BLUEPRINT FOR BUSINESS

Internet POWER
powering your online marketing
IP

7 Key Strategies
FOR
SUCCESSFUL ONLINE MARKETING

▲ ATTRACT NEW CLIENTS
▲ GENERATE MORE SALES
▲ GROW YOUR BUSINESS

SOPHIA JAMES

Blueprint for Business Success

7 Key Strategies For Successful Online Marketing

> Attract New Customers

> Generate More Sales

> Grow Your Business

Sophia James

7 Key Strategies For Successful Online Marketing

Harness The Power Of The Internet
To Attract A Stream of New Customers, Generate More
Sales To Existing Customers and Grow Your Business

Welcome - and thanks for downloading this report.

I'm Sophia James, a partner in Internet Power LLP.

We are online marketing specialists and help business owners, professionals and entrepreneurs - like you - to choose and use the most effective online marketing strategies to grow your business profitably.

Today's online world offers exceptional marketing opportunities – and especially to independent business owners. But it's also confusing, with literally thousands of options and many business owners struggle to know where to start – or which strategies will actually work for them, consistently.

At Internet Power we are not just marketers, we have a wealth of business experience to draw on and we understand the challenges every business owner faces in today's competitive economic environment.

So we have tested numerous different online strategies and platforms. We've also worked alongside some of the best marketing brains out there, sharing experiences and results. So we know what works – and what doesn't.

We have developed a **Complete Online Marketing Blueprint for Business**, which integrates Advanced Marketing Strategies with Powerful Online Tools and Systems to give you:

>>> More Customers

>>> More Sales

>>> More Profits

… With Integrity

The Complete Online Marketing Blueprint incorporates the very best online marketing and website strategies that will work for your business, to deliver more valuable customers and sales, consistently and profitably, right now.

The last 10 years have seen a tough environment for most businesses - and after a brief upturn, it looks as if the next few will see even more challenges. So making sure your marketing works effectively for you is critical.

Put simply, there are 4 key ways for any business to increase profits:

1 - Get More Customers

2 - Generate More Sales

3 - Increase Prices

4 - Cut Costs

Of course, expressed like this, it's over-simplistic. You don't simply want more clients; you want more of the **right** clients. Adding volume has implications for delivery, resources and service standards.

Still, they are useful principles to have in mind. We'll consider how the right online marketing strategies can help address each of them, in more detail.

Please do always remember that many of the world's most successful businesses actually started during recessions, including: Microsoft, Hewlett Packard, General Electric, CNN, Burger King and FedEx.

Many industries thrive in hard times and they are not just debt collection and insolvency businesses – sales of chocolate and lipstick increase in recessions too, along with luxury goods. Counter-intuitive perhaps, but true.

As you'll see, in today's online marketing world, increased reach, exceptional targeting, automation and reduced costs have levelled the playing field for smaller independent businesses. It's much easier to reach those new customers, provided you know how.

Smaller businesses are also far more responsive and flexible than the corporate giants – so you can action these strategies immediately.

So, embrace the amazing opportunities the online world offers and you will find success and abundance are just around the corner... or over the page.

So, let's get started on the 7 Key Strategies For Successful Online Marketing I will cover in this report.

Each one is important. They overlap and connect. Each builds on the others and together they create an online marketing strategy to bring you more customers and more business, consistently, day in day out.

These are the 7 Strategies:

1 - Create A Powerful Online Presence

   A - Your Website
     1. Principles, Positioning and Pricing
     2. Marketing Effective Website Design
     3. Video
     4. Capturing Visitor Details
     5. SEO for Local Business
     6. Mobile First
     7. Landing Pages For Ads

   B - Your Social Media Profiles

2 - Attract New Customers – Google Adwords

3 - Find More New Customers – Facebook Ads

4 - Find Yet More Customers - YouTube

5 - Improve Response Rates - Remarketing

6 - Develop Valuable Relationships – Email Marketing

7 - Convert Your Contacts to Buyers – Sales Pages

You'll notice immediately that there is a focus here on new customers.

Of course, your precious existing customers are the lifeblood of your business and virtually all these online strategies can - and should - also be used with

your existing customers, to develop closer relationships, increase customer loyalty, obtain more referrals and give you more sales.

However, I'm sure that like most businesses, you want new customers too – to grow your business. In order to acquire those new customers, from scratch, you need to put in place a system you can rely on to deliver them consistently.

So in this report I'll be showing you how to build a complete online marketing system, based on these 7 strategies - which also form the basis of our Complete Online Marketing Blueprint.

You'll discover exactly how all the different elements fit together and build on one another.

We'll be focusing on the online strategies that really do work to provide real businesses with a consistent and reliable flow of new customers – because sadly, there's a certain amount of spin out there. There are all sorts of online approaches you can try, which may bring you some new prospects and customers, but all too often they only do so intermittently, or for a short while – or they require a disproportionate amount of your time. You may have tried some of these and been disappointed.

Or perhaps you have a website, but it doesn't really bring you the results you'd like and you haven't yet explored other marketing possibilities online at all. Sometimes it's a question of being too busy, sometimes it's about cost, but most often it's just that business owners simply aren't sure exactly where to start. So if that's you, please don't worry, you've come to the right place for advice and help.

Strategy 1 – Create A Powerful Online Presence

A - Your Website

So, let's get started with the steps you need to take to build your powerful online presence and ensure your online marketing delivers great results.

Intro

We're going to spend some time on your website – because your approach to your website and getting this right is critical to your success online.

Your website is your shop front for your business and it's open 24/7.

Even if yours is a local business operating from physical premises, with no online sales, people are searching for your services and products on the internet, in the evenings and at weekends, on their way to work. They are potentially your customers - so what they find when they arrive is crucial.

Your website is also almost certainly visited frequently by your existing customers. The internet has replaced the phone book – so if you are a vet, a plumber or a hairdresser, your regular customers will go to your website to find your phone number, when they want make an appointment or book you.

They want to find what they are looking for quickly and easily, while you want to remind them of your key marketing messages and everything you offer.

If you are providing high value, professional and B2B services and you are doing business in person, perhaps through introductions – before any meeting, your prospective customers will check you out – on your website.

Other visitors will check you out too. Important suppliers, potential JV partners, prospective employees. All these relationships are critical to your business success and in all of them you need to influence how people see you and your business and the value you offer.

Your website needs to take into account all these different visitors, both customers and other contacts. So although in this report, I will be focusing primarily on marketing to existing and new customers, when it comes to website design and layout, the others must be considered and covered too.

A.1 – Marketing Principles, Positioning and Pricing

Before we look at the detailed content and structure of your website, I'm going to highlight the core marketing principles behind them in more detail.

You may already be familiar with these, but they are very important. They underpin everything you do with your online marketing and are the keys to your business success.

They aren't confined to your online presence of course – but they do come into sharp focus when you start looking at your website and its design.

Unique Value Proposition – Your UVP

It's essential that you differentiate your business from your competitors.

To do so, you need a unique value proposition. I'm sure you are familiar with the ubiquitous USP. By focusing instead on your UVP, you'll find it's easier to get to the heart of what really is different about your business.

Your unique value proposition encompasses your business's unique mix of expertise, skills, products and values.

It's not easy to truly differentiate based on your expertise and skills, even with a business where you are selling expertise, such as professional services, since your clients aren't in a position to assess this.

When you start to focus on your values, you'll immediately be clearer exactly where your business is different - and exactly how you deliver value to your customers.

Your business values reflect what you as the business owner are truly passionate about – so when you identify them clearly, that passion will flow into everything you do, from your marketing to your service delivery. It grounds everything you do in your business in authenticity and integrity.

So, an extremely useful exercise is to make a list of your top 6 - 8 values and then clarify what they mean for your business and your team, in practice.

Your Values are the essence of your business brand

Your brand is not your logo, or about the fonts and colours you choose. That's a very simplistic approach, although a common one.

Your brand is made up of 3 core elements:

- The expertise, skills and experience in your business – **What** you do
- Your business "personality", your approach – **How** you do business
- Your values and what your business stands for – **Why** you do it

Your brand is about your passion and values. At a deep level, it is the promise you make to your customers and clients.

Delivery on that promise is essential. So every single element in your service and product delivery process is a key part of your marketing strategy too.

Your Market - Your Niche

Clarifying what is unique about your business is also linked to your target market and your unique positioning within it.

It's important to stand out from the crowd – and for a smaller business, the most effective way to do this is to choose a specific niche in your industry.

It is fatal in marketing to try to be all things to all people. It's just not possible and you will end up being bland and appealing to no one strongly enough.

This can seem counter-intuitive. Especially when business isn't booming, it can be challenging to even think about limiting your target market - but it's an extremely common marketing mistake, driven by scarcity thinking.

Too often, businesses are afraid that they will lose out on the limited business going. That simply isn't how it works. Customers are looking for the solution to their problems and the best person to solve them. Whenever they have plenty of options to choose from, they will look for the closest match, which means they will choose a **specialist** solution.

A person with back problems will choose the osteopath who specialises in backs. A property business with a tax problem will prefer a specialist in property tax. A horse owner will choose an equine vet – and the vet looking for a website will choose the web designer who specialises in vet websites.

As well as choosing the specialist first, a customer will also pay more for that specialist expertise.

Pricing Strategy

Pricing is far more elastic than most people believe. It's astonishing how many business owners believe that that standardised pricing applies in their industry and there is no opportunity to charge more then the norm.

This is simply not the case.

