



# DRIVE MORE TRAFFIC TO YOUR WEBSITE



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@cupsofcopy

# WELCOME!

## and congratulations on your website launch!

Do you love it??? If I've had my hand in any part of your website (ahem, your copy) then I guarantee you're obsessed with it.

But as busy entrepreneurs and small business owners we often get so caught up in the next thing that we forget to celebrate.

We need to celebrate! The hardest part is getting your dream business out into the wild of the world wide web - and you've done that! Woohoo! 🎉

Ok back to work now, lol. Now that you're launched it's time to focus your attention on a key piece of your marketing plan.

## Getting Clients Through the Door

As with anything, less is more.

To be successful you need to pick a handful of lead generation strategies and do them well.

In this guide, I'm sharing 5 ways to generate leads for your business that you might not have thought about. The goal is to choose those that fit your current workflow and get consistent with it.



# 01 | Collaborations

No not the bot generated Instagram comments; they are spam through and through. I'm talking real, meaningful partnerships that any industry can tap into to grow audience reach. Being endorsed by a credible source gives you an instant "trust" factor.

Patience is key here. Landing a collaboration deal won't happen overnight, but make it a goal to start connecting with your dream accounts/providers on a regular basis. This will significantly increase the chances of your pitch getting noticed.



hello

# 02 | LinkedIn

Say hello to one of the most overlooked social media platforms. I'm guilty of it too. LinkedIn has an incredibly engaged audience of like minded people. They're all there to do business, connect business, and share business. So it makes sense that you need to network your business here.

Start by brushing up your profile and share industry related articles before building status updates and the making of your own brand. You never know who might be watching!



## 03 | Pinterest Ads

If we've have any kind of conversation in person then this will come as no surprise to you. I love Pinterest; it's my number one driver of traffic to my website. If you're not yet on Pinterest then we need to talk, like yesterday.

But if you are (bravo! btw) it's time to consider Promoted Pins, aka, paid ads.

Pinterest is the third largest search platform after Google and YouTube with 458 million monthly users. Now, Promoted Pins (ads) is a relatively new concept which means there's less competition compared to Facebook and Instagram. And unlike these counterparts, Pinterest ads live forever on your board so you will continue to gain organic traction long after your promotion is over.



## 04 | Build Backlinks

A backlink is a link to your website from another website. Backlinks from complementary businesses or industry influencers will not only get your business in front of a larger audience, but it drives qualified traffic to your website. Google loves this!

Google recognizes that backlinks build trust and authority when other, more established businesses point to yours. More trust from Google leads to higher rankings, and therefore more traffic.

Your patience and networking skills are going to come into play again here, and you may have to volunteer some free content to get cited - but aren't you doing that anyway?

Are you featured in someone's portfolio? Make sure you're website is linked! Go check out my portfolio to see how my clients are supported in this way.



# 05 | Google Business Profile

Did you know that an optimized Google Business listing gets 7x more visitors than an incomplete one? Take the time to create an attractive and informative profile for your business on Google. Pull photos from your website, copy and paste a few FAQs and encourage your best clients to leave a review.

Keep nurturing it and set your notifications to "on" so that you can respond to any new activity in a timely manner.

Your listing needs to provide all the information a potential customer needs to make a decision. They might even forego your website and contact you directly from the search engine - that's even better than a site visit!



Remember, lead generation comes down to a few make or break rules:

- Go where your target audience is
- Show up consistently
- Be ready to convert leads with a funnel or system
- Share your expertise generously to add massive value to your audience