

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.