



**Lead Science**

A DealerOn Company



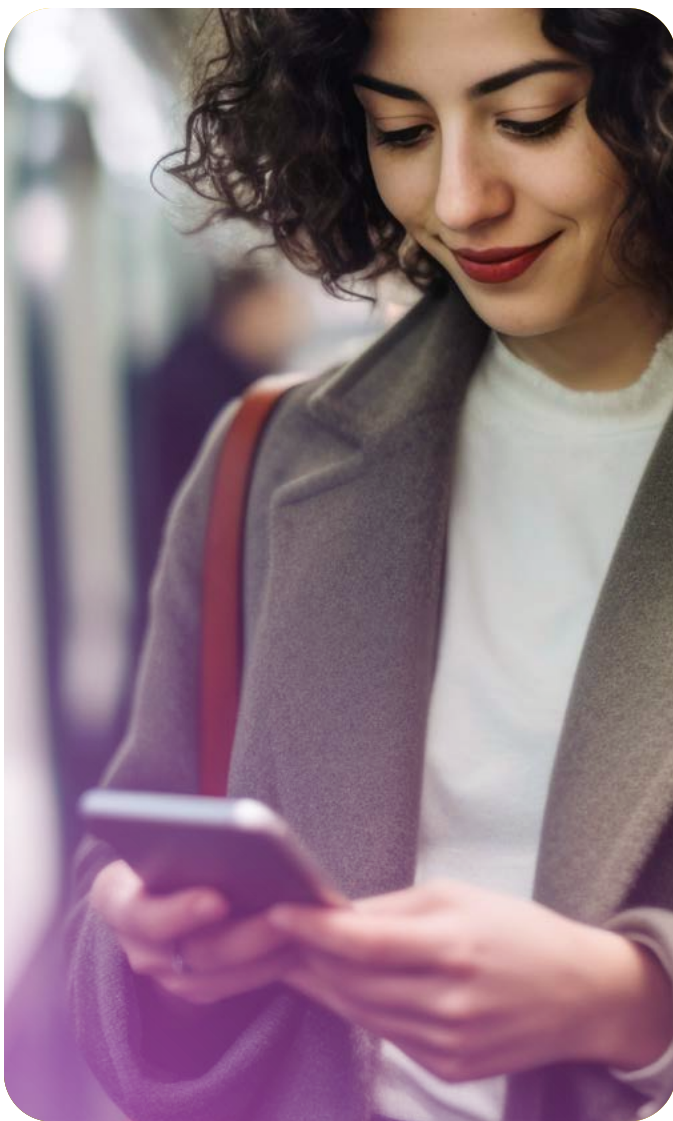
# The Secret to gaining New Clients

Stop wasting money on traditional advertising and start investing in your digital strategy.

877.247.2820

[sales@LeadScience.com](mailto:sales@LeadScience.com)

[www.LeadScience.com](http://www.LeadScience.com)



## The State of the Market

The market has irrevocably changed. You can no longer put your face on a billboard and expect to generate the same amount of business as companies did before the advent of the internet. Modern customers find traditional advertising quaint, finding businesses online via a simple search. Local businesses most effective at modern marketing focus on a robust lead-generation platform that brings in traffic and converts into high-quality leads powered by engaging and persuasive content instead of sticking with the diminishing returns of traditional advertising.

**Your website is your digital office in the largest marketplace in human history.** It exists to guide potential clients through the process of eliminating that “potential” qualifier and hiring your services. You need a professional design, high quality content, bios for your team, and easy-to-find calls-to-action to effectively drive leads through the signing process.

In essence, you need to tell the story through your website, why you are the ideal solution to the visitor's problem.

## What is a Lead?

Every new client begins as a lead. While there's some elasticity with how you define leads, the most useful definition is any individual who has the potential to turn into a paying client. A lead could be a regular visitor to your company blog, or a potential client searching online for the services you provide. However you choose to define leads, they should be at minimum an individual looking to hire you for services, and who has submitted their contact information to you.

## Lead Categorization

### Cold Leads

Potential clients who have shown minimal or no knowledge of your business and the services you offer. They may have come across your business through general marketing efforts or acquired through lead generation campaigns. Cold leads require nurturing and education to develop their interest and move them closer to becoming clients.

### Warm Leads

Potential clients in need of services like yours and have given you an indication that they would consider hiring you. They have researched your business, and taken an action such as signing up for a mailing list, subscribing to your newsletter, or engaging with your social media content. Warm leads have shown potential, but they may still require further nurturing and information to convert them into clients.

