

# Growing Your Business During COVID-19





*A little about your presenter....*



## Lance Leifert CEO, Conquest

Lance brings over 20 years of experience in technology oriented marketing and development. He graduated from the University of Connecticut in 1993 with a degree in Engineering and Computer Science. He pursued his graduate degree with Rensselaer Polytechnic Institute. His work career path led him to work with many aspects of technology and apply them to digital marketing and computer sciences. In addition, Lance has been an adjunct professor at the University of Connecticut for over ten years and sits on various boards.

Lance formed Conquest in 1997 as a digital agency. Conquest saw the changes in marketing trends and converted to an integrated marketing agency in 2015 offering both traditional and digital marketing services with strong digital capabilities. As pioneers in this new style of marketing agencies, Conquest has grown to be recognized as an industry leader and has helped clients of all sizes with strategizing and the implementation of cutting edge integrated marketing programs. Under Lance's leadership, Conquest has worked with clients such as Hartford HealthCare, Aetna, Athena Healthcare, Hooker & Holcombe, United Technologies, MidState Medical Center, Connecticut Orthopedic Associates and 100's more. Conquest continues to grow and help companies across the United States implement effective marketing campaigns that are custom tailored to each of its clients.



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# Strategies to Grow Your Business During the Pandemic



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## 1 - NURTURE YOUR EXISTING CLIENTS



Most small businesses rely on a steady stream of new customers to keep the business financially solvent.

When sales dry up overnight, panic can set in and a reaction is to focus too heavily on obtaining new sales than to focus on retaining your existing customer base.



## 2 - PROSPECT THROUGH EXISTING RELATIONSHIPS

As most of us work from home, it is easy to feel isolated. However, we have previously formed business relationships with others that are in the same position and are as equally eager to connect with others as you. Leverage these relationships to network and prospect new customers.

Remember to help others as you seek their help.





### 3 - BE FLEXIBLE AND CREATIVE

This is not a time for “*business as usual*”. Trying to ride out the pandemic is not the right course for most businesses. This is a time to “*think outside the box*” to accommodate for the limitations on your business during this period.

Many innovative ideas of today will become the “*norm*” of tomorrow.



## 4 - CHANGE YOUR MARKETING STRATEGIES

People's lives and habits have changed. The majority of people are working remotely from a home office and tied to a desktop computer.

The majority of an average day is spent on Zoom (or equivalent) meetings. In-person meetings/interactions are at an all-time low.

How do you attract NEW customers in this environment? Marketing strategies that may have worked in the past might not work today or in our near future.



Communications technology has exponentially advanced for all of us over the last 15 years ... more-so than it has in the last 200 years. Many businesses “dabble” in digital marketing strategies, however, now is the time to become fully vested in understanding and implementing strategies that can help grow your business.

Today we are going to focus on some of the core strategies that businesses should be considering during this time...





- 
- Improving Your Online Visibility Through:
    - Search Engine Optimization (SEO)
    - Search Engine Marketing (SEM)
    - Local SEO
  - Acquiring New Customers Through Hyper-Targeting Strategies and Data Analysis
    - Social Media
    - Retargeting
    - Marketing/Sales Automation
  - Understanding Your Online Reputation



# Improving Your Online Visibility



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During COVID-19, most people are working in front a computer all day and will use **online searches** to seek out products and services. The more visible you are when a prospect performs a search, the higher the chance you have of gaining that customer. The core strategies that can help increase your online visibility include:

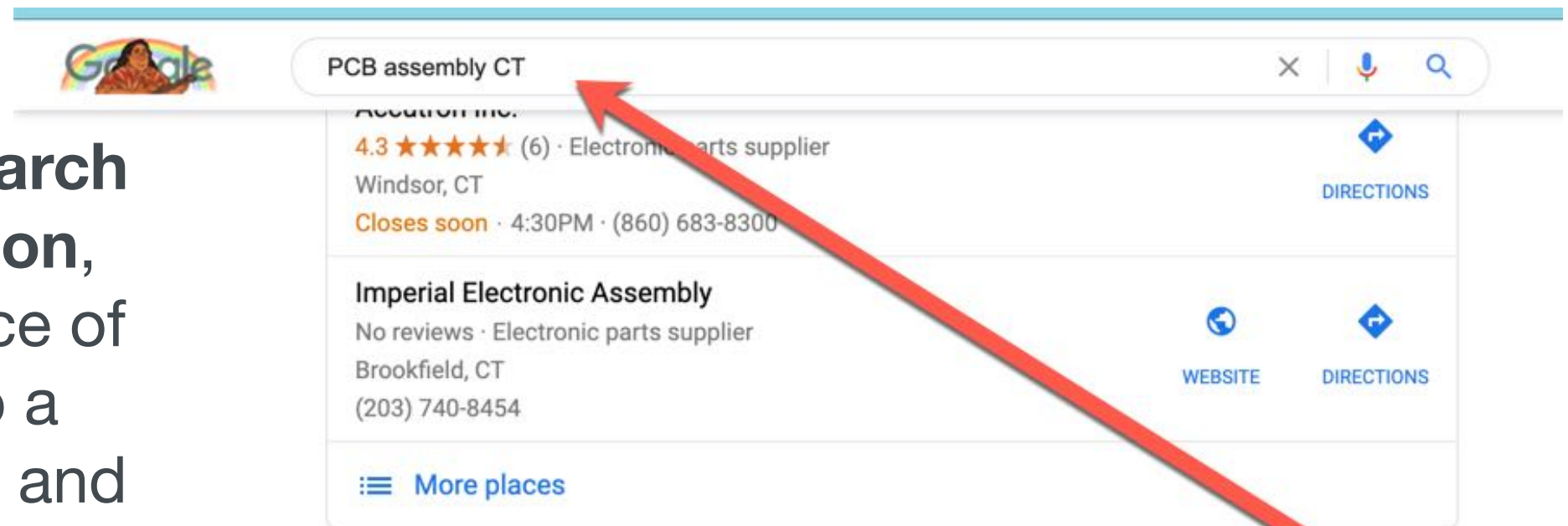
- Organic Search Engine Optimization
- Optimized Geo-targeted Landing Pages
- Local SEO
- Search Engine Marketing Programs (e.g. Google Ads)



# Organic Search Engine Optimization - SEO

SEO stands for **Search Engine Optimization**, which is the practice of making changes to a website's structure and content to increase its search rankings without using an ad budget.

It also entails the practice of engaging activity off-site to increase a website's PageRank (e.g. quality backlinks, reviews, social media, PR, etc).



## Printed Circuit Board (PCB) Assemblies in Connecticut (CT ...

<https://www.thomasnet.com/connecticut/printed-circuit-board-pcb-asse...>

Custom manufacturer of electrical assemblies including printed circuit board (PCB) assemblies. Capabilities include contract manufacturing and assembly for ...

## Printed Circuit Board (PCB) Assembly Services in Connecticut ...

<https://www.thomasnet.com/connecticut/printed-circuit-board-pcb-asse...>

Welcome to the premier industrial source for Printed Circuit Board (PCB) Assembly Services in Connecticut. These companies offer a comprehensive range of ...

## PCB Assembly Companies in Connecticut - PCB Directory

<https://www.pcbdirectory.com/assembly/state=Connecticut>

PCB Assembly Service Providers in Connecticut, United States are listed here. Find 100's of PCB assembly services on PCB Directory - Use the filters to narrow ...

## PCB Assembly - Printed Circuit Board Assembly & Layout ...

<https://www.altekelectronics.com/pcb-assembly>

Altek Electronics offers Printed Circuit Board Assembly (PCB Assembly), layout and circuit design to it's customers in CT, MA, NY and throughout the world.



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**Local SEO** allows you to target individuals searching for your products or services with location intent. There are three primary location-based indexes that you should be listed in:

