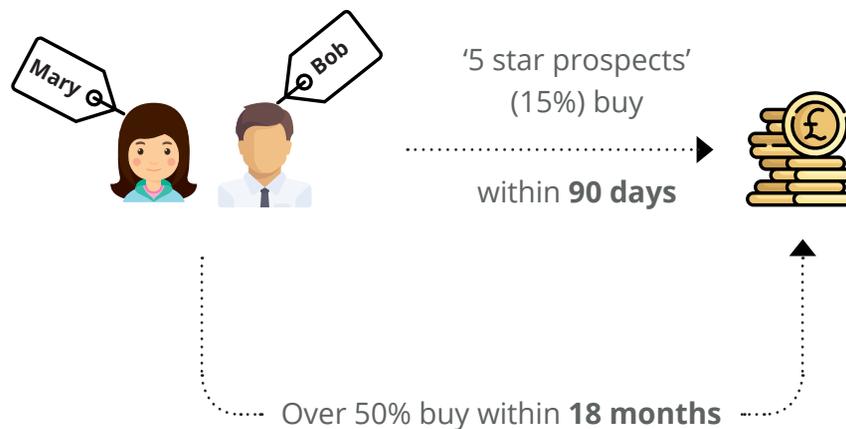
Educate & Motivate

Educating And Motivating Unconverted Leads To Take Action With Regular Content and Offers

Now you've turned as much of your buyer-ready traffic into real people, the next job is to identify which of these people are **'hot prospects'**.

A recent American marketing study showed that only 15% of people who made an enquiry about a product or a service, actually bought (from any supplier) within 90 days of making the original enquiry.

Interestingly, within 18 months of that original enquiry, **over 50% of people** had subsequently bought the product they had enquired about.



What's important here is to **'pan for the gold'** of the initial 15% who are ready and willing to buy right away, whilst **continuing to nurture** the other 35% who will buy over the next year or so.

The people who are interested in buying right now are what we call **5-star prospects**.

Someone who is:

- ✓ Willing to engage in a conversation
- ✓ Polite and courteous when they communicate
- ✓ Know what they want
- ✓ Know when they want it
- ✓ And would like you to help them with it

When you reply to their enquiry, these people will respond to your emails, happily engage in a conversation, answer the phone when you call or return your voicemail if they miss it.

Your 5-star prospects can be looked after by your sales team as normal.

However, the remaining people who are yet to make a purchase will be **added to your email list** to be nurtured and educated as time passes.

Your commitment to growing this list is one of the most valuable investments your business will ever make.

What would you give at this moment to be able to contact a list of hundreds or thousands of potential buyers at the click of a button?

Profit Accelerator #8. Automated Follow-Up

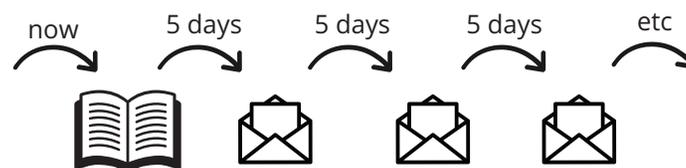
One of the remarkable 'non-secrets' to closing more sales is to actually 'follow up'. This means not only sending over information, a brochure or a quote, but **contacting them at regular intervals to keep fresh in their minds**.

Whilst the benefit of follow up is common knowledge with business owners, far too many fail miserably when it comes to their execution. Why is this?

The biggest reason why people struggle is the '**fear of rejection**'. They don't want to be seen as an annoying sales pest who won't give up. Now whilst there may be a small number of people who don't appreciate you contacting them, there are many more who **welcome your proactive behaviour** and indeed just haven't got round to making a decision yet.

Automated Follow-Up does exactly what it says on the tin. Whilst you manually take care of your 5-star prospects, the system proceeds to send **educational emails** to your remaining prospects which help to keep you fresh in their minds and remind them of offers.

Each time someone completes a form on your website they will be added to your list, whilst triggering an **automatic sequence of emails** to be sent at predefined intervals without you even lifting a finger.



Email messages could include:

- ▶ *Help to handle and overcome common 'sales objections'*
- ▶ *Share customer success stories*
- ▶ *Offer useful educational tips and tricks*
- ▶ *Describe the benefits of using your products*
- ▶ *Share regular discounts and promotions*

The effect of having a higher number of follow-up points means that you are able to squeeze out **maximum sales from exactly the same number of leads and traffic**, and win more paying customers who would have forgotten about you otherwise.

Whilst your competitors are forgetting or not bothering to follow up, you have the added advantage of looking highly organised and proactive.

The penultimate step in the system is...

Profit Accelerator #9: Social Media

Whether you use it personally or not, social media is used by a huge portion of the population which is why it's a critical part of the system.

The biggest problems which businesses face with social media is **finding time to post regularly and knowing what to post about**. Simply posting about anything that comes into your head is rarely going to pay dividends when it comes to generating customers and ultimately profit.

Social media is a great way to keep in touch with your list of customers and continue the educating and motivating process.