### Hot Leads

Hot leads are highly engaged and actively seeking services in your area. These leads have shown strong interest and are likely to convert into clients in the near term. Hot leads may have directly contacted your company, requested a consultation, or expressed an immediate need for the services you provide.

It's critical for your business to differentiate between these lead categories to allocate your resources effectively. Cold leads require targeted marketing efforts and education to build their interest, warm leads need personalized follow-ups to nurture their engagement, and hot leads should be prioritized for immediate attention to convert them into clients.

By implementing lead scoring mechanisms and effective lead management strategies, you can optimize your client acquisition process.

## Finding New Clients in the Digital Age

Local business owners like you are now faced with a question: should your budget continue to concentrate on traditional advertising methods or is it time to shift focus to a website optimized for lead generation? We're going to answer that here, with a deep dive into both methods with an eye toward measuring the return on each. By the end, you will have all the facts you need to make your decision.

The efficacy of marketing efforts is measured in return on investment (ROI), and this is where digital marketing shines. Not merely the size of ROI, but in the ability to accurately track it. Technology exists to accurately track the ROI on a digital advertising spend, following the ad dollar spent to the lead it generates. Marketers can target potential clients with pinpoint precision, saving money and maximizing ROI. If you want to know where your money goes, digital marketing has the answer.

Your digital marketing efforts boast instant interactivity, meaning that an interested party can contact you right away by interacting with the ad or post in question. With traditional methods, there's always a delay; a driver can't click on a roadside billboard to access your business. They must remember to do it later, which is a barrier that often blunts traditional marketing.

With automation, companies can save even more time. Get your marketing materials in front of a receptive audience without eating up valuable hours. Combined with measurable results, dynamic automation, and instant interactivity, you create a marketing presence that is affordable, efficient, and agile. As conditions change, you will know immediately, and can adjust your strategy accordingly.

All your digital marketing efforts lead to a single destination: your website, optimized to convert visitors into leads. This site is the focal point of your business and gives your clients a one-stop shop to answer any questions and ultimately submit a lead. By focusing your effort on a single locus, your marketing has a destination and clarity of purpose that means every aspect builds on every other aspect. Nothing is wasted.

## Where Traditional Advertising Falls Short

The standard suite of traditional advertising for local businesses has historically been print ads, billboards, television commercials, and transit advertising. Before digital advertising, casting an absurdly wide and expensive net was the only way to attract new clients.

Targeting is the first and most obvious place traditional methods of advertising come up wanting. A billboard is effective at letting everyone who drives a specific stretch of highway know about you, but only a small percentage of those people will need your services and an even smaller percentage is actively searching at any one time. Any form of traditional advertising is going to suffer in that

regard. The cost is static and often quite high, and it is incapable of targeting more precisely than "this block" or "this bus route." The best you can hope for is that enough views translate into clients and a positive ROI.

Which raises the obvious question: How do you determine ROI with traditional advertising? The best you can do is to ask clients to self-report where they heard about your firm, and if you're extremely lucky you might be able to narrow that down to a collection of billboards. Tracking and attributing leads to a specific marketing effort is next to impossible in the traditional forum. You're left with an uncomfortable amount of guesswork when planning your budget and you can't afford to be imprecise.

What you do know is that thanks to the imprecise nature of targeting and the excessive cost of traditional ads, your cost per impression is exponentially higher than it would be with digital marketing. Digital marketing gives you pinpoint accuracy. You can target your ads to receptive audiences. This is in direct contrast to traditional, which just puts the message out and hopes for the best.

Your business isn't static. You might start offering free consultations, estimates or a season specific service. If a situation like this occurs, you will want to update your marketing. In the digital arena, that can be quite simple, but in traditional venues, the cost can be prohibitive. Taking down old billboards or bus bench ads and replacing them with new ones requires not just money but a great deal of effort. Meanwhile, your digital advertising presence can be updated in real time in response to any change.

The advance of both technology and the changing desires of consumer behavior are only making these trends more pronounced. The public has passed the initial hurdle of trusting and buying goods and services online, enabling the embrace of more efficient marketing techniques. Adapting to this new paradigm is necessary for the long-term health of your business.

Traditional advertising has been declining in popularity among consumers. As the internet has become the modern town square, the shift in advertising becomes more pronounced. The wealth of options, from websites, social media, and so on, gives customers the freedom to research different companies and you the opportunity to target your advertising to those areas where your clients are most likely to be. The sea change is not a crisis, but an opportunity for a savvy businesses looking to adapt.

