



*Local***Leads***Rocket*

Quick Start Guide

How To Make The Most Out Of Local
Leads Rocket

First off, congratulations on getting Local Leads Rocket. You now have access to one of the best local leads finders in the market. This tool single handedly would allow you to find all kinds of leads for all kinds of local services that you might be offering, from within a single dashboard.

So how should you go about selling different local services, well here are my thoughts.

Selling Retargeting Services

Retargeting is an extremely popular and effective online advertising method that targets bounced-off website traffic (aka: website visitors who did not convert) and serves to re-engage those people via online ads that will persuade them to re-visit the website and convert. Retargeting has become an incredibly effective way to increase sales.

It is estimated that only 2% of click-through website visitors convert (aka: make a purchase) on their very first visit to an online store and about 96% of all website visitors visit websites when they're not ready to buy.

This is an important point you need to convey to your clients.

Let them know how important retargeting is and how much it can increase their bottom line.

Also keep in mind that the actual retargeting is easy and there are plenty of free Youtube videos that you can follow along to properly implement it on your client's website. Moreover, retargeting is something that can easily be offered as a recurring service so definitely make sure to use Local Leads Rocket to spy on businesses that are not using retargeting/remarketing.

Selling Social Media Marketing Services

I am not sure about their presence on Facebook but Wendy's (the famous hamburger chain) has been killing it with their Twitter account. They have produced some of the most viral stuff that you most probably have already seen on the internet many times. My point is there is a whole new world beyond Facebook.

Local Leads Rocket lets you spy over local businesses's social media handles in a snap. Many businesses just use Facebook and not Twitter and thus are missing on hundreds of thousands of passionate and dedicated potential buyers and prospects.

Keep in mind, with over 328 million active users, including 67 million in the United States, Twitter is a major player in the social media space. It's especially popular among people on the go, with 75% of users accessing the service through a mobile device.

Now most people's impression of Twitter is that it is for celebrities, you can be forgiven for thinking that it doesn't apply to local business. But when used correctly, Twitter can be an amazing

way to get a steady stream of local leads for your client's business.

Using Twitter, you can do plenty of stuff like.

Promote special offers, sales, or coupons

Customer service (some businesses exclusively support their customers on Twitter)

Rewarding customers with loyalty

Creating an active community of customers

The same is true for Instagram (which is more visually focussed) so your clients can showcase what they sell, what they offer. And just like Twitter, Instagram can be equally profitable for any local business.

That said, by conveying all these pointers above to your potential prospects, you can easily sell them your social media marketing services.

Selling Reputation Management

I have repeatedly said it in the past but let me repeat it again that in 2020, if a business doesn't have a solid reputation, it's going to seriously impact that business' Google rankings and traffic.

That is because of 3 reasons.

- Google puts Reputation #1 in Quality Raters Guide (their internal guide on what makes a site, great in the eyes of search engine spiders).
- Reviews are the #1 Conversion Factors (think Shopping on Amazon and searching on Google - we buy from reputable sources only).
- Thus the future of SEO is Reputation-Based

So whenever you approach a client, you should sell them on reputation first, not on SEO!

This is critical actually.

That is because selling SEO first can be often pretty hard:

1. The price objection can be hard to handle.
2. Lots of time spent doing proposals hoping the clients will bite.
3. Knowing results are months away with SEO is a sure way to get a no from a client.
4. Selling SEO first is all but a painful, confusing and delicate process.

So what should you sell first?

It is reputation.

Also, reputation is perceived as a more valuable service than selling just SEO. Of course you should sell SEO services but it is better to sell it as a backend, high-priced recurring service.

Now go ahead, use the Local Leads Rocket and find those leads that have ratings/reviews in the range of like 3-4 (leads with ratings equal to or less than 1 means the business's reputation is most probably beyond repair and thus such leads shouldn't be your first choice), apply the knowledge you just gained from this section to start selling reputation management services with ease.

Selling Mobile Optimisation Service

With the increasing number of users accessing the web via their mobile devices and Google's update to mobile-first indexing, it's more important than ever that a business website is mobile-friendly.

When a business website is not easily accessible on mobile devices that business can be turning away users without even realizing it which can be detrimental to the business's growth. Mobile optimisation is thus a serious contender when it comes to local services.

Now contrary to the expectations, you will find plenty of websites that are still not mobile friendly. Yes, it is 2020 and most websites are mobile optimised but when using Local Leads Rocket you would still find hundreds if not thousands of leads that require mobile optimisation.

That said the essential points to convey to your clients are:

- Improved User Experience.
- Increased Average Time on Site.
- Faster Website Load Speed.
- Improved Mobile SEO.
- Competitive Advantage Over Your Competition.

These points when explained and elaborated well can easily convince clients to give a try to your optimisation services.

Selling Good Old SEO

In my opinion nothing beats SEO services when it comes to generating recurring income. I mean, SEO has to be sold on recurring basis and you can expect to make pretty decent numbers with it as well.

Although selling it as a front-end offer to clients can be overwhelming for them since for many of the clients, the idea of SEO sounds vague and abstract. Still if you could mention all the benefits and keep your conversation around more traffic and more business, it is definitely sellable.

That said, just keep few things in your mind when selling SEO services and you should be good to go.

Avoid the temptation to offer a guarantee of success in the form of traffic or rankings. Google actually warns businesses to be wary of agencies that do.

Fill your pitches with expert quotes and statistics from authoritative third parties to reinforce how effective your services can be.

Show examples of your reports, but make sure they include your unique insights, so that potential clients can see your expertise and experience in action.

And that's really all you need to know about selling SEO services effectively.

Final Words

Always make sure you use personalisation when contacting a lead. And I am not just talking about first and last names. You must always address a business's particular problems, issues,

and their expectations. Once you do that, you would be able to close clients for literally every kind of service (if you want to automate the personalisation for 3 in-demand local services, I highly recommend upgrading and getting the Local Leads Rocket Pro that just does that exactly.)

Last but not the least, put in the necessary hours and you are bound to be profitable fast.

In case you have any other questions/queries, please submit them at my support center and my team will be on it as soon as possible.

Wish you all the best.

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