



Marketing Expertise - Topic Two:

What Contractors Need to Know
About Online Lead Conversion

5 STEP WEB-TO-LEAD CONVERSION



Learn what every home remodeling contractor
should know about online lead generation.

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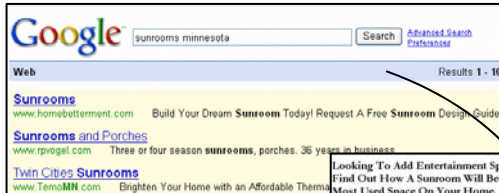
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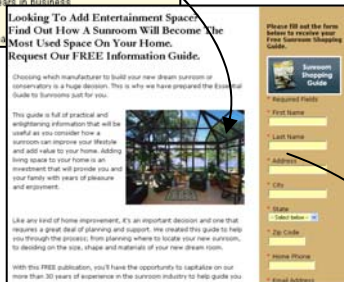
5 Critical Steps That Contractors Need to Know For Effective and Affordable Internet Lead Generation

Over 70% of homeowners search the Internet when they began to consider a home remodeling project. For this reason, home improvement contractors need to gain EARLY VISIBILITY to these potential customers. Buying leads from 3rd party internet lead resellers often results in poor quality leads. But developing your own internal program can be problematic too. Attention must be given to every conversion opportunity in order to optimize the entire lead generation process.

Paid ads appear on internet search



Ads link to landing pages with lead capture forms & various valuable offers



Internet leads are sent via e-mail or a database for sales team follow-up

First: John
 Last: Smith
 Address: 123 Main St.
 City: Minneapolis
 State: MN
 Zipcode: 55401
 Home Phone: 612-623-1234
 Email: jsmith@yahoo.com
 Schedule Appointment: Yes
 How Do You Find Us: Internet
 When Do You Want to Build: 6-12 months

Sales rep is assigned & appointment is set with interested homeowners



Deals Closed



Note: This is an example of how internet leads flow through a complete sales pipeline using regardless of the search engine or their affiliate ad networks.

1 Write Effective Paid Ads That Target Major Services

Designed to increase overall visibility to more homeowners, paid search begins with writing more effective ads. By creating and segmenting paid ads into major service areas, such as windows, roofing or siding, there is a much better match with the homeowner's upcoming project needs. These ads perform much better than a generic, one ad approach. Following these points below will greatly increase your results.

- **Organize your account efficiently into several targeted keyword campaigns**
Organize your keywords into small, manageable groups.
- **Determine top performing keywords and adjust keyword bids accordingly**
Not all keywords are created equal. With some analysis, you can determine which keywords are most worthwhile. Conversely, keywords that are underperforming should be eliminated from your campaign.
- **Include specific keywords in your ads**
Once your campaigns are separated into keyword groups, modify your ad text to include keywords specific to each search term. This makes your ads more targeted, and improves CTR.
- **Improve your Click-Through Ratio (CTR) by A/B testing ad variants**
By A/B testing several ads simultaneously, you can select the top performing ad for long term Click Thru Rate (CTR) gain.
- **Improve your CTR by mimicking top performing ads**
Once you determine what makes the top ads successful, mimic them in underperforming ads.
- **Increase CTR over your entire paid search account**
With constant monitoring and adjustments, your CTR will continue to increase.
- **Bring down Cost Per Click (CPC) by improving your quality score**
Your quality score is critical part of the ad's effectiveness. It's a combination of your Click-Thru-Rate (CTR), the relevance of your ad text, keywords, and your landing page. A good quality score determines your minimum CPC bid, and ad ranking (position on the search results page).
- **Use landing pages instead of your home page with specific keywords**
The majority of contractors direct paid ads go to their home page. By adjusting this to a landing page will help with convert site visitors. This will also increase your quality score.
- **Track interactions with analytics tools**
Leverage an analytics on your website. This will allow you to track interactions from searchers as well as other website traffic.
- **Track conversions with analytics tools**
Similar to above, we will work with your web designer to install a conversion tracking code on your site. This will allow you to assign a dollar value to each web site conversion.

