

Increase Profits and Lower Marketing Costs By Avoiding These 5 Mistakes



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**Courtesy of: Allen Johannesson
Local Media Services**

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*Near the end of this report, you will find information detailing how you can take advantage of your **FREE Consultation!***

Mistake #1

Not Recognizing the Importance of Having an Online Presence.

Recent surveys and market tests prove that ever increasing numbers of eager buyers are using search engines to locate local merchant web sites before embarking on their shopping trips.

Can your customers and prospective customers find you online? Or are they finding your competitors?

If you have been wondering whether having a web site and online marketing strategy is important, let me answer now...having an effective online presence is **VERY** important.

Take a look at the statistics on local searching trends...

A study conducted by *TMP Directional Marketing in July 2008*, revealed that more people are looking for local information via search engines, while the use of print yellow pages and white pages is declining. That translated into 31% for search engines searches compared to 30% print Yellow/White Page searches.

This means that in 2008, search engines like Google, Yahoo and MSN were the leading source of information for local customers.

The TMP study also revealed that large numbers of local searchers **take some type of action**. They call, do in-store visits and even send email to the businesses they feel can assist them.

The best news is...these local searchers (customers) are usually in the final stages of their purchasing decision and are **ready to spend money!**

Another study based on *comScore* data, showed that local queries (searches) increased 76% between February 2007 and February 2008. The data further reveals that the searches per searcher has increased from approximately 6.5 to 11.3 for the same time period.

Want more evidence about the growing importance of an effective online presence?

For every dollar U.S. consumers spend online, they spend an average of \$5 on off-line purchases in local establishments. These **off-line purchases are directly influenced by their online research**. (*MIT Technology Review, 04/2005, "e-Commerce Gets Smarter"*)

NPD Group conducted a survey revealing that 97% of U.S. Internet users gather shopping information online, and that 51% of those consumers **"shop online but purchase off-line"**.

The biggest indicator of the growing trend toward local searches is Google's display of up to ten local searches within their natural listings. At this writing, Google is getting more and more aggressive with regards to local search and local maps.

If you haven't noticed, local and regional search engines and directory sites are becoming much more visible. This is due to the fact that the major search engines are giving them greater ranking in the search results.

This is no fad - it's a highly visible trend. Every day, more and more of your customers or clients are looking for you online. Don't make the mistake of ignoring these trends or your customers.

In light of changing consumer habits, it's **highly recommended** that you seriously consider establishing an online presence if you currently do not have a web site. If you do have a web site that is experiencing marginal performance - you should consider upgrading to a functional direct response web site designed to generate greater profits.

Mistake #2

Not Having An Effective Marketing Focused Web Site.

Too many small business owners make the mistake of paying far too much for non-performing web sites. They end up paying through the nose for a "branding" web site that does VERY little in the way of increasing bottom line profits.

A branding site only seeks to familiarize visitors with your company's name and brand, and is not designed to encourage immediate action from those visitors.

It's an established fact that you need a web site, but not just any web site. You need a highly visible Direct Response Web Site. A site whose primary **focus is on getting your visitors to take action.**

The most sought-after action is to have the customer or client come to your business with cash to spend. The next most sought-after action is for your customer or client to subscribe to your web site's follow-up email list. This is done through the use of an **Automated Customer Lead Capture System.**

When you add a properly configured Automated Customer Lead Capture System to your web site, it becomes a **Direct Response** web site.

If you want fast, profitable results, you **must** implement a direct response website. A branding site will not get the job done unless you have really "deep pockets" and lots of time on your hands. The vast majority of small businesses have neither. In these early stages, this fact alone presents you with a unique opportunity as there are few competitors.

As sited in the response to Mistake #1 - greater numbers of local customers and prospective customers are actively searching for "local businesses". If you don't have a good "direct response" website in place, you'd better hope your competitors don't either.

You should also note that an effective online presence is quick way to leverage your overall marketing strategy.

Mistake #3

Not Capturing Your Customer or Client Email Information And Following Up

This is one of the most common and most costly mistakes. Primarily due to the fact the few business owners know about an amazing technology that would allow them to perform automated but **personalized** customer follow-up.

