

CONNECT4ADVICE LTD

Helping small businesses grow cost effectively



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Tel: 01793 688978

Our Proven 4-Step Process

The lifeblood of your business is generating leads and converting those leads into sales. Generating enough quality targeted leads can be a costly and time consuming process. If you focus all of your efforts on lead generation then you will succeed in growing your business, however as a small business owner do you have the time to focus all of your energies on finding more customers?

I suspect not.

This is where we can help. We specialise in growing small business revenues by helping you to generate the leads your business requires in a cost effective manner. We do this by helping you to make better use of the internet to market your business and find those customers.

Online marketing can be a very cost effective way of finding targeted leads if you know how. Many business owners do not have the time to learn internet marketing and as a result many owners end up with a well designed website that does nothing to grow the business.

Follow Our Proven 4-Step Process

This proven 4-step process has been used by many small businesses to grow the number of targeted leads they generate and to increase revenues. Irrespective of the types of products or services you sell, this proven method will help you to achieve what many before you have benefited from.

Following is a brief description of the process:

Step 1 - Internet Marketing Plan

The process begins with a clear plan of action, if you fail to plan you plan to fail. We will help you to put together an internet marketing plan tailored specifically to your unique challenges and requirements.

The process of creating the plan will highlight the opportunities available to you online that you can take full advantage of. It will consist of clear actions and steps to take to grow your business using the cost effective and powerful techniques the internet provides. Don't worry you won't end up with a huge document in fact your entire plan will be no more than 5 pages long!

Step 2 - Website Design

Once you have a clear plan of where you are going the next step is to re-design your website so that it becomes a very efficient lead generator for your business.

Step 3 - Lead Generation

The next step is to design, create, set-up and manage your pay-per-click advertising (PPC) to improve the return on your investment so that you pay less per click and receive higher quality leads.

Step 4 - Tracking and Testing

The final step is to track what your visitors are doing on your website to make sure they are converting successfully into leads for your products and services. We do this by testing all aspects of your lead generation process and making small but hugely profitable changes until the revenues start rolling in.

Contact Us

If you need help generating more leads and revenues for your business and would like to take advantage of our proven 4-step process give us a call on **01793 688978** or complete the contact form on our [contact us](#) page and we will call you.

Our Services

Lead Generation - we can help turn your existing website into a lead generator. If you are struggling to get enough quality targeted leads for your business this is the service for you.

PPC - Pay-per-click advertising is a form of online advertising where you only pay if someone clicks on your ad to go to your website. If not managed properly PPC can quickly drain your bank account! We can manage your PPC advertising and optimise your spend to reduce the costs you have to pay per click whilst improving the quality of the visitors attracted to your website.

Traffic Generation - getting visitors to your website can be time consuming if you do not know what you are doing. Why not hand that task over to us and let us drive targeted prospects who are looking for your products and services to your website. It is not the number of visitors to your website that is important it is the quality of those visitors.

Social Media Marketing - fewer and fewer prospects are just using search engines to find the right products and services they need. More and more businesses are turning to social media websites such as Facebook and LinkedIn to get recommendations from friends and colleagues. It is becoming increasingly important for your business to be found on the main social media websites that are relevant to your business. We can research which sites your prospects are using and make sure you have a presence on those sites and building relationships with them so that they buy from you.

Internet Marketing Plan - we can help you to put together an internet marketing plan tailored specifically to your unique challenges and requirements. The plan will consist of clear actions and steps to take to grow your business using the cost effective and powerful tools the internet provides.

If you are interested in any of our services give us a call on **01793 688978** or complete our [contact form](#) for a no-obligation chat.

Lead Generation

Lead generation is the lifeblood of your business. Internet marketing can be a very cost effective method of finding new customers when compared to more traditional advertising approaches.

We specialise in turning small business websites into lead generators. We do this by re-designing your existing website so that it not only attracts more targeted visitors but converts those visitors into leads that you can then follow up in order to sell your products or services.

Most business websites are ineffective at best when it comes to providing a steady flow of leads and many business owners do not know how to improve their website in order to increase sales. If you are in this position then talk to us and learn how we may be able to help you to remedy this situation.

We use several lead generation methods and techniques that work to improve website performance so contact us today to discuss how we can improve the performance of your website.

Give us a call on **01793 688978** or complete our [contact form](#) for a no-obligation chat.



PPC - Pay Per Click Marketing

If you currently use PPC, pay-per-click, advertising or are considering doing so, make sure you understand how to control your costs. Many small business owners who use PPC have often found that their costs escalate very quickly for very little return.