Consumers have become adept at tuning out traditional media. Commercials can be skipped, radio stations changed (if they're even still listening to the radio at all), junk mail goes right into the shredder, and banner ads can be blocked. Even things like billboards and bus ads fade into the background noise of city life. Even as their costs rise in comparison to other methods, traditional advertising is steadily losing what effectiveness it once had.



# The Numbers Are Clear

Digital marketing is a more cost-effective way to build your client base.

## 2.9%

Standard conversion rate.

## 4%

Avg. conversion rate for organic search.

## 11.9%

Avg. conversion rate for lead generating landing pages.

In this modern market, local businesses clinging to these archaic modes of marketing have been struggling to generate leads. The average conversion rate for direct marketing is a paltry 2.9%. Organic search is better, with 4%, while lead generating landing pages have a commanding conversion rate of 11.9% according to Unbounce. Cost and impressions tell an even more stark tale. **The cost of a billboard ranges from \$1250-\$15000** in the larger markets, which can utterly break the budget of a local business. **A single TV ad costs from \$1000-\$50000 and the cost per 1000 impressions is \$47.14.** That's the kind of math you don't want to be on the wrong side of. Meanwhile, organic website traffic numbers sit at a robust 11,704 per month.

## Optimized Lead Generation Websites

Many local businesses have not adapted to the changing state of the internet, choosing to stick with the primitive websites of ten to fifteen years ago. These traditional brochure sites used to be the norm but are now stuck woefully behind the times.

Traditional brochure websites are nothing more than digital business cards. Web users can use them to learn about a business before either moving on or initiating contact. They tend to be very brief, have little more than contact information and a few bios, with not much in the way of value and not integrated into the overall marketing strategy. They exist purely as a perfunctory measure.

A brochure website's only purpose is to provide legitimacy and basic information. It can inform visitors about who you are and how to contact you, but it ultimately plays a passive role. It doesn't serve any goals because it's not integrated into your marketing strategy. It is, in essence, a dead end.

Lead Generation websites are a different beast. Instead of merely showcasing your basic services, these websites are an active part of your marketing funnel. Visitors are guided through answering any questions they might have and being gently ushered on the path to submitting a lead. Upgrading from a brochure website to a lead generation website means your digital front desk goes from being merely a display to an integral part of your business.

Structurally, these sites have large libraries of content that attract new users. A simple question can lead to any number of your pages, each one highlighting your expertise. Just as vital, each one has a Call-to-Action (CTA) that drives users to a lead submission form. Every element is engineered to seamlessly move users down the marketing funnel toward becoming a new client.

These aren't obnoxious, hyper-focused marketing sites either. They are designed to address questions and provide useful information. Visitors will have their needs met, and at the same time, the site gathers information about them. This experience is designed to be beneficial to both parties: educating and nurturing your visitors while encouraging them to hire you.

## Increased Profits

Lead generation websites provide a number of concrete benefits over traditional brochure sites. Because lead generation sites are integrated into your marketing strategy and serve an active role in the funnel, they boast increased lead capture, improved lead qualification, and higher conversion rates. Your visitors will be guided to your lead submission forms, give you more information, and because your site has nurtured a relationship, conversion is going to be easier.

Thanks to more precise targeting, your sales/profit ratio will also see an increase. You're no longer spending time and money pursuing people who will never be clients. Instead, you're spending money to generate high quality leads from individuals who are interested in a services like yours.

The entire process encourages the creation of higher quality leads, in other words, leads more likely to convert to clients. Your website attracts those who have expressed interest in your company, either by clicking on an ad, engaging with your content, or signing up with your newsletter. All of these are first steps into the funnel that encourages a lead to convert. Because the potential client has initiated contact, they are far more likely to complete the process.

You start collecting data as soon as you optimize your site for lead generation. Analytics can track which of your pages perform well, allowing you to create more content in the same mode. Additionally, the ones that aren't performing can be improved or discarded. The more data you have to work with, the more effective your site becomes.

## Client-focused Landing Pages

Robust, informative landing pages that offer significant value to the reader are a critical component of a lead generation website. These pages can be geared to target specific types of website visitors, allowing you to tailor your message for potential clients from the beginning.

Say for example you're a residential roofer: you can build a landing page with valuable information for visitors dealing with weather-related roof damage, complete with helpful information about insurance claims, the repair process and timeline, all bolstered by client testimonials. Combine this valuable information with Call-to-Action elements that send users to a lead submission form, and you have an effective marketing engine.

