

5 things you need to set up in 2019 to increase revenue

Start Q1 off with a bang, and start WINNING



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email marketing



PART ONE: Email Marketing

Let's get you properly doing EMAIL MARKETING

You CAN still generate revenue with email marketing; it is not dead, despite what some may say.

It is STILL working, and it CAN work for you.

Just realize that any failure you have had with email marketing was simply because you did not have the right email subject, email text, or the right recipients on your list.

Emails which have the right subject and text and are sent to the right people DO generate sales.

What types of emails should I send?

There are many different types of emails you can send to your list. The two main ones are:

Goodwill Content Emails which simply seek to give information and inform, and not sell. This is helpful information which is relevant to your customer base.

Sales Emails which seek to enlighten and get the reader to purchase something. It could be a special discount offer, a new product/service, or simply your main flag-ship service. Whatever it is you are asking them to 'buy' directly and not being coy about it. This includes 'flash sale' emails.

How often should I send to my list?

You should be sending a minimum of two Goodwill Content emails a month and one Sales email a month to your list. Any less than 2 emails

a month and your list will decay.

What you need to start doing

Send to the right people

You should only be sending emails to your current or past customers. By whatever means, you need to get the name and email of your customers and start entering it into an email marketing platform such as Mail Chimp. If you can't get a hold of past emails then fear not, start collecting emails from current customers NOW.

Choose the right subject line

Subject lines that are predictable will be ignored and won't be opened. Your subject line cannot be conservative. It needs to be 'tangy' so to speak. It must pique interest in the reader. It needs to catch their eye, but not offend. A quick Google search for clever email subject lines will help give you the idea. The subject need ONLY convince them to open the email. The subject does NOT need to explain the content of the email. I repeat, the email subject line does NOT describe the contents of your email. That is a huge mistake many marketers make, as it will result in mediocre open rates.

Choose the right text

If the purpose of the subject line is to get the reader to open your message, then the purpose of the email text is to get them to perform an action (call a number, click a link etc.).

The text for a Goodwill Content email is simple and does not need to be discussed here, however the text for a Sales Email is very precise and must be done properly in order to get sales from your email.