Take cars. People will pay anything from £10k to £100k (or more) for a new car. All those cars will safely take you from A to B, in reasonable comfort. People are not simply buying a car though, their choice depends what they value most. For one person it may be safety features, while the next prefers speed. For another status is the priority and scarcity comes into play.

Take pizza. People will pay at least 3 times as much for a "gourmet" pizza. Independent, gourmet pizza businesses boomed in the recession. Their margins are higher, so they are more profitable. So they can re-invest more – in more marketing, staff training, better quality ingredients, refurbishing premises. So they attract yet more customers. It's a success cycle.

Take doctors. People will pay vast amounts for private medical care for medical services which are also available **free** on the NHS. Very possibly from exactly the same doctor. It's worth stopping and reflecting on this. Of course, the overall experience is different; the waiting time, the environment, the food, the bedrooms, the service. None of which is directly related to the core expertise and offering.

The examples are endless. Price itself is simply not a true barrier to sales; it's always a question of positioning, packaging and targeting the right customer. There really are no limits to the type of business which can benefit from careful positioning to support higher pricing.

For any smaller, independent business, to be really successful, it's **essential** to use strong positioning to differentiate your business, so you can avoid competing primarily on price. You have no chance whatever of winning a price war with large corporates and their buying power.

Expert Positioning and Status

Expert positioning and status is the key to achieving a higher margin price strategy. Specialist, expert positioning de-links your business from price competition to a large extent. Value is boosted, as scarcity comes into play – and you naturally attract more customers, more easily.

Even if you are selling quite routine products, it is always possible to position you and your business as experts. We are not simply talking about professional and advice based services – you can just as easily see it done with household cleaning products and services, very successfully: Dyson.

While expert status tends to be associated primarily with individuals, the power of association means that expert status attached to one individual, will reflect on every other member of staff – right across your business.

Experts do not become recognised through some mysterious or abstract process - you simply need to **position** yourself, as an expert. To tell the world – or more particularly, your audience, your market - in all your marketing materials, online and offline.

Nor do you necessarily need a string of qualifications, to become an expert. Most of all, it has to do with perception and reputation. So the person recognised as the expert, may not actually be the very best, technically.

Expert status can be a surprisingly difficult issue for professionals. Many are reluctant to claim expert status for themselves, despite those qualifications.

So in marketing a professional services business, it's important to remember that your primary audience is your clients and customers, rather than your peers. To your clients, you **are**, most definitely, an **expert**.

There are many ways to provide evidence of expert status and one of the best is to write a book. Becoming an author is subconsciously associated with expertise and expert status.

This does not need to be a lengthy exercise. Today, ghost writers are easily found and books can be self-published and made available online, via Amazon, very easily and quickly, compared to traditional publishing.

Even more simply and quickly, publishing good quality articles on your website is an excellent and simple way to highlight your expert positioning.

When you achieve expert status, your business attract more customers naturally and you de-couple it from price sensitivity. This is one of the most powerful marketing strategies you can use, whatever your industry or market.

Trust

Ultimately people buy from people – people they **know, like and trust**.

This isn't simply some hackneyed marketing phrase, it's a very important principle, perhaps the most important of all.

Your business and your marketing is all about relationships and the single most important component in any relationship is trust.

The reason it is easier to use a lead generation strategy to build your business, rather than trying to achieve direct and immediate sales, is simply that it takes time to build the trust necessary for a sale.

With prospective customers, you are starting a new relationship – and so the primary objective in all your marketing communications is to build trust, so you can develop the relationship to the point where the "prospective" client chooses to become a client.

One of the reasons I emphasise your business' unique values as a differentiator, is that to build deep trust, you must be authentic and believable in your marketing messages, communications and delivery.

This is why identifying your key values is so important. When your values are aligned with your marketing messages, you will naturally be believable and when you are believed you will be trusted.

Even when people buy fairly standard and relatively low priced products online, building trust is essential. People simply will not buy from websites they do not trust. (This is why major retailers, such as Amazon, do so well – people may not like its ethics on tax, say, but they do trust it to deliver and quickly).

Once your prospect has become a new customer, you have an excellent opportunity to build trust and develop a loyal, long term customer – by delivering on your brand promises and providing a great quality service or product.

This is why delivery is such an integral part of your marketing. Exceptional delivery, by every single employee, is why your customers will return to you – and why they will refer their friends and colleagues to you. Referrals are one of the most powerful forms of marketing and ways to grow your business.

Create a "Face" for your Business

Virtually all businesses will benefit from having a person who is the "face" of the business, usually the owner, or one of them. This makes it much easier to personalise your marketing messages and to use expert positioning.

So your "face" should be positioned as an expert – who will also talk directly to the website visitor, to build rapport and start a relationship with them. When it comes to "talking" we'll be looking at copywriting and the power of video, later.

For professional services, the position is slightly different, in that all of your qualified professionals will need to be positioned as experts and profiled accordingly. Your clients want to know about the individual advising them.

Yet the business can still benefit from personalised marketing through a senior figure / face highlighting your practice's culture and values and taking personal responsibility for delivery right across the business.

Your Ideal Target Customer

Most businesses have a general idea of their ideal customer – but have not gone further and identified everything about them.

It's a very valuable exercise to actually create a "real" person, with a name, who meets all your demographic criteria. Include all their interests, right through to describing their personality, values and characteristics.

You may well already have an existing client, who is exactly this ideal - who loves your services / products and who everyone in your business enjoys dealing with. If so, perfect, use that person. If not, then create a virtual paragon – and share everything about them, with your entire team.

You can then use this person to help you create all your marketing messages and materials. Write all your copy as if you were speaking directly to him or her – and on video speak directly to them.

A.2 - Marketing Effective Design – The Key Elements

Your website is an extremely powerful marketing tool, provided it is designed from a marketing perspective.

There are two key elements to focus on:

1. Communicate your business' unique positioning and values, to stand out from the competition and support your pricing strategy.

2. Clarify exactly what you want your visitor to do when they visit your website – and on each and every page.

First you will need to decide if your main objective is lead generation or direct sales. For most businesses and all those selling high value services, a lead generation strategy will be more effective longer term. It gives you the opportunity to develop a relationship over time and ultimately you will convert more website visitors into buyers.

For an e-commerce business, immediate sales may well be your primary objective – but do consider adding a lead generation strategy to enable you to follow up with those who do not buy on their initial visit.

It's then all about designing your website to make it easy for your ideal, target customer to see and find everything they are looking for - and to make it easy for them to take that next step you've identified as your key objective – your primary Call To Action.

Your Home Page – the 8 Second Test

Always concentrate first on your home page – this is where the majority of your website visitors arrive and of course the first impression they have of your business is very important.

On average, website visitors decide whether to stay or leave within just **8 seconds**, so you don't have long to influence them. It's essential to use those precious few moments to maximum effect.

Today, your website visitor may be viewing your website on their phone or their iPad, on a laptop or a PC. Every device is a different size and the view will be different. Responsiveness is a topic we'll look at separately later on.

Clear Call to Action

This is always the no 1 priority – and it's simply astonishing how many websites have no sign of one on their home page. Whatever you want your visitors to do next must be clear - and easy for them to action:

- Call
- Email
- Book an appointment
- Register online
- Sign up for a free report or webinar (for lead generation)
- Buy

This applies to each and every page of your website – so take the time to decide what is your primary call to action for each.

Essential Contact Info

This must be clearly visible. Existing customers will use your website as they would have used a phone directory in the past. For a local business this means your phone number in particular, should be immediately clear – ideally on the very top right and in large font – plus it must be clickable on a phone.

Your opening hours and address should be easily found on your home page too, plus your emergency number if relevant and / or your email – again this must be linked, so a visitor can immediately send you a message.

A Google map is useful too; usually this is best on the contact page.

Above the Fold

This is your priority space for key info and is critical. As you know, you have just 8 seconds before a new visitor decides to stay or leave your site.

Most people simply will not scroll down. So it's essential that you use this valuable space effectively, for your primary messages and call to action.

Ideally I recommend this space is used for a video and if your main objective is lead generation, an "opt-in" form alongside, to capture visitors' email details.

Email Capture

The sad fact is that 99% of new visitors to websites leave, without having taken any action.

So ideally you want to capture their email details, so you can stay in touch, build a relationship and over time convert more and more of them into buyers – the lead generation approach.

This is done via an email capture form, linked to a professional email marketing system and is based on an incentive – usually a free Guide, e-Book, or Report (like this one), giving valuable information, in return for the visitor providing their email details. We'll look at this in detail later on.

Authority and Expertise

Positioning is very important and it's essential to start building credibility and trust quickly.

So always include professional logos, accreditations and awards, books authored, photos of you at high profile events etc, as well as using your copy.

Testimonials

"Social proof" is extremely valuable for credibility and building trust.

For a prospective customer, the next best thing to a referral from a person they know, like and trust, is a recommendation from someone else who has used your business. Ideally someone who looks and sounds like them.

People's full names and locations, or positions in B2B, should be given and if at all possible a photo as well. These should show the person smiling, towards the camera or towards another person, a pet or a product on the page.

Video testimonials are the most powerful of all.

You can also use reviews from your Facebook and Google + pages.

Stats show that testimonial pages are much visited, so it's worth having a couple on your home page and then to link to a full page of testimonials.

Compelling Copy

You need to attract and keep your website visitor's attention and communicate your key messages quickly.

This means using strong headlines and direct, benefits focused copy.

Poor copy is a common mistake, ironically especially in professional services. Professionals can find it hard to shift to a customer's perspective and easily become embroiled in the technical features of their work instead.

