



# 3 KEYS

To Successful Online  
LEAD GENERATION  
For Local Businesses



*Attracting new customer and increasing growth through the targeted use of online display ads.*



# Online Ads Are FINALLY An Option For Your LOCAL Business!

***Advertising is and always will be one of the most valuable business tools to achieve greater brand visibility and business growth.***

The problem is, in our digital world, traditional avenues such as print and other offline avenues are returning less ROI and less engagement.

It is now **essential** that businesses find ways to reach the audience where they spend their time – online.

Many social media and web based platforms have been working to determine the most effective way to take advantage of the millions (in some cases, billions) of eyes that pass over the web every day.

Pop up and banner ads were introduced as a way to provide a platform for businesses to take advantage of the floods of people that were diverting their attention to online media.

But those ads weren't always deemed effective even by the big brands that had access to these early stage platforms because there was no to control who was seeing the ad making the return on ads run to unqualified buyers extremely poor.

## **But there's good news!**

Over the past couple of years, online advertising has been growing and maturing to become the most powerful tool for targeting qualified leads and putting your business in front of them.

In other words, *advertising is a numbers game.*

It's all about reaching the most relevant eyes possible with the smallest amount of financial investment.

With today's digital advertising options, it's now possible to target ads *precisely by demographic, behavioral, and even psychographic information.*

And even better, you can measure the reach and effectiveness of ads with campaign metrics and web analytics!



Rather than making your ad available to a wide audience and 'hoping for the best', you can get your ad in front of a 'warm' audience with a HUGE potential for conversion!

This makes online display ads infinitely more valuable than any other traditional advertising medium.

### **So why should you, the local business owner, care?**

Targeted display advertising can be focused to a local geographic area down to a 15 mile radius around a zip code.

Compared to radio or print advertising which is often spread over 100s of miles, this form of advertising is not only more cost effective but it is **PROVEN** to generate qualified leads in your area.

But let's be honest, any new form of advertising is scary so I'm going to ***let you in on a little secret...***

The key to taking full advantage of display ads is to create ads that not only gets the word out about your product or service but do so in a way that also enhances your brand image. Your ad has to be created in a way that will convert **AND** feels valuable and beneficial to your audience.

A good display ad is not only creative and eye catching it's also saying something the audience wants to see or hear.

When done well, the message in a display ad will stick with the members of your audience long after the ad is no longer in view. 35% of people who have seen a display ad will search for the business within 48 hours which is proof that even if someone doesn't click on a display ad, it is still an effective tool for securing mindshare with your prospects.

Visibility is integral to the success of your business. If your audience doesn't know your business exists, they can't become customers.

Targeted, online display ads can play a valuable role in the success of your business. But the key to taking full advantage of display ads is truly understanding their role and how to leverage them.

So that is what we are going to talk about today: The three keys to generating leads for your business and ensuring that your campaigns are a huge success.

**35% of people  
who have seen  
a display ad will  
search for the  
business within  
48 hours**



# Key#1:

## Create Compelling Ads that Get Noticed!

Not only does an ad have to look good, it also has to contain a compelling message that gains the attention of the audience you want to reach. Many businesses have no problem creating highly creative and innovative ads that are eye catching and often inspirational.

Figure 2-1

Figure 2-1 is an ad for an online photography portfolio platform. It's very visually stimulating and creative. And the cow that appears to be coming out of the screen is sure to draw attention.

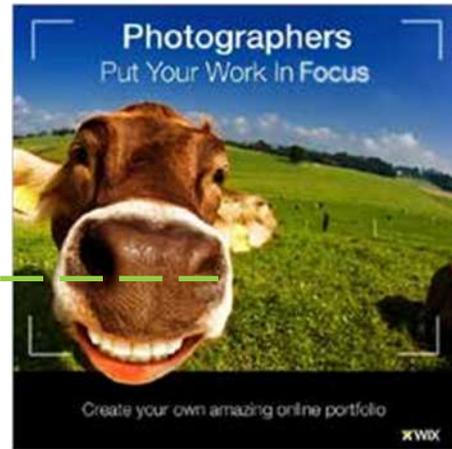


Figure 2-2

Figure 2-2 is an ad for an upcoming marketing conference. The logo is prominently displayed and the quote they use has a strong message. The bolding within the text also creates visual stimulation.



Figure 2-3

In Figure 2-3, this is an ad for a personal concierge service. It's very visually stimulating. It makes good use of color with the cocktail in the foreground and the blurred background that's full of color.

These three ads are definitely creative, but is that enough? Seeing them as standalone images makes it tough to truly recognize what makes them effective. This is because imagery alone isn't the only factor in an effective display ad.

Here are some tips for making sure you don't get hooked by a 'pretty' image and really deliver the best display ad possible...





## 1 Do your research

Once you determine the demographics of the audience you will be targeting, it's important that you figure out what they like. Research other companies that have successfully targeted your audience and see what they have done. Look for the good, bad, ugly and terrific in their display ads. You don't have to copy their campaigns, in fact you shouldn't. What you should do is honestly evaluate their successes and failures to consider those factors when crafting your own campaign.