With an optimized landing page, you're effectively addressing client concerns without a single extra click, so visitors are more likely to engage. Many visitors will never venture to a second page on your site, so making your case with a landing page is an effective strategy. With the first step in place, potential clients are far more likely to take the next step or two and become leads. Targeted landing pages can dramatically increase your leads, and any increase in leads can easily mean more clients.

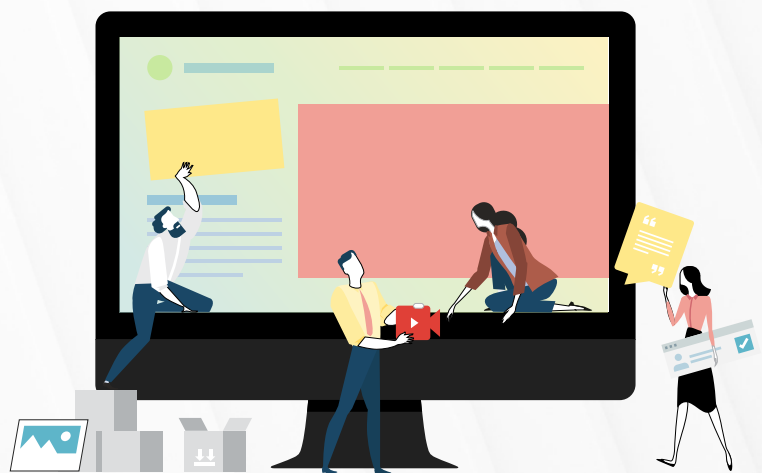
An optimized landing page is specifically designed for marketing campaigns, encouraging visitors to take a specific action, in your case submitting a lead. With strong, convincing copy, compelling visuals, and an easy-to-understand CTA, they are incredibly effective lead generation platforms.

## Landing Pages for Ad Campaigns

Targeted landing pages pair perfectly with digital advertising campaigns. The campaigns funnel visitors to the landing pages which are engineered to foster lead submissions. Think of landing pages as a handshake first impression. This is your opportunity to explain how your company can perfectly meet a client's specific needs. Tailor the page content to match the digital ad, and this unified experience painlessly guides your visitor down the funnel. The efficiency of the process and the clear-eyed purpose of every step allows you to generate more clients and therefore more revenue.

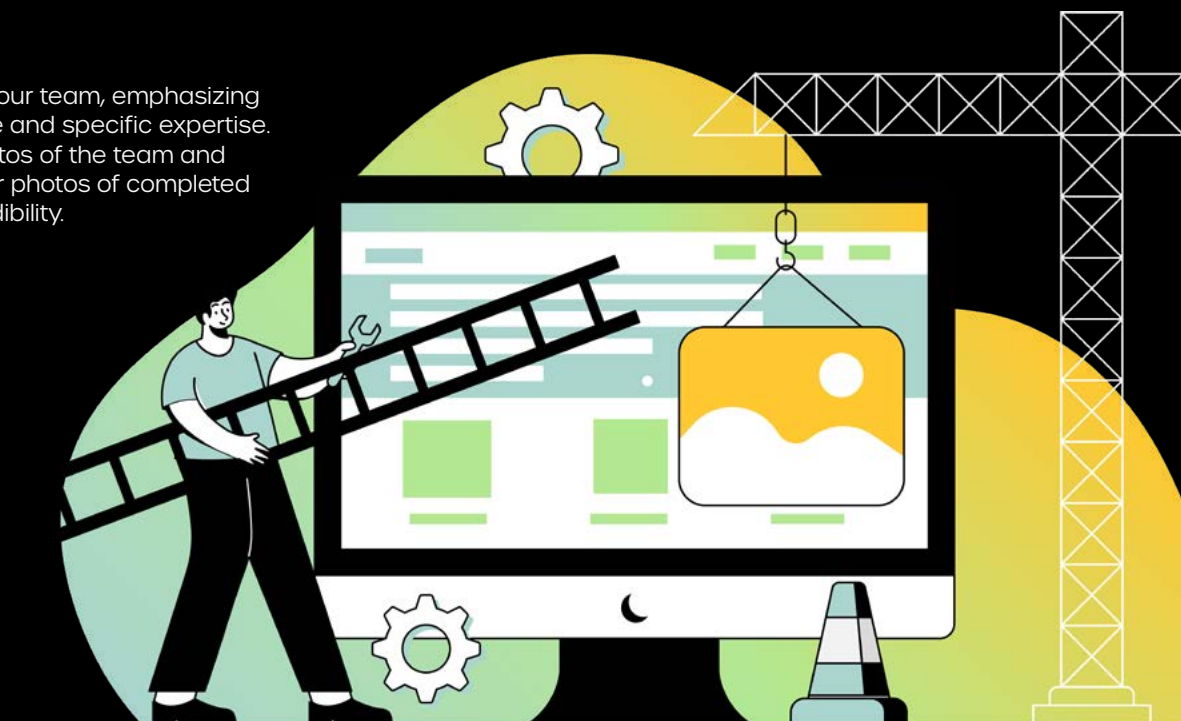
You can track and compare the performance of your digital campaigns and landing pages, meaning that you can hone the most effective while discarding those that don't work. With A/B testing, you can try out different pages, ensuring you're always working with the most effective options for pages and messaging. In this way, you have the peace of mind that comes with knowing that you're doing all you can.