To avoid this, identify and then prioritise in your copy the core transformation the client is looking for. So, for vets and health professionals, the key focus is a transformation from sickness to health – with a related core objective for those currently healthy, of staying that way, and avoiding illness.

Subsidiary benefits might include 24/7 emergency cover, long appointments and even easy car parking, which also make the customer's life easier – but the key is that these all potentially improve outcomes for the patient.

Advanced equipment is not a benefit in itself, it is a feature – the benefit is the faster, more accurate, diagnosis and therefore treatment, which is directly related to the core transformation – from sickness to health.

The same principle applied to cleaning services, gives you the key transformation from dirty and messy, to clean and tidy. So your copy should focus on this change - and the effect it has on the customer's life.

The exact process and products used are simply features – how it is done. This isn't the customer's prime concern, it's your area of expertise.

Keep your copy direct and personal and write as if talking direct to your ideal target customer. If you have created a specific target client persona, simply have them in mind and write your copy as if speaking to them face to face.

It's important to avoid technical and academic jargon, unless this fits your target audience. You will confuse rather than impress your customers and give the impression you are not interested in them and their problems.

One simple tip for your copy is to make sure you use the words "you" and "yours" often – rather than "we" and "our". Check your copy and replace wherever you can. Your copy should be all about your customers, not about you, so this tip keeps you focused on their world and their perspective.

It's essential to make copy easy to read, so use short paragraphs, large clear fonts, headlines and bullet points. People read much more slowly online.

Video

Video is the very best way to communicate your messages quickly and directly and to build rapport and trust.

Having an excellent video on your home page, above the fold and linking to your primary call to action, is becoming more and more important for effective marketing results.

We'll be looking at video in more detail later on.

Images

Good quality graphics used well, will enhance the visitor's experience and also help break up copy, but do always make sure they support, rather than distract from, your main call to action.

It's best to prioritise images that reflect the key transformation discussed above in the context of copy. So images of happy and healthy pets and patients, or images showing before and after contrasts, will be most effective - rather than photos showing how you achieve this, ie the treatment, or process.

A word of warning about the current trend for very large graphics. Stunning photos do look great, but they don't always equate to good marketing results. They can easily take up that valuable space above the fold, without clearly communicating benefits or values and a call to action. Adding copy can help.

Video is far more effective than a rotating slideshow of images, for example, although strong copy messages overlaid will help. Generally, visitors will not sit and wait to watch the images roll around - we're back to those 8 seconds.

Of course, this depends how visually orientated your business is - if yours is a photography business, then it goes without saying that you need strong images. If so, most of these are best displayed in a portfolio.

Where you have images of people or animals, do make sure they are not looking out of the website – or away from your call to action.

Clear Options for Different Visitors

You may well have several quite different categories of services or products, or very different types of visitor. If so, you want to direct them quickly to the right section of your site.

The best way to do this is via filter "boxes", with clear icons, images and text, so visitors can click straight through to the area they are interested in.

Social Media Links

These are useful, so visitors can share your website on their social profiles.

If you have an active Facebook page, (or Twitter profile) a feed can be valuable, as it links to social proof and credibility and your site stays fresh and up to date for regular visitors.

Another warning here though. You do not really want website visitors going off to your social profiles on Facebook, Twitter etc, where they may get distracted. You want them to stay on your website and take that next step.

So while you may have your Facebook feed on your home page, you don't want to give it top billing. Simply position it lower down, not above the fold.

Personalisation

Your "About" page is important – stats show they are often checked out by new visitors and anyone looking to do business with you.

The focus here should be on your business' values, not a dull corporate style history. This is an opportunity for visitors and customers to get to know you and for you to create a connection, so these pages should be written in the first person – speaking directly to the website visitor.

Ideally have a "Meet the team" page, with individual profiles for all the members of your team. Whatever your business, your customers will almost certainly interact with different people within it – and they want to know about each of them (and that your business treats them as important).

Of course this is also a great place to reinforce your expert positioning – and highlight relevant qualifications, awards and experience.

It's important to show your humanity, so the focus should be on individual personalities and values, plus interests. If possible, tell a story and link it to your business values and talk about your family, interests or pets.

Pets are a great way to create connection and not just for vets. Many people have a story to tell about their pet, which also brings out their own personality.

Photos for your team are essential

People want to be able to recognise you when they visit your physical business – and if your business is online, it's even more important to help website visitors connect with the people they are dealing with.

Professional photos are always worthwhile, even if they are informal in style; it's important to reflect your business values and positioning.

It might sound obvious, but the most important of all is simply to smile.

Your Blog

A blog is on your site is powerful for a number of reasons.

First, a series of authoritative information articles is a very effective way to provide useful and valuable information to your visitors, while also supporting your positioning and providing evidence of your expertise.

It's also a good way to update regular customers with your latest news and to highlight special offers.

Google values new content, so it's a good way to help your search results, while keeping your site looking fresh and interesting for regular visitors.

For this reason we often recommend blog excerpts fed into the home page of your main website. You don't need to blog daily. Monthly is good, even quarterly is fine; it's more important to be consistent and blog regularly.

You can then share your blogs on your social media profiles, which will encourage people to visit your website.

Use specific "landing" pages for your ads

One of the key elements to a marketing effective website is to create specific landing pages for your ads, so people responding to them do not simply go to your main website home page, which is also designed for your existing customers and other contacts and has different options and choices.

Instead you should send them to a specific webpage, with a single, focussed call to action – both for lead generation and for direct sales. The entire page is then designed with that desired response in mind.

This will significantly improve response rates and is at the heart of successful online marketing. We'll look at this in more detail later on.

How many pages?

We're often asked how many pages a website should have and how much information you should put on it. There isn't a single "right" answer to this.

For an e-commerce site, obviously you will need a lot of pages, including one for each individual product and you need to include all the detailed information a buyer may need or want, e.g. specs, options, warranties, delivery details.

For other businesses, you do not need to create a huge website, with endless pages of detailed information and advice.

Most visitors simply want to know about your business, its values and the people they will be dealing with, plus the key services you offer – all communicated with a focus on benefits / solutions.

Regular customers do like to see fresh information and appreciate news and updates, especially if it is current or seasonal advice. A blog works well.

Your website should have tracking software installed, eg Google Analytics, so you can see which pages are most visited and which you should focus on.

Most business find that apart from the Home and Contact pages, which are always the top 2, the most popular pages for new visitors are About/Meet the Team, Testimonials, Services/Products, Blog and Special Offers.

If you have a special membership type service this often features too – for example, many vet practices find a Pet Health Plan page is popular.

How much information to put on each page?

For the main pages of your website, you do not generally need very lengthy copy – most people will scan your site for key information, quickly.

Others will want more detail before they do business with you – so always allow for different personality needs. You can either put this further down on your pages, or on linked "read more" subpages, or in a downloadable pdf.

Or of course, you can encourage people to call you for more information.

E-commerce sites – product pages

For e-commerce sites, the very best approach is to follow closely the layouts and designs of the most successful online retailers, e.g. Amazon.

Amazon has extensively tested every single element of its page designs, the layouts, flow and the amount of white space – so start by modelling them.

Delving into detailed marketing design

Truly marketing effective web design will also incorporate a huge amount of detailed know-how. Much of it you won't be aware of, when you visit a website, but it's based on subconscious psychological responses and extensive testing.

It starts with the overall design and "flow" of each page. The visitor should follow a natural path towards your primary call to action.

The size and colour of your call to action buttons can make a significant difference to response rates. Bright "action" colours, eg red and orange, are often the most effective, although not always.

The copy you use on buttons makes a difference too. For a free report, "Download Now" will usually be more effective than "send" or "submit".

To take a tiny example, did you know that, generally, a call to action button with a shadow underneath has a better conversion rate than one without?

Of course, tracking, measuring and testing different options will be needed to achieve the very best results, but obviously you want to start with the design options that are most likely to work well.

This is why it's so important to ensure your website is designed with marketing expertise, so you get this right and your website works well for you.

Legal stuff

I'm adding this in here, because although you may not think it has that much to do with marketing, it's important for credibility as well as compliance.

Your website should always carry all the required information to comply with legal rules and regulations. In the UK, in practice that means your company and business info and also cookies / privacy information, for everyone, plus any extra information / procedures to comply with e-commerce laws.

I see a lot of websites (and business emails too) which do not carry this required information - sometimes there is not even an address on the contact page, only a contact form. It's not just unprofessional, these details are important for credibility and trust.

Test, test and test again…

I've already highlighted the importance of testing and measuring. If you are serious about your online marketing it's really worth testing the key elements on your website – your main headlines and calls to action and different offers.

All experienced marketers will tell you that testing can and does sometimes produce unexpected results – so although you want to start with what is most likely to work well, you do want to keep checking. Changing your headlines can easily change your response rates by 50% or more.

Of course ideally you will test all the different elements on your pages, especially landing pages, where you can easily split test different options.

Testing, measuring and optimising is the key to your online success.

A.3 Video

Video is a key element of your website design.

Websites with video invariably convert at much higher rates than those without it – but really it's now going beyond that. Video is becoming a "must have" element - a website without it seems old fashioned and dull. It won't engage your visitors, especially new ones, or keep their attention.

Video offers a great opportunity to connect directly with your website visitors – to communicate what you offer, your values and to build rapport and trust. It's similar to TV and the effect is very powerful.

When people watch a video, they engage with you via more and different senses; it isn't simply visual, as copy and images are.

They are listening too – and depending on the style of your video, you can communicate through body language, as well as through words and tone of voice. Numerous studies have shown that both have much more influence than the actual words used – body language the most of all.