1) Google My Business

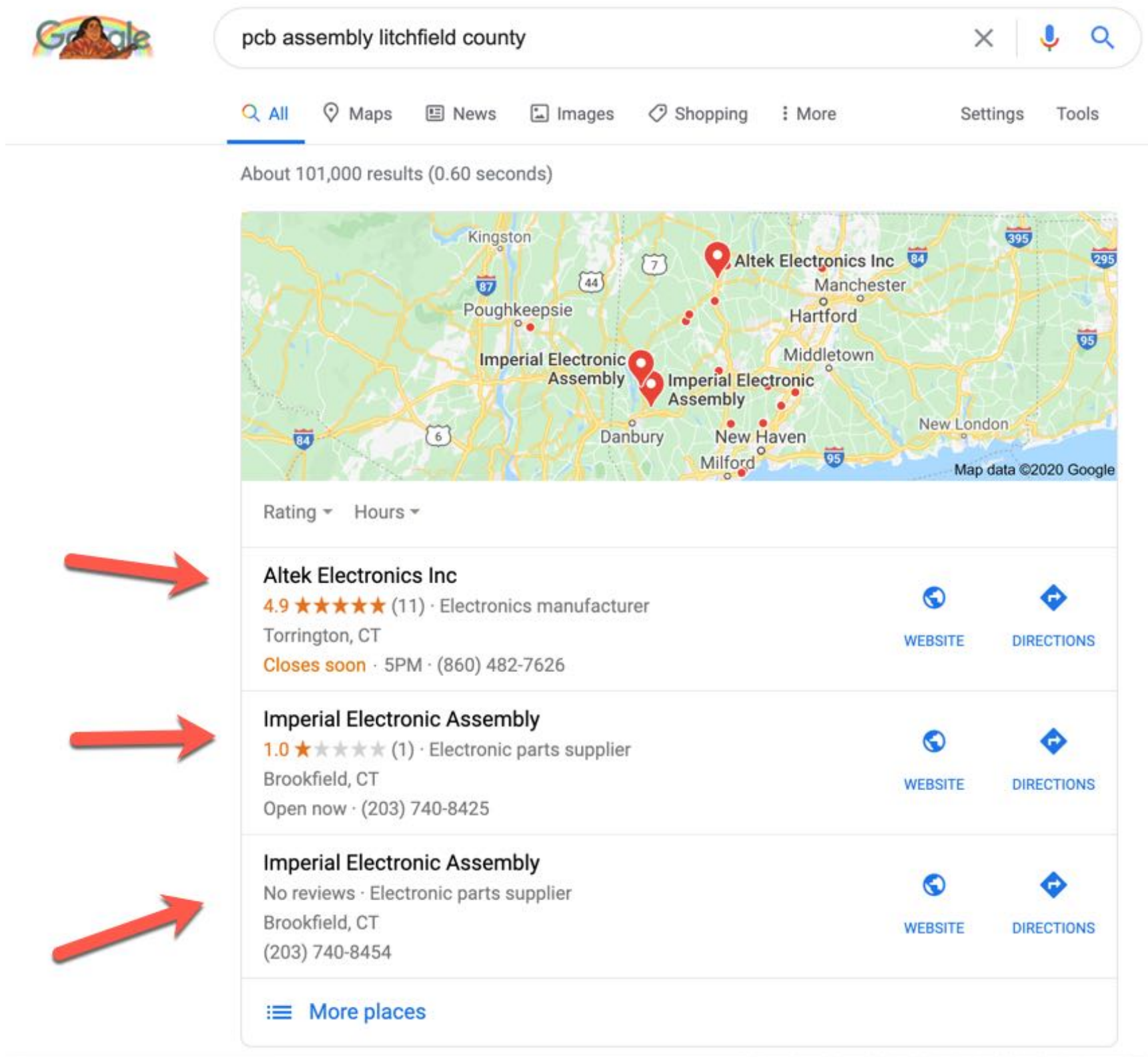
2) Apple Maps Connect

3) Bing Places for Business (can be synchronized with Google My Business)

Businesses need to ensure they capture and manage their listings in these global databases. It should also be noted that both Apple Maps Connect and Bing use Yelp, Trip Advisor & Facebook for reviews and images.



# Google My Business (Local SEO)



The screenshot shows a Google search for "pcb assembly litchfield county". The search bar is at the top, and the results are displayed below. A map shows the location of the search results in the Litchfield County area. Below the map, there are three search results listed, each with a red arrow pointing to it from the left. The results are:

- Altek Electronics Inc**  
4.9 ★★★★★ (11) · Electronics manufacturer  
Torrington, CT  
Closes soon · 5PM · (860) 482-7626  
WEBSITE DIRECTIONS
- Imperial Electronic Assembly**  
1.0 ★★★★★ (1) · Electronic parts supplier  
Brookfield, CT  
Open now · (203) 740-8425  
WEBSITE DIRECTIONS
- Imperial Electronic Assembly**  
No reviews · Electronic parts supplier  
Brookfield, CT  
(203) 740-8454  
WEBSITE DIRECTIONS

At the bottom of the list, there is a link to "More places".

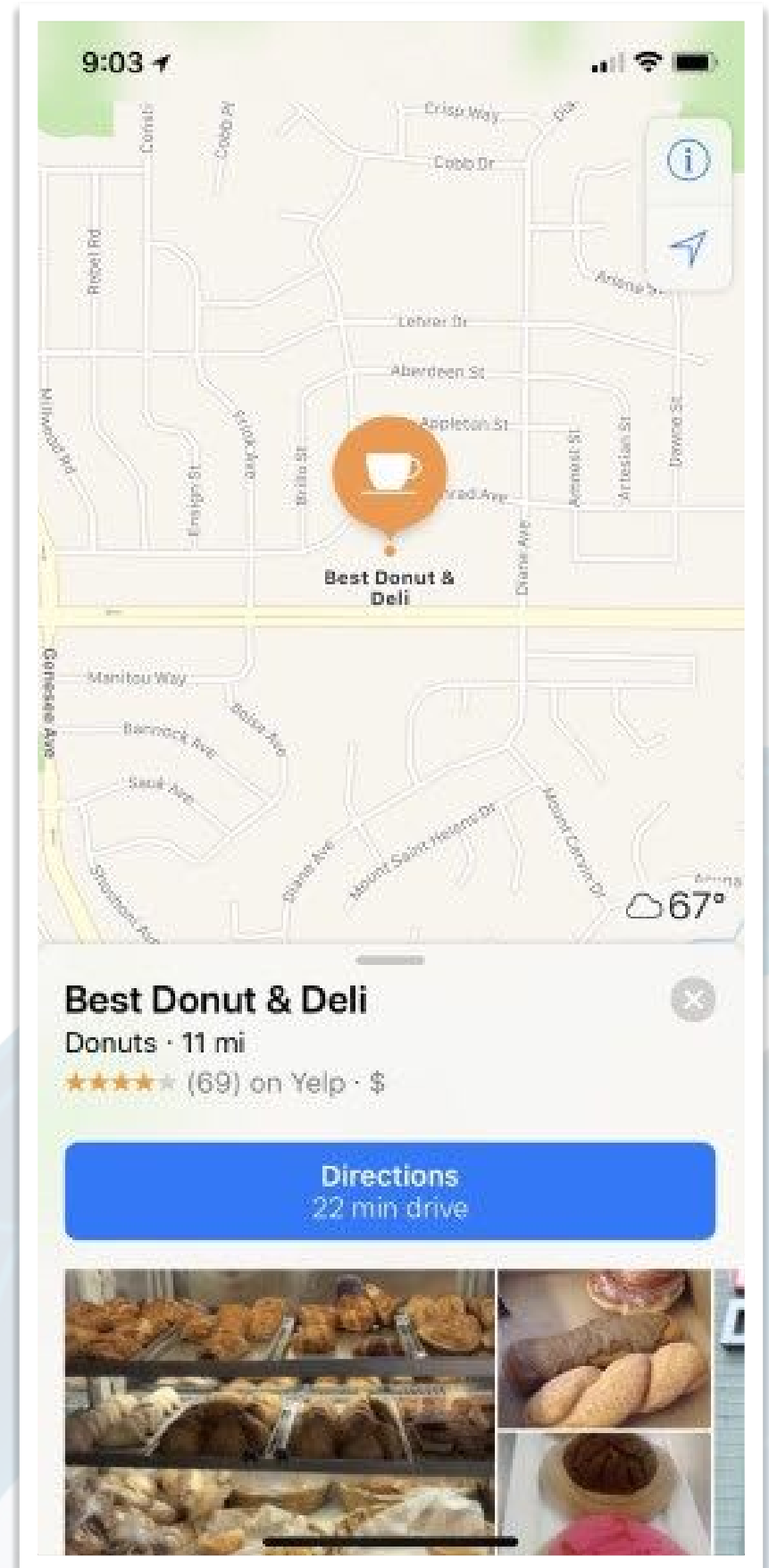




# Apple Maps Connect (Local SEO)

Apple is actively building its own maps and business database similar to GMB.

Apple has been relying on third party databases for business information and reviews (e.g. Yelp / Trip Advisor). It has become more reliant on its own information in recent years, and with the wide use of Siri to search for local businesses, it is more important to ensure your listing is accurate.



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# Bing Places for Business (Local SEO)

The screenshot displays the Bing Places for Business interface. At the top, a search bar contains the text "pcb assembly near Torrington ct". To the right of the search bar are icons for Directions, Traffic, My Places, and More. A user profile icon and a menu icon are also visible.

The main content area is divided into two sections. On the left, the business listing for "Altek Electronics" is shown. It includes a gallery of images, a "See all images" link, and buttons for Directions, Share, and Save. A COVID-19 warning states "Hours or services may vary". The business details are as follows:

- Altek Electronics**
- B2B
- Address:** 89 Commercial Blvd, Torrington, CT 06790
- Phone:** (860) 482-7626
- Website:** [altekelectronics.com](http://altekelectronics.com)
- Hours:** Closes in 11 mins. Hours or services may vary.

Below the details are three reviews from Facebook:

- ★★★★★ (19) Facebook · Oct 12, 2018 09:52 AM  
Worked at Altek as incoming inspector for a short period of time. Professional and courteous really enjoyed the work and people I worked with. [Full review](#)
- ★★★★★ Facebook · Sep 03, 2017 07:07 PM  
Treated me outstanding while I worked there. Someday I hope to be able to work again, and just stop by to say hello. [Full review](#)
- ★★★★★ Facebook · Apr 17, 2017 02:46 AM  
happy to know this company, and wish to make some

On the right, a map shows the location of Altek Electronics at 89 Commercial Blvd. The map includes street names like Winsted Rd, Commercial Blvd, and Alford Park Rd. A scale bar at the bottom right indicates 500 feet and 100 meters. The copyright notice at the bottom right reads "© 2020 HERE, © OpenStreetMap".