This scientific method of testing and optimization for your marketing increases conversions and ROI. You're not throwing money away on what doesn't work, confining your spending to what empirically does. You're able to adapt as well, meaning your strategy remains agile and responsive.



# Keys to an Effective Landing Page

- 1 Compelling Headline**  
Use a concise and attention-grabbing headline that clearly communicates the main benefit or unique selling proposition of your services.
- 2 Engaging Introduction**  
Provide a brief and captivating introduction that highlights your expertise, experience, and the value you offer to clients. Establish credibility and trust right from the start.
- 3 Clear Call-to-Action (CTA)**  
Place a prominent and actionable CTA on your landing page, such as "Schedule a Free Estimate" or "Contact Us Now." Or use something that has emotional appeal like, "Get Peace of Mind with a Free Consultation." Make it easy for visitors to take the desired action.
- 4 Concise Overview of Services**  
Summarize your services in a clear and organized manner. Use bullet points or short paragraphs to outline your expertise and the specific services you offer.
- 5 Client Testimonials**  
Display testimonials from satisfied clients to build trust and demonstrate your track record of success. Include the client's name, photo, and a brief statement highlighting their positive experience.
- 6 Company Profile**  
Introduce yourself and your team, emphasizing their years of experience and specific expertise. Include professional photos of the team and relevant before and after photos of completed projects to reinforce credibility.
- 7 Contact Information**  
Provide multiple contact methods, such as a phone number, email address, and a contact form. Make it easy for visitors to reach out with inquiries or to schedule an appointment.
- 8 Benefits and Differentiators**  
Clearly articulate the unique benefits of choosing your company. Explain how you stand out from competitors, whether it's your personalized approach, extensive experience, or a specialized niche focus.
- 9 Relevant Content**  
Include informative and valuable content on your landing page, such as blog articles, whitepapers, or FAQs. This shows your expertise and helps potential clients find answers to common client questions.
- 10 Mobile-Friendly Design**  
Optimize your landing page for mobile devices, ensuring it loads quickly and displays properly on smartphones and tablets. Many potential clients access websites through mobile devices, so a responsive design is crucial.



# The Numbers

If there is a single lesson to be taken home, it's this one: the numbers don't lie. The standard conversion rate is 2.1%. A/B Testing can bring that rate up by 12%. Long form landing pages increase conversion rates by 52%, and 74% of conversion rate optimization plans result in higher sales.

Lead generation websites are the smart business decision and keep your business ahead of the competition.

## 2.1%

Standard conversion rate.

## +12%

Average increase in conversion rate when A/B Testing is added.

## 52%

Long form landing pages increase conversion rates by 52%.

## 74%

74% of conversion rate optimization plans result in higher sales.

# Optimizing Your Website

## Your Target Audience

Who is your ideal client? What do they do? What do they need? What sorts of demographics best represent them? Identifying these details helps you craft marketing messaging that meets these people. Once you understand who they are, you can begin to understand the arguments you need to make to get them to submit a lead.

Build detailed profiles, called personas, of your ideal clients. These are biographies of fictional people. As silly as this might feel, personas are incredibly useful tools for marketers. Knowing these individuals inside and out, knowing their needs, their fears, their wants, is the only way you can communicate with them. The messages you craft are to reach these specific people. Even though they're fictional, people like them are quite real, and they will hear and appreciate your messaging.

Your specific services and area of expertise will determine the shape of these customer profiles. For example, your expertise and the specific services you offer. You should use data gathered from visitors to your site, leads, and any questions or feedback received as a starting point. You can also use demographic data to bolster this information, filling in blanks about ancillary interests and concerns to your client base.

These profiles are vital to the success of your marketing efforts. The more detailed you can make them, the more effective they will ultimately be.



