

Lead Generation and Online Sales 2.0 THE END OF LEAD GENERATION AND ONLINE SALES AS WE KNOW IT

THE PROBLEM

- 1) Lower Sales
- 2) Lower Enquiries / Leads
- 3) Selling to Existing Customers Decreased Response

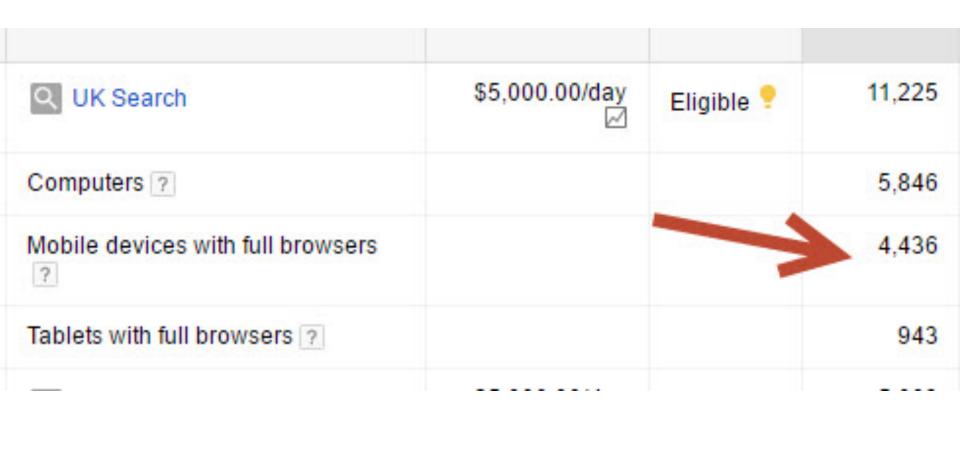
THE PROBLEM

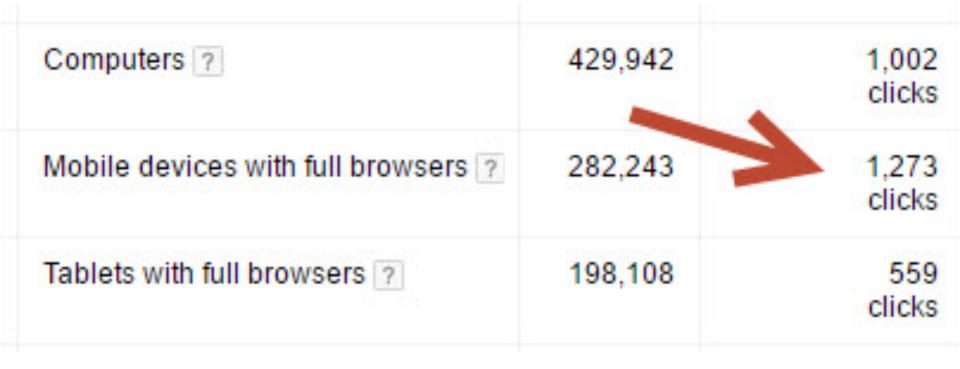
- → It's going to get worse
- → Working Harder Won't Fix It

WHY?

1) MOBILE

6000







THE MOBILE PROBLEMS

1) Mobile Friendly





2) The online behaviour of someone on a phone is fundamentally different to someone on a computer

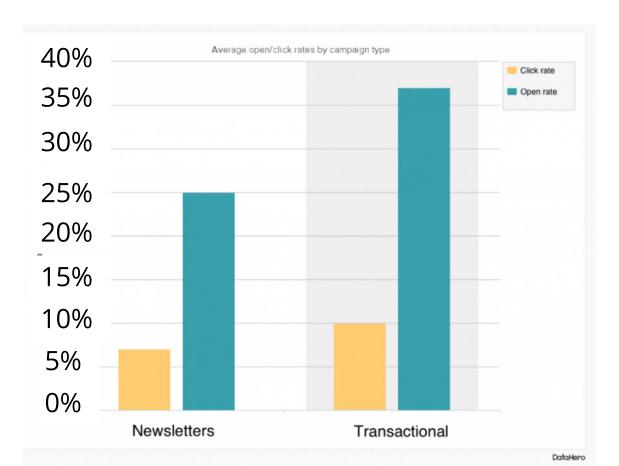




3) Destruction of Attention

4) Email

OPEN AND CLICK RATES



5) Fear and Uncertainty

6) Increased dominance of Google

Google's revenue rose 22.2 percent to \$24.75 billion from \$20.26 billion in the quarter ended March 31.