Pay-per-click can be a quick way of generating leads for your business and, when set-up and managed properly, can provide a good return on investment.

Managing a PPC account involves monitoring the clicks and associated costs on a daily basis to being with, then gradually checking weekly and finally monthly once the account is generating high quality leads at an acceptable cost per click.

If you have an existing PPC account we can very quickly assess the performance of that account and, where required, optimise it to reduce your costs and improve the quality and volume of the leads the account generates.

If you are considering starting a PPC campaign we can help you to set-up the account right from the start to ensure your campaign is as cost effective as possible from day one.

Once we have set-up your account according to best practices we will then manage it on a day-to-day basis to ensure your click costs are kept to a minimum and a steady flow of leads are generated. This takes away the headache of you having to keep an eye on your PPC campaigns whilst trying to run a business at the same time!

Contact us now to discuss how we can save you money and improve the quality and number of leads from your PPC advertising.

You can contact us on **01793 688978** or complete our [contact form](#) for a no-obligation chat.



The image is a screenshot of a Google search results page for the query 'ppc'. At the top, there are navigation tabs for 'Web', 'Images', 'Maps', and 'News'. Below these, the Google logo is visible, followed by the search results count: 'Results 1 - 10 of about 65,900,000 for ppc'. A search bar contains the text 'ppc' and a 'Search' button. To the right of the search bar, there is a 'Sponsored Link' label. The main content area shows several search results. The first result is titled 'Easy PPC Advertising' and includes the text 'Find Customers With Google AdWords' and 'Get Your Ad Online In Just 15 Minutes', with a link to 'www.Google.co.uk/AdWords'. Below this is another result titled 'PPC Careers' with the text 'Launch your career at Greenlight. Junior and senior PPC openings now available' and a link to 'GreenlightSearch.com/Careers'. A third result is titled 'Special Offer | Free PPC' and includes the text 'One Month Pay Per Click Manager Free From The UK Leading PPC Agency'. At the bottom right of the screenshot, there is a small attribution: 'by Edgeworks Limited on Flickr'. On the left side of the screenshot, there is a 'Web' tab selected, and below it, a section for 'Related searches: ppc software'. There is also a snippet of a search result for 'PPC - Pilgrim's Pride Corp. (NYSE: PPC)' with links to 'Google Finance' and 'Yahoo Finance'. At the bottom left, there is a small line graph showing data for '19 May 2008' and 'PPC'.

Traffic Generation

Getting Website Visitors

In order to generate revenues from your website you need to get a regular stream of visitors to it. Not any old visitors they need to be targeted to your products and services and interested in buying them! This may seem obvious but it never ceases to amaze me how many small business owners forget this basic fact.

Traffic generation is all about getting website visitors using various traffic generation mechanisms such as:

- PPC (Pay-Per-Click) advertising
- Social Media Marketing
- Content Marketing

As lead generation specialists we are experts in generating traffic to websites using all of the above traffic generation methods and more. We can help to improve the visibility of your website in the search engines, improve the performance of your pay-per-click advertising campaigns, and attract the ideal prospects to your business.

If you are looking to increase the number of visitors to your business website give us a call for a no-obligation chat about how we can help you.

You can call us on **01793 688978** or complete our [contact form](#) for a no-obligation chat.



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Internet Marketing Plan

Being able to successfully generate leads online starts with an internet marketing plan containing a clear plan of action. If you have never written a marketing plan before or don't know where to start we can help. We will work with you to better understand your business, your products and services, and your customers. Using this information we will then create an internet marketing plan tailored specifically to your unique challenges and requirements.

The process of creating the plan will highlight the opportunities available to you online to generate more leads for your business. Your marketing plan will consist of actions and steps you should to take to grow your business using the cost effective and powerful techniques the internet provides.

Don't worry you won't end up with a huge document that never gets read or followed. In fact your entire plan will probably be no more than 5 pages long!

What Your Plan Will Contain

Your internet marketing plan will contain the following:

- Your marketing goals and objectives
- Details of the products and services you will be marketing online
- A definition of your ideal customer
- What makes your offerings unique
- Analysis of your top 3 online competitors (they may not be who you think)
- The online marketing techniques you will focus on
- The focus of your website and the offer you will be making to your website visitors
- The action steps you will take to implement your marketing plan

Once your internet marketing plan has been completed and agreed we will then help you to implement it to get those leads coming into your business at the earliest opportunity.

If you need help generating more leads and revenues for your business and would like to talk to us about helping you with your internet marketing plan give us a call on **01793 688978** or complete the contact form on our [contact us](#) page and we will call you.



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