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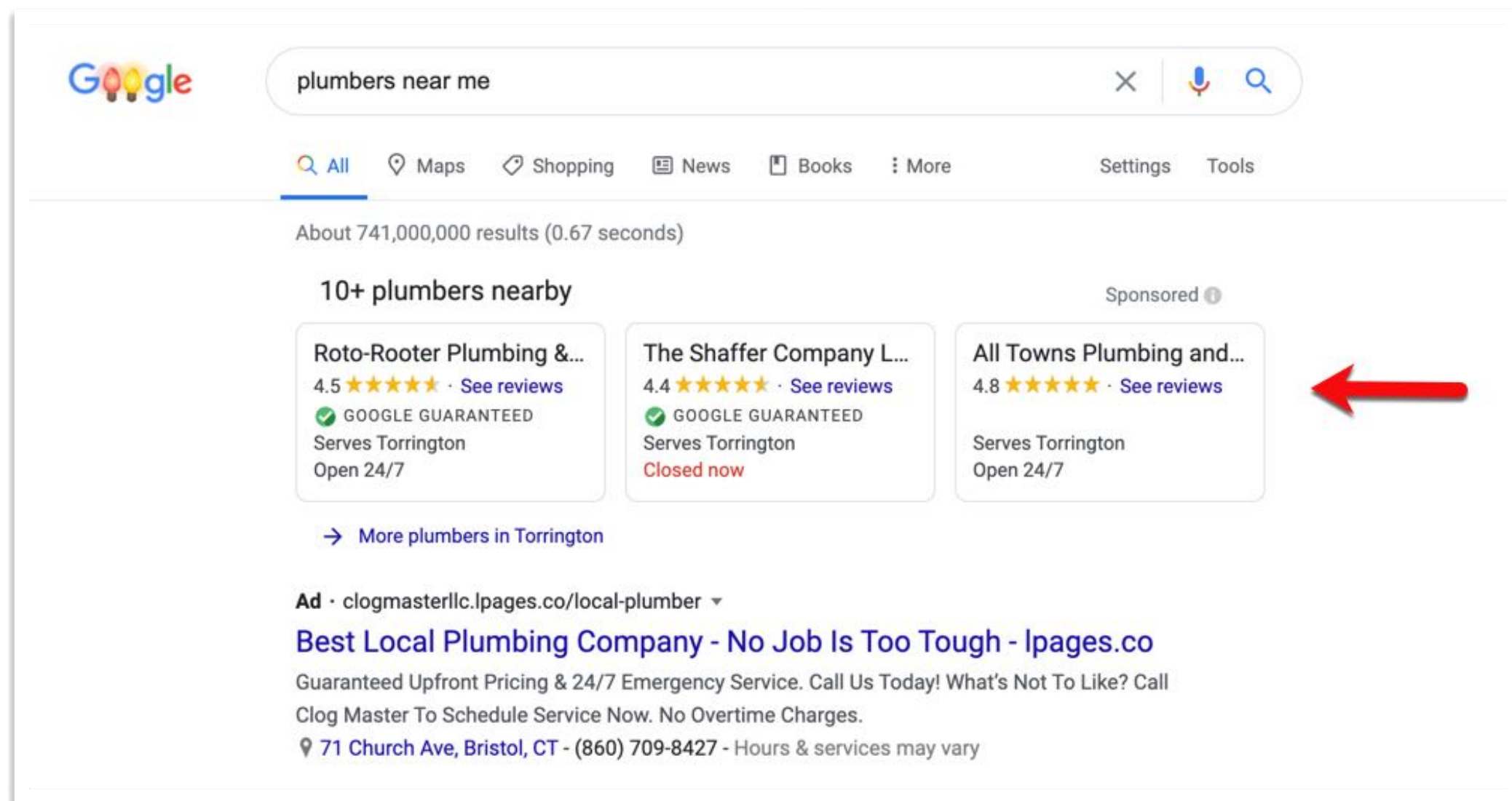
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## Tip: for Service Oriented Companies

Google recently released a program called Google Guaranteed that vets companies and allows them to advertise a “badge”. Google will guarantee their work up to \$2,000 (in total).

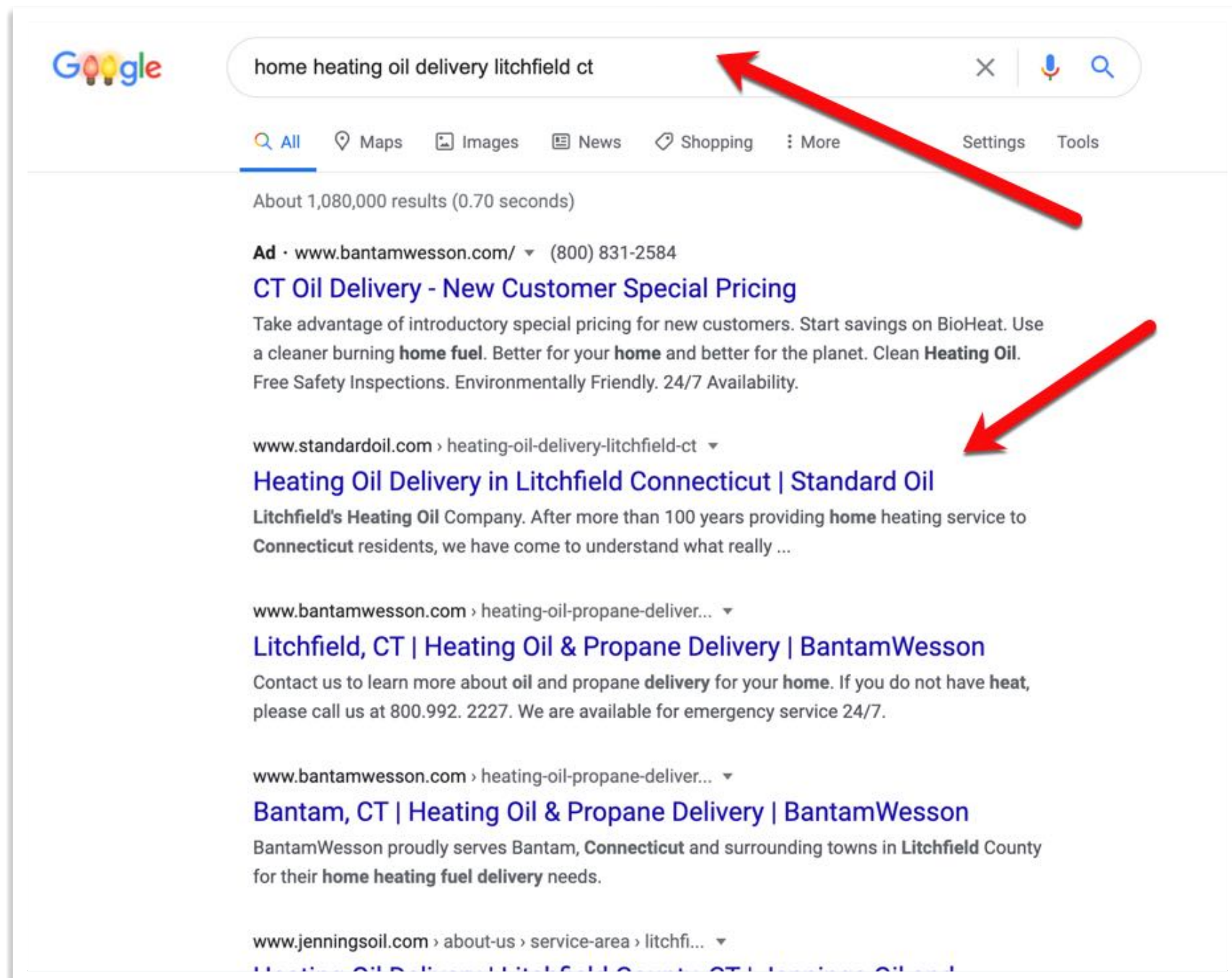
Guaranteed companies are allowed to advertise in Google Local Service ads and get top listing on a search.



## Tip: Using geo targeted landing to increase SEO in specific locations

**Geo targeted landing pages** are pages that websites offer to show users **WHERE** they offer their products and services. They are unique for each location and they give businesses an advantage when users are searching for services or goods that they need or want locally.

Here, Standard Oil took a first place position for this search even though they are physically located in Bridgeport, CT.

