

# SEM Coaching - 33

# Local Marketing Lead Generation



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# Introduction

- ❖ Lead generation is one of the most important and profitable online business models for online entrepreneurs
- ❖ Because there are literally over 100,000 small medium businesses who require regular leads for their businesses
- ❖ Majority of company websites are not optimized for lead generation, resulting in sub-optimal results
- ❖ Traditional one-page landing pages do not work as well for PPC since Google updated their AdWords Quality Score criteria

## Online Profit Model – Local Lead Generation

### ❖ How it works

- Identify a profitable offline niche (e.g. catering, tuition, plumbing etc.)
- Locate offline suppliers (use the Yellow Pages)
- Create website and promote offline niche online via PPC
- Get paid when you generate a LEAD

## Online Profit Model – Local Business Marketing

### ❖ How it works

- Identify a profitable offline niche (e.g. catering, tuition, plumbing etc.)
- Locate offline suppliers (use the Yellow Pages)
- Create website and promote offline niche online via PPC
- Get paid when you generate a SALE

# Lead Generation WordPress Template




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# Local Marketing Coaching WP Plugin

**RENO**Singapore  
affordable reno packages

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**DEAL  
OF THE  
DAY**


**Get \$1,000 Of Our Kitchen Reno Package!**




**DISCOUNT**  
normal **\$5,000**  
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NOW ONLY! **\$4,000**

**Claim Your Discount Coupon NOW!!!**







**Grab Your Coupon Now!**

Once you claim your coupon, Jessica from our office will email or call you and setup an appointment for you.

**Offer Fine Print**  
Expires 31 July 2012. Limit 1 per household. New clients only. Coupons are non-transferable...



# Local Marketing Coaching WP Plugin

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New

Howdy,

Dashboard

Posts

Media

Links

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

LMC WP Settings

Manage Clients

Add New Client

Settings

Support & FAQ

VIP Access

Collapse menu

Client Dashboard

Edit Client

View Landing Page

**RenoSingapore**  
 Full-service Reno provider

31

total visitors

0%

conversion

0

total leads

Leads

Landing Page

Notifications

Edit Landing Page

Site Meta Info:

Important meta info for your page - SEO settings:

Site Title:

This will appear as the title of your site...

Home Renovation Singapore

Meta Keywords:

SEO settings, add some keywords to describe your page...

Meta Description:

SEO settings, add a description of your page...

Page Settings ( main settings )

Design Settings ( backgrounds, etc )

Header ( logo & # CTA )

Main CTA Area ( headline & video )

Optin Box ( design & content )

Auto-Responder ( aweber, etc )

Sub-Headline ( text or image )

Feature Section ( 4 sections )



# Local Marketing Coaching WP Plugin



## Renovation Niche Package

**Release #2** - this package is for renovation type industries. Can be used for contractors, real estate, building, remodelling, etc.

[Launch Editor](#)

[PSD File](#)



## HVAC Niche Package

**Release #3** - this can be used for anything in the HVAC industry. AC installs, etc.

[Launch Editor](#)

[PSD File](#)



## Real Estate Niche Package

**Release #4** - this can be used for anything in the Real Estate industry...

[Launch Editor](#)

[PSD File](#)



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# LMC WordPress Plugin Features

- ❖ Online editor allows you to make unlimited edits – NO Photoshop and NO Website Editor required!
- ❖ Built-in lead gen form that will send leads to you and your client automatically – Allowing you to start a lead gen business INSTANTLY!
- ❖ Manage UNLIMITED clients in multiple niches
- ❖ Full SEO-friendly design and able to create multi-page website
- ❖ Integrate with all major autoresponder systems
- ❖ 12 ready-made READ-TO-GO niche designs
- ❖ Step-by-step video training

# 'Live' Demo

# Questions?