

## Top 7 Ways to Get Customers Online

Small Business owners rely on a continuous stream of customers to achieve success with their bottom line. Online marketing can be the most cost effective method of customer acquisition, better than TV, Radio and Print when it comes to ROI.

Here are the seven best ways to acquire customers online:

1. **Mobile Responsive Website with a Great Call to Action** – A lot of business owners underestimate how effective a website can be for acquiring new customers, while establishing an enhanced reputation for existing clientele. Both form and function should be considered, which means the content is just as important as the aesthetic.

Over 40% of searches are now performed on mobile devices, so it is critical that your business' website looks good on smartphones and tablets. Even Google started penalizing the rankings of websites that are not "mobile friendly".

In addition, websites that include a great Call to Action attract the web visitor to take a certain action. It may include a special offer, educational content, free trial, anything that is designed to make the visitor enter the sales funnel. An effective Call to Action does not need to be complicated, in fact, simple is best.

2. **Local Business Listings** – There are quite a few local business listing options available to small businesses. These include Google, Bing and Yahoo, all of which have free options. When completing the listings, make sure to complete all available fields such as categories, photos, etc.

There are also business listings that can be completed on websites such as Yelp, Yellowpages.com, HotFrog, Superpages and many more. Most offer a free listing option, and any of them may result in a possible customer from time to time.

3. **Organic SEO with Content Marketing** – While there is no true magic for achieving first page rankings on the major search engines, consistent content marketing is the cornerstone of making it happen. Content should be placed on the business website blog, along with article directories, press releases, ebooks, online library; effectively, anywhere it may get seen by prospective customers.

Content should be first rate, pertinent to your goods and services offered, and finish with a call to action that may compel prospects to contact. Over half of the searches on Google now are over four words, which means these are "long tail keywords".

The more quality content that is produced on a variety of topics means the higher possibility of ranking for the longer keywords that are typically being used these days.

4. **Email Marketing** – Marketing via email is inexpensive, and a great way to get in front of existing customers and prospects. It is much cheaper to upsell an existing customer than it is to gain a new one.

Most modern email marketing software allows for both simple and complicated campaigns. This may include a simple monthly newsletter campaign, or possibly campaigns geared towards the various segmentation of customers. This segmentation can increase click rates by over eight times.

Statistics show that the typical ROI on email marketing campaigns is over 3000%. They also show that email marketing is 40 times more likely to acquire a customer than Facebook or Twitter. Over 4% of visitors from email marketing buy something, as opposed to 2.5% from search engines and 0.6% from social.

5. **Paid Advertising** – Currently, Google and Bing are the top search engines for acquiring new customers. When a campaign is properly set up, monitored and optimized, the ROI can be impressive. When a search is performed on Google, the top 3 advertising spots achieve over 40% of the clicks on the page.

Paid advertising on Google and Bing may be complicated, so it is best to have an expert handling the campaigns. This can avoid a lot of wasted spend.

6. **Social Media** – Over half of Americans regularly use Facebook, which is almost an unbelievable statistic. And it's not all pictures of kids and cats! Facebook offers avenues for paid advertising which may include images and/or videos. Twitter, Instagram and Pinterest offer advertising potential too.

Facebook knows a LOT about people. This includes your likes, dislikes, demographic information and often how much money you make! This information can be utilized effectively in marketing campaigns for targeting your prospects. In addition, Facebook's tracking pixel allows businesses to follow prospects as they search the web, increasing the chances for a sale.

As with marketing on Google Adwords, Facebook marketing may be complicated. Therefore, it may be in your best interest to have a social media expert handling your campaigns.

7. **Video Marketing** – Video has become an excellent method of acquiring new customers. The key with video is not to try and be too slick with them, but really to be authentic. Video adds a "face" to your brand, and people want to do business with those they like and trust. It can help convey complex information clearly and set your business apart from the crowd.

The video marketing doesn't have to include paid efforts. The videos may be placed into a Youtube or Vimeo channel, and then embedded into your website and blog and also uploaded to social media channels. Your brand identity may benefit tremendously from knowledge conveyed in videos.

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