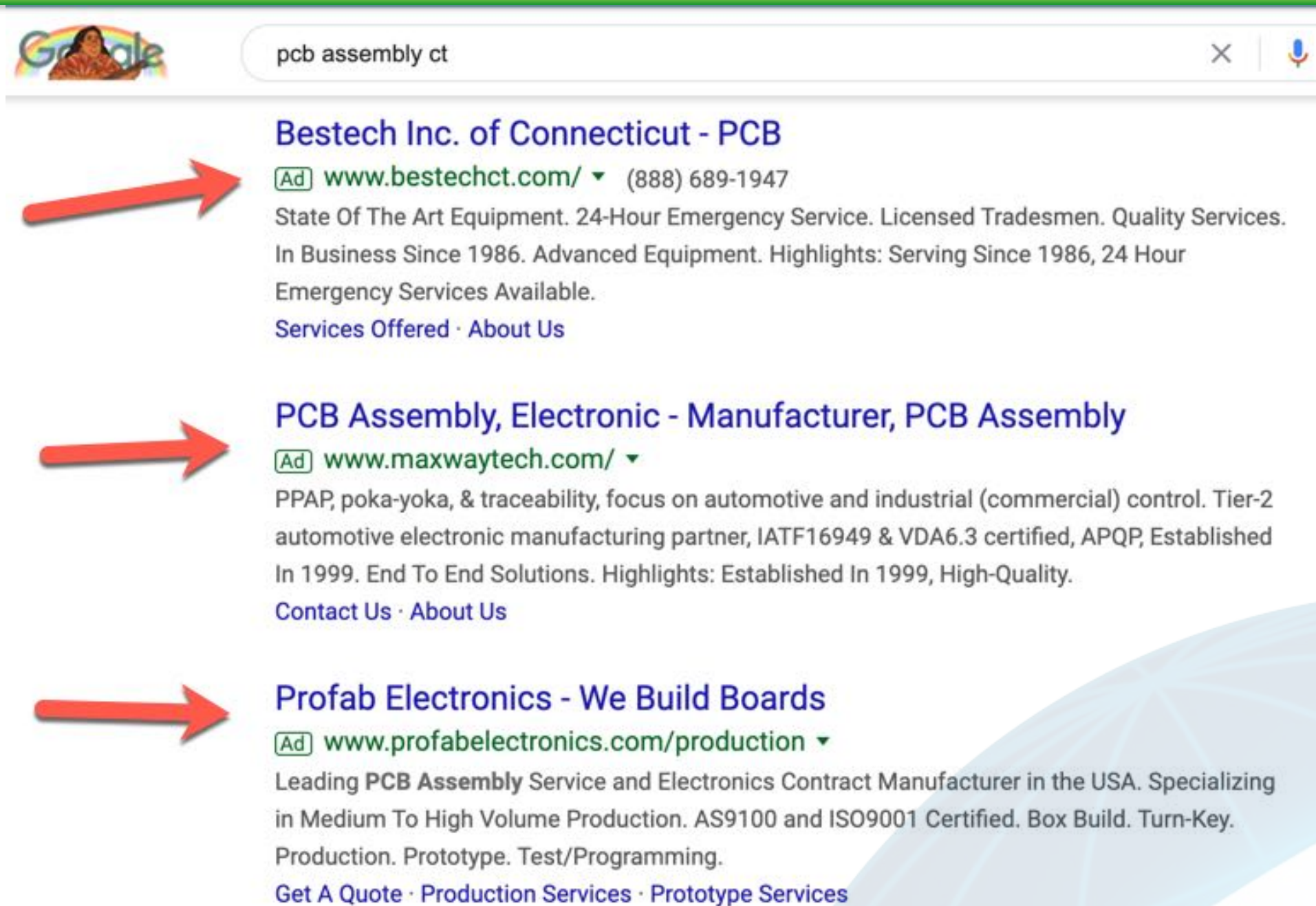


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# Search Engine Marketing - SEM



The screenshot shows a Google search for "pcb assembly ct". The search bar is at the top with the Google logo on the left and a search button on the right. Below the search bar, three search results are displayed, each marked as an advertisement with a green "Ad" icon. Red arrows point to each of these results.

- Bestech Inc. of Connecticut - PCB**  
**Ad** [www.bestechct.com/](http://www.bestechct.com/) ▼ (888) 689-1947  
State Of The Art Equipment. 24-Hour Emergency Service. Licensed Tradesmen. Quality Services. In Business Since 1986. Advanced Equipment. Highlights: Serving Since 1986, 24 Hour Emergency Services Available.  
[Services Offered](#) · [About Us](#)
- PCB Assembly, Electronic - Manufacturer, PCB Assembly**  
**Ad** [www.maxwaytech.com/](http://www.maxwaytech.com/) ▼  
PPAP, poka-yoka, & traceability, focus on automotive and industrial (commercial) control. Tier-2 automotive electronic manufacturing partner, IATF16949 & VDA6.3 certified, APQP, Established In 1999. End To End Solutions. Highlights: Established In 1999, High-Quality.  
[Contact Us](#) · [About Us](#)
- Profab Electronics - We Build Boards**  
**Ad** [www.profabelectronics.com/production](http://www.profabelectronics.com/production) ▼  
Leading **PCB Assembly** Service and Electronics Contract Manufacturer in the USA. Specializing in Medium To High Volume Production. AS9100 and ISO9001 Certified. Box Build. Turn-Key. Production. Prototype. Test/Programming.  
[Get A Quote](#) · [Production Services](#) · [Prototype Services](#)

SEM stands for **Search Engine Marketing**, which is the practice of paying for traffic leads to your website. The most popular form of SEM is through the use of Google Ads.



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# Using Social Media to Acquire Customers



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With people stuck at home, we are seeing social media engagement increasing. July of 2020 saw a rise of 10.5% in social media engagement compared with July 2019.

Generally, social media is not the strongest lead generator. However, we find people browsing social media more often during their downtime and interacting with ads more influencing purchasing habits.

If you are not taking advantage of social media marketing, **now is the time.**



# Where Should We Focus Marketing

Coming into 2020, the most popular social media platforms are:

MEMBERS / REGISTERED USERS

VISITORS / ACTIVE USERS

With so many options,  
How do we choose?

facebook

YouTube

facebook  
Messenger

WhatsApp

Instagram

Twitter

Google+

LinkedIn

skype

Snapchat

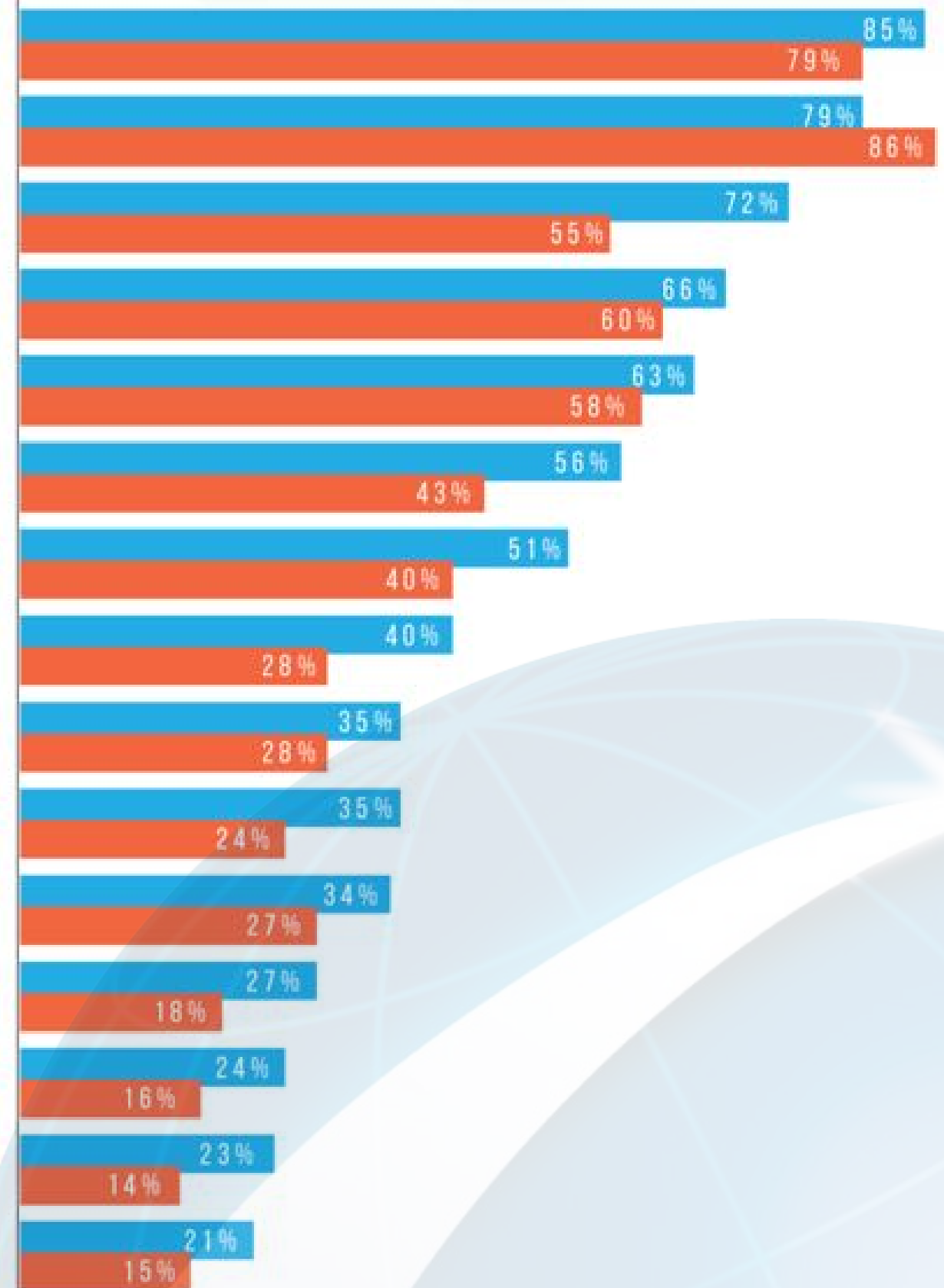
Pinterest

LINE

Viber

WeChat

tumblr.







Facebook and Instagram offer the highest level of engagement for most businesses.



