

Branding and Lead Generation

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iMarket Solutions

Overview

- Online Marketing vs. Traditional Media
- Sources of Online Leads
 - Pay Per Click
 - Organic leads
 - Social media leads
 - Leads from other sites
- Online Lead Tracking and Reporting
 - Google Analytics
 - Mongoose Metrics
 - Other reports

Online Marketing vs. Traditional Media

- Online leads are pre-qualified
- Iterations can be done quickly
- You can track sources, paths, and outcomes with much greater precision
- Internet lead tracking is more automated
- “Cost per lead” or “cost per click” are more lead oriented metric than “cost-per-thousand”

Sources of Online Leads

There are four main sources of online leads:

- leads from pay-per-click advertising
- leads from organic search engine results for your site
- Leads from e-mail and newsletter marketing
- leads from social media
- leads from other websites

Types of Search Engine Listings

- Listings in the SERPs (“Search Engine Results Pages”)
- Pay-Per-Click ads are displayed according to the amount each company bids
- Local listings are displayed according to the geographic proximity to the center of the town or city and the “completeness” of each listing (not Pay-Per-Click)
- Organic listings are based on content strategy, site structure, and linking – and time online



philadelphia pa furnace repair

Search

Advanced Search

Web Show options...

Results 1 - 10 of about 136,000 for philadelphia pa furnace repair. (0.32 seconds)

B&B Electric

BBelectric-Hvac.com Local Heating Specialist. 24/7. Servicing All Brands Of Heaters.
Show map of 4943 Princeton Ave, Philadelphia, PA 19135

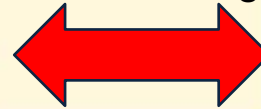
Sponsored Links

Sponsored Links

Furnace Repair

www.ServiceMagic.com Find 5-Star Rated Furnace Pros Backed By Our Service Guarantee!

Pay Per Click Listings



Local HVAC Services

www.Superpages.com Providing Heating, Air & Heat Pumps Service Since 1978. Call Today.

Heating repair

Pro Heating System Repair Company
Serving Southern NJ. Free Est!
MyComfort-Aire.net/Heater Repair

\$19.99 Appliance Service

Free with Repair. Honest & Reliable
Repairs Guaranteed. Philadelphia.
www.ApplianceRepairPhiladelphia.com

Local business results for furnace repair near Philadelphia, PA



- A. R&R Mechanical Services, Inc. - www.rmechanicalhvac.com - (215) 744-3217 - 3 reviews
- B. My Plumber Plumbing and Heating Contractors - myplumberpa.com - (215) 755-5093 - 18 reviews
- C. Philadelphia Major Appliance Repair - www.philadelphiaappliancerepair.net - (800) 504-8834 - 1 review
- D. Philadelphia Appliance Repair - www.philadelphiaapplianceservice.com - (267) 283-2045 - More
- E. DiDonato Mechanical - ibizlocal.net - (484) 645-7076 - More
- F. R&R Mechanical Services, Inc. - www.rmechanicalhvac.com - (215) 744-3217 - More
- G. *Cheltenham Appliance, Air Conditioning and Heating Repair - www.philadelphiaapplianceservice.com - (800) 504-8834 - More
- H. MJM Heating & Cooling - www.jmjhvac.com - (215) 908-0455 - More
- I. MJM Heating & Cooling - www.jmjhvac.com - (215) 908-0455 - More
- J. MJM Heating & Cooling Co - www.jmjhvac.com - (215) 908-0455 - More

More results near Philadelphia, PA

Furnace Repair Philadelphia

Compare Pennsylvania Furnace Bids.
Request 3 Quotes in 20 Seconds!
www.QualitySmith.com/Furnace
Philadelphia, PA

Furnace Repair

Setting High Standards in Heat & AC
Repair Since 1989. Southampton, PA.
www.ChristianHVAC.com

Freedom Cooling & Heating

Quality A/C Repair & Installation.
Free Estimates. Serving Eastern PA.
www.FreedomCoolandHeat.com

Furnace Repair Philadelphia PA | Central Heating Service

Find Furnace Contractors in Philadelphia, PA to help you Repair or Service Furnace or Forced Air Heating System. All Philadelphia contractors are ...

www.servicemagic.com/.../Philadelphia-PA/Furnace-Forced-Air-Heating-System-Repair-or-Service/ - Cached - Similar

Heating Cooling Philadelphia PA | Heating, Furnace Repair

Heating Contractors Directory for Philadelphia, Pennsylvania PA. Find Customer-Rated, Prescreened Home Improvement Professionals for Philadelphia, PA.

www.servicemagic.com/c.Heating-Furnace-Systems.Philadelphia.PA.-12040.html -



Organic Listings

Local Listings



Online Lead Generation-PPC

Pay Per Click (PPC) leads are leads generated through PPC advertising campaign. These are the leads that resulted from clicks on the links that appear at the top and right sides of search engine results page.