When a visitor watches a video, you will usually have their full attention, for several minutes, which is much harder to achieve with copy and images.

Video Types

For your home page, the best option is a professional video with you, the business owner (or your "face of the business"), talking direct to camera.

However, there are several different options, including using a professional speaker, if you dislike the prospect of speaking yourself.

"Explainer" videos are also very effective.

You can also use a powerpoint presentation for your video – this works well in B2B and for more complex or abstract topics.

You can also create simple videos from a series of images and although this isn't usually the best option, it may be effective, for example, if you need a short video to demonstrate a product (especially if you have a lot of them) – and it is better than no video at all.

Video Sound

Sound is important and a voiceover for your video is essential, so you can communicate the benefits clearly - and especially for your call to action.

Music is not normally the best option - obviously unless this is a core part of your business (although, again, it is better than no sound at all).

Video Script / Content

The script for your video is very important.

First of all, you need to be clear about the purpose of the video and what you want the viewer to do on your website: that Call to Action again. It may seem obvious and I know I've highlighted it before, but I've seen countless website videos which don't have either a clear objective or any call to action.

If you've not created a video before and are nervous about it, you'll find that once you clarify your objective, it becomes much easier to create a structure for your video, which will then flow naturally.

I recommend using a well known marketing technique, to create an effective structure: AIDA. Attention; Interest; Desire; Action.

So, first attract attention, right at the outset - so people start watching your video. Next, you need to keep your viewer's interest, by communicating the benefits of what you are offering. Then you want to highlight these again, to create desire - before finally asking the viewer to take your desired step.

This structure It's simple, yet very effective and will keep you focused on what your visitor is looking for, so do use it when creating your video script.

Video length

I'm often asked about the ideal length for a video. The truth is that there is no magic answer and ideally you should test different options and see what works best for your market.

As a guide, for an introductory video on your home page, where your main purpose is lead generation and your call to action asks the visitor for email details, for a free report or similar, a 2-3 minute video should work well for you.

For a sales video you will probably need a longer video, perhaps 20-30 minutes. The longer your video, the better the conversion rate will be – and some very high performing sales videos are up to 2 hours long.

The best length will depend on whether you already have a relationship with the viewer and on the type and value of the service / product you are selling.

Video position

The most important position of all, as we've already discussed, is the home page of your website, above the fold. This is the key position for your video.

We'll be discussing email capture in more detail later on, but ideally your video will go on the left hand side of your page, with your email capture form alongside and immediately to the right of it – or your main call to action.

The video is then the first thing your visitor will see – and this will also be the case on a mobile view.

The same approach will usually work best for other pages on your website; the video is usually best at the top of the page, alongside your main call to action for the page (which could be to scroll down for more details).

Video auto-play

You need to decide whether or not your video will run on auto-play.

Many marketers will recommend this, so you immediately catch your visitor's attention. The downside is that if the viewer is in an open office or with other people, they may not be comfortable – and will typically hit exit asap.

It is also extremely irritating for people who are genuinely exploring your website and return to your home page to find the video automatically runs again and again, so if you do use it, you should limit auto-play to run once.

We generally recommend no auto-play on the home and main pages of your website, especially if your market is B2B.

For landing pages it's usually different; people are responding to a specific ad and offer and you are likely to get better results if you use autoplay. Again this is something to test.

Video hosting and settings

For your home page video, I recommend professional hosting, so the video is not otherwise publicly available. This will enable you to apply additional settings and avoid YouTube branding.

For more general information videos, these are usually best hosted on YouTube, where they can potentially be found by other visitors there.

YouTube is the 2nd largest search engine after Google – and as it is owned by Google, YouTube videos show up well on Google search results too.

You will need to set up a YouTube channel, which is linked to your Google + Business page and is set up through your Google account.

You will also need to choose the right settings for your video, including the size, whether to auto-play and to choose a thumbnail image to show. With YouTube your options are more limited and to display an entirely different image, not taken from the video itself, you will need professional hosting.

Most important of all is to ensure the settings you choose exclude other YouTube videos, which will otherwise automatically play after yours.

Do not upload videos directly to your website, as this will slow its page loading speeds. Slow loading is a very quick way to lose visitors, and will have a negative effect on your SEO.

For professional hosting I recommend Vimeo, or Wistia.

A.4 Capturing Visitor Details (email and more)

For many businesses, your primary marketing strategy for your website will be based on lead generation, rather than immediate sales.

If so, your main objective is to capture your visitors' email (and potentially other details), so you can continue to communicate with them and can build a relationship over time, ultimately converting them into customers.

As we've discussed, this is achieved by including an **"opt-in" form**, where the visitor enters their email details, in return for an incentive, such as a free report containing valuable information. The email details are automatically added to a professional email marketing system.

You can then email your prospects regularly with more information and with offers. We'll look at email marketing in more detail later on.

The form itself must be carefully designed, in terms of layout and position on the webpage, as well as copy, to maximise the likelihood of a sign-up at the moment when the visitor reaches the form and has to make a decision.

Ideally the "opt-in" form will be accompanied by a video, explaining the benefits of the offer and concluding with a clear call to action, as set out in the video section above. Video is the best way to maximise sign-ups, although you can of course use written copy (and images) instead.

Although for ad campaigns and to maximise conversions you should use a specific landing page, most businesses start with an opt-in form on the home page of your website – and it's sensible to keep it here as well, for those visitors who come direct to your site via other means.

Your opt-in form and video (or copy) should be positioned "above the fold".

Your incentive / offer

Your incentive needs to be compelling – an irresistible offer.

Of course you need to ensure that it is also easy and cost effective for you to deliver. This is why an immediately downloadable free report works well. It also offers you an excellent opportunity to educate your visitor about the benefits of your services / products.

There are many other options of course, from money off vouchers to free introductory advice or strategy sessions, which may be appropriate for your business – and you can test different offers.

Obtaining additional contact details

You can ask your visitor for more contact information, as well as their email address, for example a phone number, or their business name / address.

You will find that the more information you ask for, the less people will sign up. Most people are very reluctant to provide a phone number on a website they have only just arrived at. So to maximise conversions, you may simply ask for an email address and no more.

If your business model is based on phone sales and also for high value services where you want to qualify people on your email list – and especially for mobile visitors, then you may well want to ask for more information.

You will obviously need to make a more compelling offer in return for your visitor's additional contact details.

This is where your video is important, giving you a much longer opportunity to build the necessary trust than will be possible simply with copy, especially on a home page where you have limited space.

If your offer includes a physical product, perhaps a CD or DVD, then of course you will be able to ask for an address. This has the added benefit of giving you the option of using direct mail marketing for follow up.

Integrating a professional email marketing system

I strongly recommend using a professional email marketing system, integrated with your website, as these are very powerful, enabling you to automate your follow up - and the costs are minimal. However, start-ups can use a simple contact form and add addresses to their email database manually.

We will look at choosing a system and how to get the most from it in more detail in section 6.

A.5 SEO for Your Local Business

Attracting new customers online starts with making sure your website can be found easily by those potential customers who are already looking online for the services your business offers.

We are essentially talking here about Google of course. It is by far the largest search engine, especially in the UK.

Generally people searching via Google, will only look at the first page that comes up in the results – so it's important to appear on page 1 of any search result - and as high up as possible.

"Search engine optimisation" (SEO) is the process of maximising your website's chances of coming as high up as possible in the search results for your desired keyword – the word or phrase people are searching for.

Google's algorithm for deciding which websites to show in its search results is a closely guarded secret and changes regularly, however, this is a guide:

Factors generally affecting search results include:

- "On-site" optimisation of the website for the keyword being searched – using a combination of code and copy throughout the site.

- Popularity, age and size of the website itself – long established websites, with more visitors and pages are considered the most important by Google. (This is why large directory websites such as Thomson and Yell often appear on page 1 for local businesses).

- Frequently updated content on websites – this is why a blog or a WordPress site including a blog, ranks highly.

- "Off-site" optimisation - ie links back to the website from other websites, especially highly ranked websites (Google ranks all websites from 0-10.)

- Linked social media profiles and YouTube videos

- Relevant domain name (ie including the keyword)

SEO for competitive keywords is both expensive and unpredictable.

Consequently, we find that for virtually all businesses, it is both more cost effective and more reliable to use Google's paid advertising - Adwords / PPC - to get good positions in the search results for your main target keywords.

Since ads are shown first of all, you can come at the very top of the results; you control exactly what is shown, as it is your ad wording - and you are working with Google, not against it. We will look at Adwords in section 2.

Local business search results – a gift from Google

Local business results are an exception though and SEO for this is very worthwhile.

Google gives priority on page 1 to its "local search" results, ie searches for a business type, in a geographical area: vets in Bristol, lawyers in Liverpool, plumbers in Plymouth, restaurants in Redcar etc.

These local geographical search keywords are not nearly so competitive, except in the biggest cities, so it is relatively easy to ensure your business is included in these local results, if you spend some time on your optimisation.

Plus of course these are extremely targeted potential customers - they are already searching for exactly what your business offers, so it is well worth putting in that time and effort.

First of all, make sure you understand Google search results fully. Essentially 3 paid ads appear first, followed by "natural" search results.

For local searches, 3 local businesses will be shown after the paid ads and above the other natural search results. These local results will include a link to a Google map on the right, showing your location.

Clearly the local 3 businesses shown will attract much of the search traffic for that keyword, so making sure your business is one of those 3 is very valuable.

Ideally, your main business website will also appear in the natural search results, which follow the local results, so you will appear twice – which gives your business extra credibility.