Many businesses continue to engage in **organic only social media** (e.g. posting to their Facebook/Instagram business page). For most businesses, organic posts have very low engagement and will not offer many opportunities to gain new customers.

Some businesses attempt to **boost** their posts for additional engagement. However, the true power of marketing on Facebook/Instagram is using the **Facebook Ad Manager**. The ad manager allows Facebook to run special algorithms to help you achieve specific **campaign objectives**.



# Ads Manager - Campaign Objectives (Ad Goals)

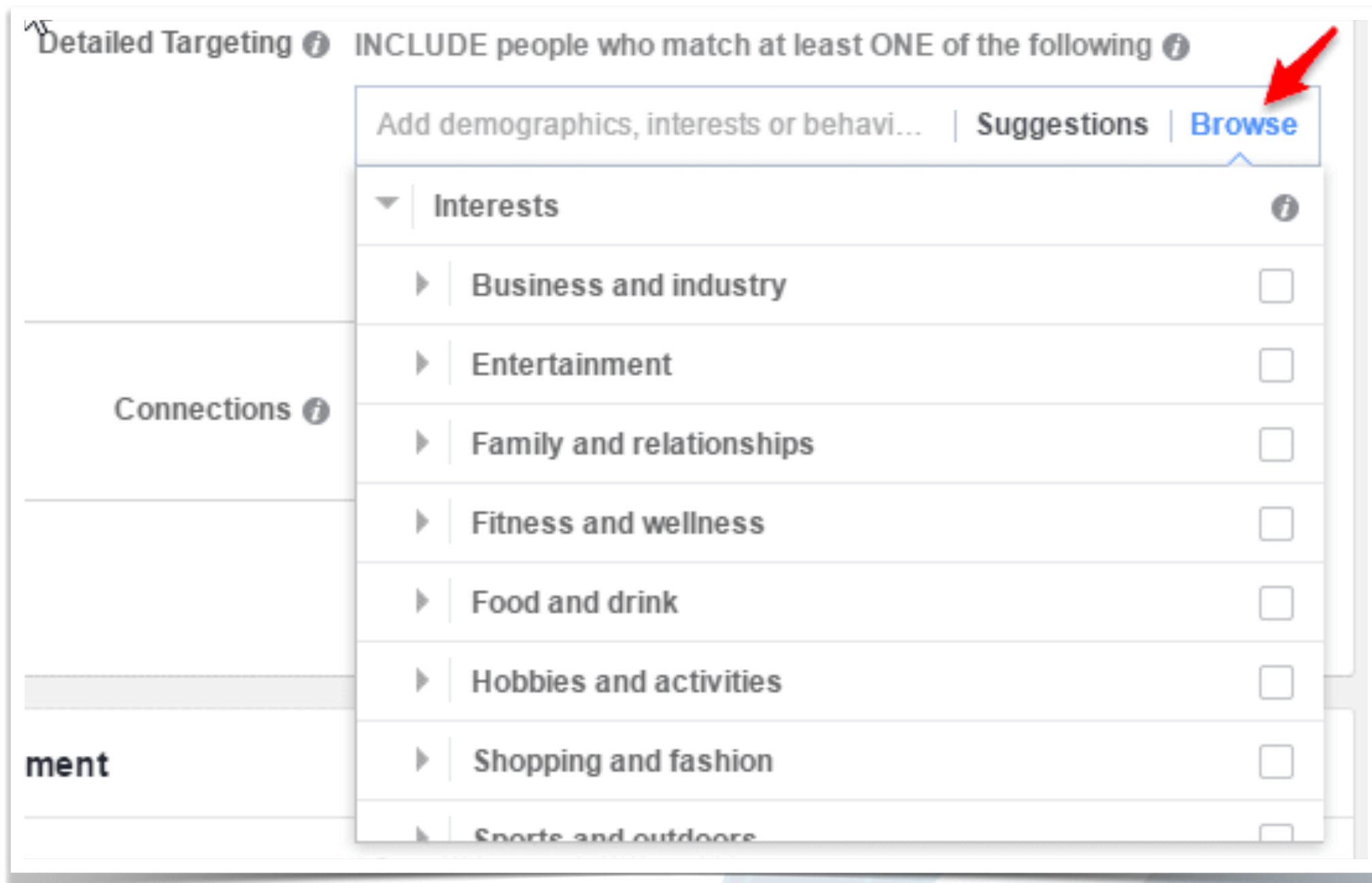
The screenshot displays the Facebook Ads Manager interface. At the top, the header includes the Facebook logo, 'Ads Manager', a search bar, and user information for 'Jodie'. The main content area is titled 'Campaign: Choose your objective.' and features a 'Switch to Quick Creation' button. Below this, a section asks 'What's your marketing objective?' with a link to 'Help: Choosing an objective'. The objectives are organized into three columns: Awareness, Consideration, and Conversion. The 'Awareness' column includes 'Brand Awareness' and 'Reach'. The 'Consideration' column includes 'Traffic', 'Engagement', 'App Installs', 'Video Views', 'Lead Generation', and 'Messages'. The 'Conversion' column includes 'Conversions', 'Catalogue Sales', and 'Store Traffic'. A large orange word 'Goals' with arrows points to the three columns. The left sidebar shows the campaign structure: Campaign (selected), Objective, Ad set (with sub-items Audience, Placements, Budget & schedule), and Ad (with sub-items Format, Media, Additional creative). A 'Close' button is at the bottom left.

Awareness	Consideration	Conversion
Brand Awareness	Traffic	Conversions
Reach	Engagement	Catalogue Sales
	App Installs	Store Traffic
	Video Views	
	Lead Generation	
	Messages	





In addition to location, gender & age, Facebook allows you to fine tune your audience through **detailed targeting**.



The screenshot shows the 'Detailed Targeting' section in Facebook Ads Manager. At the top, it says 'Detailed Targeting' with an information icon, followed by 'INCLUDE people who match at least ONE of the following' with another information icon. Below this is a search bar with the placeholder text 'Add demographics, interests or behavi...'. To the right of the search bar are two tabs: 'Suggestions' and 'Browse', with a red arrow pointing to the 'Browse' tab. Below the tabs is a list of interest categories, each with a right-pointing arrow, the category name, and a checkbox. The categories listed are: Business and industry, Entertainment, Family and relationships, Fitness and wellness, Food and drink, Hobbies and activities, Shopping and fashion, and Sports and outdoors. On the left side of the interface, there are sections for 'Connections' and 'ment' (partially visible).

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behavi... | Suggestions | Browse

▼ Interests ⓘ

- ▶ Business and industry ☐
- ▶ Entertainment ☐
- ▶ Family and relationships ☐
- ▶ Fitness and wellness ☐
- ▶ Food and drink ☐
- ▶ Hobbies and activities ☐
- ▶ Shopping and fashion ☐
- ▶ Sports and outdoors ☐

