

**Client Generation From Out of Marketplace**

**Main 4 Questions to Answer to Get Clients**

Right Audience = Who?

Right Place = Where?

Right Approach To Reach = How?

Result / Getting Client = What?

Getting Order = Final Achievement

**Criteria to get clients**

| Right Audience | Who? |
| --- | --- |
| Right Place | Where? |
| Right Approach To Reach | How? |
| Result / Getting Client | What? |
| Getting Order | Final Achievement |

**Facebook:**

The are a lot of people on Facebook but how can we get our clients there?

We will try to find our client on Facebook following our four criteria.

**1st Method to apply**

**Q1: Who are our right audiences?**

**The answer:** those who need our services.

**Q2:** **What are the right places?**

**The answer:** Facebook Groups relating to our service categories like for google tag manager, google analytics4, google ads, Facebook ads, and other social media marketing support groups…

**Q3: What is the right approach?**

**The answer:** will be discussed in class

**Q4: What is the Result?**

**The answer:** The client's response to our message and make them client

**Q5: What is the final achievement?**

**The answer:** `

**2nd Method to apply**

**Q1: Who are our right audiences?**

**The answer:** those who need our services.

**Q2:** **What are the right places?**

**The answer:** Facebook Ad Library

**Q3: What is the right approach?**

**The answer:** will be discussed in class

**Q4: What is the Result?**

**The answer:** The client's response to our message and make them client

**Q5: What is the final achievement?**

**The answer:** getting order at fiverr, upwork or out any where

**LinkedIn**

There are many methods to generate clients on LinkedIn but i think this free method is more effective in short time.

**Q1: Who are our right audiences?**

**The answer:** those who need our services.

**Q2:** **What are the right places?**

**The answer:** Various Groups in LinkedIn relating to our service category

**Q3: What is the right approach?**

**The answer:** will be discussed in class

**Q4: What is the Result?**

**The answer:** The client's response to our message and make them client

**Q5: What is the final achievement?**

**The answer:** getting order at fiverr, upwork or out any where

**Any Website Audit**

Some tools to audit a website for our web analytics and tracking job

* Google Tag Assistant
* Facebook Pixel Helper
* All Social Media Pixel Helper Extensions
* Wappalyzer
* Datalayer checker
* Adswerve
* Similar Web
* Semrush