Google My Business / Google + page

To appear in one of the 3 local results, you need to set up and optimise your Google My Business Page (previously Google Local/Google Places), which is a Google + page. This is Google's social media platform.

It is important to complete your Google + Business Page fully, with up to date information, including your website and opening hours, your logo, plus some good images, all optimised for your business name and primary keyword.

It is also useful to add some initial posts, with quality information. You can use extracts from your blog and/or posts on your other social profiles.

The best way of all to optimise your Google Business page, is to ask your customers to post a Google review. Especially in a competitive area, Google will give priority to Pages for businesses with positive reviews.

If you don't yet have one, to set up your Google Business Page you simply need to set up a gmail account (i.e a gmail email address).

Optimising your website for local search keywords

It's also worth using SEO to optimise your website itself for your main local search keywords, so you achieve good results in the natural search results, which come below the local search results. Multiple entries on page 1 of Google are excellent for credibility.

As explained, this involves on site optimisation through copy and coding, plus some off-site optimisation through your social media profiles, some regular blogs, YouTube videos if possible and local directory entries.

Choosing the right keywords

It's important to identify the right keywords – the ones people actually search for. Sometimes there are significant differences in search numbers between singular and plural and between the order of words in a phrase:

For example:

- Swindon vets / Vets Swindon

- Vets in Swindon / Vet in Swindon

You can use the **Google Adwords Keyword Tool** to check keyword search volumes.

Optimising your website for your business name

It goes without saying that every business should at least go to the trouble of optimising your website for your own business name – it's obviously important to ensure that people searching specifically for your business, can find you easily.

For some businesses, even your existing clients may use abbreviations – so do check for this and optimise accordingly. Vets practices' names are typically abbreviated to XYZ Vets, rather than XYZ Veterinary Centre.

SEO for this should also be reasonably straightforward.

A.6 – Mobile Responsive Websites

Mobile responsiveness for your website is now completely critical to your online marketing and indeed your business success.

Mobile viewing on smartphones has increased very fast: Over 60% of website views are now via mobile phones. So if your website is not mobile friendly, your business will be losing out significantly, every single day.

Mobile responsive websites are a relatively new phenomenon – only 2 or 3 years ago, mobile responsive sites were uncommon and the best option was typically a separate mobile website.

This is an entirely separate website, designed for mobile viewing, with easy navigation, clickable phone numbers and links etc. Software detects when your website is viewed on a mobile and diverts the viewer to the mobile site.

This has limitations though – today, people are viewing your website through all sorts of different devices of every size, including iPads and tablets. Your website needs to be easily viewable on all of them, not just phones.

If your site is not "mobile friendly", Google will not show your site in its results for searches carried out on mobile phones – now approximately 60% of all searches and rapidly increasing. Nor will it display your ads to mobile viewers.

By mobile friendly, Google doesn't just take into account responsiveness, it also looks at ease of use overall – e.g. font size. Small font sizes are common on older websites and the copy is simply unreadable on a mobile, while images may well be cropped or not show up.

Google will also look at whether phone numbers are clickable / tap-able.

It is essential to have a "mobile responsive" website, which is fully responsive for tablets as well – and you need to ensure that your pages look good on all these different devices.

If your site is not currently responsive, you do need to address this as a priority, since mobile usage is increasing very fast.

You can check whether your site is mobile friendly, using Google's mobile friendly checker tool.

Going forward, you should consider going further than simply ensuring your site is mobile friendly – you want to maximise design for mobile usability.

Increasing mobile viewing is affecting lead capture efficiency, as people are less willing to fill in forms on mobile, it's fiddly – and less likely to want to download and read long reports too.

So, the solution may well be to focus on phone calls as both your key call to action and your priority sales funnel. Since your website visitor is viewing on a phone, they can be much more willing simply to tap and phone you – there and then.

This is potentially an exciting opportunity as you then have an excellent opportunity to talk directly to prospects, making it much easier to build relationships quickly – and convert.

A.7 – Use Specific Landing Pages for Your Ads

I recommend using paid online advertising as your main source of reliable new leads and customers.

This will be much more successful if you use specially designed "landing" pages on your website, for your ads – instead of simply using the home page of your website, which must cater for a whole range of visitors.

Whether you are using ads for lead generation or direct sales, you will improve your conversion rates significantly, if you design specific landing pages based on your ads.

Unlike the home page of your website, where you are covering different categories of visitor, on a specific landing page you can and should design everything around your call to action and the step you want the person responding to your ad to take. Everything is then tailored to reflect your ad.

As we've already discussed, start with the all important space above the fold and as before, a video is best here, alongside an opt-in form, if email capture is what you are looking for.

Your also need a strong headline with clear and compelling copy and/or video script, focusing on benefits. A list of benefits, set out with bullets is ideal.

A strong, ideally irresistible offer, probably for something free, is essential.

If your offer is for a downloadable report or other digital product e.g. a CD / DVD, an image for this is very helpful; it adds value.

It's usually wise to include several testimonials and any other useful authority / credibility proof, e.g. accreditations and awards, even if these are below the fold.

This is especially the case if you are asking for more than simple email details. People are reluctant to provide phone and address details and you will need to make a stronger case to persuade them to do so. Even then you will find your conversion rate is lower than if you simply ask for email.

As previously highlighted, you need a strong and clear call to action on your opt-in form and you will want to test both the wording and button colours.

Your page should be focused entirely on your call to action, with a simple and focussed layout and no navigation menu tabs for the rest of your website or sidebars with links elsewhere.

There should be no distracting links to other pages, other than small and discreet links at the foot to your home page and to your privacy / cookies policy. These are required for Google PPC ads, as well as enabling you to comply with legal requirements.

For landing pages for your PPC campaigns, you can create a series of similar landing pages, but with slightly different copy to reflect your keywords. The more closely your landing page is tailored to your targeted keyword, the better the conversion results will be.

You can test different elements of your pages, eg headlines, video scripts, call to action and layout, using split testing. Optimizely is good for this.

Don't forget that you can combine traditional offline marketing with online landing pages – and in fact this can work extremely well. So you can create landing pages for your direct mail or for newspaper ads too.

You can obviously also use individual landing pages for all sorts of other purposes, such as recruitment.

Creating Your Online Presence

B - Your Social Media Profiles

Your social media profiles are an important part of your online presence today and its essential that they reflect your values, and support your positioning and your pricing strategy.

They offer another opportunity to develop relationships with existing customers and can help you get new ones, via searches on social media sites and friends' recommendations.

They are excellent for testimonials, which you can use on your website.

They are often used by customers for direct feedback and comments, so it's important to manage your business reputation on social media.

You'll also find people checking you out on your social media profiles, before doing business with you. This applies both for your business and for you personally – and of course you can do the same to find out more about prospects, whether clients, suppliers or staff.

While it is possible to get new customers and leads from direct engagement on social media, it is difficult to do so consistently and cost effectively. For consistent results, paid advertising is much more reliable and cheaper.

So, for the majority of business owners, spending a great deal of time personally on social media sites, with a view to getting new customers is not the best use of your time. Instead, use it to engage with customers and if possible find a suitable member of staff to run your business pages.

If you are new to social media

First of all, you should set up professional looking business profiles on the major social media sites relevant to your business, simply to support your online presence. Then, if you wish, choose one site for your main focus and get more involved. If you try to do too many all at once, you will spread yourself too thinly, so it's better to concentrate on one, at least to start.

Focus on your target customer and the best social media site where you are likely to find them.

For most businesses **Facebook** is a good place to start, especially if your clients are consumers. It's extremely popular and is much the largest social media site, so you should certainly have a Business Page here for profile.

Twitter is popular among celebrities, sports people and politicians - and also with younger people, including teenagers.

LinkedIn is the place to be if your target clients are senior business people or professionals. It's ideal for targeting high net worth individuals – the average income of people on LinkedIn is over £100k.

Google + / Google My Business is especially valuable for local businesses, as it offers an excellent opportunity to improve your local search results.

Pinterest is popular with women and those interested in arts and crafts, while **Instagram** is image focused, so it's good for photographers and fashion.

YouTube isn't the place to start with your social media, but we do strongly recommend you use video in your online marketing, so a YouTube channel will be part of your social media presence.

For a core social media presence I recommend setting up profiles on Facebook, Twitter and Google+, plus LinkedIn if relevant.

The huge benefit of social media is that allows you to connect with your customers and prospects when they are relaxing, at home and in informal social mode, so they are psychologically more receptive to your messages.

This does mean that while professionalism is obviously always essential, you need to communicate in a more informal way. Formal "corporate speak" is not appropriate, except to some extent on LinkedIn.

Set up your social media profiles

It's important to complete your profiles, with all the essential information, contact details, professional images and links back to your website.

All the social media sites change their layouts and their recommended graphics dimensions frequently, so do keep your profiles up to date.

If you already have existing profiles set up, ensure they are up to date with profiles completed and links back to your website.

All your profiles offer an excellent opportunity to convey your key marketing messages, your values and your unique value proposition. Social media sites are search engines as well, so optimise your profiles for your keywords.

Do make sure you comply with current rules for the social media sites you use. These are also constantly changing, often without advance warning.

Always remember that these sites' terms of use mean they, not you, own all the information, including images, posted on the site. They can also close your account without warning for violations. This is why it is important to send your social media contacts to your website, which you control and where you can capture their details into your email marketing system.

Getting the most out of your social media profiles

For many businesses, it's all about deciding how much active engagement is a worthwhile investment of your time and then choosing the right member(s) of your team to manage your business pages and profiles.