- The cost per lead is significantly lower than a cost per lead generated through the traditional media
- Pay-Per-Click ads are very targeted and cost-effective advertising
 - Ads deliver highly interested leads
 - You only pay if the prospect clicks through to your site
- The order in which your ad appears is determined by the amount of the bid you place and your “Quality Score”

The Basics of Pay-Per-Click

- Enables you to generate leads from the moment you launch the campaign
- Helps you stay ahead of the competition for the popular search phrases
- Pay-Per-Click should be used to supplement organic SEO for highly competitive keywords or for new websites
- Focus on local – 85% of all local business purchases are researched on the Internet

Pay-Per-Click Advertising Strategy

- Pay-Per-Click is “iterative” marketing – you keep trying and refining until you hit on a winning combination
- Mix and match variations of keywords, ads, and landing pages
- Measure, test, measure, test...until you get the results you want
- Sometimes it can take a while!

Outsourcing Pay-Per-Click

- Pay-Per-Click can be very complicated and time-consuming
 - Requires knowledge of online Pay-Per-Click ad management systems
 - Requires time to refine campaigns
- Only take Pay-Per-Click in-house if you have a marketing & tech-savvy person who can dedicate the time
- You will need to spend time reviewing reports and helping with an action plan

Pay-Per-Click Outsourcing Options

- Two choices for outsourcing:
 - Pay-Per-Click services like ReachLocal.com and others
 - Custom services from a specialist
- ReachLocal.com and others offer mixed results
 - Ads are not sufficiently customizable
 - Include some nice tracking features like call recording
 - We hear many complaints from contractors about the service; few success stories – ROI doesn't seem to be there
- A custom solution for Pay-Per-Click is more expensive, but is probably much more effective
 - ROI can be tested and measured more effectively

Online Lead Generation-Organic Leads

“Organic Leads” are leads generated from “Organic” listings. Organic listings appear on the page because the website’s content “naturally” led the search engine to identify the site as strongly relevant to searcher’s needs.

- Essentially free leads
- The cost per lead is pennies on the dollar compare to the cost per lead from traditional media or PPC campaign
- 80% of the total online generated leads should come from organic listings
- Takes time to get to the first page of the search engine results

Content Management to Get Organic Leads

- Content Management is a must to maintain high search engine ranking
- The more often updates are made, the more often search engine crawler will visit your site to re-evaluate and re-index
- Weekly blog posts with optimized, town specific content
- Weekly Facebook and Twitter posts with special promotions for Facebook and Twitter followers only
- Regular addition of new pages with key word driven content
- Ongoing management of promotions and testimonials
- Monthly reassessment of keywords and key phrases for best optimization

Use Keywords & Links to Increase Traffic

- Inbound links from 3rd-party websites
- Every page on your site should have at least three internal links leading to more useful information
- Lists of links aren't as good as "in-line links" that are part of actual content
- Be sure to include keywords in link "anchor text"
- Create a blog and update it frequently
- Beware of "link farms" – ***black hat techniques***
- Get all your vendors, associations, etc to link to your site!

Social Marketing

- A great way to get more mileage out of your content
- “Write once, publish many” – take the same content and put it in all the different places where your customers are “hanging out”
- Update your social media accounts whenever you update your website/blog
- Most important social media outlets:
 - Facebook - fans
 - Twitter – followers
 - LinkedIn – professional connections
- Be sincere – this should not sound like sales copy
- Remember, you can generate leads from these sites and these leads are 100% free.

Leads From Other Websites

- Leads from review sites such as:
 - Yelp
 - Google Local
 - Service Magic
 - Angies's List
 - Etc.
- Ask your customers to share positive testimonials on these review sites
- Make sure to maintain 4 to 5 star rating – to respond or not to?
- Subscribe to reputation management program if you have poor start rating or negative online reviews

What Should You Be Tracking?

- Where the lead came from (which website, which ad, which social media post)
- What the person who came via this lead did when they went to your website (click path)
- Whether they did the desired “conversion” when they got to your website (signed up for a newsletter, filled out a contact form, called you on the phone)
- What is your monthly ROI

Google Analytics for SEO Reporting & Analysis

- Google Analytics is the industry-standard feedback tool for SEO and traffic analysis
- Tells you how your site ranks for competitive keywords, how many people have been to your site, where they came from, what pages they visited, how long they stayed, etc.
- Provides an excellent executive summary
- Helps you understand which keywords need more attention
- Helps you understand which pages on your site are the most effective and which need work

Google Analytics

LIVE DEMO

Tracking Leads and Phone Calls

- Introducing Mongoose Metrics (www.MongooseMetrics.com)
- Cost effective tracking of inbound phone calls
- Allows you to see what search engine was used to find information about your product and services
- Gives you an ability to track the call to the specific keywords used in the search
- Phone operator evaluation of each phone call initiated by the website (and eventually all calls)
 - Appointment set, call value, type of call

