

## **Create Highly Convincing Ads and Ad Content**

- Headlines are the heart and soul of the ad. Spend the most time and energy writing your Ad Headlines
- Decide the one thing you want your potential clients to know and focus on that in each ad. Don't try to explain every possible service you offer

## **Focus on Social Networking**

- Don't limit your business to only traditional means of internet and media advertising
- Explore advertising through social networking sites (i.e. MySpace, Facebook, Twitter)  
This type of advertising allows existing and potential clients to become more familiar with your business.
- Social networking advertising also broadens your business visibility and awareness.

## **Your business Website should help and not hurt your lead capture**

- Website design should be simple and straightforward
- Key is to focus on Content not Design
- Beware of Flash Pages, Frame Pages and Template Designs
- Your website should be working effectively for you 24/7

## **Develop keywords and a website layout that maximizes Search Engine Indexing** (i.e. Search Engine Optimization)

- Not only are keywords vitally important to organic internet searches and leads but website layout is also a major contributor to SEO
- Don't discount that ability of SEO to dramatically increase your lead capture and market visibility

## **Include easily obtainable contact information in both your Ad content and Website**

- Potential clients should not have to search your Ad content or website to find contact information
- Contact info should be posted on each page of your Website
- Placing highly visible contact info in your Ad content can enhance lead capture and increase credibility

## **Utilize Multiple Internet Sources**

- Maximize Digital Exposure which can also increase Search Engine Optimization
- Explore new internet sources for advertising (i.e. Craigslist, Backpage, etc.)

## **Are you blog ready?**

- A blog can help you speak to your clients in a more in-depth manner
- Blog articles can help increase awareness and credibility of your business, service and products.
- Utilize a blog that is Search Engine friendly.

## **Don't over spam the market**

- You want your ads to be highly visible to your target audience.
- Tons of ads with irrelevant information and/or targeted toward the wrong potential clients will not create more leads that 5-10 highly visible ads target toward the best potential clients will.
- Over spamming of the market can also lead to a decrease in credibility.

## **Know your competition and their advertising techniques**

- Where and how often does your competitor advertise?
- Do they have a blog? Are they on Facebook? Are they optimized?
- What are the strengths and weaknesses?
- Analyze their services and rates along with their ad content and overall digital brand. Where do you compare to this? This is important to understand.

## **Continually educate yourself about the newest marketing techniques**

- Including software, websites and social media.
- This will keep your advertising and your digital brand fresh and help to broaden your exposure.