For many, an active social media presence is worthwhile, especially for engaging with existing customers. Vets for example, usually get very good engagement on their Facebook pages.

Consistency is key with most sites, so post regularly and respond to any customer comments. Nearly all comments will be positive – and it's a great way to get unsolicited testimonials, which you can use elsewhere too.

Facebook and **Twitter** are informal, personal sites, perfect for sharing stories, news, images and videos. Just make sure that everything is consistent with your brand and values.

You need to respect the social nature and the informality of the social media environment. The key is to engage by sharing useful information that customers and contacts will find valuable and / or entertaining.

They are not the right place for constant sales promotions and you will soon annoy your customers if you use the wrong approach.

However, the right promotions linked to your website, mixed in with quality content, quizzes, surveys and more will be positively received.

Be aware that the speed and informality of communication carry risks – it's very easy for a quick comment posted without proper reflection to do a great deal of damage to your business reputation. All the usual laws apply, from discrimination to libel, so training for staff running your pages is important.

If you do have a complaint, this is your opportunity to handle it well – it's much better to know about a quality lapse and address it constructively. Social media offers excellent opportunities to avoid complaints escalating.

On **LinkedIn** it's all about business networking, so everyone on the site expects and understands that you are interested in building relationships and connecting – with a view to doing business.

It's much more corporate in style – but the same "rules" apply. To be successful in making connections through the site, you need to share information freely and contribute to groups. This is a place for making connections and building deep trusted relationships, not for direct selling.

It's also an excellent place to get personal testimonials, recommendations and endorsements, all of which are extremely powerful for building credibility and trust and can be used in your marketing materials.

To get these, reciprocity is the key to success. So simply go and give recommendations and endorsements to your contacts – you'll find most will do the same for you in response, without you even having to ask them.

Outsourcing and Automation

Many businesses outsource the management of their social media profiles and this may be worthwhile, if you don't have a suitable member of staff. However you do need to be very clear about your objectives and the returns you get from your investment.

Generally we see much more limited engagement with generic posts from an outsourcer, compared to posts from those directly involved in your business.

So it's a good option for social profiles you simply want to maintain for credibility and we do see a lot of businesses automating their Twitter feed, especially if Facebook or LinkedIn are your priority for active engagement.

Strategy 2 – Attract New Customers – Google Adwords

Once you have your website (and social media profiles) set up to perform, you'll want to look at the best ways to attract new customers.

There are of course hundreds of different options online – and you shouldn't overlook traditional and offline methods either. However many of these new options do not deliver new customers consistently and you can easily waste a great deal of time and money on them.

Top of my list as the single most reliable and predictable way to get good quality leads and new customers is by using Google's paid advertising system: Google Adwords, often known as Pay Per Click (PPC).

The principle is simple: people on Google are already searching for exactly what you sell and related services and products. So if you can get them to your website and that is set up effectively, as we've already covered in detail, you can create a predictable and cost effective source of new customers, day in, day out.

So, the opportunities are excellent. However you do need to be careful to set up your ads correctly, to avoid costs running away with you - there have been a number of changes recently, which have affected results.

Attraction Marketing

The huge appeal of tapping into this market is that these people are already looking for your business – which changes your relationship with them.

Almost every other form of advertising is based on you looking for potential customers and initiating the contact. You are chasing the customer and have to fight to attract their attention, typically to interrupt or distract them.

It's easy to forget that when Google first started, this was in itself a huge revolution. Traditionally, Yellow Pages was the nearest equivalent, but you still had to compete with numerous other ads on the page. With Adwords, you have the opportunity to get the searchers quickly onto your own website.

Pay for Results

PPC is also attractive because you only pay for results i.e. when your prospect takes action - and clicks on your ad. It's not a question of paying for an ad up front and simply hoping someone who sees it will respond.

Local Targeting

Google has developed and refined its platform – and local ads now mean that you can target people physically located in your area, specifying the town and city of the searcher without paying for UK wide ads. Improved targeting means both better results and lower costs for a better ROI.

Even if you have a national business, with clients across the UK, you can use geographic targeting to run different campaigns in different areas, reflect your ideal target customers' demographic spread.

Choosing Your Keywords – The Basis of Your Success

With Adwords, it's not your ads, it's your choice of keywords that really makes the difference. Most businesses only choose a very few keywords, but adding more, a lot more, can make a huge difference.

Of course you want to choose the main keywords for your business, but these will be the most competitive and therefore the most expensive. So it's really worth looking adding more relevant keywords, perhaps another 50. Some of these will probably be considerably cheaper, so although they may have fewer searches, together they will add up and improve your ROI.

Your Ad Position – Key To Your Results

The position of your ad is critical to your click through rates.

Google now shows 3 ads on the top left of its search results page, immediately above the natural search results, with the rest on the right.

Research consistently shows that most Google users still do not realise that these top 3 left side results are paid ads.

These ads on the left hand side get hugely better results – approximately 15 times better than the rest, over on the right.

So your objective is to ensure your ads appear on the left hand side as much as possible. Google decides where your ad appears, so you need to understand how to influence their decision in placing your ads.

Your Quality Score and Click Through Rate (CTR)

Google allocates your ads a quality score, on a scale of 1 - 10.

Your quality score is key to determining where your ad is placed, along with the price you bid. It is not simply the bid price alone; this is not an auction.

As usual, your quality score is based on their own secret algorithm, involving about 150 factors. The relevance of your ad is one of these factors, but the biggest is your "click through rate " - CTR.

Your click through rate is the % of viewers that click on your ad – the average is 2-4%, depending on your industry, provided you appear on the left hand side. Google attaches a great deal of significance to a good CTR as this indicates that searchers are seeing what they are looking for.

So, do monitor your CTR and your quality score and keep both as high as possible – they will help you get into that coveted top left hand position.

Ad Extensions

Google now also allows you to make your ads bigger, by adding extensions, provided it appears on the left hand side. As larger ads inevitably perform better, this again helps the left hand ads outperform those on the right.

There are a number of options for ad extensions, which you can select. The main one is site extensions i.e. extra pages on your website. You can also add your phone, your address and map and social extensions e.g. Google +.

There is no cost involved, so it's very worthwhile to select ad extensions. Your ad is more likely to show up on the left in the first place, but the real advantage is that making your ad bigger is the key to more clicks – so your quality score goes up… and then your ads appear on the left more often.

Mobile

Now that over 60% of all searches are on mobile, it's worth setting up separate mobile campaigns, with mobile friendly ads and monitoring these carefully.

Remember that in some cases different keywords and different ads will perform better on mobile; as always testing is the key to success.

Conversion on your website

Do remember that your ad and campaign set up is only half the equation.

The other half is about how your website is set up – how good your landing pages are. This is why I focused first on setting up your website – there is no point paying for search traffic from Google Adwords, if your website is not first set up to optimise conversions – and both must be tested and monitored.

So the first thing to look at on your landing page is relevancy to your ad. You should use the same keywords you have targeted and that appear in your ad. Google will be looking at this – and it will help your conversions, when visitors see exactly the words they were searching for, on your page.

Many businesses waste their advertising budgets with poorly targeted campaigns. If you search for a local service, it's still common to see ads for businesses miles outside your area – a complete waste of their money.

So, I do strongly recommend that you either make sure you learn how to do Adwords correctly, or use a genuine adwords expert, if you want to get good results. It's very important to identify the right keywords and set your campaign up correctly – and to keep monitoring and testing.

Strategy 3 – Find More New Clients – Facebook Ads

The statistics on Facebook are astonishing, are increasing all the time and quickly demonstrate the extent of the opportunity here:

- 1.49 billion active users every month
- In the UK, more than 1/3 of the population go on FB every day
- Adult FB users have an average of 200 friends
- Facebook is on more than 3 out of every 4 mobile phones

So quite simply, Facebook is an excellent place to contact your existing customers and to source new ones. For small businesses, it is currently the very best place of all to find new customers due to a combination of reach, targeting and cost – done correctly, it's very cheap.

The key is to focus on the Facebook advertising platform, which will enable you to create a consistent flow of new leads and customers. This approach is not about using the site to build "likes" and then seeking to convert, via engagement strategies, as we discussed for your social media presence.

Ad format – website conversion

There are several different ad formats, which confuses a lot of people. The best one to use is the website conversion ad, which is really a sponsored post, which appears in news feeds.

Some people dislike these appearing in their feeds – however now they are well established, they are extremely powerful – with far better response rates than the old style ads which still appear on the right hand side of feeds. It's best to think of them as akin to paid editorial, rather than ads.

Target your existing customers first

If you've not used Facebook ads before, the best place to start is with your existing customers.

You can take your existing customer email addresses and upload them to Facebook, who will match them to people's Facebook accounts. You can them send tailored ads to these customers, with anything from useful information to enhance relationships, to special offers.

You can also use remarketing. We'll be looking at this in more detail later, but essentially you can show further ads simply to those who have visited your website – including those who have responded to your initial ad.

This is a particularly effective way to reach those of your customers who do not respond well to your email marketing – it gives you another way to reach them. Obviously you will only reach those whose Facebook email address matches the email you hold, but it works surprisingly often, even in B2B.

Use Facebook targeting to reach new customers

Facebook's targeting tool is very powerful and therefore very effective for targeting new customers too. Facebook holds vast amounts of information about its customers and all this is effectively available to you.

You can target by location, age, gender, demographics (salaries, social class etc) and most important of all, by interests. The more information you have about your existing customers and your ideal target customer, the better this will work for you.

You can be imaginative in your testing here too. For many businesses, you may find your customers read certain books, for example, or watch particular films or follow sports, even if there is no direct business connection between those activities and what you offer.