Mongoose Metrics

www.mongoosemetrics.com

Lead Tracking Reports

Client's Leads Report - July 2010

Client's July PPC Traffic Leads Report

July PPC Summary 2010										
Service Type	Web Phone Calls	Contact Form Leads	Impr.	Clicks	CTR %	Net Media Spend	Avg. CPC	Avg. Pos.	Conv. Rate %	CPL
Air Conditioning	13	0	37,147	131	0.35%	\$ 426.69	\$ 3.26	5.7	9.92%	\$ 32.82
Heating	4	0	17,025	71	0.42%	\$ 111.87	\$ 1.58	6.1	5.63%	\$ 27.97
Plumbing	3	0	13,554	39	0.29%	\$ 80.63	\$ 2.07	6.1	7.69%	\$ 26.88
Geothermal	0	0	8	1	12.50%	\$ 2.97	\$ 2.97	7.5	0.00%	n/a
Solar	0	0	24	0	n/a	n/a	n/a	8.7	n/a	n/a
Client's Total	20	0	67,758	242	0.36%	\$ 622.16	\$ 2.57	6.82	8.26%	\$ 31.11

Month over Month										
Month	Web Phone Calls	Contact Form Leads	Impr.	Clicks	CTR %	Net Media Spend	Avg. CPC	Avg. Pos.	Conv. Rate %	CPL
May	14	3	85,676	259	0.30%	\$ 481.16	\$ 1.86	6.52	6.56%	\$ 28.30
June	23	1	47,695	228	0.48%	\$ 526.29	\$ 2.31	6.26	10.53%	\$ 21.93
July	20	0	67,758	242	0.36%	\$ 622.16	\$ 2.57	6.82	8.26%	\$ 31.11
MOM Comparison	-13.04%	-100.00%	42.07%	6.14%	-25.29%	18.22%	11.38%	8.95%	-21.49%	41.86%

client's July Organic Search & Other Traffic Leads Report (excluding PPC traffic & leads)

July Summary 2010				
Traffic Source	Web Phone Calls	Contact Form Leads	Visitors	Conv. Rate %
Google	131	11	885	16.05%
Yahoo!	7	0	80	8.75%
Bing	16	0	51	31.37%
Other (Search Engines &)	6	5	472	2.33%
client's Total	160	16	1488	11.83%

Month over Month				
Month	Web Phone Calls	Contact Form Leads	Visitors	Visitors
May	74	25	1,194	8.29%
June	144	22	1,370	12.12%
July	160	16	1,488	11.83%
MOM Comparison	11.11%	-27.27%	8.61%	-2.38%

client's July Cost Per Lead (All Traffic Sources)

	Total Spend	Total Leads	Cost Per Lead
	\$ 622.16	196	\$3.17
iMarket Fees	\$ 1,200.00		
Total Web Spend	\$ 1,822.16	196	\$ 9.30

Search Engine Positioning Report

Search Positions for www.CarneyPHC.com				
Visibility Statistics				
First Place Rankings: 68	Top 5: 262	Top 10: 394	Top 20: 610	Top 30: 735
Moved Up: 547	Moved Down: 116	Same: 72	Total: 735	Gain/Loss: 431
Keywords: 240	Engines: 3	Visibility Score: 9872	Visibility Percentage: 45.7	

Google					
Keyword	Position	Page	Last Position	Change	URL
Ambler PA Air Conditioning	10	1	NA	NA	www.carneyphc.com/
Ambler PA Air Conditioning Repair	7	1	NA	NA	www.carneyphc.com/
Ambler PA Air Conditioning Service	5	1	NA	NA	www.carneyphc.com/
Ambler PA Air Repair	18	2	NA	NA	www.carneyphc.com/
Ambler PA Cooling System	19	2	NA	NA	www.carneyphc.com/
Ambler PA Heating	7	1	NA	NA	www.carneyphc.com/
Ambler PA Heating & Cooling	1	1	NA	NA	www.carneyphc.com/
Ambler PA Heating And Cooling	2	1	NA	NA	www.carneyphc.com/
Ambler PA Heating Cooling	1	1	NA	NA	www.carneyphc.com/
Ambler PA Heating Repair	2	1	5	3	www.carneyphc.com/
Ambler PA Heating Service	2	1	NA	NA	www.carneyphc.com/
Ambler PA Home Heating	11	2	NA	NA	www.carneyphc.com/
Ambler PA Plumber	1	1	1	0	www.carneyphc.com/
Ambler PA Plumbing	1	1	2	1	www.carneyphc.com/
Ambler PA Plumbing Repair	5	1	NA	NA	www.carneyphc.com/
Ambler PA Plumbing Service	1	1	3	2	www.carneyphc.com/

Granularity: As it relates to good lead tracking

- One page of your website needs to correspond to each element of each of your marketing funnels.
- You can track leads to almost any level of detail you want, as long as you make your website flexible enough to provide granularity.
- You need as many pages as you have things you want to track separately: keywords, landing pages, etc.
- The more you are able to pinpoint what exactly got the best response, the more you can replicate it and do increasingly well in your marketing.
- And one phone number should correspond to each call to action you want to track.

Why Invest in Web Provider

Best Value is not the cheapest:

- Generate leads
- Will they reduce the cost per lead for you?
- Add to the bottom line through more sales opportunities
- Increase sales
- Dominate the local search engine options
- Grow and keep in touch with your customer base
- Be more profitable!