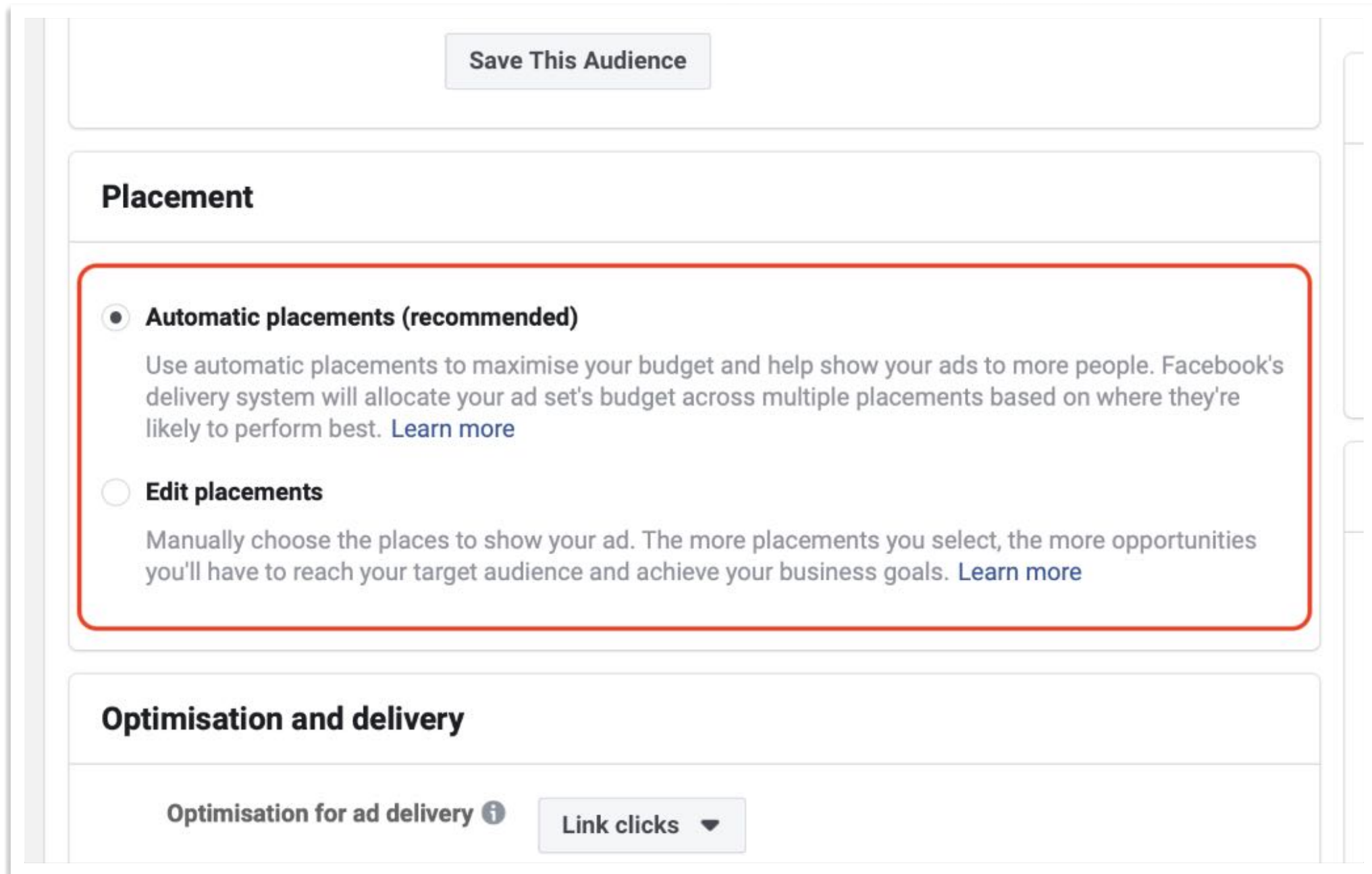
Connections ⓘ

ment



## Tip: Avoid Audience Network

Always use Manual Placements and turn off Audience Network. It provides very poor traffic and wastes ad budget.



The image shows a screenshot of the Facebook Ad Manager interface, specifically the 'Placement' and 'Optimisation and delivery' sections. The 'Placement' section is highlighted with a red border. It contains two radio button options: 'Automatic placements (recommended)' and 'Edit placements'. The 'Automatic placements' option is selected. Below the 'Placement' section is the 'Optimisation and delivery' section, which includes a dropdown menu for 'Link clicks'.

Save This Audience

### Placement

- ☒ **Automatic placements (recommended)**  
Use automatic placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more](#)
- ☐ **Edit placements**  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. [Learn more](#)

### Optimisation and delivery

Optimisation for ad delivery ⓘ Link clicks ▼



Install the Facebook Pixel on your website.



**facebook  
pixel**

Tracks Facebook users on your website

Allows you to use conversion-based campaign objectives.

Allows you to build custom audiences that match the people coming to your website now.

Retargeting





# Upload Your Existing Customer List To Facebook

Market differently to your existing customers.

Create look-alike audiences.

first	last	address1	address2	city	state	zip	email_address_1	email_address_2	email_address_3	email_sta
JAMES	EILERTSEN	501 KERRY LN		VIRGINIA BEACH	VA	23451	jteilertsen@cox.net			valid
CARMELLA	APODACA	809 FAYETTE ST		SANTA FE	NM	87505	capodaca@yahoo.com	carmellas@yahoo.com	carmapodaca@gmail.com	valid
JOHN	MOMAN	3628 N 27TH WAY		PHOENIX	AZ	85016	jmoman7500@gmail.com	momanjthunder@epix.net		valid
MICHAEL	SLAVINSKY	21451 CUNNINGHAM AVE		WARREN	MI	48091	m.slavinsky@comcast.net			valid
TONYA	COWELL	36450 EW 1220		WEWOKA	OK	74884	tonya.cowell@hotmail.com			valid
MICHELLE	ROBERTS	1052 CATTLE DRIVE LN		LUSBY	MD	20657	vabchdog@comcast.net			valid
SUSAN	DECKER	14077 N US HIGHWAY 23		SPRUCE	MI	48762	wessususan802@yahoo.com			valid
JAMES	SMITH	5338 LINDBERGH BLVD		DAYTON	OH	45449	panamauno@yahoo.com	ftclayton1994@gmail.com		valid
JULIAN	COLLIER	4614 N SHEA PKWY		CORPUS CHRISTI	TX	78413	bucilr@hotmail.com	butch_co@hotmail.com	kayvo@aol.com	valid
GEORGE	MARSH	688 COOPER CEMETERY RD		LEESVILLE	LA	71446	georgemarsh1@msn.com	eric.marsh@comcast.net		valid
CONNIE	DETLEFSEN	136 BUZZARD ROOST RD		CHAPEL HILL	TN	37034	detlefsen@comcast.net	detlefsen@bellsouth.net	detlefsen@excite.com	valid
ROBERT	HAYES	3530 GLORIA AVE		BULLHEAD CITY	AZ	86442	rhayes6298@aol.com			valid
CHARLES	HARLAN	5973 EMIL CT		PLAINFIELD	IN	46168	couponcharley@yahoo.com	charlan@ix.netcom.com		valid
PHIL	LEPLEY	2166 FIGARO LN		JACKSONVILLE	FL	32210	febmerc@comcast.net			valid
JULIE	GILSDORF	2070 MINNEHAHA AVE E		SAINT PAUL	MN	55119	gilsdorfjulie@gmail.com	gilsdorfjulie64@gmail.com	jgboogi19@hotmail.com	valid
RICHARD	GRAVES	1020 SOUTH AVE		NORWALK	IA	50211	cgraves876@aol.com			valid
SIDNEY	GROSSHART	100 HOLLY RIDGE DR		HAUGHTON	LA	71037	sidgross@suddenlink.net			valid
ROBERT	PEACHEY	11008 PROCTOR RD		PHILADELPHIA	PA	19116	peachey5@aol.com	peachey5@juno.com		valid
PATRICK	GRANNAN	14913 NORTHWOOD CIR		CHOCTAW	OK	73020	patgrannan@hotmail.com			valid
DANIEL	WRIGHT	31 APPLETREE LN		STAFFORD	VA	22554	mgunnwr@aol.com	misterwrightsplace@yahoo.com	gimmesomee@yahoo.com	valid
GEORGE	CHERRY	5993 NW SUSIE LN		BREMERTON	WA	98312	georgecherry_6457@usa-11.com			valid
BARBARA	ADAMS	8712 HICKORY CT		LOUISVILLE	KY	40242	badamsbarb@aol.com			valid
LAURA	GROSE	65 BERKSHIRE DR		STAFFORD	VA	22554	o2blikhim@aol.com			valid
MARK	BAUER	13002 AMESBURY ST		WOODBIDGE	VA	22192	mbauer13@verizon.net	mbauer@excelonline.com		valid
WILLIAM	LIEBLEIN	500 ROBINSON RD		GREENPORT	NY	11944	wlieblein@aol.com			valid
MICHAEL	SHELLEY	4053 FOREST RIDGE BLVD		DAYTON	OH	45424	mshelley@woh.rr.com			valid
RUSSELL	BLACK	934 CEDAR ST		JUNCTION CITY	KS	66441	rblack10@cox.net			valid
RICHARD	SCHWANKE	336 REGAL DR		ABINGDON	MD	21009	rschwanke@aol.com			valid
KELLY	KRUEGER	8628 HARPS MILL RD		RALEIGH	NC	27615	kel586@icloud.com	dolphinlv658@aol.com	kellykrueger@gmail.com	valid
LOUIS	VEHSLAGE	4502 LANSDALE RD		HARWOOD	MD	20776	lvehslage@gmail.com	lvehslage@collegeclub.com	lvehslage@netzero.net	valid
MINERVA	MEDICKE	1337 W WESTWARD AVE		BANNING	CA	92220	minervawho@msn.com	minervamedicke@yahoo.com		valid
KENAN	EARLY	635 COUNTRY CLUB DR		BURLINGTON	NC	27215	earlyk@hotmail.com	early.kenan@netscape.net		valid
LINDA	TAYLOR	201 PALOMINO LN		SWANSBORO	NC	28584	ltaylor23@ec.rr.com			valid
LINDA	MCGARRY	20 REVERE DR		NEPTUNE	NJ	7753	lmcgarry12@gmail.com	linda.mcgarry@msn.com		valid
ROBERT	LANG	3804 MEADOWBRIDGE LN		VIRGINIA BEACH	VA	23452	rljr103082@yahoo.com	dirtyrob1208@hotmail.com	dirtyrob1208@yahoo.com	valid
RONALD	HAX	455 WALNUT HILL RD		THOMASTON	CT	6787	rih0568@gmail.com	rhax@gmail.com		valid



What about LinkedIn?



LinkedIn is a great resource for individuals with a niche business or talent.

Sales professionals can use LinkedIn to source prospects with tools such as Sales Navigator, LinkedIn Helper, and **Seemless.ai**.

The screenshot displays the Seemless.ai interface for searching LinkedIn profiles. On the left, a profile card for Brandon Bornancin, CEO & Founder of Seamless.AI, is shown. Below the profile, contact information is listed with 99% confidence scores: Website (http://www.seamless.ai), Email (brandonb@seamlesscontacts.com), and Phone (202-555-0187 and 202-555-0142). The location is Columbus, Ohio Area. Insights from TechCrunch and Forbes are also visible.

On the right, a table shows a list of 10 contacts out of 359,789,979. The table has columns for CONTACT, TITLE, and COMPANY.

