

GET MORE **LEADS**
FOR YOUR **BUSINESS**



DOUBLE YOUR LEADS, DOUBLE YOUR SALES!

Welcome

The internet is responsible for containing an astonishing amount of data and information.

More than this, though, the internet presents a means to **draw targeted attention to any website, idea, group, company, cause, and/or professional which is a part of this information pool.**

Prior to the internet's creation and rise, pre-selected marketing to individuals who were known to be interested in a particular idea, product, or service was a pipe dream—something that even the most efficient and successful of marketing professionals couldn't even imagine.

But today, the idea of pre-targeting potential customers is one which is very real, and can be integrated based upon user searches, website visits, demographic information, geographic location, and a number of other, helpful factors.

Still, though, those who can benefit from these marketing and promotional opportunities the most—small business owners—are often hesitant to do so.

The reasons behind this hesitation are plentiful in quantity and wide-ranging in nature, but are universally damaging; making use of online marketing can lead to an explosion in business and transactions, while neglecting it altogether can cause one's company to go under.

Needless to say, those who try and explain the benefits of online marketing and the internet are probably frustrated with the resistance of many business owners.

It really is in every small business owner's best interest not to ignore the internet, **but to utilize it**. This doesn't have to take the form of complex marketing and advertising campaigns (although these can also help), as even a simple and easy-to-design website can increase business impressively—especially in coordination with social media.

If you fall into this category of those small business owners who currently have what appears to be zero interest in making use of the internet to improve the sales and overall financial outlook of their company, then you need to pay attention.

Unfortunately, a lot of small business owners try to do it all themselves, and this can end up costing them a lot more with various mistakes that people commonly make.

So let's take a look at some of the most common objections business owners have when it comes to creating their online presence and trying to generate leads online for their business.

Objection 1: They Don't Need Online Lead Generation

Having a consistent flow of targeted leads online is crucial for your business success, but a lot of people still don't think they need to do effective online lead generation.

They just don't see the value an online lead generation strategy can provide to their business, and just don't get how much it can help their business to get more customers and clients online.

They don't get that the first thing most people do is search online for a business' website to find out more about them, and to find out how they can contact a business.

If your business doesn't have an effective online lead generation strategy, then you're letting a lot of potential customers slip through your hands, and into the hands of your competitors.

Objection 2: It's Too Expensive

Most business owners know they need more leads for their business, but a lot of them think that hiring a professional to manage their online lead generation for them is going to be far too expensive.

The problem is, they look at lead generation as just a cost, rather than an investment in their business' growth.

Having an effective online lead generation strategy that promotes your products and services to interested people online, can dramatically increase the amount of customers you have coming into your business.

Your lead generation professional is like a sales person who is working around the clock to get you more leads and customers. But unless you promote your business effectively online, nobody is going to be able to find you.

That initial investment into an effective online lead generation strategy, could end up bringing you customers for many years to come.

Objection 3: Not Understanding How It All Works

One of the major reasons why some business owners are reluctant to have an effective online lead generation strategy implemented for their business is they just don't understand how it all works.

How does someone find their business' details online? How can they increase the number of leads they get? How can they get more targeted leads than their competitors?

For people who aren't tech savvy, the thought of managing their own lead generation campaigns can be pretty daunting.

The thing is, you don't need to know how it all works. You don't need to know all the technical details of lead generation in order for your business to benefit from it.

All you need is someone who understands all aspects of lead generation, and can bring customers through your doors.

Objection 4: Thinking Their Business Isn't Suitable For Online Leads

One of the most common reasons small business owners think they don't need online lead generation is because they think their business isn't suitable for selling products or services online.

That might be the case with businesses like restaurants, mechanics or plumbers, where the business is location-dependent, but even then, these businesses could benefit massively from an effective online presence that promotes their business online.

A lot of times having an effective lead generation strategy for your business isn't just about selling products or services on your website; it's also about promoting your business and getting people to email you, call you, or walk through your doors.

Lead generation is another piece of the marketing puzzle that helps to get your business in front of people who are interested in what you have to offer.

