

How To Generate More Leads From Your Website

[10-Point Checklist]

Create Personas

A persona is a detailed description of your ideal customer or target audience which helps **focus your marketing**. Each persona includes information about their needs, issues, goals, demographics and phrases used in search engines.

Email Marketing

Email continues to be one of the most effective marketing tactics. It's a great way to stay top of mind, target specific audiences and drive people to your website.

Strong Brand Identity (i.e. Logo) and Positioning

Positioning is what comes to mind when a prospect thinks of your company and includes benefits and points of differentiation.

Why should a prospect choose you rather than a competitor?

Social Media

A solid social media strategy can help build brand awareness, drive more traffic to your site and enable one-to-one conversations that lead to more potential sales and higher customer satisfaction.

Professionally Designed Website

Stand out from the crowd and build trust with a well designed site that is mobile-friendly, easy to navigate, and clearly states your key messages (including your brand positioning). **You only have a few seconds to make a good first impression.**

Search Engine Optimization (SEO)

Identify which keywords the target audiences are using and create corresponding content and landing pages for each keyword phrase. Keep pages updated and optimized so they will **rank higher in the search engines which will lead to more website traffic.**

Blog Articles

Blog articles can target specific keywords and topics your prospects are searching for online, resulting in higher search engine rankings, more website traffic, brand authority and thought leadership.

Pay-Per-Click (PPC) Advertising

Google Adwords and Facebook Ads offer a quick and low-cost way to get your company's product and services in front of people. Re-marketing (showing ads to people who've visited your website) are also effective.

Are you currently running email campaigns?

If yes, how frequently?

Email marketing goals (i.e. more frequency, more targeted, generate more leads):

Is your company active on social media?

If yes, how frequently do you post?

Social media goals: (i.e. more frequency, increase followers, more engagement, more leads):

Does your website have a blog?

If yes, how frequent do you publish?

Blogging goals: (i.e. start blogging, more frequency, increase readership, more leads)

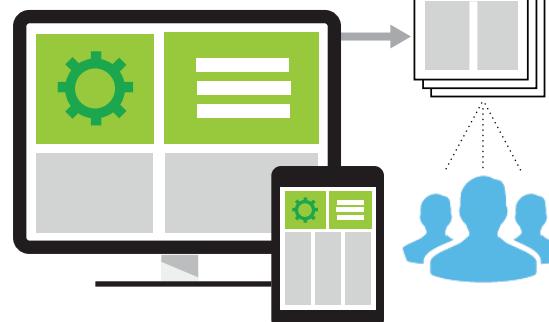
Are you currently running PPC campaigns?

If yes, for your last campaign, what was your monthly spend? How many leads?

PPC goals: (start, lower cost per click, increase traffic, more leads)

Landing pages help guide users toward your intended conversion goal. An effective landing page is optimized for search engines, and includes quality imagery, benefits, a unique selling proposition, social proof and a **next-step offer** —which will capture leads.

Website Landing Page



Your Offers

Turn your website into a magnet. Create content offers such as e-books, checklists, promotions, free trials and consultations that are tailored to your prospects' needs and challenges.

Leads

Many leads will not be ready to buy today, but they can be nurtured into new customers through continued correspondence via email and social media.

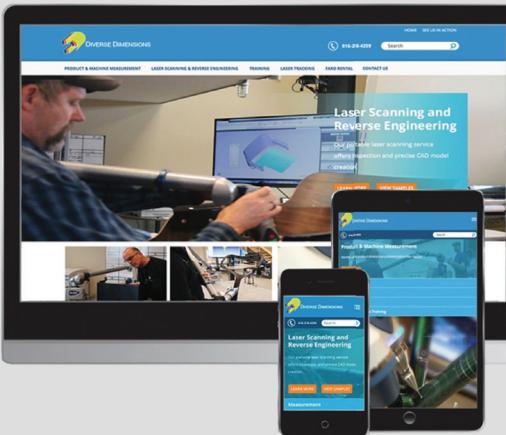
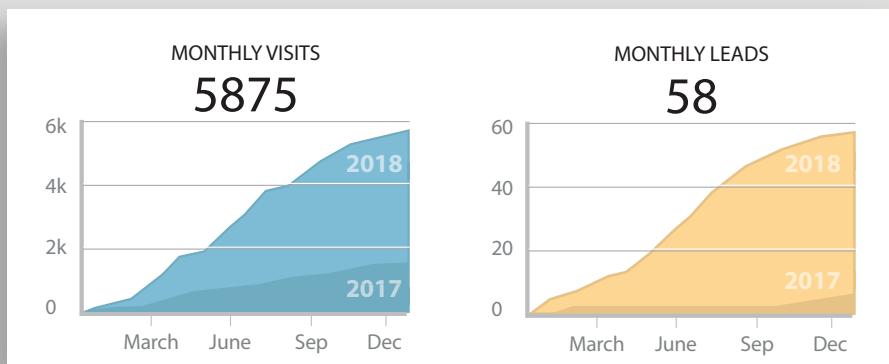
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Case Studies



A Digital Marketing Strategy That's Generating More Web Visits and Leads.
Sparks Belting Company used to receive one website lead per month. Within 12 months, we tripled their website traffic, and they now receive nearly 60 leads per month. Approximately 20% of the leads are converted into proposal opportunities, which has resulted in dozens of new customers.
(SparksBelting.com)

Website Redesign and Marketing Tactics Result in More Traffic and Leads.
Most of Diverse Dimensions' new business comes from the web as a result of search marketing (SEO), Google Adwords (PPC) and LinkedIn. We developed a custom strategy utilizing SEO, PPC, LinkedIn and email marketing to drive over 3000 monthly visitors to the website —a 150% increase . In addition we were able to fine tune their Google Adwords campaign to reduce costs by 30% while increasing leads by over 500%.
(DiverseDimensions.com)

Do You Want to Generate More Awareness and Leads? Take the Next Step:

Schedule a complimentary call with us, and we'll walk you through the process and answer any questions you may have.

We'll also give you actionable ideas that you can implement to start generating more awareness, traffic and leads.

To schedule your free consultation, contact Jake Kaylor at 269.716.0787 or jkaylor@fseconnect.com

FSE Connect is the only sourcing website that has a sole focus on the Foodservice Equipment Market for both the OEM and the Supplier. Foodservice Equipment OEMs have a single website to do their research, rate, and source components/services from the very best approved suppliers. Foodservice Equipment Suppliers have the ability to market, offer quotations, and receive ratings and market analytics from the top OEMs in the world! The primary acronym for FSE is FoodService Equipment, but on FSE Connect it also stands for FOCUSED, SELECTIVE, and EXPERIENCED!

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