# Checklist for Creating a Potential Client Persona

Utilizing this checklist will assist in developing a better understanding of potential clients, enabling you to tailor your services and marketing efforts more effectively. Remember to conduct thorough research, gather data, and interview existing clients to create a wellrounded and accurate persona.

## Demographic Information

- ☐ Age
- ☐ Gender
- ☐ Occupation
- ☐ Education level
- ☐ Geographic location

## Firmographics

- ☐ Type of business (if applicable)
- ☐ Company size (if applicable)
- ☐ Industry or sector

## Psychographic Factors

- ☐ Values and beliefs
- ☐ Attitudes towards your industry
- ☐ Level of relevant industry knowledge
- ☐ Motivations and goals related to your services

## Needs and Pain Points

- ☐ Industry-relevant challenges faced
- ☐ Services they require assistance with
- ☐ Specific pain points or concerns

## Communication Preferences

- ☐ Preferred communication channels (e.g., email, phone, in-person)
- ☐ Frequency and timing of communication
- ☐ Language and tone preferences

## Decision-Making Factors

- ☐ Factors influencing the selection of a provider
- ☐ Criteria for evaluating service providers
- ☐ Prior experiences with similar services

## Influences and Referral Sources

- ☐ Trusted sources of information (e.g., family, friends, colleagues)
- ☐ Online review platforms or industry service directories they consult
- ☐ Professional associations or networks they belong to

## Financial Considerations

- ☐ Budget for services
- ☐ Willingness to pay for quality services
- ☐ Expectations regarding costs and billing practices

## Preferred Client Experience

- ☐ Expectations regarding responsiveness and accessibility
- ☐ Desired level of personal attention from the service provider
- ☐ Importance of clear and transparent communication

## Key Differentiators

- ☐ Identifying unique aspects that can attract the persona to the business
- ☐ Addressing any gaps or shortcomings in their previous experiences



## Design & Functionality

Web design and functionality are the root causes of low conversion rates. Think of every poorly designed site you've ever been to. Chances are you departed before engaging. You don't want visitors to your site to have a similar experience.

Building trust with your visitors begins with your site's functionality and design. A lack of both sends the message that you can't or won't provide the level of experience modern customers are accustomed to. It points to a lack of care that visitors will extrapolate to other corners of your business. Make a good first impression with your site.

You want a site that is structurally organized, has a responsive design, and features a modern aesthetic. For clarity, a responsive design is one that loads the optimized version of the site depending on what device they are using. In this way, you always put your best foot forward, regardless of the screen size a user is viewing the website on. Failure to do these things is often the reason visitors don't convert.

## Web Design Checklist

To determine if your site is up-to-date and optimized, use this simple checklist as a starting point.

- ☐ Are your fonts modern and easy-to-read?
- ☐ Is your layout simple and clean?
- ☐ Are you using it to draw attention to your CTAs?
- ☐ Is your site accessible to screen readers and people with disabilities?
- ☐ Are your colors aligned with your overall branding?
- ☐ Is your site responsive?
- ☐ Does everything function properly on mobile devices?

All these points reflect how modern customers use the internet. Most browsing is done on mobile devices such as smartphones. Every concern is one that helps your visitors feel welcome and taken care of, encouraging them to see you as an effective advocate for their interests.

## Speed Kills

Site speed is one of the most important aspects of website performance. Visitors are used to fast sites, and anything that takes more than three seconds to load is going to lose most traffic. This happens on a scale, meaning that any delay will lose some traffic but at the three second mark, the numbers decisively turn against the site, and only increases from there.

# 38%

A site that takes more than five seconds to load loses 38% of visitors.

# 7%

On average, every second of delay results in a 7% drop.

Because speed is so important for user experience, it now factors directly into SEO (Search Engine Optimization). Google and other search engines take loading speed into account when deciding on search rank. So, if your site is slow, you're losing twice over, first in your search results and then again when your traffic bounces. Your site needs to load quickly, especially on mobile devices, if you're going to be seen at all.

There is an opportunity here for you. Since only 15% of business sites load in under five seconds, if you optimize your site for speed, you can rocket up the search results.

Test your site's speed with PageSpeed Insights (<https://pagespeed.web.dev/>). This tool can give you a baseline and provide you with some understanding of the source of your site's speed problems. Usually, the issues can be traced to large images, videos, third-party scripts, or other bells and whistles that take the pep out of a site's step. Streamlining your site by optimizing your assets and eliminating all unnecessary distractions will both increase its speed and point your visitors to your lead generation forms.

