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The Monthly Resource Guide For Startup Businesses

# NEW BUSINESS

## MINNESOTA



### Special Report

### Landing More Sales

The key to landing more sales is to know your strengths and weaknesses. Then choose the right tools to identify your prospects, turn them into leads and convert them to customers. New Business Minnesota presents these experts to help show you the way: **Dave Meyer**, BizzyWeb (Web and Social Media) **Scott Jacobson**, Your Best Next Step (Sales Process); **Jeff Ferrazzo**, Constant Contact (Email Marketing); and **Dean Hyers**, SagePresence (Sales Presentations).

# Land More Sales by Marketing Smarter Online

Use These Simple Tips to Get the Customers You Want.

By Dave Meyer  
BizzyWeb

“Work smarter, not harder” is a common mantra in small and new businesses. Now more than ever, online marketing can help you do more with less time, money and energy – you just need to know what tools to use and how to use them. Landing sales online is a four-step process: Engage, Inform, Capture and Convert.

**Engage:** Find the right customers by profiling your best, most profitable prospects. Profile your favorites and build your online marketing to speak directly to their needs.

This is where social media shines: reach out to your customers where they spend their time. LinkedIn is great for Business to Business (B2B) and corporate clients, Facebook is perfect for mass audience appeal, Twitter is best for small snippets of information to urban and mobile prospects, and Google Plus is best for techies and for boosting your search engine rank-

## Call To Action

BizzyWeb is offering New Business Minnesota readers a special deal for the month of August! This month we're offering \$300 in free "BizzyBucks" on any new program at BuzzBuilders.com to help you Optimize, Promote, Generate Leads or Retain Customers for your business.

Or if you'd like to get a fully-optimized website done in a single weekend, check out BizzyWeekend.com to create your new website from start to finish in just two days!

Visit BizzyWeb.com/NBM for information on both offers, or register for our FREE BizzyWebinars each Wednesday at noon at BizzyWeb.com/BB.

ings. Video and email can also reach your clients in an engaging way.

**Inform:** This is where your website comes in. Put information on your site that tells HOW you can help your customers better and WHY they should work with you. Nobody cares if you're #1 or how many years' experience you have. Illustrate your prospects' pain points and their unmet needs, and show them how you can help. Be sure to include relevant calls to action on every page to tell them how to take the next step.

**Capture:** Once your prospects are engaged and informed, you can capture their information. This is what changes a suspect into a prospect – someone who shows enough interest in your company that they're willing to share their information with you.

Once you've captured their information you can send emails, special offers, or reach out and continue to connect with your visitors until you've gotten to the final step:

**Convert:** Finally, you convert your prospect into a customer. But that's not the end of the process – you can continue to engage and inform to get more business and referrals. Give them more options and choices and they'll help you grow your business.

**Here are the basic tools that every business needs online:**

- **A great Website:** It needs to be easy to update, optimized for search engines (more below), and must be “mobile responsive” to look great on PCs, tablets and phones. Let your site do the heavy lifting for you: At BizzyWeb we design our sites to seamlessly integrate with social



media by auto-posting your content to all your networks with a single click.

Make sure your site is designed to capture your visitors' attention, speak to their needs and how you can help them, and focus on relevant calls to action so they know what to do next. A website can serve

**BizzyWeb** Continued on Next Page



The BizzyWeb team: Larry Seth, Andy Wojtowski, Kevin Broadbent, Jessica Moretter, Ryan Lindquist. Front Row: Dave Meyer, Jen Meyer.

as a lead-generation funnel, and it's the one place on the web you truly own.

Choose a short, easy to remember domain name, and go with a ".com" address if possible. You can get cheap hosting on your own and suffer down-time and frustration, or hire a company like BizzyWeb to host your site for just \$25 per month.

- **Search Engine Optimization:** Your website needs to tell search engines what you specialize in, including key search terms, if you want customers to find you. What would your customers type in the "search" box if they were trying to find you online?

Make sure you include those phrases in your metadata, page content and links. Optimized page content is at least 300 words in length, includes links to other pages on your site and to other high-ranking sites.

Don't over-do the keywords... if any more than 5 percent of your content is keyword-related, you risk getting penalized by Google for "keyword stuffing." Focus on relevant content and update your site at least once a week to keep search engines interested.

- **Social Media:** Facebook, LinkedIn, Google Plus, Twitter, Pinterest and more all relate directly to specific audiences. Remember to keep your conversations "business casual" and speak to your prospects' needs. Social content is a lot like networking in real life – it needs to include conversation with your audience, encourage

them to share their thoughts, and can't be too sales-oriented.

If you've already set up your social accounts but haven't looked at them in awhile, be sure to update your designs as all the big networks, Facebook, Twitter, and LinkedIn especially, have redesigned their business pages dramatically in the past 6 months.

- **Google Places/Yelp/Yahoo Local/etc.** – online directories and review sites are a great way to level the playing field with your competitors. When someone searches for what you do and they're physically located close to you, you'll show up higher on the list than others who aren't nearby. This is especially important for prospects searching on mobile devices.

- **Email marketing** – It's possible to send messages right to the inboxes of your best prospects. Drip campaigns can contact customers and prospects without any additional effort on your part, and you can send messages to your ideal clients with targeted lists. Keep your subject lines short and actionable to draw readers in, and be sure not to spam with irrelevant messages.

- **Paid advertising** – In today's world, sometimes you need to invest to make sure your messages are seen. The good news is that paid advertising allows you to target exact keywords, messages, and even specific audiences to make sure your messages are seen at exactly the right time, in the best context, and to meet your budget.

Ads on Google or Facebook let you target specific customers and get your messages to them right when they're searching for your product or service, and the feedback is immediate and measurable.

Just make sure you're driving your ads to a dedicated landing page that directly relates to the offer or ad you're using to drive sales to your business.

**Follow the process to land the sale** – no matter how many hits your beautiful new site gets, Facebook Likes you have, or followers you have on Twitter, it won't help if you don't show your customer how to buy from you or find out more. Move them to the next step by asking them to sign up for an email newsletter for special offers, tips and advice.

Let them join your online club on Facebook, and be sure to reward them for doing so. Remember to Engage, Inform, Capture and Convert in your online marketing, and work your plan.

**Hire a guide** – finally, sometimes it seems like there are just too many choices and options, and it can be tough to figure out how to make the Web work for you. Hire a guide to set you on the right path, show you what works and fast track your success. It's the quickest way to success.

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*Dave Meyer, president and owner of BizzyWeb, creates search-engine optimized, mobile-responsive websites that cross-publish to social media with a single click, saving businesses time and money. Reach BizzyWeb at (612) 424-9990, sales@bizzyweb.com, or check out special New Business Minnesota deals at BizzyWeb.com/NBM.*