Contractor Benefit: Contractors find segmenting paid ads by their target service areas significantly increases the number of clicks they receive and can reduce the cost per click by as much as 50%.

2 Point Each Paid Ad to a Specific Landing Page

Paid Internet ads that are highly targeted will increase click-through-rates. However, to capitalize on these gains, direct anonymous visitors to a specific landing page, not the home page of your website. This focuses the visitor on what you want them to do next. By following these important landing page tips, techniques and best practices, will increase conversions and lower your overall cost per lead.

- **Define Your Conversion** - Before you start to design your landing page, define that page's conversion activity. For a conversion landing page, the activity preferred is to capture a name and address.
- **Do Research** - A little demographic research goes a long way. Figure out what your visitor is looking for and what offers work. Keep this person in mind when creating your landing page. Your paid ad campaign should funnel traffic to your landing page, so visitors are expecting a very targeted and relevant message to the ad.
- **Eliminate Unneeded Elements** - Distractions can destroy conversions, so strip any unneeded elements from the page. Anyone who comes to your landing page has already been screened by your ad. They expect a very specific message.
- **Match the Creative** - The ad, landing page and creative should match. This is the easiest way to tell visitors in that they have arrived at the right place.
- **Minimize Navigation** – By minimizing navigation or removing it altogether is essential to the conversion process. Remember your message is the important part, not a bunch of links.
- **Stay Focused** –The point of the landing page is much like a first sales call. Stay focused for conversion, not clicking around to other parts of your website. Once they stop thinking about your offer, you've lost them.
- **Important Elements Above the "Fold"** – Pay special attention to the virtual fold (the bottom of the screen before scrolling). Place enough content above the fold to allow your visitor to make a decision about continuing on the site. If a visitor has to click or scroll to figure out what your site is about, the only thing they'll click is the back button.
- **Provide Conversion Exits** – Make it easy for your visitor to convert. Place conversion opportunities above the fold and at every scroll of screen space.
- **Lead the Eye** - Lead the eye along the page towards the proposed conversion. Use hero shots of offers and place important elements, like images and valuable offers close to the middle, and never distract your user from that focal point.
- **Lead Capture Forms** – Optimize your lead capture forms by minimizing typing and the number of questions. Vertical forms perform better than horizontal forms. Auto-populate any fields you can and only ask essential information for lead capture.
- **Test, Test, Test** - After you've finished designing your landing page, test it, repeatedly. By varying the headlines, subheads, offers and images, over time you can determine the clear winners.

Contractor Benefit: Landing pages are relevant, highly effective selling pages for the contractor's products and services. By integrating this step into our process, clients can increase the number of homeowner lead conversions by 100%.

3 Develop Innovative Homeowner Offer Strategies

To increase conversions from a site visitor to a homeowner willing to provide their name and contact information can be a challenge. On the other hand, many websites give away valuable information without requesting anything in return. The goal is to provide and test a range of offers that will solicit enough interest for someone who will give their name and contact data. There are ways to gather a homeowner's name and contact information, and these offers will range from purely informational to buy now to get a special discount offer. Let's look at various offer strategies to capture homeowner's names and numbers.

