

# SMALL BUSINESS MARKETING STRATEGY 2021



## 1 Send Tons of Visitors to Your Site



Facebook Ads



Google Ads



Youtube Ads



Organic Traffic  
Blog Articles,  
Video Posts, SEO

## 2 Grab Your Visitors' Attention



Attention grabbing title lines



Engaging, story-based, content



Strong and repeated  
Calls-To-Action (CTA's)



Trust Badges and Social Proof

## 3 Capture Email Addresses



Free  
Downloads



Event  
Registrations



Group  
Signups



Paid  
CTA's

- 1% to 3% of visitors buy immediately - but you can't stop there
- Another 7% to 39% can be converted overtime - IF you capture their email addresses
- You MUST make a low-barrier-offer (LBO) in exchange for an email address. Example LBO's:
  - Free trials
  - Free downloads
  - Webinar & Events
  - Ebooks
  - Online courses
  - Website memberships
  - Low cost consultations



## 4 Convert Leads into Customers



- It takes 1 to 9 brand communications on average to convert a warm lead into a paying client. And 3 to 50 brand communications to convert a cold lead. Yet 91% of businesses give up after 1 to 5 communications
- The real money is in the follow-up. Automated email sequences and customized follow-up can boost your sales by 1,200%



Email Auto-  
Responders



Lead  
Funnels



SMS  
Reminders



Drip Email  
Sequences



Google  
Remarketing



Facebook  
Retargeting



Phone  
Calls



Upsell to Higher  
Priced Products  
and Services

## 5 Live Your Dream Life!



Drive Traffic  
Generate Leads  
Automate Follow-up  
Get Rich

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