



Seven Secrets to Successful Business Generation using Online Strategies

Efficient tactics to win new business through the web

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Executive summary

Acquiring a new customer can be expensive. Investing in business generation though is a must as without customers a business can't succeed. There are however a number of online tactics that can be utilised that don't cost the earth (and in some cases cost nothing at all) that you should consider investigating.

This white paper has been written to highlight a number of these tactics.

1 Make data capture high priority – don't throw money away

How much do you really know about the people who visit your website? Think about the money your company paid for it's website (either through the time taken to develop it in house or the money paid to a web development agency). How much of this time and money are you recouping?

Worse still, if you are spending money on online advertising such as pay-per-click via the search engines and don't have a strong data capture presence then you are throwing money away. In an age when buying data from a list broker can be expensive you are missing the opportunity to build a better, cleaner list of prospects for free.

The solution is simple. Add a short form to the front page (or every page) of your website asking for the visitors Name & Email Address. You must remember that not every visitor to your website is looking to enquire or buy immediately. By giving visitors the option to subscribe to news updates or special offers you are starting a relationship with them. This relationship can then be strengthened over time as you start to send offers via email to the details provided.

√ Quick Tip!

Profile your prospects by allowing them to select exactly what product or service they are interested in.

2 Offer educational content via your website – for free

Provide something extra to your target audience by offering valuable content via your website. This is a great way to engage with prospects early on in the sales cycle as it ensures that visitors stay on your site longer. If the content is good it can go some way to making your company memorable to those who read it. This will establish you as an expert in your field and build trust with your prospects and customers.

√ Quick Tip!

Create a PDF document that contains the content and offer it for free to those who are happy to leave their contact details (Name, Company, Email, Telephone) via a short form.

3 Find out more – send surveys and questionnaires via email

There is much more to email marketing than just sending out newsletters and special offers to your mailing lists. You can use email to send out a short survey or detailed questionnaire to your mailing lists.

This is a great way of finding out exactly where your prospects and customer's interests lie. By analysing the results of a questionnaire you can prepare content and offers that your recipients have shown an interest in.

√ Quick Tip!

Don't make your questionnaire too long and time consuming as this will effect the completion rate.



4 Learn from the competition – don't be left in the dark

Get more ideas by visiting your competitor's websites and see what other companies within your industry are doing differently online. Check out their data capture facilities, find out their search engine rankings with a quick search on Google. Sign up to receive their email newsletters and see the content that they send out.

√ Quick Tip!

Get in touch with John Coyne at Doctor Net who will compile a detailed competitor report for you for free. (john@doc-net.com / 0870 770 4990)

5 Build Links, build friends, build exposure

Getting other sites to provide links to your site is an important way to build traffic. For example, if you have an online tool store, you might benefit from links to you from sites about gardening, DIY, home renovation etc. It is even more advantageous if the sites linking in to you already enjoy good natural search listings.

√ Quick Tip!

Attempt to get other well established websites to link directly to you - one way links if possible.

6 Get blogging

Blogs are here to stay and can be a very powerful tool to use in your quest for online success. If you haven't got a blog as yet, then sit down with your colleagues and discuss whether you should create one. Here are some of the benefits;

- Post daily or weekly tips and information to your customers.
- Use your blog as a product or service update centre where customers know to check in for status.
- Share your expertise and become a thought leader within your market.

- Search Engines like blogs because the content is fresh and constantly updated.
- You can have a subscribe option so that interested visitors can get notified when you post.
- Use Revenue Ads to get residual income from PPC targeted advertisers.

√ Quick Tip!

Subscribe to blogs that interest you to gain inspiration.



7 Wikipedia – Is an entry relevant for your company?

A Wikipedia entry for your company is valuable. It lends credibility, giving searchers who see a Wikipedia entry while searching for you the impression that your company is bigger and more legitimate. Wikipedia also dominate the search results in particular industries so an entry can also benefit your search ranking.



One of Wikipedia's core policies is that articles must be written from a neutral point of view. Countless entries get deleted because they were started by an employee or a representative of the company that is the subject of the article.



In order to have a Wikipedia entry for yourself you must pass the "Notability" test. That means that the subject of the entry has had sufficient media coverage to be considered notable. Preferably the coverage was in the mainstream media and is available on the web without login/registration. The coverage should be about the subject of the entry, not simply a quote. The articles that establish notability should be incorporated into the articles as references at the end. Those references should be used to back up statements made in the main article body.

√ Quick Tip!

Collect all available links that reference your company (i.e. News stories) and decide whether you have enough newsworthy information to have your own Wikipedia entry.

Conclusion

The seven strategies above are just some of the tactics you can use to generate more enquiries through your online presence. In the first instance, a sensible suggestion would be to sit down with a colleague and discuss your existing customer acquisition strategies and decide where you can improve and what new tactics you can add into the mix.

eMailCampaigner - Helping you generate new customers

eMailCampaigner™ is a practical solution to your permission based email requirements that helps you manage, create and monitor your e-marketing program.

Let us show you how you can:

- **Dramatically reduce costs** through switching from direct mail to email marketing
- Use advanced reporting in real-time to **enjoy a faster sales process**
- **Increase profitability** with highly targeted campaigns
- **Reduce production time** spent creating projects with our friendly template system

Just some of the great brands that trust us to achieve their marketing objectives:



Call us on **0870 770 4990** to find out how we can help you meet your business objectives or visit www.eMailCampaigner.com to find out more today or contact

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