Lookalike audiences

Facebook's lookalike audience tool is extremely powerful – and will get even better results than your own targeting, very cost effectively.

Essentially you can ask Facebook itself to target potential new customers, based on your existing customers. You do need to upload at least 100 customer email addresses, which match Facebook's records, for Facebook then to create your lookalike audience, drawing on all the data it holds about your customers and the potential targets.

Most businesses find they get even better results using this tool than with direct targeting – an impressive testament to their algorithm. Fundamentally Facebook can identify all sorts of correlations, by interests and activities, which you would never have a chance of uncovering.

Mobile

As before, don't forget to make your ads and your website landing pages mobile friendly. 30% of Facebook users **only** visit the site via their mobile.

Video ads

We'll be looking at video ads on YouTube next, but don't forget that Facebook is becoming an increasingly video orientated site, with people sharing videos widely. Only a short while ago, the whole site was far more image based, but this is changing fast. Facebook owns Instagram, which is more image orientated, leaving Facebook itself most likely to continue to shift to video.

So the very best way to maximise your response rates on Facebook is to use video ads.

Facebook – a golden opportunity right now

Facebook ads offer an exceptional opportunity, right now. It's likely that costs will increase in time – so it's worth maximising the opportunity immediately to start generating new customers cheaply.

As before, the ad itself is just one part of the equation – the 2nd part is having an effective conversion funnel set up on your website, when people respond to your ad.

Strategy 4 – Find Yet More New Clients – YouTube Ads

We've already discussed the importance of having video on your website; YouTube itself also offers an excellent opportunity to find and attract new customers and this is what I'm highlighting here.

YouTube's advertising platform, Trueview, allow you to show a video ad, which plays in front of popular free videos watched on YouTube.

Again this is an opportunity to both communicate with existing customers and find new ones. It's relatively new, certainly as a mainstream advertising platform, so costs are very low and you also have an excellent opportunity to get ahead of your competitors – very few small businesses are using this yet.

As with Facebook, the stats are incredible:

- 2nd largest search engine, after Google (who owns YouTube)
- Over half of all the people online watch a video every single day
- 93% of internet users have watched a video online in the last week
- Video ad spend is predicted to reach £1 billion by the end of 2017

Video advertising is exceptionally powerful for all the reasons we discussed earlier – just like TV, it offers an opportunity to communicate using different senses, combining visual and auditory methods and is very influential.

It's still very cheap due to the massive inventory available – there are millions of videos on YouTube, so they have a lot of advertising space to sell. Your ads can play for just a few pence per view.

Targeting by search

YouTube is such a large search engine, you can also set up your ads to run based on keywords searches, just as you do with Google Adwords and this can be very effective too.

You can start with your existing Adwords / PPC keywords, but you will need to test them, as different keywords may be more effective on YouTube.

Targeting by demographics

You can also set up your ads to target new customers by age, gender, location and interests and again the targeting options are very effective.

Like Facebook, Google holds a huge amount of data about people, including their interests, based on their online browsing history for example. You may not personally like the privacy implications, but it is a dream for marketing and you can tap into this via YouTube.

Targeting your customers and website visitors via remarketing

As with Facebook, remarketing means you can also show your video ads to those who have visited your website, or certain pages on it.

Pay only for those who actually want to see your ad

One of the reasons that YouTube advertising is so effective and also cost effective is that viewers have the opportunity to skip your ad – so you only pay for ads where the viewer has opted to continue watching it.

So, you do not waste your budget on people who are not interested and you know that those who continue watching are genuinely interested – so they are excellent prospects.

Of course this means that your video needs to grab the viewer's attention quickly and generate sufficient interest to ensure people don't skip the ad, if it is something they will want to see through.

However you don't want to pay for ads to be shown to people who are not within your target market and will not convert, so although it may initially feel counter-intuitive, you also want to encourage people who are not appropriate, to skip the ad.

Send viewers to your website for conversion

Trueview video ads now work responsively, so you can link directly through to your website – where people can opt-in (or whatever actions you choose).

Previously video ads were effectively either large brand ads, or viewers had to go to a specific website via Google or their browser. Now they can click or tap and go straight to your webpage.

Obviously your video needs to conclude with a strong Call to action to encourage the viewer to do just that.

Content for your video ad

We have already discussed different styles and types of videos and I suggested that you can get a professional involved in creating them, if you are not comfortable yourself, either to help with editing and production – or to present. Plenty of very competent presenters from local TV and radio channels can be hired as professional presenters, very reasonably.

For the script, you want to follow the same format as for any video on your website and opt-in pages – first of all gain attention, then develop a strong benefits focused message, to generate interest and create desire – concluding with a strong Call to Action, based on an irresistible offer.

As always, remember that your video must view well on mobiles – 65% of video views are now on a mobile.

YouTube – the opportunity to get ahead of the game

Typically if you can maximise your results, you will be paying just pence for your ads. I simply cannot think of anything comparable – you have the opportunity to use the power of TV style advertising, at a minimal cost.

Ad charges are not based on the length of the video, so you can test different times – so if you want, you can run a video for 30 minutes or even an hour, for a tiny cost, which is astonishing value - although 5-10 minutes is a good length to start with.

Since only about 3% of businesses are using YouTube for advertising, this is an excellent opportunity to get ahead of the game and start using it.

The Trueview platform is accessed from your Google Adwords account.

Strategy 5 – Increase Response Rates – With Remarketing

Remarketing offers the opportunity to reach those who initially respond to you ads and visit your website, but do not take your desired action. They may have simply been distracted, obviously they were interested enough to respond. Until now, there has been no way to reach them again.

Remarketing enables you to show banner ads to those visitors, when they visit other websites, using the Google Display network.

Approximately 1 million websites are on Google's display network, many of them very large and reputable sites - and over the next few years, display banner ads are likely to overtake search as the main source of online traffic.

Using the display network is particularly powerful because it enables your business to be associated with large and high profile websites.

Remarketing also means that to your website visitor, your business appears to be everywhere online – they will see you repeatedly on other sites, adding to your credibility.

You can also use the display network for direct banner advertising too, using Google's targeting and many businesses get good results from this. Banner ads will get lower response rates of course, but are much cheaper.

Interestingly, they are predicted to outstrip Adwords in the next few years.

Remarketing is an excellent way to increase your conversion rates, as those people who have already responded to one of your other ads, perhaps on a Google search or on Facebook and visited your website are then exposed to follow up reminders. Perfect if they were interested, but got distracted.

By increasing your conversion rates, you are also getting a better return on your investment in those original campaigns.

You access the Display network in your Google account and when you have created your campaign and ads, for remarketing, you simply place a tracking code cookie on your website and the ads will be shown to your website visitors.

You can run your follow up display banner ads for up to 18 months; you need to test the right timings for your business.

One top tip is to set a reasonable frequency cap, so you do not annoy people with too many banner ad views. I suggest a max of 3 per day.

As we've also discussed, there are other forms of re-marketing you can use, including Facebook's own remarketing system to show your Facebook ads to your website visitors, as well as YouTube's system.

When you add all these re-marketing systems together, you can achieve conversion rates far in excess of industry norms.

Strategy 6 – Develop Valuable Relationships - With Email Marketing

Email is still one of the most powerful communication tools and is under-used by many businesses. It's very cost effective and by using a professional email marketing system, the entire process can be automated.

For lead generation, we've already discussed the importance of capturing prospective customers' email details on your website, in return for a compelling incentive.

Of course, you can and should do capture details in other ways e.g. direct at networking events and at your physical premises.

You will also want to use email marketing to communicate with your existing customers, so it's important to start capturing this data for your existing customers, if you've not already done so.

Using a professional email marketing system

A professional system will allow you to send out messages in bulk and also to design professional templates for regular newsletters, if you wish. They can be personalised too, which helps open rates.

Emails can be scheduled in advance, so you can choose the right time to send them. This will depend on your industry and your client profile, but testing will show you which days and times get the best response.

Best of all, these systems are very cost effective – you can communicate with thousands of customers and contacts, every month, for a fraction of the cost of sending physical mailings.

You will be able to set up different lists, so you can send different emails to different groups of people easily. For effective marketing it is obviously important that you communicate differently with clients and with prospective clients.

You will get the best results when you send tailored emails to specific groups of contacts and customers, according to their interests and the services and products they prefer and buy from you.

Automation – save hours of your time…

Automation is where online marketing systems come into their own, saving you huge amounts of time.

Auto-responders allow you to automate your messages and are especially good for building relationships with prospective customers, on auto-pilot.

You can write and schedule a series of emails, which will then automatically be sent out to anyone who signs up on your website opt-in with their email address, daily or weekly, as you choose.

A pre-written and scheduled series of follow-up emails, with a mix of valuable content and offers, weekly or twice weekly, for say 6-12 weeks, works very well and is far more than most businesses achieve.

These can turn the conversion of your leads into an entirely automated process, depending on your market and your sales process.

Choosing A Professional Email Marketing System

Do make sure you choose a flexible email marketing system that meets your business' needs.

Some popular systems will not allow you to upload contact details – they only accept emails captured online. I'd say it's very important for most businesses to be able to upload your existing customers' emails, as well as details you obtain offline.

Professional systems come with tracking tools so you can measure e.g. the open rates for your email campaigns and test your copy and headlines for effectiveness, using split tests.

I recommend - and we use - iContact, which also allows you to share your email newsletters on social media and in webpage versions.