CONTACT	TITLE	COMPANY
Marc Benioff	Marketing Manager	cloud
Terra Horton	Chief Digital Economis	a
Darryl Adams	Global Recruiting	blue
Maurice Woods	Account Executive	Microsoft
Nicole Foster	Product Management	f
Darrell Andrews	Talent Acquisition	N
Amanda Obrien	VP Of Engineering	in
Hailey Hicks	Marketing Manager	purple
Brad Ellis	Head Of Product	black
Glen Burton	Principal Engineer	blue





# Retargeting



**Retargeting**, also known as **remarketing**, is a form of online advertising that can help you keep your brand in front of bounced traffic after they leave your website.

For most websites, only 2% of web traffic converts on the first visit. Retargeting is a strategy allowing companies to reach the 98% of users who don't convert right away.

The two most common methods of remarketing are done through **Google Ads** (Display Network) and on Social Media (e.g. **Facebook**).




# Example of Retargeting

Facebook interface showing a sponsored advertisement for the JBL Flip 2 Portable Wireless Speaker.

**Amazon.com** Sponsored

JBL Flip 2 Portable Wireless Speaker, The products you love are a click away



amazon  
**Incredible Offers** | Great Selection


**Click. Shop. Save**  
Free Two-Day Shipping with Amazon Prime.

WWW.AMAZON.COM [Shop Now](#)

6 Likes · 2 Comments

Like Comment Share

**Still interested?**  
Buy it on ebay!  
7,761,992 people like this



**\$79.95 at Amazon** - ★★★★★  
amazon.com  
JBL Flip 2 Portable Wireless Speaker (Black) - \$79.95

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# Marketing/Sales Automation Tools



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**Marketing automation tools** are platforms that marketers use to **plan**, **coordinate**, **manage** and **measure** all of their marketing campaigns, both online and offline.

Detailed tracking of traffic on your website at an individual level.

Track and measure the performance of your online campaigns.

Engage potential leads with custom email campaigns.

Much more.



Most marketing automation platforms have a robust **CRM (customer relationship manager)** to help you manage existing customers and track new leads as they enter the marketing automation system.

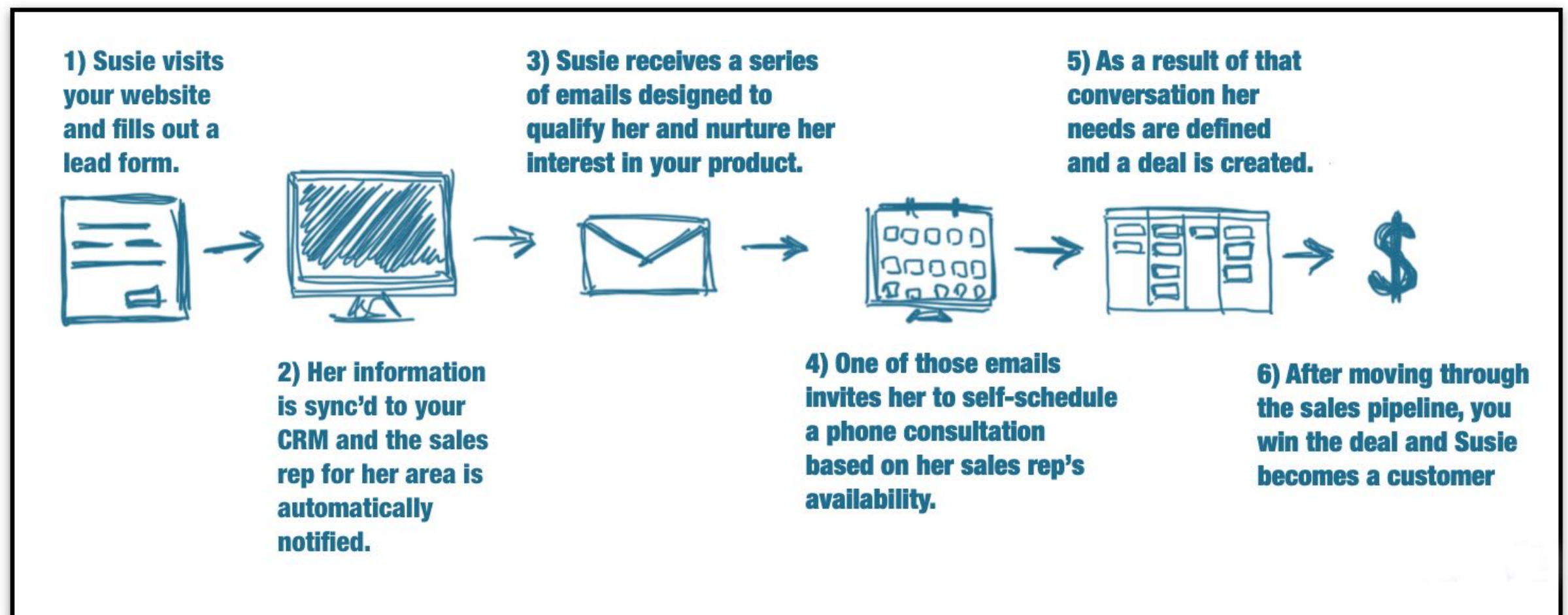




**Email drip campaigns** are a common component of marketing automation where a prospect that either fills out a form on your website or engages with an email you send, they are sent a series of emails based on their profile and product or service of interest.



**Sales automation** is included many **marketing automation** platforms that automates sales activities (e.g. creating opportunities in your CRM, changing pipeline stages based on the lead's interaction with the sales automation content, etc.



**Lead scoring** is a methodology used to rank prospects using a numeric scale to determine the value of the lead to your business.

You can increase the lead score through custom factors you decide on. For example, if the lead visits your price page on your website, you can increase the lead score by 10 and if the lead has stopped looking at your emails after two months, you can decrease the lead score by 5.





Marketing Automation platforms can track the **life of your lead**. In this view, you can look at a any lead that is being tracked by the platform to analyze every interaction the lead had with your marketing content and sales team



You can create custom **landing pages** and stand-alone **forms** for your website that is used to specifically capture and track leads from specific campaigns. This gives you greater insight and control in managing and analyzing the performance of these campaigns.



# Online Reputation



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During COVID-19, people are shopping for products and services online more and are spending less time visiting brick and mortar locations.

Even if we do everything right and prospects find us, we could easily lose them all if our online reputation tells a negative story.



# What is Online Reputation Management

Online Reputation Management includes strategies that help businesses improve and respond to online reviews that customers leave about their business on popular review sites like Google My Business, Yelp, Facebook and others. Online reputation management typically involves, at a minimum:

- Being aware of your online presence - daily monitoring / alert systems.
- Proactively asking customers to leave online reviews (7 out of 10 customers will leave a review if they're just asked to by the business).
- Establishing and adhering to policies on how to respond to online comments / review.



# Buying Based on Reviews is Natural

Our online habits have been naturally make us aware of online reviews.



HP

2018 Newest HP Premium 15.6" Laptop, AMD A6-9220 Dual-Core Processor 2.50GHz, 4GB RAM, 500GB HDD, AMD Radeon R4 Graphics, DVD-RW, HDMI, Bluetooth, HDMI, Webcam, Windows 10 (Newest Model)



708 customer reviews

| 478 answered questions

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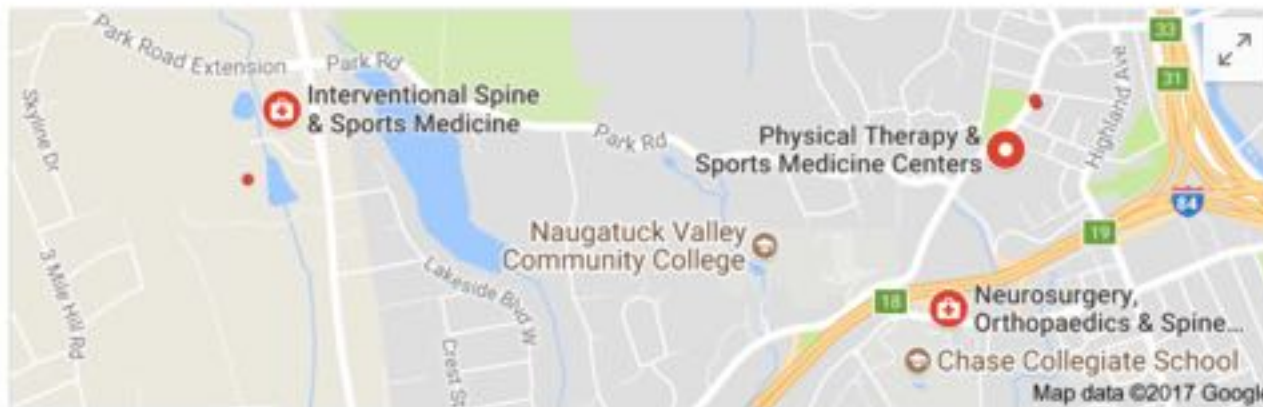
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# Online Reputation Management

Google utilizes quality review sites in online searches.

Examine the search results for: “**sports medicine waterbury ct**” - reviews are favored by Google...