- → Paid clicks rose 44 percent
- → Cost per click: Down 4 percent

7) Increasingly Incompetent Support

THE PERFECT STORM

- 1) Mobile Friendly
- 2) The online behaviour of someone on a phone is fundamentally different to someone on a computer
- 3) Destruction of Attention
- 4) Email
- 5) Fear and Uncertainty
- 6) Increased dominance of Google
- 7) Increasingly Incompetent Support

THE SOLUTIONS:

The Two Core Themes of Online Sales and Lead Generation 2.0

1) MOBILE: The Problem is the Solution

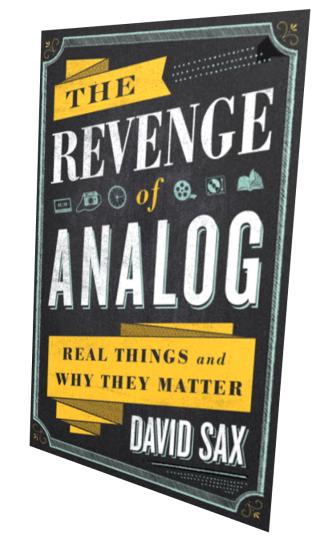
Problem



Solution



2) GET THEM OFFLINE: The Revenge of Analogue



SOLUTION 1 Mobile First

THREE OPTIONS

1) The Inbound Call



New Boiler.
We are the
UK's Number
1 Choice for
New Boilers.

Tell us how we can help you – either complete the form on the right or call 0800 08 08 08







CALL 0800 08 08 08

New Boiler.
We're the Number 1
Choice for New
Boilers in Liverpool



CALL 0800 08 08 08





iPhone 6S IOS 9.0 / Safari



iPad Air 2 IOS B.D / Safari

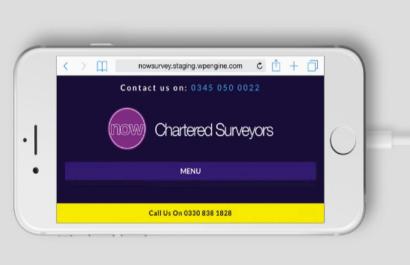


D / A Local O = **\$ 0** DEVTOOLS DEVICE INFO FEATURES



iPad Air 2

IOS B.D / Safari



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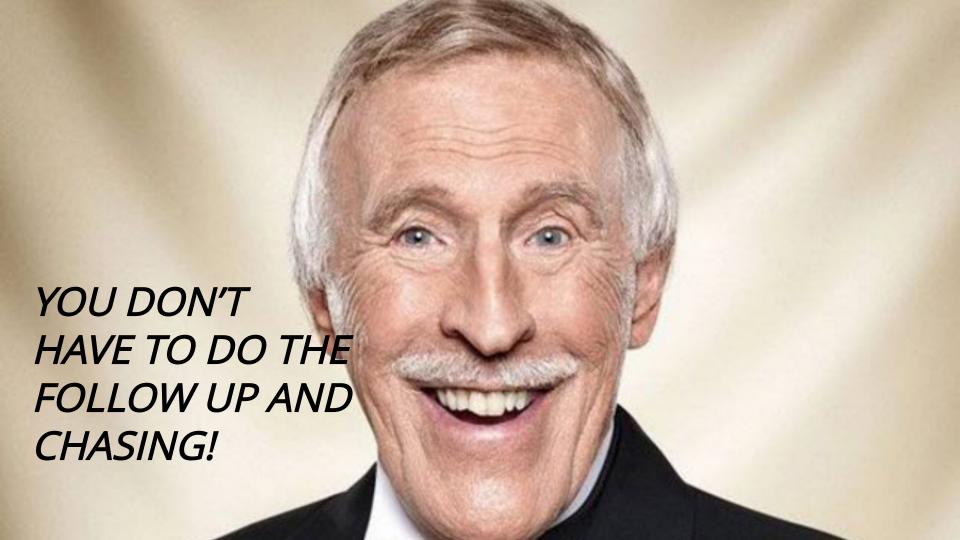
DEVTOOLS

DEVICE INFO

ADVANTAGES OF THE INBOUND CALL

- 1) Increases Response
- 2) Immediate
- 3) Identifies Best Prospects
- 4) Attraction Marketing

INBOUND CALL BRUCIE BONUS



WHAT THIS REQUIRES FROM YOU

- 1) Answer the phone
- 2) Learn how to sell

THREE OPTIONS

2) Lead Generation with Forceful Follow Up



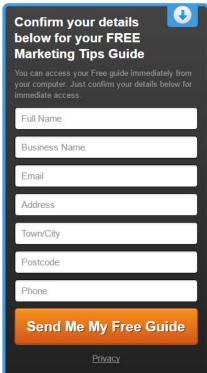
ESSENTIAL MARKETING TIPS - FREE

GUIDE

In this Free guide, packed with Marketing Tips, renowned Marketing Expert Chris Cardell shows you how to create a Marketing strategy that works, including...