- **Sweepstakes** – Many people like to register for a sweepstakes drawing. While this will drive lead volume, generally these leads are of lesser quality and do not tend to be now buyers. When using this offer strategy, be careful to further qualify these leads before turning over to expensive sales resources for follow-up.
- **Whitepapers** – Many companies use whitepapers or research articles to educate prospects about a specific topic. One of the successful ingredients of a good whitepaper is to provide multiple sides of the story. For example, if you only sell vinyl siding, a whitepaper should also discuss wood, aluminum or fiber board products. While you may argue vinyl siding is better, a balanced approach is more believable and helps to educate the homeowner on the available options they should consider. Whitepapers are most effective very early in the homeowner's buying process.
- **How-to-Guides** – How-to-guides are another important way to educate homeowners. How to pick a reputable contractor or how to determine what type of window for a certain geography or climate are important examples. How to guides generally attract homeowners trying to narrow the field of options for an upcoming home remodeling project.
- **Comparison Guides** – Comparison guides, similar to how-to-guides, are important educational tools. Comparison guides tend to be more product-centric. Compare a specific brand versus other brand of a similar product. Or compare different product lines within a single brand. These are less valuable for lead capture, as most homeowners view these as brochure-ware.
- **Case studies or testimonials** – As a buyer becomes increasingly committed to a specific brand or contractor, they are seeking validation for their selection. These offers are important to substantiate you as a reputable contractor, and important to have, but do not work as a valuable offer for the purposes of lead capture.
- **Analyst report** – A third party report or endorsement is valuable to have on your website. If there is an independent authority or a university report on energy efficiency and how it relates to a homeowner's decision-making, they can be valuable.
- **Percent discount** – Whether a percent discount or a "buy-one, get-one" offer strategy, these will drive lead capture. These tend to be more "now buyers" than "just browsing" homeowners. Make sure this offer strategy leaves room for the sales rep to finalize a deal during the in-home demo.
- **Sales demo or appointment** – This is a high risk offer strategy, but works well for now buyers. Keep in mind that people who request a demo or appointment, but have not been in contact with you in the past, tend to discount oriented buyers and will be shopping you for the best deal.

Contractor Benefit: By providing helpful, relevant information and testing offers to see which perform best, homeowner conversions can increase by up to 150% over other offers.

4 Design Easy to Complete Lead Capture Forms

It's important to include easy-to-complete lead capture forms in conjunction with the valuable offers discussed on the previous page. You need to do this in an inviting, non-threatening way. This encourages homeowners to share their contact information to get the offer you are presenting. There are several ways to gather a homeowner's name and contact information. These methods may increase your conversion rates.

To increase conversions from a site visitor to someone who will give their name and contact data, provide easy access to valuable information. There are several ways to gather a homeowner's name and contact information. These methods may include both informational and monetary offers.

Capture and route prospect and customer leads with customizable online lead capture forms. By asking the right questions, lead capture forms can collect the information you need to determine the quality of new leads or the interests of current customers.

By creating lead capture forms you can:

- Lower marketing expenses by eliminating the need to outsource form creation
- Improve lead capture and conversion rates from your web site, email marketing campaigns, landing pages, and more
- Eliminate reliance on IT to develop web forms by creating them from the form wizard
- Ensure no leads are dropped or lost in the shuffle
- Improve responsiveness to prospect inquiries by prioritizing marketing leads based on form responses and routing qualified leads immediately to sales
- Use marketing forms to gather relevant information on your prospects and customers for use in future marketing campaigns
- Trigger an auto-response to the marketing form submission to provide additional follow-up information or instructions
- Utilize templates for consistency among lead capture forms
- Configure questions using multiple formats including text boxes, radio buttons, pick lists, and checkboxes
- Analyze marketing form responses and conversion rates with robust campaign analytics
- Lead capture forms can be customized to capture the necessary information needed to target the most qualified leads in order to accelerate the sales cycle.

Contractor Benefit: Contractors find that giving lead capture options increases the number of quality contacts for sales rep follow-up, while significantly reducing abandon rate.

5 Customize Easy-to-Use Monitoring Processes

This step is designed to give contractors a way to monitor results since no lead generation system is ever perfect. Whichever program you implement, make sure you have the ability and visibility to proactively monitor, test and improve your entire Internet lead generation program. This is the only way to make a good program even better.

Monitor Pay-Per Click Campaigns Several Times per Week.

In order to make sure that you are maximizing the value of your Pay-Per Click campaigns, it is important to monitor your efforts on a persistent basis. While it may not be necessary to monitor PPC accounts every day, it is vital that PPC accounts are monitored several times each week. This is important because online advertising is a constantly evolving landscape, and often needs to be tweaked for maximum efficiency.