## Calls-to-Action

Your website's Calls-to-Action (CTAs) are the cornerstone of your conversion rate. Without them, you are essentially trusting your visitors to intuit the action you want taken next, and as anyone in sales will tell you, that's how you miss a sale. For your site to generate the maximum number of leads, your CTAs need to be optimized for conversion. Otherwise, your visitors will leave your site for your competition.

Your CTAs are going to be buttons or links that direct to a lead submission form where a visitor will enter their information for you to follow up. Labeling these buttons "Schedule your free estimate" or something similar has produced reliable results. With that baseline established, it's entirely possible that you don't know whether your CTAs are optimized for lead generation.

Ask yourself: are you CTAs consistent throughout your site? If you want your visitors to reliably take a single action, keeping consistent wording and placement will help ensure that they do. Springing something entirely new on a visitor is likely to produce confusion rather than the desired result.

Does your CTA create urgency? Is it clear? Is it readable? Urgency helps the visitor make the decision in the moment. Any delay will lower your conversion rate. Any ambiguity in either design or wording will also hurt your bottom line, as visitors can be confused, and a confused browser is far more likely to do nothing or depart for greener pastures.

Just because your CTAs are optimized on one platform doesn't necessarily mean they are optimized on all platforms. Web design generally takes place on desktops and laptops, meaning that the default layout is optimized for them. As more and more traffic shifts to mobile devices, this can mean that your CTAs are not optimized for the devices your potential clients are using. Those call and text buttons need to be prominent on mobile devices to maximize your conversion rate.

Don't confine your CTAs to a single page. They should be on every page of your site. Your visitors' eyes should never be far from a CTA. Remember, your site's primary purpose is the generation of leads, and you want to make it as easy as you can for visitors to submit one.

Placement is incredibly important for the overall efficacy of a CTA. Your CTA and phone number should be visible when a visitor lands on your site, "above the fold" in web design parlance. A CTA should be one of the first things a visitor sees upon arrival on your site.

## The Proper Form for Forms

Your CTAs will lead to a form, and it's imperative that these are optimized for lead generation as well. Start from the beginning: is it easy to find? The placement of your CTAs is part of the equation here but having it accessible via your menu can work as well. Once again, think about your ideal client. If you own a MedSpa near retirement

communities, your clientele might generally be older than a MedSpa located next to a high rise condo. In both cases, you will be expecting a slightly different level of tech savvy and should prepare accordingly.

The prime indicator for how effective your forms are and how easy they are to find can be determined via simple metrics: how many visitors find them? And from there, how many convert? Testing different combinations and forms can be an effective way to find the source of an underperforming page.

The smaller the form, the more likely it is to be filled out. Limit the number of fields to only what is necessary and you're likely to see a boost. Hiding unnecessary fields by using conditional logic is also helpful. Choosing the optimal field type will have a positive impact, including radio buttons, text input, or number input only.

If you absolutely need longer-form forms, break them up into multiple pages or multi-step forms. Users are more likely to finish a form in bite-sized chunks than they are to tackle a behemoth all at once.

Ensure that the form works on mobile devices. In fact, it should be optimized for mobile, using options that make it easy to fill out by someone on a smartphone. The bulk of your traffic will come from mobile devices, so optimization for them is required.

## Conversion for Mobile

As mentioned in the Speed Kills section, you should be optimizing your website for speed. Your aim shouldn't be to merely beat that three second barrier, you should be aiming higher, creating the fastest site you can. Check every page on the site for mobile speed, not just the homepage.

70% of paid search traffic will come from mobile devices. A slow website will bounce these users, making the money you spent to attract them a waste. Half of your traffic comes from mobile devices, so your site layout, content, media, and forms should be optimized for mobile devices.

A "sticky" mobile navigation is one of the most useful tools available to directly serve visitors on mobile devices. Sticky mobile navigation will stay at the top of the page while your visitor scrolls, so that your menu is always visible and easily accessible. This keeps your most valuable conversion actions in front of your visitors' eyes. Remember, your CTA and phone number are always right there at the top of each page.

Place a click-to-call phone number on your mobile navigation, which will drive valuable calls to your business. Making this process as frictionless as possible by providing a button they can tap at any time is a perfect way to encourage this important mode of contact. CTAs and phone numbers written as links or buttons consistently outperform simple icons for conversions. Avoiding icons is part of keeping your message clear: visitors will want to know where they're going before they click.