More complex CRM type systems such as Infusionsoft are also very good, allowing you to create and track all sorts of different campaigns - but inevitably a more complex system is more expensive and involves more training time, so your choice depends on your business stage and overall requirements.

Permission based marketing

All professional email marketing systems operate on a permission basis. You must have permission to email anyone on your list. It's important to ensure that you have permission, if you are adding details collected offline.

All emails from a professional system will be sent out with unsubscribe options and you cannot change this.

Do though make sure that you set up your system with subscriber update details options – it's common to see only the option to unsubscribe entirely.

Tips for Successful Email marketing

Successful email marketing, as ever, is based on developing relationships – with your customers and with your prospective customers.

The key starting point is to build trust by sharing quality, useful information and then start to promote your services. You will need to test what works best for your market, but a good starting point guideline is to send 3 content emails followed by a promotional one.

Frequency

The real key to the right frequency, as usual, is to test it – but you will also find that what works best depends largely on expectations – which in turn depends on what you have taught your contacts to expect from you.

You will often find people saying that they do not like lots of emails, but in marketing terms this is a myth - tests virtually always show that you can easily email much more often than you think.

To get really good results from your email marketing, once a week is a good minimum, with twice weekly much better. This is certainly what I recommend that you start with for new lead generation campaigns.

For your existing clients, you may want to start more slowly – if you haven't previously emailed them at all, or only once in a blue moon, then suddenly introducing emails twice a week may well seem too many.

Style

Most online marketers find that traditional "normal" style emails typically work best in most cases, certainly for offers. It seems that psychologically, these are seen as more like the emails people receive from their friends, rather than something too corporate.

Having said that, our experience is that many of our clients find that sending regular email newsletters with a professional template design, works very well, especially with existing clients. It's also a good place to start, if you have an established business and haven't previously communicated with your existing customers by email regularly.

The key is to make sure that your emails are not boring and offer real value. We find that a more informal style works best. Emails should be written personally and come from person who is the "face" of your business.

Open rates

Email open rates are a big issue and have fallen over the last few years. However you can still achieve good results and we regularly see open rates of over 40% for our clients. This is well in excess of industry norms.

Even if your open rates are a more typical 10-20%, this is still an excellent opportunity to reach a significant proportion of the people on your list.

The no 1 criteria is the "from" name – so make sure the emails come from the "face" of your business. The 2nd is the title of the email and 3rd is timing.

All of these elements can and should be tested.

Content Creation

People are often worried about creating good quality content for emails.

The starting point as usual is to be clear about your primary purpose – is it to provide valuable content, to build the relationship – or is it to promote and sell a specific service or products?

The key to good copy is to tell stories – and to be human and personal. It's essential to reflect your values and allow the real you to come out.

As well as your services and products, you can feature one of your clients – case studies and testimonials always work well. Or you can profile a member of your staff, so clients get to know you all.

Special offers for your email readers or for existing customers are always good – for many businesses a series of seasonal promotions can be planned well in advance and can help give a structure to your campaigns.

As ever, don't forget to include your call to action, even if this is low key and simply a reminder to get in touch for more information / to book an appointment / to buy repeat supplies etc.

You can always re-use content – from your blog and from any other marketing materials you have. You can also search for interesting news items and articles for your industry online and then comment on them – you may find this is easier than creating content from scratch.

Strategy 7 – Convert Your Prospects to Buyers – Sales Pages

Once you have spent time building trust and a relationship with your prospects, it's time to convert them to customers.

Here I am looking at full online sales pages and the approach is similar to landing pages for lead generation, but with more content.

Sales pages will do usually best if you have video, although you may well also have copy set out below.

As before, you must give priority to the space on your webpage above the fold and you need to be totally clear about your call to action.

Creating copy and the design for Sales Pages (or scripts for sales videos) is a complete topic in itself, so these are some key points to bear in mind:

Irresistible Offer

First of all you need a truly compelling offer to make plenty of sales.

It should be so attractive that your viewer would be "crazy" not to go ahead.

Powerful Headline

The primary purpose here is to persuade the visitor to watch your video - or to read the rest of your copy, so it needs to be powerful, benefit driven with a focus on problems and solutions. It should immediately attract attention / create engagement and curiosity. Questions often work well.

Your Headline is usually 2-3 lines long, in a large font and a strong colour.

You can add a sub-headline as well, slightly smaller and in a contrasting colour or font.

Benefits Driven Copy

Compelling copy, or video script, is essential; use powerful, hypnotic words.

The AIDA formula previously highlighted is a simple and effective approach that's helpful to follow: Attention, Interest, Desire, Action.

It's very important to focus on benefits, not features. Put yourself in your customer's shoes and write or talk about the problems they have, which your service or product solves – and the key transformation.

It's very easy to fall into creating lists of features which are meaningful to you, but not especially interesting or valuable to your customers.

Bullet points are the most effective way to communicate benefits clearly and quickly, especially for those readers who simply want to scan for information, before making a decision.

It's important to address key likely objections – eg price, time, convenience. It's a mistake to avoid these, you'll do better to address and overcome them.

Price is a common objection; the best approach is often to reverse the issue and highlight the cost of **not** buying.

Much the same can apply to time objections: often the service or product can be shown to **save** time, in the long run.

Social Proof - Testimonials

Testimonials are a very important part of your sales copy to demonstrate credibility and build trust.

As before you need to include people's full names, their location if possible, their position in B2B and a good photo.

Video testimonials are extremely effective.

Guarantees

Guarantees are very powerful and should be included, as they reduce or remove the risk for your buyer and will answer key objections.

Bonuses

Bonuses are also very effective and you can add several for the best results.

They should add significant value to the customer, yet be cost effective for you to deliver.

Clear Call To Action

Your Call To Action must be very clear – usually a "Buy Button" linking straight to the payment page.

No Distractions

Your page layout should be simple with no distractions.

The page should have no menu or navigation tabs at the top linking to the rest of your website, nor should you have sidebars with links elsewhere. It's important to keep the viewer focused on your copy or video.

As before it's good practice to have a small link to your home page and your privacy policy at the bottom of the page. Both these are requirements if you are sending Google Adwords traffic to the page and even if you are not, you do need to ensure you comply with relevant legal requirements.

Clear Layout

The body of the page with copy should not be too wide, or it becomes hard to read. Our minds have become conditioned to expect proportions and widths that follow standard A4 paper sizes.

Your copy should be split into easy to read paragraphs, with headings.

Fonts, colours

You should always use large, easy to read fonts, for your copy. Don't forget that some viewers will be on mobiles.

For your main copy, black on a white background is the easiest colour combination to read, followed by similar dark colours, such as dark greys and blues.

White or other pale colours on a black or dark background are very hard to read in large chunks of text, although they can work well as a headline, for contrast.

Avoid using too many different fonts or colours as this can be very distracting. 3-4 is usually enough.

Images

Use images sparingly and ensure that they add to your message rather than distracting from it.

Easy Buying Process

It's essential to make the buying process itself as easy as possible.

Shopping cart abandonment is a huge issue for online sellers and is mainly due to unnecessarily lengthy and complex processes. Do not ask for information you do not need. If at all possible, keep to a single page.

You also need to use a reputable credit/debit card provider, who buyers will trust.

It's essential to keep testing the various elements in your process to make sure you are not losing sales unnecessarily.

You can also use re-marketing code on your sales webpages, to follow up with prospective buyers who did not complete the process.

Thanks for reading this guide and I hope you've found it interesting and will use the strategies I've highlighted here.

I've not had time to go into all the fine detail here, but this report gives you all the core information and structures you need to put in place in order to create an integrated online marketing strategy and system that brings you a steady stream of new customers and increased sales - to grow your profits.

You may already have resources available to implement your complete marketing system, but if you would like to find out more about the detailed steps to take next, then there are a number of ways we can help.

Specialist Online Marketing Courses

We run regular courses on online marketing topics to keep you up to date with the latest developments and give you all the detail and support you need to implement the different elements of the core system and more.

You'll receive details of these via our emails (so don't unsubscribe!).

Bespoke Services from Internet Power

We work closely with a small number of businesses to develop their online presence and marketing. These are the services we most often provide:

Custom Website - with Professional Email Marketing

We use all our marketing expertise to design and build marketing effective websites, including all the elements highlighted here and more.

Typically they include a fully integrated professional email marketing system all set up for you, so you can capture your website visitors' emails, automate your follow up and stay in touch with your existing customers.

On the technical side, we use an advanced, responsive, designer platform, which is completely flexible to grow with your business.

Custom elements can include anything from portfolios to online registration and booking systems or landing pages.

Compelling Copy – All Done For You

We've found that many businesses really struggle to create compelling marketing copy for their websites and online profiles.

So our Elite packages include professional copywriting for your website, with initial articles for your blog, as well as your social media profiles.

Connect To All Your Online Tools, Quickly and Easily

Our Online Portal gives you fast, easy access to all your online tools - plus extensive technical training resources to ensure you get the most out of them.

Ongoing Technical Support and Bespoke Marketing Packages

As you'd expect we have a comprehensive range of ongoing hosting, support and technical packages, to suit your business.

We do also offer bespoke marketing packages, which include specialist copy-written email newsletters and website articles written for you.

For More Info On Bespoke Marketing Services and Websites

Visit: Internetpower.co.uk

Or, please get in touch: Internetpower.co.uk/contact

Of course, you may already have a great team to implement everything.

If so, I hope you have found this report interesting and that you will use the strategies I have highlighted, to take your business forward.

Nigel and I are always interested in hearing from like-minded people, so please do connect with us via social media, our personal websites – or the Internet Power website above.

To Your Business Success!

Sophia