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## **SEM Coaching - 33**





# Local Marketing Lead Generation



## 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

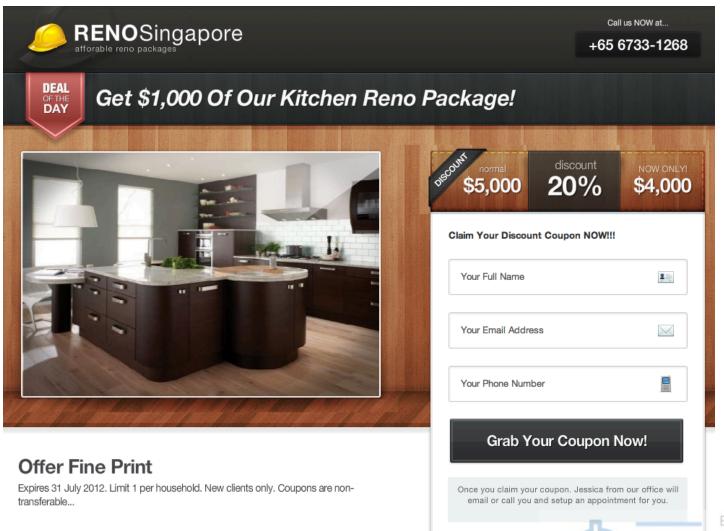
## How it works

- 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



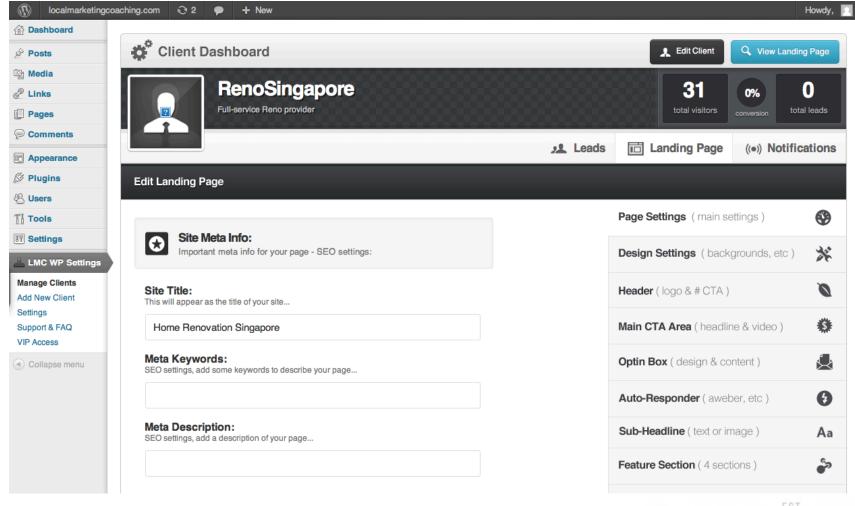
## Local Marketing Coaching WP Plugin



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## Local Marketing Coaching WP Plugin



## 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 multipage website
- Integrate with all major autoresponder systems
- 12 ready-made READ-TO-GO niche designs
- Step-by-step video training



## 'Live' Demo



# Questions?