Quickly Implement New PPC Features and Techniques

Three Deep monitors the Search Marketing universe by reading several authoritative web sites on a daily basis. This allows us to move quickly and implement new features and techniques while managing sponsored search accounts.

Make Continued Improvements PPC Ads for Increased CTR

With a search retainer, we can further increase the CTR of your ads by A/B split testing more ad variations.

Research and Select Keywords to Broaden Advertising Reach

Three Deep will check each month to see if there are any new keywords that your campaigns should be targeting.

Use Advanced Bid Management to Decrease Cost-Per Click

In order to reduce cost per click continually further, Three Deep will use advanced bid management software to algorithmically reduce your cost for each click.

Set Up Ads with Other Search Marketing

If there is a need or desire to start advertising with Yahoo Search Marketing or MSN. With a retainer agreement, Three Deep will help transport your Google campaigns over to other search marketing engines.

Contractor Benefit: Consistent monitoring, measurement and testing make it possible to continually increase conversion rates, increase quality, and lower the cost per lead over time.

Return on Investment Comparison and Summary

Three Deep Marketing is an interactive technology company that specializes in improving Internet lead generation for home improvement contractors. We have designed a unique Five Step Web-to-Lead Conversion Program which:

- Gives contractors total ownership of their own leads
- Increases their Internet lead generation capabilities
- Drives down per lead cost over other lead sources

By specializes in improving Internet lead generation for home improvement contractors, Three Deep has designed a unique Five Step Web-to-Lead Conversion Program that adheres to the best practices outlined in this guide. The results are:

1. Better written paid ads that deliver high conversion
2. Ads that point to specific landing pages
3. Innovative valuable offers that increase conversions
4. Simple and inviting lead capture forms
5. A way to monitor ongoing quality lead capture results

Our 5 step methodology and approach is to understand your current business metrics and determine if your approach is better than your current methods. We will review this information with you further to clarify our assumptions to ensure that our estimates match your specific business metrics. Here's an example of a ROI comparison.

<i>Description</i>	<i>Current Metrics</i>	<i>Monthly PPC Current Approach</i>	<i>Projected Metrics</i>	<i>Projected Approach I</i>
PPC Expense (Budget Variable)		\$ 7,177		\$ 7,177
Total Internet Impressions	100.00%	123,823	100.00%	123,823
Click Thru Rate	1.49%	1,845	2.24%	2,871
Lead Capture (on landing pages)	1.60%	30	3.20%	92
Sales Appointments Set %:	75.00%	22	75.00%	69
Closed Deals:	39.00%	9	39.00%	27
Ave Deal Size & Monthly Revenue	\$ 7,000	\$ 60,441	\$ 7,000	\$ 188,095
PPC Expense (Clicks x Cost Per)	\$ 3.89	\$ 7,176.90	\$ 2.50	\$ 7,177
Management fees		\$ -	\$ 1,000	\$ 1,000
Cost Per Lead		\$ 243.13		\$ 89.01
Estimated Annual Revenue	12	\$ 725,292	12	\$ 2,257,138
Estimated Set-up/Annual Expense		\$ 86,123		\$ 98,124
Advertising Expense to Revenue %		11.9%		4.3%

Note 1: This is a projection of revenue based on your monthly paid search budget. We are using search metrics from other geographic markets, but in similar industries. This is an estimate only and not a guarantee of your specific results.

INVITATION TO COMPARE YOUR INTERNET RESULTS WITH OUR 5-STEP PROGRAM

We find many contractors are interested in driving more internet leads. By comparing their existing internet approach to our 5-Step Program, they can see what improvements, if any, can be made. With this in mind, we'd be happy to prepare a side by side comparison for your review. Thank you for giving this your consideration.

**FOR MORE INFORMATION, CALL THREE DEEP at 651-777-6601 or
EMAIL at INFO@THREEDEEPMARKETING.COM**