You want to limit the number of conversion actions in your mobile navigation to a maximum of three. More than three buttons become too close together, which is a disaster for a mobile experience. Mistaken clicks and decision paralysis are both avoidable and unforced errors. Stay focused on what you want your visitors to do and design your website accordingly.

## Custom Landing Pages

Landing pages can provide a customized experience for visitors searching for specific information. For example, you can start with individual services you provide along with pages for each PPC (Pay-Per-Click) campaign. Visitors who arrived on your site via a search for one of those services, or by clicking on your ad, will arrive on a page that addresses their experience.

These landing pages are designed with a single goal in mind: convert visitors into leads, thus maximizing the effectiveness of your PPC campaigns and turning your specialties into a vital part of your sales funnel. By turning these visitors into leads, you can later finish the process and convert them into clients during intake and consultation.

Optimizing targeted ads for audiences seeking the different services you provide and then building landing pages for those who interact with those pages gives each sales path an individualized experience. Your potential clients will feel heard, understood, and taken care of.

Each specific service you want to promote should have its own landing pages. Highlight the different services you offer and give each several opportunities to act. Again, follow the earlier best practices of the placement and design of your CTAs and you will see results.

These pages also need to conform to speed requirements. Run them through their paces and ensure that they load quickly on mobile and desktop. Each page needs to be optimized both for speed and mobile performance.

## Testimonials

In the old days, referrals were the best way to gain new clients. The modern age has streamlined the process, enabling your clients to give referrals to people they don't know. These are testimonials and they need to be on your custom landing pages.

Web users have gotten used to researching products and services before they buy. Reviews, both raw star ratings, and the body of the text itself help visitors decide whether they want to become clients. Positive reviews from real clients are a powerful way to prove not only your legitimacy but your effectiveness. Giving visitors confidence in your abilities is a huge boost to your custom landing pages.

## Exit Intent Messaging

The custom landing page addressed a visitor's concerns. They liked what they saw, but for whatever reason, aren't clicking on the CTA. Maybe they missed it, or maybe they just need that final nudge. An exit intent pop-up solves that problem.

When a visitor is about to leave, the exit intent pop-up gives them a targeted message. A simple contact form is often the best option, as a visitor on the fence can be prompted to take the action you want, which is scheduling a consultation. These pop-ups can be used for other purposes, including signing up for a newsletter, or an offer to send more information. These are effective methods for capturing lead information before your visitor leaves the website.

## A/B Testing

When you have your landing pages in place, you're not quite finished yet. You need to ensure not only that they're functioning properly but that they are optimized for results. A/B testing is an ideal way to isolate single factors in a landing page.

Also known as split testing, A/B testing involves alternating two or more variables on a website or landing page, presenting them to different users, and monitoring the results. In this way, you can test every single element on a landing page to get just the right combination for conversions.

Testing can be done for clicks, leads, or sign-ups. Change the messaging, layout, or offer to home in on the best option for your goals. The smaller and more granular the change, the more precise your testing becomes. As you hone your message to its sharpest edge, you can use it to inform the rest of your marketing presence. The more you know about the behavior of your clients, the better able you will be to gain their business.

## Embrace Modern Marketing

Gone are the days when a simple brochure style web page is sufficient for your business. Optimized lead generation websites form an integral and indispensable part of your sales funnel, bringing in traffic and refining visitors into leads to drive your business. While traditional advertising has its uses, it is fundamentally too expensive, as you are unable to accurately target potential clients, track your ROI, or monitor your conversions. Local businesses that stick with those forms of advertising are overspending on less effective methods.

To be competitive, you need the precision targeting of digital marketing. Why market to people who are uninterested in your services and will never contact you? Better to spend your advertising dollars microtargeting those demographics most likely to sign on. With the powerful measuring tools available to you, digital marketing means you can track a dollar spent to the leads it generates. You'll know for a fact what works and what doesn't.



# Lead Science

A DealerOn Company

Lead Science is the ideal partner to guide you into the new age of marketing. With two decades of experience, we know what works in the digital arena. We have a suite of products that will help you with your presence, from our award winning websites to our add-ons that free up your valuable time with smart automation.



Websites



SEO



Digital Advertising

66



99

"Lead Science was the best decision I ever made. We used to have to take every case that came our way. Now that our call volume has tripled, I get to pick what cases I can work on and have finally been able to sculpt my perfect practice. Great service, great team, great product. I am eternally grateful to them for all that they have done for me."

— Albert Nabhan, Esq.  
Law Office of Albert Nabhan, PLLC.

Gain more clients with Lead Science

877.247.2820

[sales@leadscience.com](mailto:sales@leadscience.com)