## 2 Keep it simple

Your display ad isn't the time or place to tell your entire story to the world. This is where you find the hook and draw them in. The display ad is supposed to be just compelling enough to whet their appetite and encourage them to click through or visit your website for more information. Overly complex or verbose display ads can be distracting in a way that isn't beneficial to your business. Figure 2-1 with the cow is a great example of keeping it simple!

## 3 Have a strong call to action

Ask for EXACTLY what you want the user to do. If you want people to click through to visit your website, say so. If you want people to click to donate, say so. Don't mince words in your display ad. Be direct and to the point. In Figure 2-3, the call to action is clearly stated "Join Now".

## 4 Use your location

Anything you can do to make an ad feel customized is going to draw in attention. If you are targeting users within 10 miles of you, clearly state "(City/State)" and then your message. To improve Figure 2-3's messaging they could have clearly states (for example) "Denver Residents... Your work week is boring. Your free time shouldn't be." In fact, 74.2% of people prefer to see online ads for local businesses as opposed to non-local.

## 5 Measure your success

Make sure you're actively involved in the measurement of how well your display ad is doing. Take advantage of the campaign metrics and Web analytics that will come from your ad. Create a benchmark where you make a note of where your company website stands before the campaign and after the campaign. You should also keep tabs on the different reports generated from your ad to determine how well it's doing. Even if this is your first time doing targeted display ads, the information you gather will be helpful as you launch other campaigns.

## 6 Use Reviews

Peer persuasion is one of the most powerful tools you have at your disposal. Including yelp review highlights or the number of stars you have on a reputation site will greatly increase your ads power to convert a viewer

### *Is this a lot to consider?*

Yes!

But the targeting that display ads offers you puts you in a unique position to customized

# Key#2:

## Target Your Ads Precisely

We've talked a lot about targeting already but I want to dive in a little deeper as the audience you target is going to **make or break your ad**. There are a variety of places where you can place your ad from social media to display ad platforms and each one offers various degrees of targeting. I want to walk you through the options available with *THE most powerful targeting tool* available for local businesses – the Lift Local Display Network.

### 1. Demographics

If you were to describe your ideal customer, who would they be? **Are they young, old, rich or poor?** Knowing the key demographics of your customer is vital to your success with display ads. Given the sheer volume of activity on the internet, the Lift Local Display Network is able to pull an unimaginable amount of demographic data that you can target. Say for example, you are a family restaurant that has a play pen for young kids. Your ideal customer would likely be (1) Parents (2) 35-54 years old (3) High Income. These are all demographics that you can target through display ads.

### 2. Interests

Have you ever looked at a blog or forum that has a lot of traffic and thought, if only I could reach these people, **they would be my customers!** That is where interest targeting comes in! What's even better if you don't even have to do the research to find all the blogs and popular sites your audience would be interested in. Let's say, for example, you are an auto body shop. Display ads allows you to target 'automotive enthusiasts' and shows your ads on all the popular automotive websites but **ONLY to users on those sites that are accessing the internet within your geographic specifications.**

### 3. Intent

Intent is perhaps the most powerful targeting option available if the goal of your campaign is to **bring in buyers**. It takes interest one step further and targets 'seekers' or people who are looking to take action in a given category. For this example, let's use a contractor. If the goal of a contractors display ads campaign was to generate leads to be email marketed to over time, then he/she would likely target home and garden enthusiasts in the interest category. However, if that contractor were offering a short term 20% off all services special then he/she would need to target prospects that are actively looking for home improvement. With intent targeting, the contractor can find home improvement seekers who are actively shopping for contracting services within the geographic specifications.



# Key #3: “Follow” Your Prospects To Stay Top Of Mind

Following your prospects may sound creepy but it’s actually a powerful tool called **retargeting** that keeps your brand in front of visitors who have been to your site but haven’t become customers.

Retargeting is a technology that uses cookies (a piece of text stored by a user’s web browser) to anonymously follow your audience all over the web and shows your ad on other sites they are visiting until they become customers.

The cookie that is used is very unobtrusive and doesn’t negatively affect the web browsing experience of the user. It’s not malware, spyware or a virus. It is, however, a very beneficial tool to have in your digital advertising strategy.

This is an **extremely effective form of online advertising** because you’re essentially re-pitching your business to an already interested individual. On average, 2% of the visitors to your site will convert and retargeting helps you reach that 98% that by reintroducing them to your business as they browse the web.

Since they have already visited your website once, there was at least an initial interest in your product or service. By retargeting them you build on that interest and encourage them to visit your website with a renewed curiosity which increases the odds that they will convert.

## Conclusion

Ultimately display ads are an essential part of any modern day advertising campaign and offer an unprecedented amount of targeting. With all the nuances involved to craft and execute a successful display ad campaign that will bring in qualified leads, it’s best to consult a professional.

If you’d like to further explore what local digital display advertising can do for your local business, contact us for a free consultation.