Objection 5: Thinking Their Customers Don't Search For Them Online

Another key objection a lot of small business owners have when it comes to developing a lead generation strategy for their business is they think their consumers aren't searching for them online.

They think that the Internet doesn't influence their prospects and customers, and they don't see the need to invest into online marketing.

The reality is over 90% of consumers will search online for a local business before they even think about calling them or visiting them.

Regardless of how things have worked in the past or how they're working currently, the fact of the matter is almost everybody is searching online for a local business before they do anything else.

And if you're ignoring this fact, then you're also ignoring all the potential customers you're missing out on right now.

Objection 6: Thinking They Don't Need To Invest In Lead Generation

Some small business owners seem to think that because they see great results from their existing marketing they don't need to invest in online lead generation as well.

After all, if you're getting a consistent stream of customers through newspaper ads, or radio ads, then why would you need to look into having an effective online marketing strategy?

The thing is, it's not about your online marketing replacing what you're currently doing. It's about your internet marketing strategy complementing your current marketing, and adding to the results you see now.

Lead generation allows your potential customers to find you easier online, and they're searching for you right now. The easier it is for them to find your business online, the easier it is for them to get more information about what you have to offer before they contact you.

Objection 7: Thinking Online Lead Generation Just Doesn't Work

If you've already tried online lead generation for your business, but you're not really seeing any results from it, then it might be time to get the pros in.

A lot of business owners have tried to generate leads online by themselves, but overall it might have been pretty disappointing experience.

If this has happened to you in the past, what you need to understand is that lead generation is an ongoing process. Effective lead generation is always changing, and you need to stay on top of the process in order to see consistent results from it.

What you need to do is stay up-to-date on the latest best practices and be constantly updating your online presence. Or hire a professional lead generation company to take care of it all for you.

Objection 8: Thinking Social Media Is Enough

Some small business owners are reluctant to get a professional lead generation strategy built for their business because they've already got social media accounts created.

Just because they're posting on social media or they have some details on their profiles, they think that's enough online marketing to get customers coming through their doors.

If you're on social media, but you don't have an effective lead generation strategy as well, then you're missing out on a massive opportunity to convert more visitors into customers.

It's not that lead generation should replace what you're doing on social media, but they should complement each other. If you already have a following on social media, then you should be taking advantage of that by also getting your followers to contact your business.

Objection 9: Don't Want To Manage The Process

A major reason why some small business owners object to getting a professional lead generation strategy developed for their business is because they don't want to take the time to manage the process.

If you're holding off for the same reason, then you should realize that you don't have to manage your business' lead generation yourself, and the longer you hold off, the further ahead your competitors get.

You've already got enough on your plate with your business, and the last thing you want to do is learn about lead generation and monitor it all the time. What you should be doing instead is hiring professionals who know exactly what they're doing.

Leave it to the pros to actively manage and improve your online lead generation, while you focus on the primary aspects of your business.

Objection 10: Thinking They Can Do It All Themselves

Another common objection small business owners have about generating effective leads online for their business is they don't want to hire a professional to do it. Instead, they want to try and do it themselves.

This might be fine if you've already got a leads system that is producing great results for you, and you just need to tweak a few things here and there.

But if you want a professional lead generation strategy built for your business that is actually designed to attract more customers for your business, then you need to hire a professional.

There's no point wasting your time on something that might not even produce any results. Hire a professional, and get the job done right.

Conclusion

So as you can see there are quite a few reasons why some small business owners are still struggling to generate consistent leads for their business, but in most cases investing in an effective lead generation system is going to bring in more customers, more traffic, and more business than if you continue to ignore the Internet.

Your lead generation system and any form of internet marketing isn't going to replace anything you're currently doing, and it's not going to significantly add to the amount of work you're doing now.

Once you have a consistent flow of leads coming into your business, it will be like your own sales person, working around the clock to promote your business.

And you will be able to reap the benefits for many years to come.

So if you're interested in getting a professional, effective lead generation system built for your business, then contact us today.