- How to incorporate the internet and website Marketing into your Marketing
- Tips on the different types of Marketing and which is best for you
- · How to reach customers on mobile phones
- · How much to spend on your Marketing
- Success Tips for using Google and Facebook
- Social Media what works and what you must avoid at all costs
- Marketing Tips for new and growing businesses
- Tips for incorporating Email marketing into your business
- The three big Marketing mistakes and how to avoid them
- · And much more...







- → You cannot depend on Email
- → Must capture phone and/or address
- → BIG SECRET of Telephone Follow Up: Call within 15 minutes

- → Six-Figure Secret of Telephone Follow Up: Test call mobile leads vs. desktop leads
- → Monthly Direct Mail
- → TEXTS

YOU CAN COMBINE THE INBOUND CALL WITH THE LEAD GENERATION OPTION



Chartered Surveyors

SERVICES OUR WORK OUR TEAM

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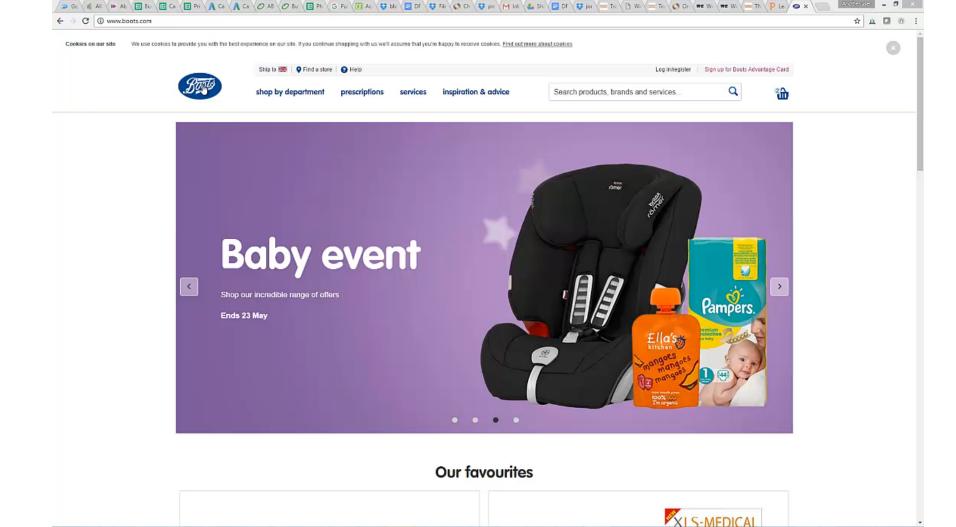
THREE OPTIONS

3) The Immediate Sale

The Ecommerce Solution

THE TWO KEY FACTORS

- 1) Mobile Optimisation
- 2) Checkout Process



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Here are the steps you need to take to reduce your abandonment rates and significantly increase sales:

→ Start measuring your abandonment rate so that you can test and measure the best way to improve it. This can be done with Google Analytics.

Here are the steps you need to take to reduce your abandonment rates and significantly increase sales:

→ Reduce the number of steps. Multi-step order processes guarantee high abandonment. (The exception can be a two step sign up, which should be tested.)

Here are the steps you need to take to reduce your abandonment rates and significantly increase sales:

- → Test bypassing the shopping cart
- → Remove unnecessary fields
- → Repeat the benefits
- → Repeat Guarantees

Here are the steps you need to take to reduce your abandonment rates and significantly increase sales:

- → Test different 'Buy' buttons. Test colours, size and wording.
- → MOBILE, MOBILE, MOBILE

iPhone 6 Plus













Business Strategy for 2017 is:

The Most Important Ecommerce

SOLUTION 2 Offline Marketing





SCAFFOLDING TOOLS, HEIGHT SAFETY AND SITE SAFETY EQUIPMENT, AVAILABLE FOR NEXT DAY DELIVERY CALL US +44 (0)1432 346800

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FREE TO CLAIM ON ALL ORDERS OVER £100\(\bigs \)

Offer ends 28th April 2017. Free promotion can only be used once per customer.