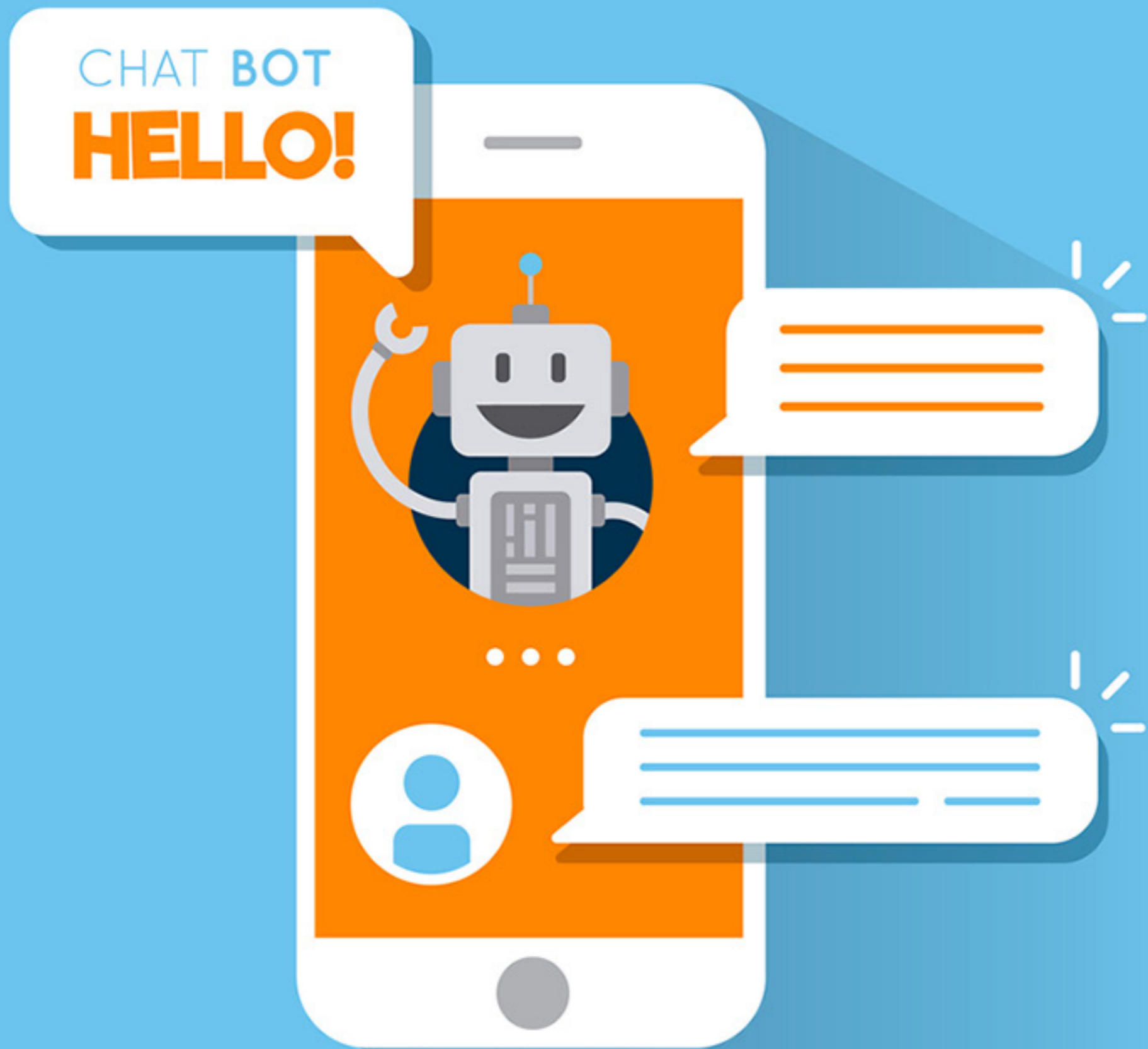
Rules for your Sales Email

- 1) Keep it relevant. If you provided landscaping services to the customers don't sell them toaster ovens, sell them related landscaping or hardscaping services.

- 2) Your sales text needs to show the reader how your product/service is going to take him from his current state into a higher state, a before & after. It needs to discuss the current difficulties he may be having, and then the future relief and gain he will have by using your product/service. It is HIGHLY recommended that you study up on how to write sales text by reading some articles on Hubspot or Digital Marketer.
- 3) Use scarcity. Play in to the customer's fear by communicating what they have to lose if they don't get your product/service.
- 4) Go in for the 'ask', multiple times. Don't be shy, have several calls to actions in the email.

Take-aways:

1. Start collecting: first name, last name, email, zip, from all your customers
2. Create an account at Mailchimp and start entering all the customers
3. Study how to make good subject lines
4. Study how to write good sales text (Hubspot, Digital Marketer)
5. Create your first campaign in Mailchimp, and send it.
6. Evaluate the performance of your campaign and contact me to tell me how you did! (kieram@clearimaging.com)



live
chat

PART TWO: Live Chat

Web visitors are slipping through your fingers...

In 2019 you must finally get LiveChat for your website. To do so otherwise is to let potential leads slip through your fingers.

Having a live chat window available to the visitor enables you to turn the casually curious wandering web visitor into a buyer; turning cold web traffic into warm web traffic.

There is no excuse not to. Even free versions exist and setting it up is extremely easy and fast.

Some may object and say that having the chat window encourages visitors to avoid calling and thus bypassing sales staff and therefore result in less sales since it is harder to sell via text-chat.

Although this seems logical it is completely incorrect, and it is the opposite of the truth. Having live chat INCREASES sales. Why?

Here is the reason, let's take a moment and remember how people behave: In order of HIGHEST effort, and fewest in frequency:

1. People coming to your store to talk to you in person
2. People calling you on the phone
3. People filling out a contact form
4. People sending an instant message chat

In other words, people are lazy and having instant chat available you get CONSIDERABLY more leads because you have set the 'effort' bar so low for your prospects that way more of them will contact you because it is so EASY.