Map data ©2017 Google

Rating ▾ Hours ▾

<b>Hartford HealthCare-GoHealth Urgent Care</b> <b>Ad</b> 385 W Main St · (860) 777-1280	<a href="#">WEBSITE</a>	<a href="#">DIRECTIONS</a>
<b>Physical Therapy &amp; Sports Medicine Centers</b> 5.0 ★★★★★ (10) · Physical Therapy Clinic 1211 W Main St · (203) 753-6043 Closed now	<a href="#">WEBSITE</a>	<a href="#">DIRECTIONS</a>
<b>Interventional Spine &amp; Sports Medicine</b> 5.0 ★★★★★ (3) · Doctor 1579 Straits Turnpike · (203) 598-7246	<a href="#">WEBSITE</a>	<a href="#">DIRECTIONS</a>
<b>Neurosurgery, Orthopaedics &amp; Spine Specialists, PC</b> 2.6 ★★☆☆☆ (7) · Neurosurgeon 500 Chase Pkwy · (203) 755-6677 Closed now	<a href="#">WEBSITE</a>	<a href="#">DIRECTIONS</a>

[More places](#)

## Physical Therapy & Sports Medicine Centers: Home Page

[www.ptsmc.com/](http://www.ptsmc.com/)

Forms. Medical History Form · Patient Registration Form · Consent to Treat Form · HIPAA Notice of Privacy Practices. Join Our Team. We are looking for physical ...  
Avon · Guilford · Intake Forms · Physical ... · Wallingford

## Waterbury - Physical Therapy & Sports Medicine Centers

[www.ptsmc.com/location/waterbury/](http://www.ptsmc.com/location/waterbury/)

View Larger Map. Location Information. 1211 West Main Street Waterbury, CT 06708. P: (203) 753-6043. F: (203) 574-3127. Hours: Monday- Friday 7:00 am ...

## waterbury - Physical Therapy & Sports Medicine Centers

[www.ptsmc.com/location/waterbury/waterbury/](http://www.ptsmc.com/location/waterbury/waterbury/)

waterbury. ← Waterbury ... 11 Connecticut Locations. About Us · Locations · Treatment · Partnership · Career Center · Contact · Site Map · Home. Connecticut ...

## Waterbury Orthopaedic Associates, PC | Orthopaedic, Sports Medicine ...

[www.waterburyortho.com/](http://www.waterburyortho.com/)

Our sports medicine fellowship-trained doctors diagnose and treat injuries and ... leading edge, full service orthopaedic care to the greater Waterbury CT area.  
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## Sports Medicine Doctors near Waterbury, CT - Sports Doctor

<https://www.healthgrades.com/sports-medicine-directory/ct-connecticut/waterbury>

Find and research local Sports Medicine Specialists in Waterbury, CT including ratings, contact information, and more.

## The Best 10 Sports Medicine for 2017 in Waterbury, CT - Yelp

[https://www.yelp.com/search?cflt=sportsmed&find\\_loc=Waterbury%2C+CT](https://www.yelp.com/search?cflt=sportsmed&find_loc=Waterbury%2C+CT)

Best Sports Medicine in Waterbury, CT · Physical Therapy & Sports Medicine Centers, Hand To Shoulder Center, Ivy Rehab Physical Therapy, Gevinski John ...

## Physical Therapy & Sports Medicine Centers - Yelp

[https://www.yelp.com/Health & Medical/Physical Therapy](https://www.yelp.com/Health%20Medical/Physical%20Therapy)

(203) 753-6043 · 1211 W Main St Waterbury, CT 06708 ... Photo of Physical Therapy & Sports Medicine Centers - Waterbury, CT, United States. Erin W.

## Sports Medicine Doctors in Waterbury, CT - Vitals

[www.vitals.com/Find a Sports Medicine Doctor > CT](http://www.vitals.com/Find%20a%20Sports%20Medicine%20Doctor%20CT)

Find 5 local Sports Medicine Doctors practicing in Waterbury, CT. Read 82 ratings and reviews to help find the best Sports Medicine Doctor in your area.



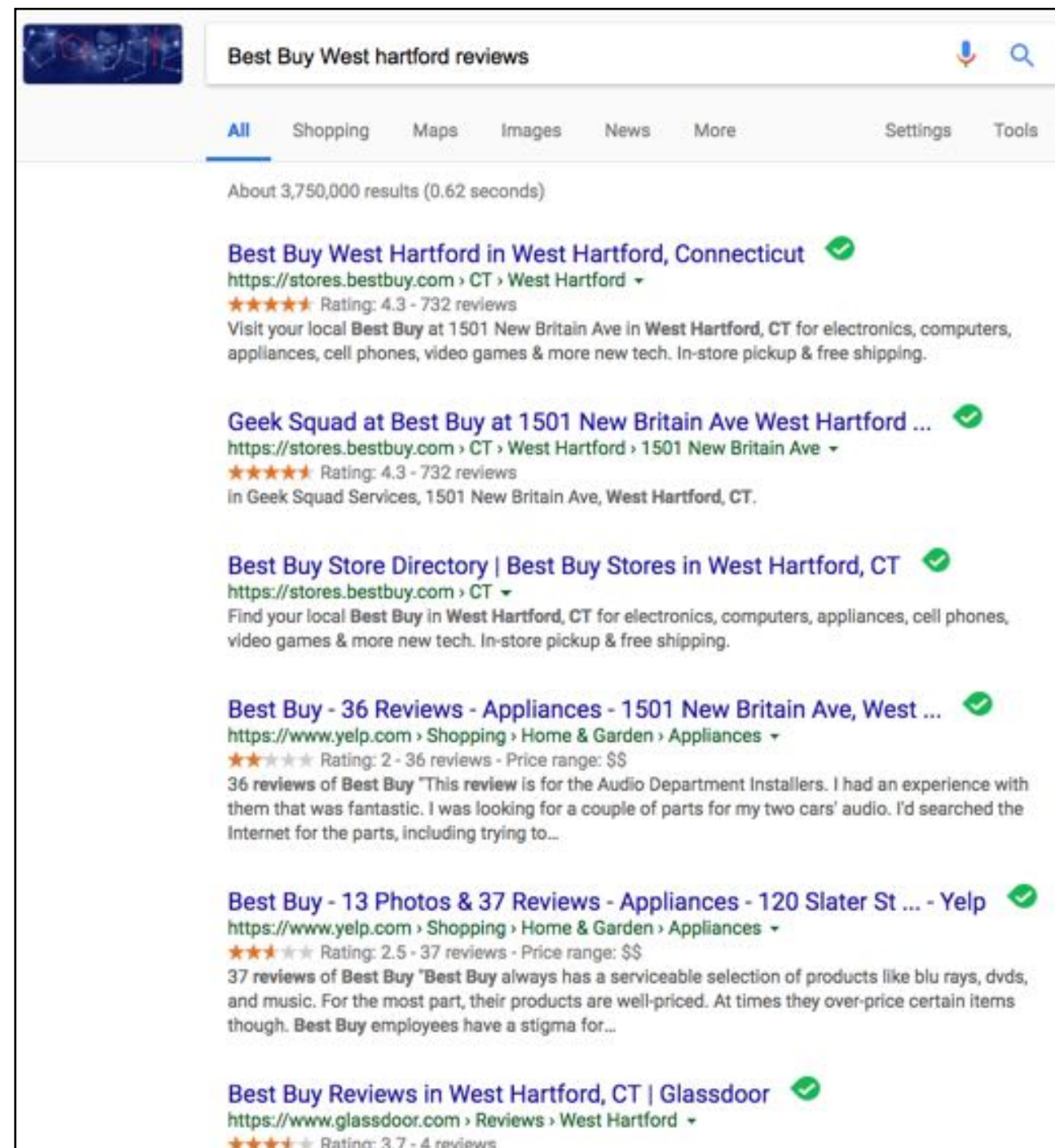
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# Online Reputation Management

It is VERY easy to find a place to complain about your business. A search on your business name followed by “**reviews**” will literally provide a clickable index of locations to leave a review for you.

Understand that if you are a business, you are listed on the majority of the review sites already and you may not be aware.



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Pay attention to industry specific review websites that can rank equally as strong if not stronger than reviews from Google/Facebook/Yelp. For example, doctors typically are reviewed on Vitals, Healthgrades, Web MD, etc.

© Waterbury Hospital | 64 Robbins St. | Waterbury, ...

www.healthgrades.com > ... > Connecticut (CT) ▾

## Orthopedic Surgeons near Waterbury, CT | Healthgrades

41 Results for **Orthopedic Surgery** near **Waterbury, CT** · Learn more about **Orthopedic Surgery** Specialists and how to choose the right one for you · Frequently ...

www.healthgrades.com > ... > Connecticut > Waterbury

## Best Orthopedic Surgeons and Bone Surgeons in Waterbury, CT

Dr. Robert Hendrikson, MD. 75 ratings. 60 Westwood Ave Ste 300 Waterbury, CT 06708. Dr. Terrence Donahue, MD. 14 ratings. 211 New Britain Rd Ste 206 Berlin, CT 06037. Dr. Dennis Rodin, MD. 3 ratings. 1211 W Main St Waterbury, CT 06708. Dr. Russell Chiappetta, MD. 40 ratings. Dr. William Flynn, MD. 19 ratings.

www.vitals.com > orthopedic-surgeons > ct > waterbury ▾

## Orthopedic Surgeons in Waterbury, CT - Ratings and Reviews ...

**Orthopedic Surgeons.** An **orthopaedic surgeon** is a **physician** who specializes in diagnosis and surgical treatment of injuries and disorders involving the ...



## Software available to assist with online reviews

There are many online options available to help you gather online reviews.



Podium



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You don't have to spend money to get reviews.

Do NOT be afraid to ask for reviews by customers/clients that have had a good experience with you.



# QUESTIONS?



If you have questions for me after the seminar, please feel free to contact me at:

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