The technology I am speaking about is related to the email list mentioned in the response to Mistake #2. It's referred to as an **Automated Customer Lead Capture System (ACLC System)**! In simplest terms, it's a web-based marketing tool that allows you to capture your customers' contact information. In this case the most common information collected is the customer's First Name and Email Address.

This ACLC system makes it possible for you to get your offers, sales, specials and other news in front of your customers **very quickly** – usually in **under 5 minutes**. It also allows you to make a good impression on new customers by providing fast, professional responses to their requests for information about your business.

Once customers or clients voluntarily subscribe to your Lead Capture System, they will automatically begin receiving notifications of specials, sales, discounts and other news you wish to convey.

These notifications would generally be in the form of a newsletter that delivers value to your customers or clients and prospective customers or clients. It also gives you the opportunity to educate them about your business.

This automation aspect is the greatest benefit of an Automated Customer Lead Capture System. Your messages and information get delivered to your customers and prospects **even while you sleep!**

When you take advantage of your **free consultation**, you will get to see this powerful marketing tool in action.

Mistake #4

Creating a Costly Web Site That Only Sucks Money From Your Marketing Budget.

Do you have a "*hidden*" website that nobody can find? It's not uncommon.

A lot of business owners (you may be one of them) had expensive web sites built with the hope of ultimately reaping huge financial benefits. For the overwhelming majority, those hopes never panned out. The unfortunate thing is...the sites were built by individuals or companies who had no understanding of effective online marketing principles.

Due to the fact that the sites were never properly implemented, search engines never listed them and visitors and customers rarely, if ever, visited and interacted on the web site. If customers and visitors never see your website – you lose out.

Even worse, if your competitors are drawing new customers away from you with top performing websites - you're losing out **BIG** time!

However, there is **Good News!**

If you are the owner of one of these websites, you **may very well be sitting on a "goldmine"**. But unless you have the proper tools and knowledge to extract that gold, what you have is a non-productive web site.

When you take advantage of your free consultation session, you will learn how new life can be pumped into an otherwise dead web site. I will explain clearly how it can be redesigned and re-purposed to finally yield the huge financial benefits you sought in the beginning.

Mistake #5

Failure to Employ the Services of Knowledgeable Online Marketing Experts.

The care and feeding of a profit-producing direct response web site is no simple task. Not to mention the proper development of an effective online marketing strategy.

A productive web site and marketing system demand constant attention and they must remain flexible enough to change as quickly as the latest Internet and web-based technologies.

Unless you have advanced or at the very least, moderate skills in web site development and online marketing techniques; it's best to allow a professional to create, configure, maintain and manage any comprehensive online marketing program you choose to implement.

Money spent on an effective web site and online marketing program is an investment, not an expense. Making the correct decision regarding this matter will save you tons of time, money and frustration.

Free One-Hour Consultation

Sooner or later you WILL find it necessary to implement an effective online presence. Allow me to show you how to accomplish this in a time-efficient and pain-free manner.

To get started, please email me at allenj@localmediaservices.net and reserve your free consultation. If you prefer, I can also be reached at 519-377-6635.

You are under no obligation and I will attempt to sell you nothing. This is a genuine consultation that will educate you about the benefits you stand to gain by implementing an effective online presence or upgrading your current web site.

Along with the information in this report, and the additional knowledge you gain from your free consultation, you will be in a good position to make a more informed decision regarding implementation of a productive online presence for your business.

Summary

The statistics say it all...

Large numbers of eager local buyers with cash money are using search engines like Google, Yahoo and MSN right now to find a business similar to yours. If you have no online presence or a negligible presence, they will never find you.

If they never find you, you have no opportunity to sell to them. Multiply this "missed customer" scenario by 100, 1,000, 10,000 over a period of weeks, months and years! You have been missing, and will continue to miss out on a staggering number of potential customers and thousands of dollars in profits!

It is of vital importance that to make a decision and implement some type of optimized local online marketing presence. If your competitors get established before you do - or they are already established online, you should place an even higher priority on taking action.

If you are in need of an online marketing solutions provider you can trust, and who is willing to engage for the long haul, I can provide you with exactly what you need. It all starts with the free one-hour consultation.

If You Find This Report Helpful, Please Inform Your Associates

If you have business associates whom you feel would benefit from this report, please pass it along to them. Or have them contact me and I will personally get one out to them.

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