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FAQ's



Kevin Brown - Managing Director of Quantum Controls

OUR RELATIONSHIP STARTS RIGHT HERE

We appreciate that 20 seconds ago you may have never heard of Quantum and we have never dealt with you before, but we think we have something of value for you. You are clearly looking for the products and services Quantum specialise in, we are a UK Official Service Partner and have been the UK's largest supplier of ABB Drives, Motors and Service since 1994.

We don't expect you within minutes of arriving at this site to start purchasing our products and services. We realise that's maybe too much too soon so we are going to invest in you instead, and I'm going to invest in you by giving you something of real value up front for Free, our "Quick and Easy Guide to ABB Motors DVD". RRP £19.99

Kevin Brown, Managing Director





SOLUTION 3 Mobile Optimisation

SOLUTION 4

The New Importance of Remarketing



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3

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NEWS ALERT

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Val Kilmer reveals he did have cancer

New TV gig for Ryan Seacrest

Battling ISIS



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US: 350 civilians killed in anti-ISIS strikes



Outspoken Trump aide Sebastian Gorka to 'leave administration'

How Trump will spend his next 100 days

Minhaj's best lines at correspondents' dinner

US government shutdown avoided

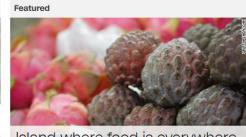
Trump invites Duterte to White House

Reagan aide: Speech was disturbing (>)

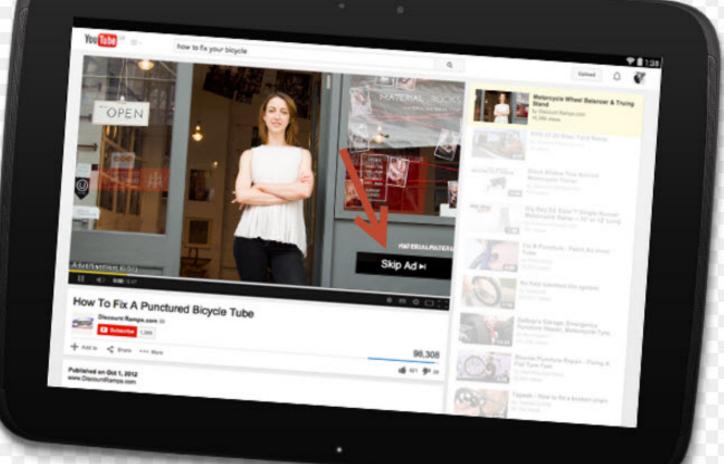
Around the world



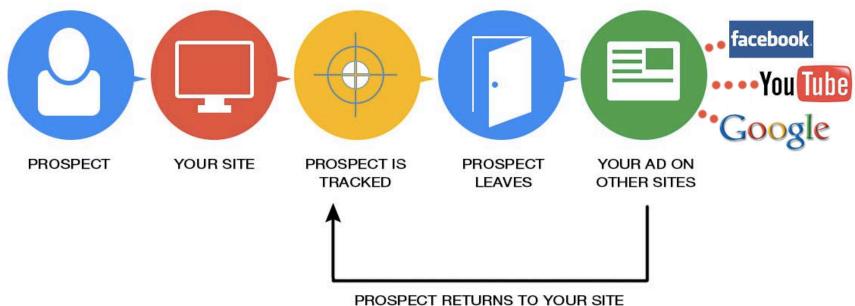
New Princess Charlotte photo ahead of 2nd birthday







REMARKETING



SOLUTION 5 Online Marketing as Investment, Not Cost

The quest for cheap in Online

Marketing destroys businesses.

INVESTMENT

1985 - 2014	Feturn in 2014	Sum Invested	% Change	Annualised
Halifax Residential				
House Price series	£502,455	£100,000	402%	5.7%
UK Equities (Total				
Return)	£1,533,381	£100,000	1433%	9.9%

INVESTMENT

- → To earn £100,000 in Shares in one year at a 10% ROI requires an investment of £1 Million
- → To earn £100,000 in Property in one year at a 5.7% ROI requires an investment of approx. £1,760,000

SOLUTION 6 The Right Partner

You no longer need a web designer. You need an agency or a team.

SOLUTION 7 Increase Customer Value

THE 3 WAYS TO GROW YOUR BUSINESS

If you...

- →Increase the number of Customers by 10%
- →Increase the 'average spend' by 10%
- →Increase the number of times people purchase by 10%

Your Turnover will increase by: 33%

THE 3 WAYS TO GROW YOUR BUSINESS

If you...

- →Increase the number of Customers by 30%
- →Increase the 'average spend' by 20%
- →Increase the number of times people purchase by 30%

Your Turnover will increase by: over 100%