Everything that you post on social media should continue to educate your followers by giving them more 'proof' as to how you can help them. Additionally, you could be making **regular offers to motivate them to take action**. Your post could:

- ▶ Share **real photos of real people** to built trust and believability
- ▶ Describe and demonstrate the benefits of your product
- ▶ Describe and demonstrate how you've been able to help customers just like them
- ▶ Share anything that will help build your authority as an expert including awards, testimonials, press mentions, articles, etc.
- ▶ Share details of new offers that people might be interested in



Real photos of real people help to build credibility with your followers

Testing & Optimisation

Profit Accelerator #10: Testing & Optimisation

I've saved the best until last, as the final profit accelerator is where the magic happens. This is the golden opportunity, which fortunately for you, **most of your competitors will never discover**.

With online marketing, almost everything is trackable, which makes it possible to figure out **what is working and what isn't**. Keeping a close eye on your Local Marketing System with careful management will ensure that its performance keeps getting better.

Take The Guesswork Out Of What Is Working By Tracking Every Step

Google Analytics is a great way to track your visitors to see what's working and what isn't when it comes to bringing in new customers.

Getting this working is about knowing exactly where every pound is going and **what it generates back in return**. Here are the key statistics you'll need to keep a close eye on.

Total Leads 331	Total Sales 91	Total Revenue £44,209	Total ROI £4841.80
Conversion Rate 27.49%	Cost Per Lead £12.08	Average Order Value £485.81	Cost Per Customer £43.95
Total Expenses £4,000	Total Phone Calls 65	Total Enquiries 266	Total Profit £8,841.80

Go Websites Dashboard Example: Carefully tracking key metrics will tell you exactly what is working and what isn't

- ▶ **Cost per lead** - How much do you need to spend to get a sales enquiry or phone call. It's also worth looking at these per traffic source (E.g. SEO, Google Ads, etc)
- ▶ **Cost per customer** - How much do you need to spend to get a new customer?
- ▶ **Average order value (AOV)** - What is the average amount that a new customer will

spend when they make their first purchase?

- ▶ **Return on investment (ROI)** - What's the total return on your investment after all advertising costs and marketing expenses have been deducted?

What If There Was A Way To Know How To Improve Your System To 100% Guarantee It Would Attract More Customers

Well, this is exactly what you get with split testing (or AB testing). By duplicating a key page or advert in your marketing system and making a slight change, traffic is then divided equally to see if your test has caused the page to **generate more enquiries**.

If you manage to identify a winner, you can roll this out to the live website and continue to start another test. Keep a record of all test results so that you can learn regardless of the outcome.

If you are running ads or indeed have a live website without running tests, **you are missing out on an incredible opportunity to learn from your website visitors and customers.**



Splitting your traffic between two similar pages will help identify which version generates the most new customers

Would You Like To Find Out Exactly What You Need To Do Next To Get More Customers With Your Local Marketing System?

Get Your **FREE 45-minute discovery call (worth £150)** and be personally guided through a customer growth plan for your business

Whilst the information shared in the book and other bonus products are probably the most revealing insight into how to transform your business into a customer generating machine, we also understand that it can still be difficult to know exactly where to start, **especially if you're limited for time.**

That's why we'd like to continue to support you in building the business and life of your dreams by offering you an **incredible insider appraisal of your existing marketing... for FREE.**

We'll personally help you to outline in *clear black and white* exactly what you need to do and the order in which to do it.

You will get:

- ▶ 1) **Your Local Marketing Scorecard** - Find out exactly where you are today and discover which of the 10-profit accelerators are growing or slowing your business right now. Identify the key areas where you need to focus your efforts to get the best results **as quickly as possible without wasting time or money in the wrong places.**
- ▶ 2) **Buyer-Ready Traffic Plan** - we'll help you to identify the keywords which are likely to drive **paying customers into your business** as well as an enlightening estimate of how much traffic you can expect and **how much bottom line profit that could be worth** to your business.
- ▶ 3) **The Answers To Your Burning Questions** - Throughout this 45-minute call, you will be able to tap into the help and advice from our senior marketing experts who will answer any marketing questions you have to help you get results quickly.

The information we reveal to help your business and the systems we use to produce it were previously only reserved **for private consulting customers** and would typically have cost £150+VAT. You can get it today for FREE if you book your session right away.

Discovery calls are allocated on a strictly first come, first served basis and we reserve the right to return to a paid model if the demand continues to rise to an unmanageable level.

Book your FREE discovery call by following the link below or by calling 0333 777 5050 today.

We look forward to helping you to get more customers and build the **business of your dreams.**

The Ultimate Local Marketing System



ic

Educate & Motivate

Capture contact info



Real people with contact info

'5 star prospects' (15%) buy

within 90 days



Over 50% buy within 18 months



Turn faceless visitors into real people, who you can turn into buyers with useful content and offers.

8

Automated Follow-Up

9

Social Media



Reports following the lead magnet.



Tracking key metrics lets you know what's working and what isn't



Split testing allows your system to perform better every month

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