But I don't have someone to answer 24/7

That is totally fine. You don't have to be available day and night. There are several clever solutions for this.

Marketing genius Neil Patel has an excellent article on Live Chat, which you should check out:

<https://neilpatel.com/blog/live-chat-marketing/>

Take-aways

1. LiveChat is free and easy to set up
2. You are losing leads every day you don't have it set up



google
analytics

PART THREE: Google Analytics

Stop Marketing BLINDLY, let's get you using Google Analytics

When it comes to internet marketing don't you already have enough unknowns and uncertainties?

Uncertainty if that ad will work or if that article will generate calls, or what topics you should write about for your website; uncertainty abounds! Couldn't you do with some edge or gain?

Well, give yourself a break and get some knowledge, with Google Analytics!

Without data and statistics, you have to rely on hunches and 'what you feel is best', and that is the fastest way to dump your marketing budget down the drain.

Just as the Paramedic uses vital signs such as heart-rate and blood-pressure to see what is wrong/right with his patient, the web marketer uses Google Analytics various metrics to see what is wrong or right about his website.

Here are two very useful things you can learn with Analytics:

- Find out what pages are the most popular on your website. This tells you what you are doing that is right, so you can improve it and replicate it for other pages. By 'most popular' we mean most viewed pages, and pages that visitors stay on the longest.
- Find out what pages are the least popular and are performing the worst. You can then analyze the poorly performing pages to see what is wrong, so that you don't repeat those mistakes. By 'least popular' pages we mean pages that hardly get any views and if they do get landed on, users leave right away.

By knowing and using the above information you can improve your user's experience and your website's quality, which will result in better

search engine position.

Keep it simple

Many people feel completely overwhelmed when they log into the Google Analytics dashboard and see all the options, and that is understandable as there is a ton of information, and much of it you can do without. So, keep it simple to start with and only look at things like: pages with most/fewest visitors.

Take-aways

1. Google Analytics is fast & free to implement. All you need to have is a Google Account and you can go and get it set up.
2. Google Analytics will tell you what pages are performing well and not so well; thereby giving you insights on what to fix and what not to fix.

**google
my business**



PART FOUR: Google My Business

Get on Google My Business

If you were going to utilize just one of Google's many free services, it would have to be 'Google My Business'. If you don't, your company may not even exist in Google's eyes and you don't want to be in the pitiful position of not existing in the Google search result pages.

Setting up your Google My Business (GMB) tells Google you are a real business, with a real location, run by a real person, hence it is vital you use a real USPS street address (and not a PO Box) when you go through the verification process.

Simply create a profile, upload photos, add your hours of operation, payment methods, contact information, etc. People can also leave reviews (1-5 Stars) for your company. The more 5 Star reviews you solicit, the better your company profile and Google rankings will be.

What are the specific benefits of GMB?

There are two major benefits to having your GMB set up and managing it frequently:

Public Relations

These days, potential customers DEMAND to know your company rating, whether on Yelp, Facebook or Google; searchers expect to know the quality of the company they are researching. Therefore, if your company is not actively harvesting 5-star reviews, your prospects will go to a competitor that DOES have 5 stars!

Search Engine Rankings

For a couple years now, Google's algorithm for search results has given much more weight to websites that have positive reviews on platforms like Yelp and Google My Business. So, you can directly improve your ranking by getting positive reviews on a myriad of review web-

sites. More 5-star reviews = boosting your Google search rankings. Of course, all such reviews should be 100% authentic and honest as monsieur Google does not take well to being deceived.

How do I set it up?

You're in luck! Google has simplified the process for setting up your company's profile CONSIDERABLY. You will need to have an existing personal account with Google (a Gmail for instance). If you don't already have one, set up a Gmail account right away.

Then, just go to the start page below, put your company name, address, phone, and you'll be sent a postcard to the address to verify the location and that's it. BAM. You'll then get the postcard with a code on it. Simply log into GMB, enter the code and your page will be verified and online, ready to rock and roll.

