

Guide:

Building Your On-Line Presence To Drive Traffic & Generate Leads





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Basics

Just because you have an on-line presence doesn't mean your customers know you do. So make sure they do!

In this guide, you will find helpful information to ensuring your on-line presence is working for you. Some of this you read in our **5 Sure-fire Tips To Ensure Your On-Line Presence Works**, recently published in **The Business Link Newspaper**.

1. Make sure your website URL is visible.

Your website address is the single most important item for your on-line presence.

It is your traffic control centre.

Your website should provide customers and potential customers with everything they need to know about your products, service, your location, your phone number and even your team members. It can also provide information about your team, your history, your work in the community. Consumers today research everything. Why? Because thanks to the internet, it is easy. Thanks to the smartphone, it is easy! Consumers want everything at their fingertips! So complete the following check list:

Check if your website is listed on:

store front signage	signage within your store	vehicle(s)
promotional literature	business cards	promotional products
packaging	invoices	quotes
statements	email signature	social media sites
advertisements	radio ads	tv ads
videos	blog	sales receipts
message centre	instruction manuals/warranty	

How did you do? If you checked

1 - 5 items-- you have major work to do.

6 - 10, you are well on your way

11+ - you get it - good job!

As we stated earlier, your website is your traffic control centre. It drives traffic (consumers) to your store, to your social media sites, to your blog, to your events. It drives traffic - that traffic ultimately turns into leads, those leads into customers! See how it works?



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*Remember your
traffic control
centre!
It's all about
communication.*

2. Ensure your social media links are on each page of your website:

Make it easy for your customers to research your business and find out all you and your business are doing to provide information on your products and services, what you are doing in the community, what your happy customers have to say. Consumers are generally lazy and/or rushed. They will not go back to search for your links - make them available everywhere. A new like, follow or connection gives you added opportunity to share your message with these new fans.

3. Put your email sign-up button on all pages of your website and social sites where possible.

Preferably, use an email marketing tool like [Constant Contact](#) to develop an email list of permission-based contacts. By providing a place on each page of your website for people to sign up for news, events, hints and tips, special offers, you are A) showing your customer you have more to offer than a direct sale, and B) you are creating leads for future use. More on this further in this guide.

4. Reverse the process - check that your address, website and contact details are readily available on each of your social media sites. Your social sites should be used to drive traffic to your website and through your door.

5. Content is King

Put yourself in your customers' shoes. If you were researching your product, would you find the information you are looking for to make an informed decision? Would you choose you over your competitors? This is where you need to shine. Providing relevant and interesting content to keep your fans engaged is a challenge. Keep a file of documents to draw from, a page of links to share. Your social sites offer a great opportunity for your personality to shine and if your content is interesting, your fans will share and like the posts - better still comment on them. This is how **electronic word of mouth** starts... keep it interesting and keep it moving. Remember your traffic control centre! It's all about communication. Create the dialogue and keep it moving!

The Meat

*The items above are pretty basic requirements for building your on-line presence, driving traffic and creating leads. **Now we'll get to the meat! The ideas... the lead generators!***

1. On your website and social sites create downloadable content - a how-to manual, helpful hints relating to your field, videos, even colour charts work if it applies to your business. For example: A landscaping company could offer a downloadable document explaining the different types of grass, sod or turf, where it will grow best, etc., or a piece entitle 10 plants that grow well in shade. What to remember here is to use a web form or social app that allows collection of your customer's contact information -- thus providing you with the lead and the ability to correspond with them in the future.





LinkedIn is not usually an overnight success story for lead generation, it requires nurturing.

2. Surveys - whether you choose to do a customer satisfaction survey or a 'what more would you like from us' survey, the information collected provides a wealth of information and again future leads and correspondence. Keeping the lines of communication open between you and your customer will make for a loyal customer in the end.

3. Create a contest - for use on your website and/or your social sites. Be sure to follow contesting rules set forth by the social site as the rules can be quite strict in their requirements. The big thing to remember is always ensure your contests require contact information to be supplied. At the end of the contest, get photos of the happy person(s) with their prize. Post the photo in your store, on your social sites and your website. If the prize was substantial, send the winning photo with a story to your local newspaper - they may just print it!

4. Email Marketing - this is a grand slam when it comes to driving traffic and lead generation - if you're doing it right that is. Almost every business sends emails as a means of developing leads (this process has changed slightly due to the new Canadian Anti-spam legislation (CASL), however if you use permission-based 'best' practices you will be fine. Did you know that by using software dedicated to email marketing, like [Constant Contact Tool Kit](#), you can provide a mini-html email complete with images, videos and links to your website and social sites (driving traffic). Here's the best part when using software such as this: You will know exactly who opened your email, how many times, what links they clicked on and if they shared it with a colleague. Now take that information, and provide follow-up to the individuals - specifically those that clicked on links to your products or service - instant lead generation!! Email marketing has worked for our business for the past eight years and for many of our clients as well.

5. LinkedIn - a powerful tool if used. First, ensure you have a good photo of yourself, and a complete profile. (*Contact us for help with your profile if you don't know where to start*). Share information here but more importantly, join groups related to your industry and your community. Comment on topics where you have something to add to the conversation. Post information to the groups, others will find of interest. Posting in groups is not meant to be a direct sales pitch. Make your comments, but avoid promoting your products and services in a point-blank kind of way. Just the fact your comments are providing expert opinion will be enough. LinkedIn is not usually an overnight success story for lead generation, it requires nurturing. Set aside time at least once a week to visit LinkedIn, read posts, post your own information and catch up on the group topics you are following. In our experience, there are very few businesses that do not benefit from using LinkedIn.

6. SMS messaging (texting) is something to consider. A good texting program can drive traffic and create leads however you must have permission to text CEMs (commercial electronic messages) according to CASL as well. Texting can provide immediate action from the recipient. A well thought out plan is required to successfully utilize SMS messaging

7. Apps - while great for engagement, driving traffic and generating leads this is usually costly to develop and more costly to make sure your customer knows the app is available and where to find it. Your app will need to have awesome content and a user-friendly experience that actually provides your customer with information they desire. Again a well thought out plan is required to successfully utilize apps.





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8. On-line registration or forms - If running an event, or require information from your customers, consider building a form on your website to receive the information. This will require customers to complete their contact information, thus providing you with information for follow-up and on-going correspondence.

And lastly, be sure to do a search for your own name and your business name -- see what shows up. You may find you appear in many places you were not aware of. Ensure this information is always correct and if not, work at having it removed or changed. If you are registered in directories, google maps, yelp, tripadvisor, foursquare, etc. - again make sure the information provided in these places are correct.

We have given you a lot to think about in this guide. In many cases this can be a little overwhelming to most business owners. At YDV Group, we manage the on-line presence of many of our clients. [Click here to book a FREE Marketing Consultation!](#)



About the Author:

Debi Katsmar is the founder of YDV Group. Her entrepreneurial success story started at the age of 23, always in the marketing, and publishing industries. She provides the right message, at the right time, to the right people for the right reason - answering the five marketing Ws - Who, What, Where, When and Why.

Debi is a published author and regularly speaks on her 30 years experience as an entrepreneur, life challenges and marketing know-how.



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