It is at this time that you should start soliciting honest reviews from your customer base, so you can start growing your rating.

Let's go

So, make haste, don't waste this opportunity. Click on this link to set up your GMB account:

<https://www.google.com/business/>

Take-aways:

1. Business cannot neglect it any longer, you must have a GMB account
2. Having a GMB account, and verifying your business will help you rank higher and therefore give you more web visitors and leads
3. Get lots of honest & positive reviews for your business

retargeting



PART FIVE: Retargeting Ads

The best for last: Retargeting

Never had faith in banner or display pay-per-click (PPC) advertising on the internet?

I myself never had faith in banner/display PPC ads (not to be confused with search PPC ads, which are more effective). The idea of showing banner ads to random people on the internet, hoping that they'd click and fill out my lead form made me uneasy, or insecure about actually getting results from such a campaign.

If only there was a way to only show your advertisements to YOUR OWN customers or people who've visited your website, and not random people who'd never heard of you. To show your ads to 'warm' prospects and not 'cold' ones.

Well, wish no more, for it already exists! And it is called: Retargeting.

What is Retargeting?

For nearly ten years now clever internet marketers have been advertising using retargeting.

As a web surfer you are already very familiar with retargeting, from a consumer's perspective. It's quite simple, we've all had the experience where we search on Google or Amazon for a particular product, view the product, close the browser, log into our Facebook or some other website, and then lo and behold! We see an ad in Facebook for the very thing we just looked at! (Guitars, clothing, electronics, anything). It reminds us of that initial interest we had for that product. This ad then continues to 'follow' us around, appearing on all sorts of websites.

Ads like this have a greater chance of being clicked on because we know for sure the consumer has some level of interest (since he searched for it). They have a higher click rate than traditional ads, since on traditional ads you are just showing everyone the same thing... and many of them may not be interested in it at all.

But with retargeting you are only showing ads to people who have searched for that product and visited your web page. Therein lies its brilliance.

How you are going to use Retargeting to increase sales

There are two main companies you can create retargeting ads with:

1. Facebook
2. Google

Facebook's interface is far easier than Google's, so for those starting out it is suggested you start with Facebook.

There are two main types of people you can show your retargeting ads to:

1. You can show ads to people who have visited your website.
2. You can show ads to a 'customer file' you have uploaded to Google or Facebook. This could be a spreadsheet of all your customers.

The breakdown of a retargeting ad campaign:

1. Choose a platform (Facebook or Google)
2. Ad their 'retargeting' code to your website
3. Choose the type of audience you want to use for the ad campaign (Customer list, or your website visitors)
4. Create an ad
 - a. Write heading text
 - b. Choose an image
 - c. Write description/CTA text
 - d. Specify where you want the ad to link. Don't choose your home page, instead make a custom landing page on your website

- e. Set your budget to \$10 a day
- f. Start!

How much will it cost?

You will only know for sure once you go live with your campaign, but it should be around 50 cents per click.

Why it works

1. It is showing your ads to people who already know your brand
2. It is showing your ads to them over and over and over, burning an impression into their mind, giving your ads opportunity after opportunity to get their interest and send them back to your website.

Take-aways:

1. Retargeting is one of the most effective ways to advertise on the web
2. Set up an Ad Account with Facebook
3. Add their embed code to your website
4. Create an ad and get the show on the road!

Summary



In Summary...

- 1) Sign up for Google Analytics, even if you are not going to use it right now, get it anyway so it can start collecting data, and you can have someone else look at it in the future and use the data to optimize your website
- 2) Get your company set up with Google My Business so you can improve your ranking in local search and get valuable reviews
- 3) Get LiveChat put on your website so you can get more leads and not let visitors slip through the cracks
- 4) Sign up with Mailchimp and start collecting email addresses and study email marketing, so you can get more sales from your clients
- 5) Create retargeting campaign with Facebook or Google so you can advertise directly to your website visitors and get more sales.

Where do we go from here?

If you liked our content make sure you hop on over to our Marketing Toolbox, where we have lots of other goodies for you:

<https://www.clearimaging.com/marketing-toolbox.php>